



The Potential of UIN Prof. KH. Saifuddin Zuhri in the Development of the Halal Industry in Purbalingga Regency

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Abstract

This paper aims to reveal the regional orientation of Purbalingga district, Central Java. In terms of the urgency of the presence of tertiary institutions, in order to strengthen the halal industry, The research uncovers the meta-potential of resources involving regional planning, socio-economic, religious, regulatory, and educational volumes. This research is based on observational qualitative research with an administrative data approach and field research. As a result, it was found that the development of the halal industry in Purbalingga district was relatively new. With the initiation of the presence of a number of supporting government institutions, both in the field of religion and strengthening business actors. With the industrialization policy, the presence of relevant tertiary institutions is increasingly needed to be it. In this case, it is necessary to ratify halal industry regulations to accommodate the implementation of the development and strengthening of the halal industry. Local governments must accelerate the halal industry by strengthening programs for all elements of society, academics and religious leaders. The implementation of Islamic Higher Education in the development of the halal industry in Purbalingga Regency must get a priority in an effort to build development and human indexes in addition to strengthening industrial areas.

Keywords: Purbalingga; Halal Industry; UIN Prof. KH. Saifuddin Zuhri

Introduction

The acceleration of education is always closely associated with the awareness of a community in an area. There is no little social research that proves the significant impact of an educational movement (Duryat & Alphan, 2021, p. 3). However, this of course departs from the qualifications of a strong analysis of the potential of the area itself. The reality of affirmative education and societal change requires policies that involve many parties. The parties referred to here are the government, academic institutions, the business world, and society.

Religious awareness, strengthening education, and expanding issues with religious nuances have become separate trends in the last two decades. After the phenomenon propagated the Islamization of the financial world in Sharia industrial policies, the third post-reform decade was marked by the tagline of the halal industry

which targeted the consumption sector (Triguswinri, 2021, p. 4). This social phenomenon departs from the awareness of the potential of religious belief as a resource, with regulative power, directed to build the structure of a society.

Purbalingga Regency is a district in Central Java Province with strong Islamic community roots. This area, with several Wirasaba dynasties centuries ago, had become a political beacon for several regencies that now encompass it (Herusatoto, 2008, p. 107; Hindarto, 2020, p. xxi). However, since Indonesian independence, this area has been isolated as a result of not being reached by policies for the development of inter-city transportation development routes. This condition is increasingly dynamic as the reform faucet opens which grows the point of trans-international Islamic ideology which makes isolated areas on the island of Java the basis of education and movement. In the context of deradicalization, efforts to strengthen religious education apart from Islamic boarding schools, and universities are at the forefront of countermeasures (Riyadi & Akhmadi, 2022, p. 55).

The development of Islamic economic law studies, in the last two decades, has led to a revitalization of awareness about the significance of the halal industry. The ratification of several regulations related to the nomenclature of the halal industry was marked by the release of Law Number 33 of 2019 concerning Guarantees for Halal Products. This regulation is by the direction of the President of the Republic of Indonesia Joko Widodo in the Halal Park Launch agenda on April 16 2019 which released the statement *"We make the halal industry an engine of economic growth, a field of creativity and productivity for our young generations, so that we can make it a source of welfare for the people"* (Setkab RI, 2019). This was later strengthened by the statement of the Vice President of the Republic of Indonesia K.H. Ma'ruf Amin at the inauguration of the management of the Association of Islamic Economists on December 13 2019 who reflected: *"As a country with the largest Muslim population in the world, Indonesia should be able to become a producer of halal products for the needs of the domestic market"* (Pelantikan Pengurus DPP IAEI Periode 2019-2023, n.d.). Halal itself is the legal status of consumption in Islam which is the domain of scholarly discussion that requires material review from scientists and academics (Indonesia, 2022, p. 95).

The study of the area for the development of the halal industry is currently the mainstream theme of Islamic economic activists. The halal industrial area in the reality of a Muslim-majority country, such as Indonesia, is a form of human rights protection presented by the state. As a social policy development, the halal industrial area has become a strategic issue in many regions, even at the national level. The government views the development of the halal industrial area as a source of state revenue. For this reason, several regulations were ratified. Here, Islamic higher education is seen as a paradigm shifter.

Regional economic development is achieved by increasing the welfare of the people in an area (Tumangkeng, 2018, p. 137). Besides the Unqualified Assessment (WTP), which is an audit opinion on government financial reports (Muhtar & Amarullah, 2018, p. 136), other main indicators to analyze the progress of a region include public services, good government management, human development index, and inter-regional competitiveness. These milestones are included in the Regional Medium Term Development Plan (RPJMD) for a region (Althusius et al., 2018, p. 522). With the ratification of a number of regulations related to the halal industrial area, several regions have responded by moving to measure themselves to apply them. A number of indicators of the feasibility of the halal industrial area have begun to be identified as guidelines for the development of regional research. Likewise the aspect of partnership from the world of Islamic Higher Education, which ex-officio is expected to be the leading sector of the education function in this project. However, based on a number of researches, Islamic economics is an inseparable spectrum from the economic reality of Pancasila (Hilyatin et al., 2021, p. 2592).

The banking industry plays a vital role in driving the economy of a region. It is projected to have an intermediary function in improving people's welfare, particularly in the context of regional economic development. In Indonesia, the Sharia-based business industry, including banking, has experienced significant development due to the predominantly Muslim population. The halal industry has great potential in many areas, and the local regional government should respond to it accordingly. The mission of sharia industrialization is directed towards realizing the

benefit of society, which is relevant to national strategic plans such as the Indonesian Financial System Architecture (ASKI), Indonesian Banking Architecture (API), the National Medium Term Development Plan (RPJMN), and the National Long Term Development Plan (RPJPN). To optimize the contribution of the halal industry in an area, strengthening Sharia literacy is crucial, and universities and Islamic boarding schools play a significant role in achieving this goal. Universities have a significant position, role, and function in the process of social change, as mandated by the Tri Dharma of Higher Education (Ismanto, 2022, p. 964). Their missions include education, research, and community service, which all contribute to the improvement of the quality of civilization of a society. The existence of tertiary institutions is a primary indicator of the welfare and progress of a society's civilization.

In terms of the development of education and the welfare of the Muslim community in an area, this cannot be separated from the reception of the halal industry. Businesses based on Islamic law, so far in Indonesia have penetrated all lines of the public sector, including halal products, financial services, and public services. The product context in question is the urgency of the halal industry amid Muslim communities in an area. His preference covers the upstream sector in raw materials, and production processes to the downstream sector of the consumer society. Meanwhile, the dimension of the halal industry in financial services includes all intermediation activities and financial services both commercial and philanthropic amid a community in an area. The halal industry in the public service sector includes optimizing existing Islamic values as a showcase for a society that is *rahmatan li al-'alamīn* without being uprooted from the roots of the personality of the Indonesian nation. And what should be re-read for all stakeholders in strengthening the development of the Sharia industry in Purbalingga Regency is the urgency of the presence of Islamic higher education as a representation of the local government's seriousness in building human resources as the driving force of the Sharia industry. In this case, the implementation of the Tridharma of Higher Education is very relevant to the ideology of strengthening the halal industry.

Purbalingga Regency, in the premise above, amid the raging Covid-19 pandemic is experiencing a new phenomenon in the context of regionalism, academic tradition, Islam, and efforts to revitalize the regional economy (Kurniasih & Wahyudin, 2022, p. 177). This is marked by the acceleration of national infrastructure in the district. So far, the Purbalingga district, like the regencies in the former Banyumas Residency and the former Kedu Residency, seems to have missed the strategic infrastructure target. This certainly has an impact on the development of the region, both economically, security, education, and socially. The irony is that areas that escape the attention of the national public tend to spread the phenomenon of crime, mental disorder, and destinations for radicalism. To strengthen human resources based on infrastructure development, the establishment of Islamic tertiary education or universities in Purbalingga Regency has become an increasingly urgent regional development commitment.

The findings of economic, social, and religious problems in the Purbalingga district in the last decade show that infrastructure is urgently needed to strengthen the economic development index. In addition to the direction of physical development, strengthening education as the essence of the non-physical development of a civilization is another thing that has been revealed by many researchers who urgently need to be realized. However, it is feared that efforts to implement local government programs without the initiation of academic studies will experience distortion from existing development ideals.

Literature Review

There have been several studies related to the research concentration entitled "Urgency of Islamic Higher Education in the Development of the Halal Industry in Purbalingga Regency, Central Java Province". One of the relevant studies is the research conducted by Murtiadi Awaluddin in 2018, entitled "*Strengthening the Role of Islamic Higher Education in Encouraging the Development of Islamic Financial Institutions in Indonesia*" (Awaluddin, 2018, p. 252). According to his findings, strengthening the role of Islamic higher education in developing the halal industry can be achieved

through various strategies. These include providing capable human resources related to religious knowledge and technical management of Sharia-based institutions, building interconnections and goodwill among stakeholders, developing tertiary institutions as literacy centers and partners for public policy studies, and creating a vehicle for relevant science as a laboratory for regional development programs. The stakeholders involved in this case include the Regional Government, the Financial Services Authority (OJK), the Indonesian Ulema Council (MUI), the Islamic Economic Community (MES), the Association of Islamic Economic Experts (IAEI), and the Regional People's Representative Council (DPRD).

In the research conducted by Winarni (2019) about community participation in development planning in Purbalingga Regency, it was found that there is a need for the government and public to understand the logical framework of a plan (Winarni et al., 2021, p. 576). Furthermore, there is a need to shift the mindset from a project-oriented approach to a program-oriented approach. It was also discovered that physical proposals often do not represent the community's actual needs and that the local government needs to be selective in determining priorities. However, it was encouraging to learn that community participation in the development planning process is active in the Purbalingga district. The Musrenbang Forum is attended by representatives from all elements of society and the government. Additionally, only a small percentage of the total program proposals are adopted from the Musrenbang activity proposals.

The research titled "The Potential of UIN Prof. KH. Saifuddin Zuhri in the Development of the Halal Industry in Purbalingga Regency" is unique in its approach to the location aspect of the study. Additionally, the research team has observed that the presence of Islamic higher education institutions is crucial for the development of a particular industry, which has not been studied before. The growth of transportation infrastructure in the Purbalingga Regency has led to a regional phenomenon that highlights the importance of conducting research to uncover the potential of UIN Prof. KH. Saifuddin Zuhri in the development of the Halal Industry in the area.

Conceptual Framework

1. Development and Social Change in Purbalingga Regency

Purbalingga Regency is a district that has 18 sub-districts, 15 sub-districts, and 224 villages which are administratively bordered on the north side by Pemalang district, on the east and south sides by Banjarnegara district and Banyumas district on the west side (Dinkominfo, 2022). Geographically this district is located at 101^o 11 East Longitude - 109^o 35 East Longitude and 7^o 10 South Latitude and lies at an altitude of ± 40-1.500 meters above sea level with a tropical climate. In 2019, the population of Purbalingga district is 1,003,246 people. From the perspective of the Human Development Index, Purbalingga district is relatively slow in its acceleration, which ranges from 68.41% in 2018, 68.99% in 2019, and 68.97 in 2020. In the midst of a raging pandemic, BPS Purbalingga district claims to have succeeded in reducing the number of Pre-Prosperous Families from 60,524 in 2018, 59,564 in 2019, and 52,496 in 2020 (*Badan Pusat Statistik Kabupaten Purbalingga*, n.d.).

Purbalingga Regency is one of the regencies in Central Java which ranks fifth with the highest poverty rate. Poverty is a major problem in the former Banyumas residency district. Poverty is closely related to the level of education and the limitations of the world of work. The phenomenon of industrialization is seen by a number of researchers as causing social transformation as a result of the shift of a new generation of farmers into the vortex of industrial manufacturing labor. Based on research, there is a correlation of 0.452 or 45.2% between industry-level variables and unemployment in the Purbalingga district in the last 10 years (Priambodo, 2022, p. 70). This fact, it should be suspected, is the reason for the central government to make Purbalingga district a new magnetic point for investors in the western region of Central Java. The visible trend is to strengthen infrastructure on a national scale. The urgency of increasing the grade of education can be seen from the stagnation in the number of high schools that have stopped at 60 in the last five years. However, the support for the growth of higher education does not appear to be able to keep pace with existing high school

graduates or the development of national infrastructure in the Banyumas and Purbalingga districts.

Purbalingga City is an industrial destination in the former Banyumas Residency and Central Java Province with a high urban development rate. This is indicated by the annual population growth which reached 1.02%, a significant figure. In addition to population growth, socio-economic factors include the development of community business activities in the manufacturing, energy, transportation, tourism, and agriculture sectors. The next indicator is socio-cultural factors that are inclusive and open, supported by the influence of developments in technology and information systems. In addition to goodwill in terms of the development of supporting regulations, the momentum for urban development in the Purbalingga district is the construction of the Wirasaba Airport as a commercial civil airport (Revandi et al., 2019, pp. 34–36).

2. The Role of Islamic Higher Education in Social-Economic Changes

Referring to the Higher Education Forlap data in 2018 it was stated that there were 761 Islamic higher education institutions, with the status of 639 units of high schools and 105 units of institutes. Of these, there are 380,000 lecturers and education staff to serve around 6,000,000 students throughout Indonesia (Awaluddin, 2018, pp. 223–224). In the context of infrastructure development in the Purbalingga district, it is believed that it will stimulate the growth of the higher education sector apart from those in the former Banyumas Residency, namely four state universities and three private tertiary institutions.

Higher education as higher education, based on Article 58 of Law Number 12 of 2012 concerning Higher Education, carries out three integral missions, namely teaching, research and community service. The university's mission is very relevant to efforts to increase the Human Development Index (IPM) in every region in Indonesia, including the Purbalingga district. In the context of community capability development, higher education functions: first, to elaborate the qualifications of human resources and the character of a nation. Second, elaborating intellectuals who are educated, by research and populist through the

implementation of the Tridharma of Higher Education. Third, elaborating science and technology with humanities values (Effendi, 2022, pp. 485–486).

Religious tertiary institutions, based on research on the premise above, reveal that the absorption range of alumni of religious tertiary institutions in society reaches 86.5% in various relevant sectors. Another thing to note is the increasingly competitive structure of study programs with the needs of stakeholders and the general public (Harding, 2018, p. 226). Related to this, in other research it was stated that the low level of education at the tertiary level is very closely related to the crime rate due to unemployment as a result of the education quota in the world of work. In this case, universities need to pioneer character pioneering that is in line with heavenly values. Needs in a pragmatic society often cause social ripples that depart from economic inequality due to low education (Budoyo, 2018, pp. 59–60).

3. Halal Industry

There are three main variables to fundamentally influence regional economic growth, namely capital accumulation, technological progress, and population growth. These three variables will lead to production activities (Pujayanti, 2020, p. 20). The concept of Islamic values which concentrates on the quality of halal and thayyib products is a new level of awareness that is now penetrating Indonesia. In this case, efforts to strengthen the halal industry are urgent to hold the Sustainable Development Goal Program both on a national and local scale.

The halal industry as part of the industrialization phenomenon is part of the stages of the development process. As an object of development, the halal industry can be approached with several theories, such as Solow Growth Model, Arthur Lewis Development Theory, Hollis B. Chenery Theory, and New Trade Theory (Nasrullah, 2018, pp. 58–60). Within the scope of the halal industry involving Sharia-based financial, tourism, culinary, and service institutions will, in turn, require the involvement of the state such as the Halal Product Assurance Organizing Agency (BPJPH), Halal Examination Agency) and the Indonesian Ulema Council (MUI) in addition to of course the presence of Islamic higher

education as a *bestari* partner. Based on several research by researchers, the halal industry is struggling with rates below 5% of acceleration, a figure that is still far from expectations. To accelerate this percentage, strengthening regulations is non-negotiable (Santoso & Cahyani, 2020, p. 73).

Research Methods

This study uses a qualitative descriptive research type, the researcher intends to describe, obtain and provide a comprehensive understanding of the Urgency of Islamic Higher Education in the Development of the Halal Industry in Purbalingga Regency, Central Java Province. This research was conducted from April to July 2021. This research is a type of field research, which is a type of research based on where the research is conducted (Suharsimi, 2006, p. 10). While the definition of field research according to Usman is research that intends to study intensively the background of the current situation and social interactions, individuals, groups, institutions, and society (Usman & Akbar, 2009, p. 5). This type of field research is used in this research because researchers are trying to observe and examine the problems that occur in the field in depth. To sharpen this research, as a form of action research that will be carried out including case studies and field research. This research is a research with the characteristics of the problems related to the background and current conditions of the subjects studied, as well as their interactions with the environment. The purpose of this type of research is to explore a particular subject to get a complete picture of that particular subject (Umar, 2007, p. 13).

The nature of this research based on its objective is exploratory descriptive because this research is not only to find out the problem or phenomenon being faced but also tries to describe the characteristics of a variable in detail to increase understanding of the variable concerned and try to find solutions to existing problems (Misanam, 2008, p. 5). According to Faisal, the descriptive analysis method is an analysis that describes data related to the main issues that have been formulated either in the form of conditions or relationships that exist, opinions that

are growing, processes that are ongoing as a result of what is happening, trends that are developing (Bungin & Moleong, 2007, p. 119).

While the descriptive method by Maleong, is defined as a method in which data collection in the field is carried out from interviews, field notes, photographs, personal documents, official documents or data that can be used as other clues to be used in finding data with the right interpretation. This method is used to describe how conditions are in the field, what processes are ongoing by way of diagnosis, and explain the relationship that occurs in the field with theoretical studies, so that conclusions can be drawn from the current problems, all of which are arranged systematically based on data collected (Bungin & Moleong, 2007, p. 7). In the perspective of Bogdan and Taylor define qualitative research as research that produces descriptive data in the form of written or spoken words from people and observable behavior (Taylor et al., 2015, p. 7).

Types of primary data and secondary data (Ajayi, 2017, p. 2). Primary data includes information that is directly obtained from the object under study, such as the regional development master plan for Purbalingga Regency, regional regulations and legislation as well as the RPJM related to the development of the halal industry sourced from the Purbalingga district government agencies and various related agencies. The secondary data sources consist of some information on the results of research and the progress of regional development over the last five years, such as statistical data on the GDP of Purbalingga Regency, and statistics on the development of higher education in local governments and related agencies.

Data collection techniques in this study included observation, interviews, and documentation of related regional officials and academics (Hox & Boeijs, 2005, p. 594), who were involved in the initiation of the development of Islamic higher education in the Purbalingga Regency. The objects observed included the halal industrial area, religious higher education, and Purbalingga district government institutions. Second, an in-depth interview technique with related officials, halal industry players and academics, and community leaders. Third, documentation. In this case data mining by accessing several documents and objects that were studied

in the Purbalingga district development project, whether in the form of text, images, videos, or audio recordings. This whole process has been carried out since the research was formally carried out by the research team.

Data collection or sports data is carried out by observation, interview, and documentation methods. According to the research team, this data collection method is ideal for this study considering that this type of research is a field research with exploratory descriptive analysis.

1. Observation

The observation method is also called the observation method, which is a method of collecting data by observing, carefully, and systematically recording directly or indirectly (Pandey & Pandey, 2021, p. 57). Meanwhile, according to Pandey, observation is the ability of researchers in terms of motives, beliefs, attention, unconscious behavior, habits and so on that allows observers to know and see the world as seen by the object of research at the time (Abu Bakar, 2021, p. 90). This method will be used by the research team to conduct preliminary observations and in-depth observations when the research is conducted in Purbalingga Regency.

2. Interview

Interview or interview conducted in a closed way. The nature of the questions is structured and emphasizes the in-depth related to the case only (Adeoye-Olatunde & Olenik, 2021, p. 1366). In its implementation later, the research team will interview several stakeholders, such as local clerics as representatives of Islamic community organizations and UIN development managers Prof. K.H. Saifuddin Zuhri Purwokerto.

3. Documentation

The documentation method is to find data about things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, minutes of meetings, agendas and so on. In this case, the research team will intensely document visually and verbally in the form of recorded interviews.

The data analysis used in this study includes qualitative descriptive data analysis techniques with the following stages:

1. Data collection, namely analyzing data with observation, interview, and documentation techniques;
2. Data reduction, namely the process of selecting, simplifying, abstracting, and transforming data;
3. In presenting data, researchers try to understand what is happening and what must be done as well as actions based on understanding and developing theory;
4. Conclusion. In this case, it is the withdrawal or verification of the initial conclusion put forward and will continue to develop during the research process.

The data analysis method that the research team used was a qualitative data analysis method. The qualitative analysis method is a method of analysis in research that does not put forward previous hypotheses but can be born during the research process. Data analysis was carried out simultaneously with data collection¹. This method was developed because the approach used in this research is participatory action research and the purpose of this research is to reveal the Urgency of Islamic Higher Education in the Development of the Halal industry in Purbalingga Regency, Central Java Province. The data analysis steps that the research team will carry out are as follows (Moleong, 2005, p. 247):

1. Examine all available data from various sources, namely interviews, observations that have been written down in field notes, personal documents, official documents, drawings, photographs and so on;
2. Conducting data reduction (sorting out the main things according to the research focus) is done by doing abstraction. Abstraction itself is an attempt to make a kind of summary while maintaining the substance, process and existing statements;
3. Compile data reduction results in units;
4. Interpret the data in processing interim results into substantive theories.

In the fourth data analysis process to check the validity of this data, the research team will use the triangulation method. The triangulation method is checking the correctness of the data that has been obtained to other parties who can be trusted. The triangulation techniques used are as follows (Moleong, 2005, p. 331):

1. Triangulation with sources

Triangulation with sources is to compare and check back the degree of trust in information obtained through different times and tools in qualitative research. The data obtained from the first informant was checked by other informants continuously until data saturation occurred so that no new data was found.

2. Triangulation with the method Triangulation with the method according to Patton in Moleong is the following process:

- a. Checking the degree of confidence in research findings from several data collection techniques. The researcher checks the data or information obtained through the interview method then the data is checked by observation or documentation, and vice versa.
- b. Checking the degree of trust of several data sources with the same method. Researchers checked the data obtained through interviews with an informant, then the data obtained was checked on the same informant at different times.

Results and Discussion

Presentation of research data and discussion results, explaining the general description of Islamic tertiary institutions in the Purbalingga area, segmentation of the halal industry in Purbalingga Regency, and explained the Urgency of Islamic Higher Education in the Development of the Halal Industry in Purbalingga Regency, Central Java Province, Central Java. Purbalingga Regency is geographically located between 7°10 and 7°29 South Latitude and 109°13' and 109°35' East Longitude, with the farthest distance from west to east as far as 40.4 km and the farthest distance from north to south 35.7 km, and has an area of 77,764.122 Ha, or about 2.39% of the total area of Central Java Province. The Purbalingga Regency area has a height of 40 m above sea level to approximately 3,000 m above sea level.

Purbalingga Regency is one of the 35 regencies or cities in Central Java Province which is located on the island of Java. Purbalingga Regency is bordered on the north by Pemalang Regency, on the east by Banjarnegara Regency, on the west by Banyumas Regency and on the south by Banjarnegara Regency and Banyumas Regency.



Figure 1 Geographic Map of Purbalingga Regency

Residents of Purbalingga Regency belong to the Banyumasan community. The people of Banyumas are known for their culture of openness or candour, which is commonly referred to as *blakasuta* or *cablaka*. This is different from the culture of the people of eastern Java or the Solo/Yogyakarta area. This trait is the foundation for a person to be able to move forward because it has nuances of honesty and is willing to respect and accept the constructive opinions of other parties. In daily life, the people of Purbalingga Regency are coloured by nuances of Islamic culture, this is because most of the people of Purbalingga Regency embrace Islam. They place figures or Islamic Religious Leaders or Kyai as role models. This community background makes the role of the Ministry of Religion of Purbalingga Regency very large, this can be seen from the educational infrastructure established by the Ministry of Religion such as RA (Rodhotul Athfal), MI (Madrasah Ibtidaiyah), MTs (Madrasah Tsanawiyah) and MA (Madrasah Aliyah) the number is relatively large in Purbalingga Regency. The number of RAs in Purbalingga Regency is 249, MI is 179, MTs is 40 and MA is 9.

The division of administrative areas in Purbalingga Regency until 2023 consists of 18 sub-districts which include:

Number	Subdistrict	Village	Urban Village	Number of Villages and Sub-Districts
1	Kemangkon	19	-	19
2	Bukateja	14	-	14
3	Kejobong	13	-	13
4	Pengadegan	9	-	9
5	Kaligondang	18	-	
6	Purbalingga	2	11	18
7	Kalimanah	14	3	13
8	Padamara	13	1	17
9	Kutasari	14	-	14
10	Bojongsari	13	-	14
11	Mrebet	19	-	13
12	Bobotsari	16	-	16
13	Karangreja	7	-	7
14	Karangjambu	6	-	6
15	Karanganyar	13	-	13
16	Kertanegara	11	-	11
17	Karangmoncol	11	-	11
18	Rembang	12	-	12
Total		224	15	239

Figure 2 Distribution of Administrative Areas by District

The number of the labour force in Purbalingga Regency can be seen in the productive age group, namely in the 15-50 year age group. The total population belonging to the productive age group is 451,955 people or 50.04% of the total population. While those who are not in the labour force are 212,237. The population in Purbalingga Regency who work is 430,097 consisting of 252,978 men and 177,119 women. With a balanced number of productive and non-productive ages, one productive age person bears one unproductive age person. So the burden of living is relatively not that big. In 2021, 430,097 residents in Purbalingga Regency have jobs. The majority of them work as farmers, namely as many as 103,040 people. This is because 21,845 ha or around 28.09% of the area in Purbalingga Regency is a rice field area with rice as a commodity.

As time goes by, the economic conditions in Purbalingga Regency are growing more rapidly. This is because there are many industries established in Purbalingga Regency. Until 2020, Purbalingga Regency has recorded 80 large and medium companies employing 47,535 workers. Where is the large industry is an industry with a workforce of more than 100 people or more totalling 41 companies with 45,687 workers. While the medium industry is a company that has a workforce of 20-99 people, totalling 39 companies with a workforce of 1,851 people. The majority of the industries established in Purbalingga Regency are industries with human hair as raw material to make eyelashes and wigs or buns or hair pieces that are attached to provide additional hair or also temporary highlights on hair. Another industry that has become a mainstay and an icon in Purbalingga Regency is the exhaust industry, which is a transformation from the copper cauldron and pan-industry. *Braling's* exhaust, the designation of industrial-made exhaust in Purbalingga Regency, is currently quite well known among automotive enthusiasts, this is because the price of *Braling's* exhaust is quite affordable compared to exhaust produced abroad.

In line with the national and Central Java economic conditions, the economic performance of Purbalingga Regency in 2020 has increased at a macro level. Purbalingga Regency's economic growth in 2020 as shown by the 2010 GRDP based on constant prices can grow by 2.14 percent. When viewed from the 2020 series sectoral growth figures based on constant prices, in 2020 the service sector 25 companies get first place. The second order is the wholesale and retail trade sector, car and motorcycle repair. Third, the education services sector. Based on data from the Purbalingga District Health Office, the number of health facilities in the Purbalingga District includes 6 hospitals, 1 maternity home, 22 health centres, 48 auxiliary health centres, 22 mobile health centres and 72 pharmacies. Meanwhile, the number of health workers is 40 doctors, 292 midwives and 836 other paramedics.

Based on data from the Central Statistics Agency regarding the percentage of the population aged 10 years and over according to the level of education completed, it can be seen that 4.41 percent of the population has never/never attended school; 26.49 percent did not/had not finished SD/MI; 35.04 percent graduated from SD/

MI; completing junior high school or equivalent by 19.37 percent, graduating from high school or equivalent by 11.77 percent; graduated D1/D2 by 0.37 percent and 2.55 percent graduated Diploma III/Diploma IV/S1 and above. From the records of the Purbalingga District Education Office, there are 264 kindergarten schools with 719 teachers, 8,641 students; Elementary Schools with 467 schools with 4,870 teachers, 77,036 students; 77 junior high schools with 1,814 teachers, 33,846 students; 16 public high schools with 600 teachers, 8,055 students and 31 vocational high schools with 960 teachers and 16,339 students. Meanwhile, based on the records of the Ministry of Religion of Purbalingga Regency, there are 249 RA/BA schools with 675 teachers, 8,512 students; MI as many as 3 schools with 2,744 teachers, 41,795 students; There are 40 MTs schools with 553 teachers, 11,266 students and 9 MA schools with 139 teachers, 1,878 students.

Halal Industry in Purbalingga Regency

Based on the observation results, it was found that the halal industry in the Purbalingga district was strongly influenced by the level of religiosity and higher education. These results indicate that religiosity and higher education have a major role in influencing individual choices and one's behaviour in a social environment. Islam is a religion that regulates life, is a universal religion and has standard rules that must be obeyed by its adherents. These standard rules are embodied in sharia which governs the practice and behaviour of its adherents. Thus products that comply with Sharia standards, in this case, products that have halal attributes, can influence a Muslim's intention to use their products. Thus the stronger the individual's commitment to their religion, the stronger the effect on behaviour, in this context, is religiosity and higher education. So Muslims who have a strong commitment to the religion they believe in, they can determine the level of their response to it.

The observation results also prove that the halal industry is determined by knowledge above standards. Thus this study corroborates previous studies. Such as studies conducted by which also prove that the halal response is determined by the level of knowledge (Nurhayati & Hendar, 2018, p. 615). Thus the results of this

observation automatically reject the results of a study by found no evidence that interest in implementing the halal industry is determined by the level of religiosity and higher education. Knowledge related to consumers' ability to collect data or information regarding urgency in the context of this study is the level of religiosity and higher education. Knowledge of halal cosmetics is very important for people to feel the need to build a halal industry or not.

The halal industry with all its potential can be developed in the Purbalingga district which can be used to encourage an increase in the value of Regional Original Revenue (PAD) reserves. There are several ways to do this. First, increase the export value of the halal industry. Halal commodities that have the potential to be exported by Indonesia are halal tourism and the Islamic finance industry. As previously explained, to boost export value, the steps that must be taken are to increase commodity production accompanied by quality improvement and competitive pricing. Second, increasing the potential for halal tourism.

Halal tourism is the sector that has the most potential to encourage an increase in Regional Original Revenue (PAD) reserves. Moreover, Indonesia has received many awards in the context of halal tourism. So, what we have to do is improve the quality of Indonesian halal tourism by developing strategies that are right on target. The strategy that we can do is to strengthen the integration of tour packages, improve the quality of human resources (HR), and make regulations that support and take advantage of technological developments. Third, increasing the role of the Islamic finance industry to achieve financial inclusion. The Islamic finance industry can be used to support access to capital for Micro, Small and Medium Enterprises (MSMEs in Purbalingga Regency) engaged in the halal sector through financing. This capital can be used for business expansion. Just imagine, if many MSMEs in Purbalingga Regency expand their business, production activities will increase. This increase in production can bring Indonesia's halal commodities towards international trade.

In addition, the financial inclusion program also provides convenience in payment transactions for MSMEs in Purbalingga Regency. If more and more MSMEs

in Purbalingga make transactions through the Islamic finance industry, there will be an increase in the market share of the Islamic finance industry. As a result, the Islamic finance industry will strengthen so that it can have a wider impact on the welfare of society.

Of all the opportunities described above, we need support from all parties to develop the halal industry. Both government and society. Support from the government can be in the form of regulations regarding halal products and industries as well as halal certification. Halal regulations and certification help business actors, especially MSMEs in Purbalingga Regency so that these products penetrate the export market. Meanwhile, support from the community is in the form of efforts to increase halal awareness and buy halal products from domestic industries. With the synergy and cooperation of all parties, the ideal of “*Indonesia as the center of the world's halal industry*” is not impossible to achieve. This has opened its potential with the holding of a Halal Center in Purbalingga Regency and the opening of UIN Prof. K.H. Saifuddin Zuhri Purwokerto in Purbalingga Regency.

Conclusion

The development of the Halal Industry in Purbalingga Regency, Central Java Province, is still relatively new. The development concept that has been carried out is with the existence of the Indonesian Ulema Council and the Halal Center. The existence of this halal centre can trigger MSME actors to produce halal products. Even though the products produced do not have halal certification. The potential of existing human resources is fairly well available. However, they are still pursuing higher education outside the region to obtain halal industry-oriented education. The urgency of Islamic Higher Education in the Development of the Halal Industry in Purbalingga Regency, Central Java Province is very relevant to be held. Not only related to increasing the human resource index in general but also related to increasing aspects of the halal industry that are by the religious beliefs that are mostly adhered to by the people of Purbalingga Regency.

The Research Team after studying the halal industry ecosystem in Purbalingga Regency, there are several urgent recommendations to be formulated by existing parties, both from the local government and the community. In this case, they are as follows: It is

necessary to ratify several halal industry regulations in Purbalingga Regency which accommodate the implementation of the development and strengthening of the halal industry. In this case, the local government should accelerate the halal industry strengthening program for all elements of society, academics and religious leaders. Implementation of Islamic Higher Education in the development of the halal industry in Purbalingga Regency should get a priority scale in efforts to build development and human indexes in addition to strengthening and affirming industrial areas.

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