

CHAPTER I

INTRODUCTION

A. Background of Research

Nowadays, *halal* label is being mandatory requirement for Moslem, either for foods or medicines even everything that can be consumed or used as well as the magnitude of the quantity needs of Moslem in Indonesia which amounted to 88,20% from 252 Million.¹

Moslem consumer protection becomes important in Indonesia, because most of Indonesian's consumers are Moslem. Therefore, Moslem's consumers have to get protection of good and service whether foods or medicines in accordance with *sharia*. In the other hand, the government must protect Moslem consumers in Indonesia.²

There are so many products with unlabeled *halal* made moslem consumer difficult in determining the product consumed whether it is *halal* or *haram*. Based on the data of Research Institute for Foods, Drugs and Cosmetics (LPPOM MUI) in 2014 there were so many products without the label *halal*.

In fact, the majority of imported food product in the market has no label of *halal* and it was very often happened that moslem consumer become the victim of unfair trade practiced by any variation good and

¹Agatha Uni Asmarani, 2010, *Berapa Jumlah Penduduk Indonesia*, Media Kencana, Jakarta, page.5

²Zulham, 2013, *Hukum Perlindungan Konsumen*, Kencana Pranada Media Group, Jakarta, page.10

service offered. It is proven by the large number of finding product using harmful substances in term of its process or purpose. The case of Ajinomoto in 2001, for example, the consumers were confused after the government through Indonesian *Ulama* Council (MUI) declared that there was an element of pork enzymes in Ajinomoto. MUI recommended the public not to consume Ajinomoto. As the results, Ajinomoto in Indonesia withdrew its product from all over in Indonesia. Upon the spread of the news, it made the market of Ajinomoto in Japanese also has decreased radically. It means the news about its abolishing has negative effect to its market in other countries.

This condition makes Moslem's community began to take notice of legal certainty to guarantee *halal* label in every food product to be consumed. In this case, it makes moslem consumers more selective in choosing food product. As the consequences, those imported foods and products without *halal* label are becoming more abandoned than *halal* one.³

Those phenomena has lead to the attention of the researcher to conduct further study regarding "Legal Protection for Moslem Consumers on *Halal* Guarantee of Food Products in Indonesia".

³Anonim, 2002, *Makalah Label Halal*, Yayasan Lembaga Konsumen Indonesia, Jakarta, page.1

B. Research Problems

Considering the research background above, the writer states two questions to be answered, they are:

1. How does legal protection for Moslem consumers on *halal* guarantee of food products in Indonesia?
2. What are the responsibilities of businessmen to ensure guarantee labeling of *halal* product?

C. Research Objectives:

1. To find out the regulation and legal protection for Moslem consumers on *halal* guarantee of food products in Indonesia.
2. To find out the responsibilities of businessmen in ensuring guarantee of *halal* food products traded in Indonesia.

D. Research Benefits

This research scientifically and practically has the benefit as follows:

1. The Scientific Aspect.

This research is expected to provide brainstorming ideas for the legal protection of Moslem consumers on *halal* guarantee of food products traded in Indonesia and gives some benefits especially to the government and the moslem in minimizing the impacts of *non-halal* products.

2. Practical Aspect.

This research is hoped to provide practical guidelines for Moslem consumer in consuming food products in Indonesia