

# **The Usage of Halal Certificate In Maintaining Restaurant Business in Indonesia**

By

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### THE USAGE OF HALAL CERTIFICATE IN MAINTAINING RESTAURANT BUSINESS IN INDONESIA

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The purpose of this thesis is to survey how important the usage of halal certificate for restaurant business in Indonesia. Moreover, finding out the position of halal certificate among community, hence, it will affect their buying decision. The primary data is collected through questionnaire and depth interview with some restaurants. The secondary data used are data and reports made by LPPOM MUI regarding the interpretation of halal and its criteria.

Some restaurants use halal label as a strategy to attract more Moslem market. For some of them the halal label is better than the halal certificate because they do not have to follow the halal procedures. Moreover, the halal label can give secure feeling to Moslem market too. Because of limited knowledge from some Moslem consumers, they do believe that the restaurant serves halal food. As a matter of fact, many restaurants that put halal label still use any pork or alcohol in flavoring the meal. The halal certificate has its advantages and disadvantages towards the restaurant business.

## DEDICATION

I dedicated this thesis to my beloved parents, my only brother Idham, my lovely sister in law and Thuthan, and all my relatives out there. Thank you for giving me courage, support, help and prayer during this thesis. Thank you for always be there for me and cheering me up whenever I get bored of this thesis.

To my best friends, all my classmates, Hotel and Tourism Management 2004, thank you for being such good friends and giving me so many unforgettable memories. You are awesome.

Above all, I would like to thank to the great God, Allah SWT for giving me health and courage to complete and finish this thesis.



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