

# THE ROLE OF HALAL LABELIZATION AND BRAND IMAGE IN OPTIMIZATION OF SALES AT HISANA FRIED CHICKEN BRANCH ALFALAH RAYA MEDAN EAST

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**Abstract:** This research aims to determine the role of halal labeling and brand image in optimizing sales of Hisana fried chicken at the Alfalah Raya branch in East Medan. The research approach used is a qualitative approach and the data sources used are data sources through observation and interviews. The data analysis technique used is descriptive data analysis. In this research, the interviewee was the owner of Hisana Fried Chicken. The research results show that the role of halal labeling and brand image is quite important in optimizing sales. Halal labeling aims to increase consumer confidence and expand the market for halal products. The role of a unique and recognizable brand image can increase brand visibility, attract customers and differentiate it from other products, which ultimately leads to increased sales.

**Keywords:** Halal Labeling, Brand Image And Sales Optimization.

## Introduction

At this time, with increasingly rapid economic growth, business competition is also getting tougher. One of them is fast food restaurants, which are growing rapidly, giving rise to competition from entrepreneurs. This business competition can have an impact on a company's ability to maintain market share. Marketers must be able to retain their customers for the long term because the success of a company can be seen from the number of customers who come to buy and enjoy the goods they sell.

The culinary business attracts the interest of many people because of the lucrative business opportunities in the food sector. Because the culinary business is one of the many service businesses that is growing rapidly. Business opportunities in the food industry are very large because humans continue to need food. Apart from that, there are people who are not satisfied with cooking themselves and prefer to buy ready-made food. Thus, people's high spending on food and drinks is increasingly opening up many culinary business opportunities, both regular restaurants and fast food restaurants. Indonesian people's interest in consuming fast food is due to busy working hours and busy urban communities and creates a feeling that everything wants to be practical.

Fulfilling the need for halal food must be carried out, especially in Indonesia. Moreover, with the large number of Indonesian residents who are Muslim, it can be concluded that Indonesia is a very large Muslim consumer market. This can be an opportunity for business actors to provide

halal food. Business people can register their products for halal certification as proof of the halal guarantee of the products they produce.

Halal labeling is a halal requirement for ready-to-eat food that is in accordance with Islamic Sharia, namely that it does not contain pork ingredients and ingredients derived from pork, does not contain ingredients derived from human organs, blood, feces and so on. In Islam, halal is an important aspect in the daily lives of Muslims. Muslim consumers are required to ensure that everything they use meets halal standards. Having a halal label is something that is important and worth paying attention to because it aims to attract consumers.

Brand image is something related to the impression and experience, image and identity of a brand in the minds of consumers. Apart from the halal label, other factors, brand image, also play an important role in creating purchasing decisions. The position of a brand in consumers' minds must have its own uniqueness so that the brand image created becomes more positive for consumers. Crises involving the brand, such as product defects, ethical non-compliance, can significantly damage the brand image. In a competitive business environment, companies must strive to maintain a positive brand image and differentiate themselves from competitors. In the era of social media, consumer reviews and content circulating online can have a major impact on brand image. Negative reviews or controversy can quickly spread and influence consumer perceptions.

In Indonesia, fried chicken or commonly called fried chicken is a dish made from pieces of chicken seasoned with various spices which are then fried. Fast food such as fried chicken coated in flour has been dominated by several large franchise restaurants, such as KCF (Kentucky Fried Chicken), McDonald's, A&W (Allen & Wright), and various other fast food restaurants. Among the various food brands with fried chicken as their main menu, a local brand has emerged which is no less successful, Hisana Fried Chicken (HFC). This name may sound foreign to some people, but who would have thought, this fried chicken business already has a turnover of up to billions of rupiah. Hisana fried chicken (HFC) was first established in 2005 and then expanded in 2016 and already has around 600 outlets spread across 11 provinces throughout Indonesia.

As seen in the people of Medan City, Muslims really pay attention to ready-to-eat food such as fried chicken which is sold by many food stall entrepreneurs. But there are still few fried chicken restaurants in Medan that follow sharia principles. The Hisanah Fried Chicken business is one of the many sharia-based fried chicken restaurants and has good quality waiters.

Based on the description above, it is necessary to conduct research on the role of halal labeling and brand image in optimizing sales at Hisana Fried Chicken Alfalah Raya Branch, East Medan.

## **Literature Riview**

### **1. Halal Labeling**

#### **a. Understanding halal labeling**

A label is part of a product that contains information and is affixed to the product like a logo. Halal is something that is very important and must be considered by Muslims in a product that will be consumed. Therefore, halal labeling is writing or a logo on a product to show consumers that the product already has a halal certificate by BPOM MUI (Fawwaz El-Farobie et al., 2021). Having halal labeling will convince Muslim consumers to buy a product and provide protection for consumers. The aim of halal labeling is given by authorized institutions to ensure that the product has passed halal testing according to Islamic law (Nadialista Kurniawan, 2021). The presence of a halal label on product packaging will influence users, especially Muslims, to use it. Feeling safe and comfortable when using the product will increase buyer trust and interes (Edi Wibowo & Diah Madusari, 2018)

### **b. Various legal aspects of halal labeling**

Islam strictly prohibits things that are forbidden for consumption by Muslims, therefore Islam has consequences or rewards, such as rewards and sins. The following are various legal aspects related to halal labeling :

1. According to the Al-Qur'an

Allah SWT says in QS Al-Baqarah verse 168 which reads :

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Hey people! "Eat what is halal and good from what is found on earth and do not follow the steps of the devil, for indeed the devil is a real enemy for you" (Q.S Al-Baqarah 2:168)

2. According to Hadith

Based on the Hadith narrated by Ibn Majah and At-Tirmidhi, the Messenger of Allah Shalallahu 'alaihi wasalam said which means: "What Allah has made lawful in His Book is halal and what Allah has forbidden in His Book is haram and what has been kept quiet ( not explained), then the item is included in what is forgiven." (HR. Ibn Majah and Tirmidhi) The hadith above explains that what is in the Qur'an related to halal and haram is indeed halal and indeed haram, so that must be paid attention to by all Muslims (Hakim, 2021).

3. According to the constitution

According to the basic law regarding halal labeling contained in UUD Number 33 of 2014 concerning halal product guarantees, it is stated "A halal certificate is an acknowledgment of the halalness of a product issued by the BPJHP based on a written halal fatwa issued by the MUI. According to this law, halal products in question are food, beverages, medicines, cosmetics, chemical products, biological products, genetically engineered products, and consumer goods that are used, utilized or used by the public. Products sold in Indonesia must have JPH and be declared halal in accordance with Islamic law (Mutimmatul Faidah, 2017).

### **c. Benefits of Halal Labeling**

The halal label is very important for consumers because it influences consumers, especially Muslim communities, to use the product. As proof that there is no uncleanness, or a process that is not in accordance with Islamic law MUI Halal Certification is given to food products, cosmetics, medicines and other products to ensure their halal status, so that consumers can feel safe when consuming them (Bulan & Fazrin, 2017). The benefits of halal certification are to increase consumer confidence and provide a sense of security, providing guarantees and certaintyexpanding the product distribution network. The product will be more accepted by the market, especially among Muslim consumers who need halal products.

### **d. Halal labeling determination process**

The government established BPJPH to guarantee halal products and requires companies to have halal certificates to give consumers confidence that the goods they buy are halal. The following is the process for determining halal labeling:

1. Business actors must submit a written application for a halal certificate to BPJPH. The application must be accompanied by documents that include information about the

business actor, type and name of product, list of materials and products used, and product processing process.

2. BPJPH first forms a halal inspection institution (LPH) consisting of at least three auditors to test the halalness of products.
3. During the production process, halal auditors inspect and test the product at the production site. If there is any doubt, the auditor can test it in the laboratory.
4. After the examination is complete, LPH provides the results to BPJPH
5. Then BPJPH sends the results of the product halal inspection to MUI to obtain a product halal determination.
6. MUI will hold a Halal Fatwa Session to determine the halalness of products. Within 30 days after the MUI receives the results of product inspection and testing from BPJPH, the halal fatwa hearing decides whether the product is halal or not. The decision submitted to BPJPH will be the basis for issuing a halal certificate.

## 2. Brand Image

### a. Understanding brand image

According to Levin (dalam Alfian & Marpaung, 2017) a brand is a name, symbol or sign used by sellers of goods and services to differentiate them from other goods and services. Next, image, or image, is the general image that people have about a company and its goods. A strong brand image can attract customers to use it and play an important role in their purchasing decisions.

Brand image is a form of confidence or belief in a product or service, and will exist in consumers' memories based on experience in using a product, which creates an impression and value in the eyes of consumers and can influence other people to use the product. A strong brand image can attract consumers to use it and become a determining factor in selecting purchasing decisions (Miati, 2020).

### b. Various legal aspects of brand image

In the Islamic view, a brand is a good name or identity owned by a person or company to build a brand that can be trusted by consumers and is in accordance with Islamic principles that do not conflict with sharia principles (Kayawati & Kurnia, 2021). Therefore, companies must build a good brand image to create a sense of confidence in the minds of consumers. A good brand image according to Islamic regulations can be done by applying the characteristics of the Prophet Muhammad, such as being true (Shiddid), trustworthy (amanah), intelligent (fathonah), responsible (tabligh). With a good name that has a good meaning it will be easy remembered by consumers. The following are various legal aspects related to brand image, namely:

#### 1. According to the Al-Qur'an

Allah SWT says in QS Asy-Syu'ara verses 181-183 which reads:

فِي تَعَنُّوْا وَلَا أَشْيَاءَهُمُ النَّاسَ تَبَخَّسُوا وَلَا (182) الْمُسْتَقِيمَ بِالْقِسْطَاسِ وَزِنُوا (181) الْمُخْسِرِينَ مِنْ تَكُونُوا وَلَا الْكَيْلَ أَوْفُوا (183) مُفْسِدِينَ الْأَرْضِ

“Perfect the measure and do not be of those who cause harm, and weigh with straight scales. And do not harm humans in their rights and do not run rampant on the face of the earth by causing mischief”.

According to the Qur'anic verse above, the best way to maintain customer trust in a brand is to be honest and avoid actions that can cause customer losses and dissatisfaction, such

as cheating and tipping the scale. If you do this, you will lose consumer trust, so they will no longer buy the goods we have.

## 2. According to the constitution

According to the basic law regarding brands, Article 1 of Constitution Number 20 of 2016 concerning brands and geographical indications states that "A brand is a sign that can be displayed graphically in the form of an image, logo, name, word, letter, number, color arrangement, in the form of 2 (two) dimensions and/or 3 (three) dimensions, sound, hologram, or a combination of 2 (two) or more of these elements to differentiate goods and/or services produced by individuals or legal entities in goods and/or services trading activities .

It is very reasonable to sue and stop the use of a mark without rights because this action is very detrimental to the legal brand owner, not only resulting in economic losses, but can also damage the brand image if the goods or services using the mark without rights are of lower quality than the goods or services using it. legitimate brand (Zulfikar, 2015).

### c. Benefits of brand image

Brand image is the perception that consumers have of a brand. Building and maintaining a positive brand image can provide various benefits for the company. According to (Meutia, 2018) there are several benefits of brand image, namely as follows: 1) A positive image of a brand makes it more likely for consumers to make purchases; 2) Companies can develop product value by utilizing the positive image that has been formed for the old product brand; 3) Family branding policies can be implemented if the existing product brand is positive.

### d. Brand image determination process

According to (M. Anang, 2019) there are several processes for determining brand image, including the following :

#### 1. Have the right positioning

Positioning is a process used in product design and marketing strategy to create unique memories for customers. Placing a brand in the right place in people's minds is one way of determining a brand image appropriate. Placing all the brand values, including its functional benefits, consistently will help the brand stay first in people's minds. In marketing strategy, positioning is a strategy that is unique and valuable and makes a difference in the minds of consumers. Thus creating a brand image that is superior to competitors.

#### 2. Have the right brand value

Brands will be more competitive if people's perceptions are more accurate. To handle this, we need to understand brand value. Brand values form brand personality. Results and Discussion Because brand personality reflects the volatility of changes in people's tastes, brand personality changes more quickly than brand positioning.

#### 3. Have the right brand value

The right concept must be used to support the final steps to communicate brand values and appropriate positioning to customers. By developing creative concepts you can continue to improve your brand image by conveying the brand's values and positioning correctly.

## Methods



The approach taken by researchers is research using a qualitative approach with descriptive analysis methods. This descriptive method is used to provide an explanation and analysis of events, communities or individuals, regarding the facts of a phenomenon being investigated. In this research, two data sources are needed, namely primary data sources and secondary data sources.

In this research, the primary data sources are interviews and observations with the owner of the Hisana Fried Chicken business on Jl. Alfalah No. 25c, Glugur City, District. East Medan, Medan City. Secondary data sources in this research are documentation, research journals, library research, as well as using the internet as a support to search for additional information to complete the necessary theories related to this research.

## **Results and Discussion**

### **a. Research result**

#### **1. History of Hisana Fried Chicken**

Hisana Fried Chicken (HFC) is a fried chicken business brand made by native Indonesians which was first founded by Tatang Suharta in 2005. In 2016, Hisana Fried Chicken was recorded as having more than 630 outlets spread across 11 provinces in Indonesia. Since the Hisana Fried Chicken business was started until now, the Hisana Fried Chicken outlet has continued to grow. Hisana is also targeting 2000 Hisana Fried Chicken outlets by 2020 in all provinces in Indonesia. If development goes according to plan, it is possible that Hisana Fried Chicken will already have more than 1000 outlets in Indonesia.

Hisana Fried Chicken carries the main concept of take and go or take away food, but several Hisana Fried Chicken outlets provide dine-in seating for their customers. Not only developing in the Jabodetabek area, Hisana Fried Chicken has also succeeded in opening other outlets in Indonesia such as Bandung, Surabaya, Batam, Purwakarta, Balikpapan and Medan. Owner Hisana Fried Chicken has also implemented the sharia concept. All products have also received halal certificates from MUI. By implementing sharia concepts, the owner of Hisana Fried Chicken feels that this method is the best for advancing his business. Employees also own company shares, where every Hisana Fried Chicken employee will get ownership of this company. In this way, employees will be more enthusiastic about working and can expand Hisana Fried Chicken to all corners of Indonesia.

To improve brand image, Hisana Fried Chicken employees use a word of mouth scheme. The key is to create quality products in terms of taste, cleanliness, politeness, speed of service, affordable prices, and others. To get one piece of fried chicken at Hisana Fried Chicken, buyers only need to spend less than 15 thousand rupiah, and it comes with a portion of white rice and chili sauce as a complement. Every day Hisana Fried Chicken is able to distribute around 7000-8000 chickens to all their outlets

In 2016 Hisana Fried Chicken was founded in Medan and currently there are around 30 outlets that have been opened. The outlet in East Medan is one of the branches in Medan which is included in the 30 shops in Medan City. Hisana Fried Chicken is a unique sharia-based franchise because it uses a profit sharing system. Employees at any store, including management, receive a monthly base salary in addition to having a 5% to 10% return distributed to them. East Medan is a small city that has a strategic position, quite a large population, and quite large market potential. Every Hisana Fried Chicken shop has an infaq contact, and every year there is a social service for orphans breaking the fast. Hisana Fried Chicken also collaborates with many of the largest institutions. The way to encourage or promote this business is by visiting study groups, Islamic schools, and attending events such as lectures.

#### **2. Vision and Mission of Hisana Fried Chicken**

a. Vision

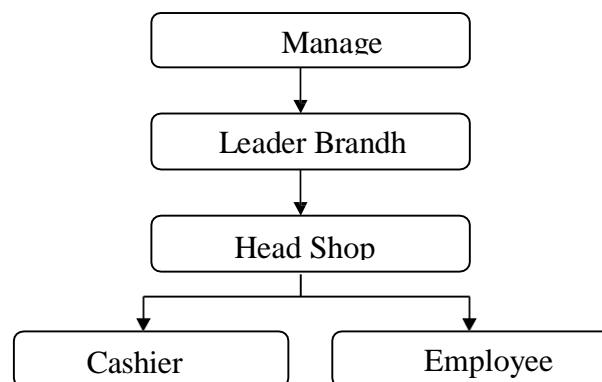
- 1) Creating quality products, providing the best service as one of the fast food restaurant companies.
- 2) Make delicious fried chicken, tastes crispy, is halal and easy to reach price.
- 3) Become Hisana Fried Chicken which is famous and superior in product quality

b. Mission

- 1) Can develop the Islamic economy through walaraba
- 2) Mix fried chicken seasonings with good quality ingredients
- 3) Cut the fried chicken in a way that is permitted by Islam
- 4) The chicken used is freshly cut chicken to make it look fresh

### 3. Organizational Structure of Hisana Fried chicken

Hisana Fried Chicken's organizational structure is still very simple. The company's responsibilities and authorities are regulated in this organizational structure. Small-scale companies usually use an organizational structure like this. Because the organizational structure is like this makes business management easier. The company is led by the owner, who is responsible for all risks and actions taken by the company. The shop manager, cashier and employees help the owner in the production department.



Gambar 2.1 Hisana Fried Chicken Organizational Structure Section

### 4. The Role of Halal Labeling in Optimizing Sales at Hisana Fried Chicken Alfalah Raya Branch, East Medan

Based on the research results, the role of halal labeling and brand image is quite important in optimizing sales at Hisana Fried Chicken. This not only provides benefits for producers but also for consumers, especially for Muslim consumers in the condition of society which currently depends on the Islamic economy. Halal labeling aims to increase consumer confidence and expand the market for halal products. Halal labeling can provide certainty of halalness for products and be a factor that influences consumer purchasing decisions and can influence brand image and become an attraction for a product.

This research found that the role of halal labeling needs to be carried out by Hisana Fried Chicken to guarantee and ensure to the public that the products produced have passed a strict testing and verification process to ensure that the ingredients used are halal and comply with halal standards. Hisana Fried Chicken producers can use halal labeling to convey information and promote products to attract consumers.

## 5. The Role of Brand Image in Optimizing Sales at Hisana Fried Chicken Alfalah Raya Branch, East Medan

Based on the research results, the role of brand image is also important in optimizing sales at Hisana Fried Chicken, by creating a positive brand image for the company so that it will have an impact on creating consumer trust in Hisana Fried Chicken. Research found that the role of brand image for Hisana Fried Chicken is to focus on building and maintaining a positive brand image through various strategies. By creating a unique and recognizable brand image, it can increase brand visibility, attracting customers and being a differentiator from other products, which ultimately leads to increased sales and consumer trust, as well as providing an understanding of the importance of brand image in marketing and business success.

### b. Discussion

The results of this research are in line with previous research conducted by Lale Ajeng (2023) which stated that halal labeling can increase sales of the product it self. where consumers will feel safe when consuming the products they buy. Halal labeling can be a reference regarding the safety and halalness of products for business actors, because the presence of this halal label on products will have effects ranging from increased consumer confidence and trust to increased competitiveness and wider market segmentation. This means that the results in this research correctly show that the role of halal labeling is able to optimize sales. Sales that run optimally must prioritize consumer comfort in consuming the products being sold. By maintaining cleanliness, using ingredients that comply with Islamic law, do not contain pork, and come from halal sources.

The results of this research are also in line with previous research conducted by Yogi Sugiarto (2021) which stated that the influence of influencers on brand image had an impact on increasing the sales volume of AURA Dermatology Bandung products. This means that the results of the research show that the role of brand image is able to optimize sales. By having a positive brand image in the eyes of consumers, it will attract customers to make purchases.

### Conclusion

Based on the discussion above, the role of halal labeling and brand image is an important aspect aimed at optimizing sales at Hisana Fried Chicken. Creating quality products that comply with Islamic law will increase sales at Hisana Fried Chicken. A positive brand image in the eyes of consumers will attract consumers to make purchases at Hisana Fried Chicken. The combination of the two can increase sales optimization through positive consumer perceptions and consumer trust in Hisana Fried Chicken products.

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