

BPJPH Mandatory Halal Campaign Strategy in Indonesia through the SEHATI Programme

ABSTRACT

As a country with the largest Muslim population, unfortunately in the State Global Islamic Economy (SGIE) list in 2023, it is noted that Indonesia is in fourth position with the impact of halal labelling on various types of food and beverage products. On that basis, the SEHATI (Free Halal Certification) Programme initiated by the Halal Product Guarantee Agency (BPJPH) is motivated by the need to increase the competitiveness of local products, ensure the fulfilment of halal standards, and encourage economic growth through improving the quality and market penetration of halal products. This research uses a qualitative method by referring to the Componential Campaign Model which is rooted in Laswell's framework. The results of this study show that the SEHATI BPJPH campaign applies a good strategy from the Componential Campaign Model. Through strategic planning, effective message framing, appropriate media selection, audience engagement, and strong feedback mechanisms, BPJPH successfully runs a structured and effective campaign in achieving its goal of increasing public awareness and understanding of the importance of halal certification.

Aims: In this study, the authors will examine how the strategy used by BPJPH in the campaign for halal certification through the SEHATI programme at MSEs as the root of the economy in Indonesia.

Study design: In this research, the author uses a qualitative method by interviewing two resource persons a Policy Analyst at BPJPH and as Public Relations at BPJPH.

Place and Duration of Study: Jakarta, January 2024-March 2024.

Methodology: The qualitative research methodology frequently uses in-depth interviews as the main method to explore a deeper explanation of individuals' experiences and perspectives

Results: The theoretical framework adopted in this study lends further support to these findings. In accordance with the tenets of the Componential Campaign Model, the campaign process permits the consideration of factors that may impede or otherwise interfere with the message delivery process. In the event of rejection from the community, BPJPH prioritises an informative and educative approach, providing an understanding of the benefits of halal certification before emphasising the sanctions that may be applied.

Conclusion: This research uses qualitative methods to examine BPJPH's halal campaign strategy through interviews. BPJPH designed the SEHATI campaign with clear messages, certification deadlines, various media, agency collaboration, and regular evaluations to ensure communication effectiveness.

1. INTRODUCTION

As a country with the largest Muslim population, with a Muslim population of 86.7 per cent of the population of 278.8 million based on the World Population Review Report in 2023, this of course provides many advantages from a marketing point of view (Sunarmo et al., 2024). However, on the State Global Islamic Economy (SGIE) list in 2023, it was noted that Indonesia is in the fourth position with the impact of halal labelling on various types of products. The ranking is below Malaysia, Saudi Arabia and the United Arab Emirates which was obtained in 2022 and launched by Dinar Standar in Dubai (GoodStats, 2023). Related to this, SMEs, especially food producers, are considered to have great potential in increasing the halal

industry in Indonesia through halal certification (Indrasari et al., 2020). Furthermore, it is stated in the study that halal certification is proof that a product has halal status, based on the content in the raw material, how to process it, even to packaging and distribution, including how the company of the product guarantees the consistency of the halal status.

The SEHATI (Free Halal Certification) programme is one of the strategic initiatives of the Halal Product Guarantee Agency (BPJPH) which aims to make it easy for micro businesses to obtain halal certification at no cost. This programme is motivated by the need to increase the competitiveness of local products, ensure compliance with halal standards, and encourage economic growth through improving the quality and market penetration of halal products (About BPJPH | Badan Penyelenggara Jaminan Produk Halal, n.d.).

BPJPH launched the SEHATI Programme in response to the challenges faced by micro businesses in accessing halal certification. The relatively high cost of certification is often a major obstacle for many small businesses that have limited resources. Through this programme, BPJPH seeks to remove these barriers by providing halal certification services for free, so that more can meet halal requirements and develop their businesses.

The main objective of the SEHATI Programme is to improve the quality of SME products by ensuring that they meet the set halal standards. With halal certification, MSME products are expected to compete better in local and international markets, attracting more consumers who care about the halalness of products. In addition, the programme also aims to expand the market for halal products, both domestically and abroad, which in turn can drive economic growth and create new jobs. The implementation of the SEHATI Programme involves several stages, from registration, verification, to the issuance of halal certificates. The registration process is carried out online through a system provided by BPJPH, making it easier for businesses to access this service. After registration, the registered product will go through a verification and audit process by the Halal Examining Agency (LPH) to ensure that all ingredients and production processes comply with halal standards. If the product meets the requirements, BPJPH will issue a halal certificate that applies to the product.

The BPJPH Strategic Plan for 2020-2024 estimates that 1,057,695 halal product certification services will be provided in Indonesia, with 994,525 micro, small and medium-sized enterprises (MSMEs) and 63,170 medium and large enterprises, or 211,539 per year. It is anticipated that halal product certification services will grow by 30%-40% in line with the increasing number of Indonesian products requiring halal labelling (Kasanah & Andari, 2024). The impact of the SEHATI Programme has begun to be felt by many MSEs in Indonesia. Businesses that previously encountered challenges in obtaining halal certification can now market their products with more reliability and confidence. This programme also encourages the improvement of the quality and halalness of local products, which in turn can increase the competitiveness of Indonesian products in the global market. In addition to supporting domestic businesses, the SEHATI Programme also strengthens Indonesia's position as one of the largest producers of halal products in the world. With the continued development of this programme, it is hoped that more and more micro industries can participate and benefit from halal certification, enabling Indonesian halal products to compete in the global market.

A major factor supporting Indonesia's success in becoming a global halal hub relies heavily on the success of the SEHATI Programme in achieving the objectives of the Halal Certification Obligation. This programme aims to inform, invite, and convince MSEs to register their products as halal through halal certification. The aim is to raise awareness of the importance of halal certification for their products and provide an understanding of the benefits of halal certification before explaining the sanctions that may apply. As reported by the official website of the Ministry of Religious Affairs, in 2023, 1 million halal certification quotas were opened through the SEHATI programme with a self-declaration mechanism, and by October 2023, the number of halal certificates issued had exceeded the target, reaching 2.9 million products (LPPOM MUI, 2023).

Campaigns aim to encourage compliance and active participation because campaigns that are structured and repeatedly conducted by the government and related institutions can generate trust and support from the public, which then indicates that the halal certification process is efficient and effective. In line with these objectives in (Miyane & Mansur, 2021), the campaign involves a dialogue between the campaign actors and the public targeted by the campaign so that the public acts in accordance with issues that are considered urgent. Ultimately, the effectiveness of the campaign can not only increase compliance with established regulations, but can encourage inclusive and sustainable economic growth, and increase the competitiveness of halal products in the global market (Gifford & Nilsson, 2014). In addition to the above, the use of a halal label on a product is related to the view that the product provided has followed halal standards and procedures so that the product is better in terms of quality and hygiene (Awal et al., 2021).

Based on article 4A of the Ciptaker Law 2023, it is explained that Micro and small business actors have an obligation that their products are halal certified as referred to in Article 4 based on the halal statement of Micro and Small business actors. This is also supported by the Minister of Religion Instruction Number 1 of 2023 which writes that there is a requirement to accelerate the implementation of halal certificates for products and canteens within the ministry of religion. The regulation was made to assist in realising Indonesia as a global halal centre. Base on this intruction, the staging of the issuance of

halal certificates through the programme will continue until 17 October 2024 with a national target of ten times more than 2023, namely 10 million free certificates in 2024.

These regulations reinforce the consumer behavioural need for halal products. Many studies show that there is a rapidly growing global awareness of the importance of halal products. Moreover, the existence of halal certification shows that government regulations, Muslim consumer demand, and industry competition play a very important role in the adoption of halal certification. This shows the importance of having a globally accepted halal certification body to address the issues of mislabelling and fake logos (Haleem et al., 2020). Relatedly, the regulations implemented in Indonesia also highlight that the state implementation of halal regulations, such as the Halal Product Guarantee (JPH) Law in Indonesia, can strengthen the position of local halal certification bodies and increase consumer confidence. In Indonesia, the implementation of the JPH Law No. 33/2014 and the establishment of the Halal Product Guarantee Agency (BPJPH) under the Ministry of Religious Affairs demonstrate the government's commitment to regulate the halal certification process in a more transparent and accountable manner given the perceptions and needs of non-Muslim consumers who are also part of the global halal market (Sujipto & Fakhruddin, 2023).

Halal certification can be used as a tool to achieve competitive advantage and improve productivity that can drive a wider global halal market and attract more consumers. Halal certification has been shown to have a positive relationship with business performance, both in operational and financial terms. The implementation of halal standards can be used as a tool to achieve competitive advantage, provide quality assurance, and improve product image in the eyes of Muslim and non-Muslim consumers (Amer, 2023). In addition, in (Ab Talib et al., 2017), many parties have adopted halal certification as a business strategy. In addition, statistics show that the Muslim population is projected to grow at an annual average rate of 1.5%, higher than the non-Muslim population. In addition, the specific consumption needs of Muslims are different from non-Muslims, such as the prohibition against food or beverage products contaminated with alcohol and pork, and the preference for halal-certified products.

However, halal marketing is not only religion-based but can also be used as an effective marketing strategy to attract certain market segments given that halal is not only a standard applied to certain ingredients but also to product hygiene and quality (Shah et al., 2019). Besides emphasising on products that are ensured to be clean, and good for consumption, halal products are also healthy for the body and mind (Amer, 2023). This is possible because the product has followed a rigorous halal product assurance process, including the halal audit and traceability process. With the many advantages of halal certified products as described in the background, it can be said that making Indonesia the halal centre of the world is a big plan that requires a special institution such as BPJPH (Halal Product Guarantee Agency) as the institution responsible for halal certification of products in Indonesia. In this study, the authors will examine how the strategy used by BPJPH in the campaign for halal certification through the SEHATI programme at MSEs as the root of the economy in Indonesia.

2. METHODOLOGY

In this research, the author uses a qualitative method by interviewing two resource persons, namely Nurgina as a Policy Analyst at BPJPH and Nurhan as Public Relations at BPJPH. Both are resource persons who clearly know the strategies carried out by BPJPH in campaigning for halal as the information needed and the purpose of this research. Interviews were conducted using prompts and direct questions. This allows respondents to share more information in depth (Jiménez & Orozco, 2021).

The qualitative research methodology frequently uses in-depth interviews as the main method to explore a deeper explanation of individuals' experiences and perspectives. In this study, the author conducted interviews with two informants. This number is considered effective for exploring complete and extensive information (Yadav, 2022). In this research, the authors involved two resource persons as explained in the previous paragraph. The following is a description in the form of a table below along with the questioned topics:

Table 1. Resource Person Data

Respondent	Name	Position	Question Topic
R1	Nurgina	Policy Analyst	campaign sources,
R2	Nurhan	PR	campaign channels, messages, campaign recipients, effects,

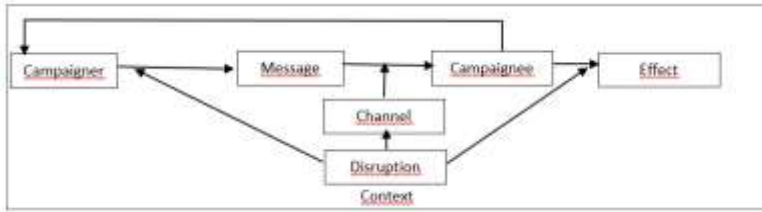
feedback and
interference

After describing the sources that are in accordance with the research discussion and what topics will be asked, the writers can collect the data needed and then can be described in the next discussion.

2.1 Componential Campaign Model

This research uses the Componential Campaign Model initiated by various campaign experts based on Laswell's framework which makes a reference in this campaign model. The elements contained in this model are campaign sources, campaign message content, campaign recipients, effects, feedback and campaign interference (Venus, 2019) on the basis of the elements contained in the campaign model which became the basis for the topic of questions asked to the two respondents who worked at the BPJPH institution. This Componential Campaign Model is described in the figure below:

Figure 1. Componential Campaign Model (Venus,2019)



In the book entitled Campaign Management: In the book A Theoretical and Practical Guide to Effective Public Communication Campaigns (Venus, 2019), it is stated that campaigns can be defined as communication activities that are planned and have objectives. The chart above illustrates that the campaign is the entity responsible for initiating and designing the message to be conveyed. In this case, BPJPH is the campaigner. Campaigners are driven by a specific objective, which in this instance is to reach a targeted audience. The message conveyed by BPJPH in this campaign is that halal certification is mandatory for MSEs, as previously stated in this study. This is an expected effect of the campaign process, namely that the government requires MSEs to have halal certificates for their products. This can be achieved with the ultimate objective of attaining the top position in the SGIE and establishing Indonesia as a global hub for halal products. In this study, the campaign model is conceptualised as a form of persuasion, whereby BPJPH endeavours to influence MSEs in Indonesia, the primary targets of the SEHATI programme. MSEs are perceived as passive recipients, due to their positional differences, and there are limited opportunities for role exchange during the campaign process.

3. RESULTS AND DISCUSSION

The campaign model occupies a central position in this context. This is because the campaigner bears responsibility for the active construction of messages, which is undertaken with the objective of engendering change within the campaign. In order to achieve this, it is essential that the campaigner considers the characteristics of the target audience of the campaign. Despite the inherent differences between the roles of campaigners and campaign recipients, the campaign model posits that the former may also solicit feedback or reactions from the latter regarding the messages they receive. This suggests the possibility of reciprocal communication between the parties involved in the campaign. The model indicates that messages are delivered through multiple channels with the aim of influencing change in the campaign. Furthermore, this model elucidates how the effectiveness of a campaign may be evaluated in consideration of obstacles that emerge in the course of the campaign process. In this instance, both respondents will elucidate the manner in which their strategies are viewed in the context of the campaign model as it is applied to the mandatory halal campaign through SEHATI in SMEs.

In interviews conducted with BPJPH policy analysts, it was emphasised that the content of the message conveyed in 2024 signifies the conclusion of the inaugural phase of the halal certification obligation. The BPJPH encourages micro and small businesses, particularly those engaged in the production of food and beverage products, to pursue halal certification for their products. Subsequent to 17 October 2024, products that are not halal certified will be subject to a plethora of administrative penalties, including the withdrawal of products from the market in the absence of the requisite halal certification (Nurgina, 2024). Furthermore, Nurgina asserted that the messages employed in the campaign must be succinct, accessible, memorable, and particularly suited to social media. Additionally, the BPJPH campaign encompasses the

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dissemination of knowledge regarding halal procedures and the benefits of halal in relation to health and hygiene, along with the importance of halal certification.

The objective of the BPJPH campaign is to disseminate information via the organisation's official social media channels and hyperlinks to the BPJPH website. Furthermore, BPJPH strives to enhance the credibility of the information disseminated by BPJPH, with the objective of fostering trust among the campaign's intended audience. In practical terms, BPJPH also plays a direct role in the development of campaign messages, which are closely related to the issue in question, particularly in the context of micro and small businesses. BPJPH engages with a number of key partners, including the Office of Cooperatives and SMEs, as well as community leaders, with the objective of ensuring the effective and seamless dissemination of messages. The diverse array of messages utilized in the campaign exhibits a degree of differentiation, thereby allowing for adaptation according to the particular characteristics and expectations of the target audience. In general, the content of the messages for businesses was focused on information that was frequently requested, such as details about certification procedures (Nurgina, 2024).

Nurgina elucidated that BPJPH can cultivate trust, expertise, and attractiveness to enhance the credibility of campaign sources by collaborating with service providers, halal inspection agencies, MUI, Halal Task Force, and halal product assistants to disseminate these messages. BPJPH engages with influencers and comedians to facilitate the dissemination of information to the public, employing strategies that are both engaging and informative. The BPJPH strives to enhance the efficacy of the campaign through the dissemination of novel information. Furthermore, the campaign provides information on the simplicity of acquiring free halal certification for micro and small businesses. In order to disseminate information about its campaign activities, BPJPH utilises a variety of communication channels, including social media, television, radio, print media, and events such as exhibitions. In its campaign activities, BPJPH employs a range of communication channels, including social media, television, radio, print media, and events such as exhibitions. BPJPH disseminates its messages through the utilisation of banners, posters, and leaflets. BPJPH conducts direct campaigns through focus group discussions, seminars and on-site visits, with the specific aim of engaging with and influencing targeted audiences.

Since its inception in 2017, BPJPH has pursued a defined strategy. Nurgina elucidated that the primary objective during the 2017-2018 period was the formulation of regulations. The BPJPH has had a strategy in place since the inception of the project in 2017. Nurhan elucidated that the primary objective during the 2017-2018 period was the formulation of regulations. On another occasion, Nurhan elucidated that the communication strategy for publications has been in place since 2021. The BPJPH commenced operations in 2017, but has experienced a significant increase in activity since 2021. In the years 2022 and 2023, the objective will be to implement a system of self-declaration, while maintaining the regular halal certification process (Nurhan, 2024). Presently, the BPJPH strategy is oriented more towards education and the dissemination of information to economic actors and the general public. The strategy seeks to surmount these challenges through the implementation of regular coordination and evaluation mechanisms. In practice, the BPJPH has also encountered several obstacles within the community. At present, there is a dearth of confidence in the community with regard to the SEHATI programme, specifically whether it is genuinely free of charge, that is to say, without levying any charges whatsoever. The community's primary concern is that, having been engaged in business activities for a considerable length of time, typically 10 to 20 years, they have been reluctant to pursue halal certification. This is because, prior to the introduction of the programme, the associated costs were considerable. Furthermore, there have been instances of refusal in areas where the majority of the population is not Muslim. Notwithstanding the numerous challenges confronting the BPJPH, it persists in identifying and addressing these issues through collaboration with the Service Task Force at the regional level. In response to instances of refusal on the part of business actors, the BPJPH has adopted a two-pronged approach. Firstly, it conducts regular assessments and coordinates with the Service Task Force. Furthermore, the provision of clear and detailed information to business actors regarding the benefits and procedures for halal certification will continue (Nurgina, 2024).

The researchers also conducted an interview with Nuhan, who serves as the Public Relations Officer of BPJPH. This department oversees the implementation of the SEHATI programme, which provides complimentary halal certification. The role of the BPJPH Public Relations department in this halal campaign is to conduct media monitoring in order to assess the effectiveness of the media employed. An analysis is conducted to ascertain the sentiment of the publication. It should be noted that a negative sentiment does not necessarily indicate a rejection. The Halal Mandatory campaign has resulted in a notable increase in engagement, particularly on Instagram, which boasts the largest number of followers. Instagram is the most active social media platform. To date, Instagram has demonstrated the greatest level of activity, and is therefore considered the most active social media platform. Nurhan stated that, although no foreign media outlets have provided dedicated coverage of the campaign thus far, international media in Indonesia have also disseminated information related to it. Nurhan conceded that the national media is currently providing more extensive coverage of the programme. The role of the media is undoubtedly instrumental in facilitating the dissemination of information by the BPJPH (Nurhan, 2024).

Thus far, BPJPH has endeavoured on numerous occasions to engage with prominent enterprises with the intention of streamlining the publication process. The publication of large companies can be achieved through the utilisation of their existing advertisements. It is respectfully requested that mandatory halal messages be included in the October 2024 edition. Furthermore, additional activities may be undertaken, including the publication of materials or posts on social media. Nurhan acknowledged that, thus far, a multitude of media outlets, including outdoor media such as videotrons, have been utilized for the dissemination of advertisements pertaining to the mandatory halal mandate. Furthermore, the campaign is also conducted via terrestrial means. In light of the aforementioned considerations pertaining to the air route, it is imperative to give due consideration to the land route, which encompasses the fostering of LPH (Lembaga Pemeriksa Halal) and LP3H (Lembaga Pemeriksa Proses Produk Halal). The objective is to continue the campaign for mandatory halal certification by October 2024, with the aim of making this halal trend and certification a widely publicised phenomenon. The programme will also include a series of activities to be conducted at various locations where large numbers of people are expected to gather. Such activities include the provision of on-site registration services, consultation services, and the distribution of informational brochures to businesses, with the objective of emphasising the importance of halal certification. It is envisaged that future surveillance activities will be undertaken in partnership with the House of Representatives of the Republic of Indonesia. The objective of this collaboration will be to focus on the issue of in-person business registration. The aforementioned socialisation campaign will be launched with the objective of reaching 3,000 tourist villages (Nurhan, 2024).

Nurhan posited that publications are disseminated through a variety of channels, including direct distribution to the public. In the realm of international branding activities, BPJPH has created a series of video materials pertaining to halal labelling issues and has also engaged in collaboration with exporters. Furthermore, a partnership has been established with the Ministry of Foreign Affairs for the production of overseas publicity materials. A substantial corpus of videos has been produced, which serves as a source of information on halal certification issues in Indonesia and also provides insight into the accreditation process for foreign halal accreditation bodies. In the event that the agency has been accredited or has established a partnership with BPJPH, the registration of the halal certificate number is then conducted by the agency at BPJPH. The Ministry of Foreign Affairs disseminates information in each country through the embassy or consulate general. The principal difficulties pertain to the paucity of financial resources and the necessity for consolidation and coordination with stakeholders in overseas jurisdictions. Furthermore, there is a paucity of access to publications. Nevertheless, Indonesia's halal narrative is pervasive in all published material, thereby facilitating the export of halal-certified Indonesian products to the global market. Furthermore, the BPJPH has organised events abroad, including in Kazakhstan and Saudi Arabia. Also, the BPJPH engages in collaborative endeavours with international certification bodies. To the present date, 38 foreign halal agencies have engaged in collaborative endeavours with BPJPH (Nurhan, 2024).

At the present time, BPJPH is engaged in ongoing efforts to attain this objective, with the ultimate goal of disseminating the requisite information to remote locations. To this end, the Service Task Force and a number of supporting institutions in the relevant regions are being actively involved. BPJPH bestows accolades upon regions that have demonstrated exemplary progress in expediting the halal certification process, thereby facilitating the implementation of this programme. BPJPH ensures that the communicated messages remain pertinent and aligned with prevailing circumstances by continually evaluating and modifying communication strategies based on survey outcomes and community feedback. Through continued efforts to educate the public about the significance of halal certification, the objective is to enhance public awareness and comprehension of the importance of halal certification, thereby overcoming the existing obstacles and challenges to enable the halal certification programme to function effectively and successfully (Nurgina, 2024).

The analysis presented in this study is based on the Componential Campaign Model, which was adapted from the work of Venus (2019). This model emphasises the significance of messages, actors, and channels in communication campaigns, and suggests that these elements are crucial for achieving the desired outcomes. It is evident that a clear and targeted message is pivotal in enhancing audience knowledge and comprehension. In this context, the campaign messages created by BPJPH have been designed with the intention of being easily remembered and understood. This approach has been demonstrated to be effective in increasing the knowledge of micro businesses regarding halal certification. While BPJPH is the principal campaign actor in this practice, the involvement of other campaign actors, such as community leaders and influencers, also plays an important role in delivering messages in a more effective and credible manner, which has a significant impact on the knowledge of micro and small enterprises (MSEs) on halal obligations. The utilisation of diverse communication channels, including social media, television, and outdoor media, enables the dissemination of campaign messages to a broader and more heterogeneous audience. This aligns with the assertion of the campaign model that the deployment of suitable channels can enhance the overall efficacy of the campaign.

The theoretical framework adopted in this study lends further support to these findings. In accordance with the tenets of the Componential Campaign Model, the campaign process permits the consideration of factors that may impede or otherwise interfere with the message delivery process. In the event of rejection from the community, BPJPH prioritises an informative

and educative approach, providing an understanding of the benefits of halal certification before emphasising the sanctions that may be applied. BPJPH posited that this interference can be overcome through effective communication between the Halal Task Force in the province and the local government. This entails prioritising education and good communication, elucidating the significance of halal certification and its favourable impact on business operations. Furthermore, the current challenge is the difficulty in accessing and gathering data on micro-businesses that have not been included in the scope of the relevant agencies. Nevertheless, BPJPH remains committed to leveraging a range of channels to disseminate information about the mandatory halal programme and extend its reach in alignment with the campaign's objectives.

4. CONCLUSION

In this qualitative research, following interviews with BPJPH as both a campaign strategist and an actor in the SEHATI programme campaign, it has been revealed that BPJPH employs a strategic approach to the design and implementation of halal certification campaigns, utilising a range of techniques. The aforementioned elements, as described in the Componential Campaign Model by Venus (2019), are employed by BPJPH in the design and implementation of halal certification campaigns. These elements include the development of campaign strategies, the framing of messages through the use of mandatory halal, the selection of appropriate channels for communication, the involvement of MSEs as target audiences, and the incorporation of feedback mechanisms. These elements are illustrated in Figure 1.

In its strategic design, the SEHATI BPJPH campaign places considerable emphasis on the necessity of accelerating halal certification for MSE products, particularly within the food and beverage industry. Subsequently, BPJPH establishes a deadline of 17 October 2024, establishing it as a mandatory halal deadline. Any products that have not been halal certified will be subject to administrative sanctions. The establishment of clear goals and time limits is indicative of meticulous strategic planning. Furthermore, the communication strategy employs effective and ethical message framing. BPJPH disseminates messages through official social media channels and the BPJPH website, thus ensuring the veracity and trustworthiness of the information provided. The campaign messages are designed to be brief, intelligible, memorable, and accessible, especially on social media platforms. In conveying its messages, BPJPH also employs the use of symbols such as "halal" labels, which serves to enhance both the memorability and the persuasive power of the campaign.

Thirdly, the media selection employed by BPJPH is notably diverse and strategic. The campaign messages are disseminated via a multitude of channels, including social media, television, radio, newspapers, and events such as exhibitions. The utilisation of these diverse communication channels facilitates the delivery of campaign messages to a geographically and demographically dispersed audience. Furthermore, BPJPH employs indirect channels, including the distribution of flyers, posters, banners, and the incorporation of messages into advertisements disseminated by prominent corporations. Furthermore, the organisation's strategy prioritises audience engagement. In order to disseminate the campaign messages, they collaborate with a number of organisations, including service providers, halal inspection agencies, MUI, the service task force and halal product process assistants. The involvement of influencers and comedians in this campaign serves to attract public attention and deliver messages in an engaging manner. This demonstrates that BPJPH is aware of the significance of establishing trust, expertise, and appeal in order to enhance the credibility of the campaign.

Subsequently, the efficacy of the media utilized is assessed by the public relations team tasked with media surveillance. The assessment and refinement of communication strategies are informed by the analysis of survey data and feedback from the public. Such periodic evaluation is of significant consequence for the identification of deficiencies in the field, as well as the coordination of efficacious solutions in collaboration with the service task forces located in different geographical areas. Consequently, the BPJPH is equipped with the capability to overcome any obstacles that may arise and ensure that the communication strategies remain aligned with the prevailing circumstances and the campaign messages remain pertinent.

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