

The Promotion Strategy To Increase Public Awareness of Halal Logistics In Indonesia

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Abstract

Indonesia is a country where has the largest Muslim population in the world. With the development of the technology, public awareness of the needs of Halal products is increasing. Therefore, people will be more thorough in selecting the products which they consume. There are three kinds of awareness for halal i.e. the product, processes, and logistics. This paper discusses the Logistics only. Logistics is the process of planning, implementing, and controlling the efficient and effective flow of goods or services and the related information from the point of origin to point of destination. All the processes such as cutting, processing, storage, packaging, distribution, transportation, sales, and presentation are clean, free of unclean, and non Halal materials. Research conducted using qualitative approaches to describe clearly and in depth the importance of Halal Logistics towards daily needs. The results obtained from this research is still a low level of awareness of people of the importance of the Halal Logistics. The government suggests holding a promotion strategy in the form of above the line using television and below the line using social media. The Government also undertook to actively along with other stakeholders in conducting socialization as a direct extension to the community, training, seminars, and FGD regarding the importance of the Halal Logistics with a premium brand with tagline Healthy, Beauty, Safety as Lifestyle.

Keywords: awareness, campaign, halal logistics, lifestyle, premium brand

Introduction

Indonesia is the country which has the largest Muslim population in the world. With the development of the times and the technology level of public awareness of the needs of the halal products more increase. The Indonesian people will be more concern in selecting the products that they consume.

Halal means the “things or actions are permitted or legal” by Shariah laws.(Ahmad & Shariff, 2016) The term halal is not only for food and drink but also for goods or services related to drugs, cosmetics, and chemical products, as well as items that are used by consumers.(Ahmad & Shariff, 2016)

Logistics is part of the supply chain which involves many parties such as suppliers, manufacturers, distributors, and retailers. All the parties will work together to process the raw materials into finished goods. (Tarmizi, Kamarulzaman, Latiff, & Rahman, 2014)

The basic principle of Halal logistics is to ensure segregation of Halal cargo from non-Halal cargo. This is to avoid direct contamination, avoid risk human error, and ensure consistency with its Syariah and customer expectations. (Kamaruddin, Iberahim, & Shabudin, 2012)

Logistics activities are the most important role in supply chain. To serve Halal logistics products to end consumers, all the part activities from the source of supply, transportation, warehousing, manufacturing, handling, and distributing should not be mixed with the non Halal products. (Tarmizi et al., 2014)

The word “awareness” means the knowledge or understanding of the situation. The word awareness in the context of Halal logistics means having a particular interest towards food, drinks and the usual products they used. (Omar et al., 2017)

To increase awareness of Muslim consumers toward halal logistics, the Government should suggest a held promotion in the form of above the line and below the line.

Above the line are strategy of promotion which attracting the attention of consumer through advertising through electronic media (Television, Radio, etc.), Print media (newspapers, magazines, brochures, catalogs), other advertising media and billboard. Meanwhile, Below the line using social media (Facebook, Twitter, Instagram, broadcast messenger via WhatsApp, line, and BBM). Both of those strategies attract the curiosity of people to buy and try the product. (Smith, 2005)

Halal logistics has become the lifestyle of the people in Indonesia. Lifestyle itself is a reflect of behavior, and the way people thought of something. lifestyles have become more significant and social identification needs to be taken seriously. (Cockerham, 2005)

The aims of this paper are to increase public awareness of Indonesia people towards Halal logistics using qualitative approaches and the results obtained should be held a promotion strategy in the form of above the line using and below the line.

Method

The approach of this research is qualitative to depict in depth how promotion strategy to increase awareness Indonesian people of Halal Logistics.

Data collection is done through a structured interview, semi-structured and in-depth interview and focuses group discussion. The data analysis techniques used in

this study use an approach developed by Miles and Huberman that include (after data collection) data reduction, data separation from unfocused, too detailed and others so that the data will reveal patterns or themes. Next is to display data (data display) that serves to help understand for advanced analysis of an information or event. The last process is the conclusion of the researchers based on the pattern and theme. Withdrawal conclusion is done continuously, that is while doing at the time of data reduction and data display done. (Miles, Huberman, & Saldana, 2014)

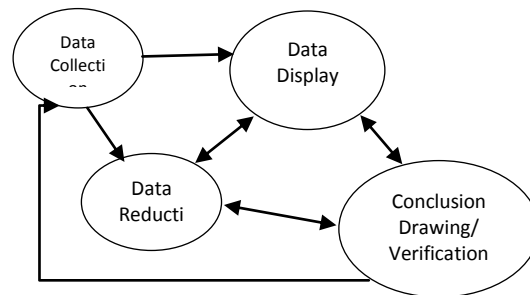


Figure I.1. Data Processing Technique

Source: Miles, Huberman, & Saldana (2014)

A site visit has been carried out at PT. Lookman Djadja Jakarta and PT. Multi Terminal Indonesia Halal Logistics & Cold Storage (MTI).

The data source in this paper are informants who have the capability and competence so that the information provided is credible and in accordance with the needs of this research (purposive). Because of this research, the main goal is to find out How the promotion strategy will increase public awareness of Halal

Logistics in Indonesia, so it is necessary for informants who not only have academic expertise in Supply Chain Management but also practitioners who are daily involved in the SCM.

The informants in this study are:

1. Chairman of Indonesian Logistics and Forwarders Association (ALFI)
2. Vice Chairman of Indonesian Trucking Association (APTRINDO)
3. Daily Chairman of Indonesian Logistics Association (ALI)
4. Chairman of Indonesia Cold Chain Association (ICC)
5. General Manager of PT. Multi Terminal Indonesia Halal Logistics & Cold Storage (MTI)
6. Chairman of Indonesian Logistics Community (ILC)
7. Chairman of Supply Chain Indonesia (SCI)
8. Chairman of Community of Research Core Director Management Science of University Teknologi Mara Malaysia (UITM)

Discussion and Result

Halal Logistics is a scope that consists of activities such as the management of procurement, movement, storage, and handling of materials, semi-finished goods, and supplies in the form of food not accompanied by information related documentation and flow through the supply chain companies and organizations according to the principles of Islamic terms, such as: avoid contamination, avoid errors, ensuring consistency with the Islamic and Muslim customers expectations.

In the context of the supply chain management system, the process of halal

products include activities: production, processing, storage, packaging, distribution, sale, and the presentation should be in accordance with the Islamic Shari. In addition, the UU requires that the location, place, and halal products processing tool: maintained hygiene, free from the unclean of goods (must be provided his location or special places aim to prevent from unclean or free from contamination of goods or food that is unclean goods). Halal activities is a halal process control activities such as: warehousing, transportation, and depo.

Halal products are circulating in the community should be tested and trusted his halal and Islamic conditions meet the standards of the community thus never worry about their consumption for daily needs. The product, in this case, is the goods or services related to food, drugs, cosmetics, chemical products, biological products, products of genetic engineering, as well as prevent items worn or used by the consumers.

The results of the discussion request:

- 1) Government as a leader in campaigning and socializing, using seminar, Focus on Group Discussion, Workshop.
- 2) Government as a leader suggest suggest how in Indonesia will increase Public awareness of the importance of the Halal logistics by way of holding the promotion in the form of ads Above the line with the use of media electronically, primarily using television, Then, supported by social media as Below the line such as Facebook, Twitter, Instagram, and Broadcast Messenger via WhatsApp, Line and Blackberry Messenger.
- 3) Community: Create a community of halal logistics to introduce to the public

his important halal logistics

- 4) Premium services: logistic lawful initially still very minimal in Indonesia halal products, the price is quite expensive in Indonesia, and it is difficult to reach for middle-class society and, nowadays, with the passing of time and the development of technology, public awareness of the demand for halal products needs increasing so that the community can afford the expense to get halal products.
- 5) Campaign Halal: healthy, beauty, safety. Healthy in Halal logistics may be defined when people consume products which are hygiene and ensured for good quality (nutrition). Beauty in Halal logistics may be defined as a cosmetics product which should not contain prohibited ingredients such as alcohol, or animal fat especially pork. Safety in Halal logistics may be defined when products are not contaminated with non Halal and hazardous materials

Conclusion

To increase public awareness of Indonesia people towards Halal logistics using qualitative approaches and attract the customers by providing more in-depth knowledge to every segment of the society up to the remote region have to gain knowledge of how important she consume goods or food certified Halal logistics. Government as a leader make a promotion based on an advertisement in above the line and below the line, also by campaigning with the tagline “Healthy, Beauty, and Safety” and socializing, using: seminar, Focus on Group Discussion, workshop. A community of Halal logistics made by the Government. The purpose

of promoting or giving knowledge to the community regarding Halal logistics started from Halal materials, the halal process until consumption to the consumer. All processed with the special way by the rules or Islamic sharia. After most of the Indonesian people already educated about the importance of Halal logistics, it becomes a behavior of Indonesian people as Premium service.

Tagline with Campaign Halal: healthy, beauty, safety.

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