

# **Company and Consumer Interest in Halal Certification of Processed Meat in the Special Regional of Yogyakarta**

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## **ABSTRACT**

Company that holds halal certificate and provides halal label with the intention of gaining positive impact in their produce selling is in accordance with the increasing of consumer awareness of the importance of healthy, high quality and halal approved food. Therefore, this study aims to determine: 1) the company interest in processed meat to get halal certification in the Special Region of Yogyakarta and 2) the consumer interest in buying halal certified processed meat in the Special Region of Yogyakarta. The survey is done with a descriptive and quantitative approach whereas the data collection uses questionnaire. The company/business owner population is 45, consumer population is 2400 divided by the age of 20 to 69 years. Sampling is completed using Izzac and Michael table with 10% inaccuracy rate which resulted in 234 consumer samples. The result of the study shows that company interest in processed meat in the Special Region of Yogyakarta to get halal certification from the knowledge aspect is considered to be in the highest category, from the perception aspect is in high category and lastly based on the certificate management is considered in medium category. In conclusion, the high knowledge of producers on proposing halal certificate mechanism and the perception of halal certification doesn't necessarily gain the interest of their produces. The consumer interest in the Special Region of Yogyakarta in buying halal certified processed meat on the aspects of transactional, preferential interest and explorative interest are in the highest category.

*Kata Kunci: Halal certificate, halal label, Processed Meat Produce*