

## Halal Issue in Communication and Networking

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### ABSTRACT

Halal product has been a new wave in international business for last decade. It is improving very fast, not only for business value but also its spreading into broader area around the world. Furthermore, it is for the improvement of increasing the amount of Muslims consumer who has higher education. So the demand of halal production also increased. The objective of this paper is to introduce the benefit of Halal issue in developing communication and networking among Muslim countries in the world. It is a human destiny of having skills in communication and networking with others, not only within a human being but also skill communication with others. The experts on communication are really appreciate the skills of human being in communication and networking because communication and networking are very important on developing self existence for continuous life, for getting happiness, avoiding treath, especially in developing communication and networking on Halal goods and products Issues. This is an opportunity and also challenge to the businessmen and manufacturers to fulfill halal standard requirements. They need to know halal production system, including halal materials, guarantee halal system, and so on. For Muslims world, consumption of halal products (*halalan thayyibah*) are part of an obedience to God Allah SWT. It is the obligation for Muslims to consume halal goods and products.

Key words: Halal Issues, Developing Communication and Networking.

### INTRODUCTION

In Southeast Asia region (ASEAN), Malaysia, Brunei Darussalam, and Thailand are countries that are very active to utilize their halal industries in penetrating global halal market opportunities. Despite the fact that Indonesia as the world's largest Muslim population could only perform as the most potential halal market. ASEAN, spearheaded by Malaysia, has transformed to be the center of global halal products production and marketing which conducted through Southeast Asian countries cooperation (ASEAN) and it has become well known as ASEAN Halal-Hub (DwiPurnomo, 2011). Moreover, halal goods and products have been a new wave in international business for last decade. It is improving very fast, not only for business value but also its spreading into broader area around the world. Furthermore, it is for the improvement of increasing the amount of Muslims consumer who has higher education. So the demand of halal production also increased. This is an opportunity and also challenge to the businessmen and manufacturers to fulfill halal standard requirements. They need to know halal production system, including halal materials, guarantee halal system, and so on. This is one of

effort in utilize networking and communicating for Muslims unity in the world.

The unity of Muslim world is a term that refers to establishing good and peaceful relations among the various Islamic denominations between Muslim nations. ([www.islamicworldunity.com](http://www.islamicworldunity.com), accessed on November 13th, 2012).

The primary objective of muslim unity is to unite all muslims around the world. According to the proponents of Muslim unity these divisions are negligible and Muslims from different countries should forge closer ties in communicating and networking with each other, especially in halal issues. For Muslims world, consumption of halal products (*halalan thayyibah*) are part of obedience to God Allah SWT. This is relevant to the Qur'an Verse Al Maidah: 88. It is the obligation for Muslims to consume halal products. This is also an order from Allah SWT as mentioned in the Qur'an verse Al Baqarah : 168).

Halal products become world global trend and have become the needs for the world communities, not only for Muslims countries but also people who lives in Europe and America. Halal issues also influences foods, ingredients for medicine, cosmetics in different countries.

For importing countries like Indonesia, Malaysia and some other countries in ASEAN, they need regulations to guarantee the products for consumptions and distributions are halal. Indonesia which has most Muslims population in the world should have a good regulations and law to enforce the producer of having halal productions. Indonesia also has potential resources and ability to become halal Centre in the world, including serving Muslim communities for save and halal productions.

### **OBJECTIVES**

The objective of this writing is to introduce the benefit of Halal issue in communicating and networking among Muslim countries in the world.

### **Benefits of Halal Issue in Islamic World**

There are many benefits of halal issues. One of them is one way to unite the Muslim in the world. The appreciation is very high of the idea of Islamic World Unity because: First, in the side of Muslim secure, with the unity of Muslim in Islam, it will decrease conflict. Even though the conflict is not only within Muslim each other, but also within another believer. Second, Islamic world unity will increase the development of Islamic country, such as on halal foods, productions, scientific, technology, and so on. Few of Islamic country have much nature resources, such as an oil, mining and many more, if Muslim can use it and maintain it in a right way. It believes that it will increase the development productions among Muslims countries. Unfortunately, until right now most of the country that has population within Muslim is not developing as well as developing countries because they face many problems. The big deal is the different idea and different interpretation of Islamic verses. Another case is the countries still imitate the system of the West, and most of them are not suitable with our culture and our religion. And also, many revolution and changed of system that happened to the Muslim's country, including halal issues. (Muhammad Farazandeh, Proceeding International Conference on Islamic World Unity, Universitas Muslim Indonesia, Makassar, 2012). However, halal products become world global trend and have become the needs for the world communities, not only for Muslims countries but also people who lives in Europe and America. Furthermore, a number of international seminars and conferences on Halal is being piloted in Malaysia, Europe, America, Middle

East also in ASEAN includes Indonesia expected to be the world Halal acceleration. It is also required expert meeting of a number of disciplines to discuss the integration of a number of disciplines and research developments from various reviews such legal review, review syar'i, economics, management, science, business strategy and public policy as well as a review of relevant formulations and reference in determining the Halal world policy. Based on number of issues that are worldwide, it is necessary that the holding of International Conference on Halal issues surrounding the number of dimensions that surrounded him. Required the formulation of policies to overcome a number of challenges and future expectations concerning the number of Halal issues.

### **Developing Communication and Networking on Halal Issue**

Developing communication and networking on halal issue by providing an overview of communication technology and networking been built among countries in the world. The major factors motivating dramatic change within and between manufacturing of goods and products today, and describe key dimensions of intra organizational and inter organizational forms that are linked to communication technologies and networking, especially on halal products issues for human needs in the Muslim communities in the world which is different ethnics and cultures. Even though it is a dignity that human comes from different ethnic and cultures, and different religion, especially on halal networking (Muhammad Ali : 2003). The difference of cultures and religion sometimes become obstacles for someone to understand each other, especially on halal issues that is become important issues in the Muslim world today. That is why, it is needed a process of communication and building networking among countries. HALAL-HUB or halal networking is a concerted effort among the Islamic organizations/bodies such as Halal manufacturers, Halal traders, buyers, and consumers from all over the world. To be the central trading hub for Halal products (Nik Maheran Nik Muhammad, et al. 2009). Through communication and networking will decrease differences in culture and religion or having dialogue about religion and culture will make every one understanding each other including on halal issues both for exporter and importer countries.

For exporter countries, there should be a transparent procedures and regulations, so export activities for medicines, foods, and cosmetics. Islamic dietary laws or prescriptions, and how these are translated into production and processing standards are discussed (Karijn Bonne, 2013). Current halal quality coordination is strongly based on civic and domestic logics in which Muslim consumers prefer transacting with Muslim butchers, that is, individuals of known reputation with similar moral and religious obligations.(Dwi Purnomo, 2011). For exporting countries, there should be a transparent procedures and regulations so that the export of halal food drugs and cosmetics can be done smoothly. Some of the challenges are: customized product, the time required for certification, validity, more number of halal Agencies, there is not standard guidelines for all halal products, a number of approved suppliers of raw materials. Changes and developments in the business of food producers can occur dynamically and quickly. It is therefore necessary that the system can guarantee halal of products produced. Halal Assurance System (HAS) is a system that is prepared and implemented for the halal certificate holders that aims to ensure the production process and the resulting product is halal in accordance with the rules organized by Majelis Ulama Indonesia. This HAS to be a part of the company's policy and commitment from the highest level to the lowest level in the company, especially with the implementation of HAS for all companies.(TOR of Halal International Conference, 2013)

One of the important element and must be concerned is developing communication and networking on halal issues, especially for goods and products which are produced and consumed in the Muslim countries. This will help people understanding and respecting others, eventhough they are different in religion or culture (Stewart L.Tubbs and Sylvia Moss:2000). Communication between religion and culture is very important. This is a new era of pluralism of religious and cultures, especially after the tragedy of September 11st, 2001 in United States which cause many people having differences of view on religion. This argument strenghtened by thesis of Samuel P. Huntington that it is a basic conflict in the new world is fundamentally on ideology and economy. (John L. Esposito et al: 2002). Furthermore Huntington noticed that clash of civilization in the world will

potentially cause a conflict, especially within differences of civilization and the domination of politics in the globalization era. (Samuel P. Huntington: 1996)

Statement of Huntington of clash civilization, eventhough it is just a prediction, but it should be anticipated because the rapid of technology and transportation development without any border. The impact will be positive or negative, especially on halal issues. On the contrary communication between culture, especially on religion perspective will open chance of having dialogue of finding similarities among others in the communities (Alwi Shihab: 1999).

Communication and networking among Muslim countries, especially on halal issues are very important because in the history of religion there were many conflicts happened for centuries without any efforts to be self released on trying not too susficious with others. However, the new era of communication and networking, especially the experts on religious always having dialog among them.

Communication and networking are a process of interaction through development and dinamic of human being and its culture. In religion also dinamic because people are having potentially interpretating the concept of religious teaching including halal foods and products. The attitude of exclusivism in religion can not be separated from religous's doctrines that someone religion is the most rights and claimed that the most blessed from God. To avoid the exclusivism within religion, the holy scipture should be read as faith and love, which is daily discussed, just like having dialog on finding the truth. Sindhunata: 2003).

## **CONCLUSION**

The concept of developing communication and networking on halal issue by providing an overview of communication technology and networking been built among Muslim countries in the world. The major factors motivating dramatic change within and between manufacturing of goods and products today. So, it is hope that the brotherhood of the Muslim world through developing communication and networking on halal issues will decrease conflict among people and will increase the development of Islamic country, such as on scientific, technology, and so on for strengthening corporation among them.

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