

DISCOURSE ANALYSIS IN LABELS HALAL FOOD MUI THE KELURAHAN PANGERAN

Suryadi, Budi, Lambung Mangkurat University, Indonesia, budisuryadi@unlam.ac.id
Ahmad, Bahrudin Ali, Lambung Mangkurat University, Indonesia,
bachruddin.01@gmail.com
Abdurahman, Husein, Lambung Mangkurat University, Indonesia,
seinabdu@gmail.com

Abstract

Policy MUI in labeling halal food product aims for ensure authenticity halal food consumption a moslem in the Indonesia. This policy certifications halal cover entire territory the state Indonesia. Banjarmasin city a one of area apply policy certification halal food product on restaurant and store sell food.

Research method used a qualitative approach with a variant of discourse Analysis. Data collection techniques used a thick description while data analysis a used interactive model with four grooves that is data collection, data reduction, data presentation and conclusion continuously until saturated.

Conclusion discouse community divided two: first, community lack confidence to labeling halal which community continue consume food mentioned although labeling halal still in process; second community tend lack care labeling halal to some food store which labeling halal assume matters MUI.

Suggestion a necessary socialization labeling halal food at all circle community in kelurahan pangeran.

keyword: discourse analysis, labels halal food, MUI

1. INTRODUCTION

Since year 2014 MUI application labeling halal food a all area state Indonesia to several foreign, which this application obtain critics from media Tempo about presence modus game in administration certification halal.

However labeling halal food continue are doing until now, one of area city Banjarmasin. City Banjarmasin majority people is moslem, a moslem most on area city Banjarmasin of course needed halal food. Therefore how responses community toward labeling halal food at application MUI.

2. LITERATURE REVIEW

Discourse

Formal phenomenon from conversations a most prominent is interaction process from two or more person a involved. Interaction is keywords extensively can meaning as exchange or communication in meaning transfer information among two or more person. Entire kind conversation that tend social in meaning can't doing by one person, because conversation is fluent and exact need to action cooperation. Therefore principle teamwork or principle cooperation denote foundation essential for a construction verbal expression mention discourse with any form.

Mostly cases a underlie use word discourse are general idea that language be styled according to different patterns followed speech users language, when are them take part in domain different life, as well as in domain discourse media and discourse politic (Jorgensen and Philips, 2007).

Labels Halal Food

Labels halal food is program MUI toward product food on restaurant nor store. Labels halal food aims give certainty and security in consumption a moslem. Generally labels halal food include in program certification halal be taken out MUI, encompass food nor drug on sale reataurant and store.

Certification halal is some fatwa written from Majelis Ulama Indonesia for sign halal some product appropriate with shari'a Islam. Procurement certification halal on product food, drug, cosmetics and other product aims for give certainty status halal a product, so that reasurring inner consumer moslem. Validity period certification halal is two year in frame consistency production (LPPOM MUI, 2014).

3. RESEARCH MODEL

Research method used a qualitative approach with a variant of discourse analysis. Qualitative research discourse analysis is research which aim understanding the production discourse community in application labels halal food MUI on Kelurahan Pangeran.

Technique data collection used three activities is field observation, indepth interview with community and documentation secondary data which support research. Research informant used purposive sampling and snowball sampling in select community.

Data analysis in research used data analysis qualitative with interactive model Miles and Huberman (1984). This interactive model consist activities data collection, data reduction, data display and conclusion. Analysis conducted continuously until saturated with validity data used triangulation method.

4. DISCUSSION

Program MUI in labeling halal food basic regulation about warranty product halal, (Undang-Undang No. 33 tahun 2014). This regulation declare existence Majelis Ulama Indonesia a institution cooperation government in organize warranty product halal, under ministry a authorities.

Generally this program labeling halal food Majelis Ulama Indonesia include certification halal, which certification halal encompass halal food, drug, and cosmetics. This certification halal a requirement for permission inclusion labels halal on packaging products from agency government.

This certification halal prevail until year 2014 to now, throughout area state Indonesia to several foreign. For examiner level center by MUI center, while examiner level district by MUI district, appropriate with need.

Majelis Ulama Indonesia in job a cooperation with university appropriate with needs, for example if examiner on food then for examiner need person nor institution have expertise and laboratory. One of istitution have expertise and laboratory is university especially faculty scope exact.

The Banjarmasin city is management labeling halal food by Majelis Ulama Indonesia with cooperation Lambung Mangkurat University. This labeling halal food on restaurant and store seller food and bread, for example restaurant solaria and bread cristal and others.

This matter labeling halal food are doing in frame warranty product appropriate with shari'a Islam the Banjarmasin city, which majority people a moslem. Kelurahan Pangeran as part have people a moslem, live area riverside. Religion Islam into views of life people on Kelurahan Pangeran.

The ages ago area Kelurahan Pangeran include area early spread Islam on Banjarmasin city, because area early spread Islam then majority people a moslem. There inhabit a moslem are doing activity on river, foe example activity bath, wash, wudhu prayer, economic activity and others.

View community toward labeling halal food are doing Majelis Ulama Indonesia responses diverse. They lack confidence to labeling halal food, which them consume food without labeling halal.

Certainly they continue consume food although food mention in process examiner by Majelis Ulama Indonesia. For they information labeling halal food not clear, but person not known about labeling halal food MUI.

They busy with activity a day, are bought food around village. The village food or food ingredients on sale already labels halal from company, such as spice kitchen, processed food and food packing.

Label halal on packing originated from company, no from Majelis Ulama Indonesia. This condition occur a long, and already known layer community. Everyday community are buying food at small shop or snack bar.

Food on sale small shop denote food typical Banjar, so no food or restaurant a labeling halal food Majelis Ulama Indonesia. Because labeling halal food no relevant with food daily tend matter labeling denote matter Majelis Ulama Indonesia, no matter they during no related social life them.

Subsequently they like food snack typical Banjar, such as 'untuk-untuk', 'pais', and others. This matter much different with food labeling Majelis Ulama Indonesia, which food restaurant nor store no affordable by them.

Food labeling Majelis Ulama Indonesia denote certain classes, which food classified plush. If they consume food mention because food be given other people or friend or family richer.

They tend lack care labeling halal from Majelis Ulama Indonesia, they more care toward on activity a day in social life. There is if information labeling halal at media elektronik tend no heeded, more them impressions film on television, a entertainment fill free time night after full day activity.

5. CONCLUSION

Discourse community divided two: first, community lack confidence to labeling halal which community continue consume food mentioned although labeling halal still in process; second community tend lack care labeling halal to some food store which labeling halal assume matters MUI.

6. REFERENCES

- Jorgensen, M W dan Phillips L J, 2007. Analisis Wacana: Teori dan Metode, Yogyakarta: Pustaka Pelajar.
- Marsh, David. & Gerry Stoker, 2011. Teori dan Metode dalam Ilmu Politik, Bandung: Nusa Media
- Miles, Matthew B and Huberman, A Michael, (1984). *Qualitative Data Analysis: A Sourcebook of New Method*, Sage Publications Inc: London
- LPPM MUI, 2014. Tata Cara Sertifikasi Halal, Jakarta.
- Undang-Undang No. 33 Tahun 2014 Tentang Jaminan Produk Halal.