

## Human Resources Management in the Development of the Halal Industry: The Role of Entrepreneurship in Indonesia

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### Abstract

Indonesia has great potential as a center for the world's halal industry. The potential to get there already exists, ranging from halal certification, concern for Muslim-friendly products, services that make it easier for Muslims to practice their beliefs, and much more. The strategy to achieve Indonesia's vision as the world's leading halal economic center is by strengthening the value chain (halal value chain). In it, there are a number of industries that are the targets of Indonesia's halal economy master plan for 2019-2024 related to the needs of the world's Muslim community, one of which is the food and beverage industry, where Indonesia has abundant potential for the food and beverage industry. In this study using qualitative research methods with a normative juridical approach. While the data sources in this study were articles in journals related to the theme. The data collection technique was carried out by means of a literature review. The results in this study, namely, Rasulullah SAW, has made efforts to develop human resources. These efforts include: 1). Planning, 2). Withdrawal of human resources, 3). develop it so that it is of high quality, 4). Conduct performance appraisals, 5). Provide motivation and maintenance of human resources.

### Keywords

Halal industry;  
entrepreneurship; human  
resources management



## I. Introduction

Entrepreneurship or entrepreneurship has been widely recognized as an acceleration of economic development. One of the indicators is that it contributes to development through job creation, income and welfare enhancement and connecting local economies to the global arena. In today's global market competition, every region always demands to be able to produce output efficiently, in order to survive in its superior existence. The efficient output will trigger creative thinking and in the end can generate creative and innovative ideas. Creative thinking, which is very synonymous with the creative industry, is currently considered capable of making a very significant contribution to entrepreneurs. Creative thinking is essentially focused on creating goods and services by relying on expertise, talent and creativity as sustainable intellectual property. Based on this, the human resource factor plays a very important role and becomes the main capital in every economic activity that produces a new industry which will become the main strength of an industry. (Wenti Ayu Sunarj)

According to Dheasey Amboningtyas (Dheasey Amboningtyas) the main key to winning global competition and maintaining business continuity is to create competitive advantage (competitive advance). Human resources are productive individuals who work as drivers of a company both in the micro and macro scope, human resources themselves are very important and must be owned in an effort to achieve a goal. HR is the main factor

in a business compared to other resource elements such as capital, technology, because humans are the ones who control all other factors.( Anonim Khalik ).

Human resources with entrepreneurship have a very close relationship, because entrepreneurship or entrepreneurship requires the ability to find or create new products both in the scope of culinary food and restaurants. It must be managed efficiently and effectively and can be used optimally so that the goals of a business can be achieved optimally.

From the data from the Global Islamic economy (GIE) Indicator 2019-2020, Indonesia is ranked 5th, up 5 places from the previous year (2018/2019). However, for the main sectors of the halal industry such as halal food, media & recreation and pharma & cosmetics, Indonesia has not yet entered the top 10 rankings. Meanwhile, for 2 other main sectors, such as Muslim-friendly travel and modest fashion, Indonesia has entered the top 4 rankings. The development of these sectors can be an opportunity for the halal industry in Indonesia. Seeing this, of course, Indonesia needs improvement in developing the potential of human resources so that Indonesia is ranked first in the global market, especially in the halal food sector.

As a country with a Muslim majority population. Indonesia has great potential as a center for the world's halal industry. The potential to get there already exists, ranging from halal certification, concern for Muslim-friendly products, services that make it easier for Muslims to practice their beliefs, and much more. The strategy to achieve Indonesia's vision as the world's leading halal economic center is by strengthening the value chain (halal value chain). In it, there are a number of industries that are the target of Indonesia's halal economy master plan for 2019-2024 related to the needs of the world Muslim community, one of which is the food and beverage industry, where Indonesia has abundant potential for the food and beverage industry.( KPPN/BAPPENAS )

Apart from the phenomenon of the growth of Muslims, an interesting fact that is also a concern in the development of the global halal industry is the phenomenon of the millennial generation participating as a driving factor for the economic growth of various global halal industries, namely human resources, Indonesia has abundant Muslim human resources. They are the ones who answer the needs of Muslim millennials and set the brand by bringing about change across the retail economy. The millennial generation is a driving force in terms of entrepreneurship.( Report Team ).

## **II. Research Method**

In this study using qualitative research methods with a normative juridical approach. The normative juridical approach encourages researchers to examine theories, concepts, or legal principles. This journal deals with human resources in the development of entrepreneurship. The primary data source used in this study is the KNKS guideline. While the secondary sources in this study are articles in journals related to the theme. The data collection technique was carried out by means of a literature review. After the necessary data is collected, then the next step is to process and analyze the data and draw conclusions.

### III. Results and Discussion

#### 3.1 Results

##### a. Human Resources

Human resources (HR) is one of the most important elements that will turn the wheels of business or the wheels of doing business continue. Although this is not directly related to finances or income, it can indirectly impact on the performance of a business or business, this is because basically human resources are involved in managing a business.

Human resources, also called human resources, is a process of dealing with various problems in the scope such as employees, employees, laborers, managers and other workers to get support for organizational or company activities in order to achieve predetermined goals. The increase in the value of the company's shares, the higher the company value, the higher it will be (Katharina, 2021). In the current economic development, manufacturing companies are required to be able to compete in the industrial world (Afiezan, 2020). The existence of the company can grow and be sustainable and the company gets a positive image from the wider community (Saleh, 2019). Furthermore, SDI is human resources or in English it is usually called HRD (Human Resource Department) is the science and art of regulating the relationship and role of the workforce to be effective and efficient in helping the realization of the goals of a business, employees/managers, and consumers. (Malayu S.P Hasibuan )

According to Mathis and Jackson Human Resources is the design of formal systems in an organization to ensure the effective and efficient use of human talent in order to achieve the goals of a company. This is also revealed in the Qur'an which explains that humans are creatures that are perfectly created and have a lot of potential within themselves.

فَأَقِمْ وَجْهَكَ لِلدِّينِ حَنِيفًا فِطْرَتَ اللَّهِ الَّتِي فَطَرَ النَّاسَ عَلَيْهَا لَا تَبْدِيلَ لِخَلْقِ اللَّهِ  
ذَلِكَ

الدِّينُ الْقَيِّمُ وَلَكِنَّ أَكْثَرَ النَّاسِ لَا يَعْلَمُونَ ٣٠

Meaning: *So turn your face straight to the religion of Allah; (stay on) the nature of Allah who has created man according to that nature. There is no change in the nature of Allah. (That is) the straight religion; but most people don't know (Q.S. Ar-Rum:30)*

Quality humans are human beings who are faithful and devoted, creative, innovative, productive, independent, disciplined and have high work motivation. Humans as caliphs on earth are obliged to maintain prosperity and prevent its destruction. In this case, creating quality human resources that are qualified and capable of performing to manage the earth in its contents, because basically all of God's creation for the benefit of mankind, has been confirmed by Allah in the Qur'an sura vfc bGAI-Jathiyah verse 13:

وَسَخَّرَ لَكُمْ مَّا فِي السَّمَوَاتِ وَمَا فِي الْأَرْضِ جَمِيعًا مِّنْهُ إِنَّ فِي ذَلِكَ لَآيَاتٍ لِّقَوْمٍ يَتَفَكَّرُونَ

Meaning: *And He has subjected to you all that is in the heavens and all that is on the earth, (as a mercy) from Him. Verily in that there are indeed signs (of Allah's power) for a people who think (Q.S. Al-Jathiyah:13)*

Human resource management is based on the concept that every employee is a human, not a machine and is not merely a business resource. The element of human resource management is human. Human resource management also involves the design and implementation of planning systems, preparation, employees, employee development, career management, performance evaluation, employee compensation and good labor relations. Human resource management involves all management decisions and practices that affect them directly.

Competence aspect is the nature of *tbligh* and *fathanah* of Rasulullah SAW. *Tabligh* (communicative leadership) is defined as someone who has a vision of the future and is able to communicate effectively and efficiently with other parties. *Fathanah* (quality and competence) which means intelligence that arises from various competencies and abilities possessed. In practice, the Messenger of Allah is known to have extraordinary knowledge. He knew the markets and places of trade throughout the Arabian peninsula. He knew the ins and outs of trading and economic activities at that time. He also knows how to make a profit in trading and knows the dangers of usury when practiced. (Mushlil Candrakusuma) As the word of Allah SWT, there is an example in the Prophet Muhammad SAW:

لَقَدْ كَانَ لَكُمْ فِي رَسُولِ اللَّهِ أُسْوَةٌ حَسَنَةٌ لِّمَن كَانَ يَرْجُوا اللَّهَ وَالْيَوْمَ الْآخِرَ وَذَكَرَ  
اللَّهَ كَثِيرًا ۝

Meaning: *Verily, there is in the Messenger of Allah a good role model for you (that is) for those who hope for (the mercy of) Allah and (the coming of) the Day of Judgment and he often mentions Allah.. (Al-Ahzab: 21)*

Aspects of trust and competence are basically derived from the four characteristics of the apostle, so that in building human resources, trust and competence cannot be neglected and cannot be separated. When trust is strong and competence is weak, Muslims will not progress. On the other hand, when trust is weak and competence is strong, the world will self-destruct.

Rasulullah SAW, has made efforts to develop human resources. These efforts include: 1). Planning, 2). Withdrawal of human resources, 3). develop it so that it is of high quality, 4). Conduct performance appraisals, 5). Provide motivation and maintenance of human resources. (Suyanto)

**Planning refers to the Qur'an and al-Sunnah**, to make humans do justice, do good, provide assistance, forbid evil, cruelty and hostility. The Prophet Muhammad also advised humans to be a mercy for other humans with noble character. The Messenger of Allah was praised by Allah SWT because of his noble character. In addition, it is also ordered to make all activities as worship, and always be patient and humble.

**Withdrawal of human resources** or the search for prospective employees is carried out by selection so that the right person can fill the job in accordance with the skills, abilities and skills possessed. So that these human resources become trustworthy and reliable people in the positions they hold. And should not leave the aspect of faith in the selection process.

**Human resource development** is carried out to improve current and future performance, by increasing the abilities and knowledge of employees. Development activities are carried out to prepare employees who are advanced, qualified employees to hold positions and positions that are more difficult.

**Performance appraisal** is also carried out by referring to a comprehensive system in measuring, assessing and influencing work-related traits, behavior and work results. Humans who perform best in the sight of Allah are those who are pious. In addition, for the Messenger of Allah, an assessment that is no less important is related to his honesty, as well as his best performance.

**Providing compensation**, while the compensation system is carried out with financial and non-financial compensation. Financial compensation (wages) should be paid as soon as possible. Non-financial compensation can be in the form of rewards, a sense of security and others. And the best compensation is none other than the compensation from Allah SWT. The compensation program aims to benefit the company, employees and society. In order to achieve the objectives and provide satisfaction for all parties, compensation is determined based on fair and reasonable principles.

### ***b. Entrepreneurship Culinary Tour***

Islam teaches us not only to advocate in doing business, but also to encourage us to trade and entrepreneurship in a lawful manner. As a Muslim, entrepreneurial spirit is a trading activity with high appreciation. It is the profession of the Prophet Muhammad SAW. (Abdullah and Azam) The Prophet taught us to do entrepreneurship and transactions are carried out honestly, fairly and do not disappoint consumers. (Bahri)

Islamic entrepreneurship is termed halal entrepreneurship within the scope of sharia including aqidah, fiqh and akhlaq so that its activities do not get out of the obligations and rules in Islam. This practice also includes part of the role and responsibility of humans as caliphs on this earth for the development and prosperity of the world. (Munawir Nasir Hamzah)

We can run various kinds of halal businesses or businesses for our survival and improve the economic development of developing countries, one of which is by doing business in the culinary tourism sector.

Culinary tourism is defined as halal food and drink. (A, Haleem and M, I, Khan) Halal and haram describe what Muslims can and cannot consume as regulated in the Qur'an, the Prophet's words and determined by the fuqaha . The entire food chain is covered by the concept of halal, starting from the form, origin, processing of edible goods, equipment, and machinery that must be cleaned according to Islamic law and not stained by contact with non-halal ingredients (F. N. Addina, I Santoso and Sucipto)

#### **1. Halal food ingredients (Rininta Nurrachmi)**

Almost all types of food are halal and can be consumed, there are some that are haram, the prohibition is clear for our own benefit and good. Haram foods such as carrion, blood, pork are strictly prohibited by Allah, as in the following verse:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا لِلَّهِ إِن كُنتُمْ إِيَّاهُ تَعْبُدُونَ

Meaning: O you who believe, eat of the good, that is what We have given you, and be grateful to Allah, if you truly worship Him.. (Q.S Al-Baqarah: 172)

In addition, all animals that die without going through a process that is not slaughtered according to Islamic sharia rules are haram, equated with carrion, all such animals cannot be consumed by Muslims.

## 2. Halal food according to the process (Rininta Nurrachmi)

Halal food, but if it is processed in a way that is not halal, it will become haram, najis, invalid food. For example: 1). The slaughter of animals by Muslims but does not pronounce the name of Allah (Bismillahirahmanirahim) and uses a sharp knife. 2). Slaughtering of animals to be offered to idols (offerings), 3). Since blood is haram, the blood of the slaughtered animal must come out completely, and the respiratory tract must be broken, and must be done with a sharp knife.

Fish both living in fresh and living in the sea are all halal, even without having to be slaughtered, including all types of animals that live in water.

## 3. Halal how to get it (Rininta Nurrachmi)

A pious Muslim is very concerned about the food and drink he consumes. Islam requires its people to only eat and drink that is halal and thoyyib, meaning that the food is healthy and spiritually hygienic. Consuming food obtained in a way that is not halal means that it is not spiritually halal will have a negative impact on life. The impact of someone who consumes forbidden food and drink, in his life will not feel calm, will never feel satisfaction and never know gratitude, worship and prayer will be difficult to accept by Allah SWT.

## 4. All kinds of intoxicating drinks are haram

This includes drinks contaminated with liquor or non-halal ingredients. Which is now widely circulated in the form of alcoholic beverages. This habit has existed since the time of the Prophet, gradually the Prophet removed this bad habit, first forbidding people to pray while drunk,( Rininta Nurrachmi ) This is found in Surah An-Nisa verse 34:

1. يَا أَيُّهَا الَّذِينَ ءَامَنُوا لَا تَقْرَبُوا الصَّلَاةَ وَأَنْتُمْ سُكَرَىٰ حَتَّىٰ تَعْلَمُوا مَا تَقُولُونَ وَلَا جُنُبًا  
إِلَّا عَابِرِي سَبِيلٍ حَتَّىٰ تَغْتَسِلُوا وَإِنْ كُنْتُمْ مَرْضَىٰ أَوْ عَلَىٰ سَفَرٍ أَوْ جَاءَ أَحَدٌ مِّنْكُمْ  
مِّنَ الْغَايِبِ أَوْ لَمْ تُسَلِّمُوا الْمَسَاءَ فَلَمْ تَجِدُوا مَاءً فَتَيَمَّمُوا صَعِيدًا طَيِّبًا فَامْسَحُوا  
بِأَيْدِيكُمْ ۚ إِنَّ اللَّهَ كَانَ عَفُورًا غَفُورًا ۝٣٤

Meaning: O you who believe, do not pray while you are drunk, so that you understand what you are saying, (and do not approach the mosque) while you are in a state of junub, unless you just pass, until you take a bath. And if you are sick or on a journey or come from the toilet or you have touched a woman, then you do not find water, then you must have good (holy) soil; wipe your face and your hands. Verily Allah is Forgiving, Most Forgiving. (Q.S. An-Nisa:43).

Furthermore, it states that alcohol or liquor is a great sin in terms of its benefits and goodness, as the verse in the Qur'an surah Al-Baqarah verse 219:

يَسْأَلُونَكَ عَنِ الْخَمْرِ وَالْمَيْسِرِ قُلْ فِيهِمَا إِثْمٌ كَبِيرٌ وَمَنْفَعٌ لِلنَّاسِ وَإِثْمُهُمَا  
 أَكْبَرُ مِنْ نَفْعِهِمَا وَيَسْأَلُونَكَ مَاذَا يُنْفِقُونَ قُلِ الْعَفْوَ كَذَلِكَ يُبَيِّنُ اللَّهُ لَكُمْ  
 الْآيَاتِ لَعَلَّكُمْ تَتَفَكَّرُونَ ٢١٩

Meaning: They ask you about wine and gambling. Say: "In both of them there is a great sin and some benefit to mankind, but the sin of both is greater than its benefit." And they ask you what they earn. Say: "That is more than necessary". Thus Allah explains His verses to you so that you may think. (Q.S. Al-Baqarah : 219)

In the afterlife, the new prohibition explicitly states that liquor is a heinous act, just like the devil's, because it should be avoided, Surah Al-Maidah verse 90:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا إِنَّمَا الْخَمْرُ وَالْمَيْسِرُ وَاللَّأْصَابُ وَالْأَزْلَامُ رِجْسٌ مِّنْ عَمَلِ  
 الشَّيْطَانِ فَأَجْتَنِبُوهُ لَعَلَّكُمْ تُفْلِحُونَ ٩٠

Artinya: O you who believe, verily (drinking) khamr, gambling, (sacrificing for) idols, drawing fate with arrows, are among the actions of the devil. So stay away from those actions so that you get good luck (Q.S. Al-Maidah:90)

In this case, halal food, both in terms of ingredients and processing, is guaranteed to be free from elements of haram. Any food and drink that is clearly mixed with unclean/unclean goods is haraam. Any food and drink that is doubtful of being mixed with unclean/unclean goods should be abandoned. (The drafting team) The legal or invalidity of a food for consumption by Muslims is very clear. (Wildatus Sholichah, et al) This has been explained in the Qur'an 'an Suarah Al-Baqarah verse 168:

Every Muslim believes that Islam is a religion that brings good guidance to mankind. Islam provides guidance to humans in every life, including in terms of food. A Muslim must eat healthy, good and halal food. (F.M Nashshar) And pay attention to the location and products of halal and prohibited food and beverages. (F. N. Addina, I Santoso and Sucipto)

According to Addina and Santoso, the concept of culinary tourism or food tourism consists of halal food in restaurants and halal food souvenirs, these can be used as developments in culinary tourism:

#### 1. Halal food at the restaurant

In Islamic principles, halal food means food that can be eaten by Muslims. Food must be free from alcohol or meat products which are prohibited in Islam, which are strictly prohibited from being part of a halal food either as part of an ingredient, packaging material, or, in close association with a non-halal food. Halal food is prepared according to sharia law and processed Islamically so that food can be labeled halal. Some characteristics of products, services, and the physical environment that must be considered so that the halal restaurant can be maintained.

##### a. Halal Food Quality

The quality and variety of food offered is an important element of customer satisfaction. Food quality is an indication of the quality of ingredients and food offered by fast food restaurants, which includes cleanliness, freshness, health food, and variety of food offered at fast food restaurants. Food quality factors such as taste, smell, appearance, temperature, and presence of halal are some of the main factors that customers choose to visit restaurants. In addition to the above factors, the provision of halal food and beverages at tourist destinations is very important to achieve practical goals and gain behavior from Muslim tourists. The availability of halal food will attract tourists to visit tourist attractions, by providing halal food outlets/restaurants at tourist sites with the halal logo, offering halal food and drinks,

b. Halal Service Quality

Serving quality customers is one of the most critical challenges of any business. Companies can survive if they can attract and maintain customer satisfaction. The company's performance depends on the quality of services offered effectively and efficiently to customers. Service quality and satisfaction are top priorities in marketing products because this can affect consumer loyalty in providing high quality services, which will have an impact on customer satisfaction because service quality can directly affect customer intentions to return and recommend the company.

The availability of high-quality halal products and services in the culinary area is an important concern to attract more Muslim and non-Muslim consumers. For example, in providing food and drinks in a restaurant, one must avoid serving alcohol and pork in that place to gain the trust of customers or consumers in terms of the safety and cleanliness of food and drinks in the halal concept.

c. Halal Physical Environment Quality

Assessment of the halal environment in a culinary tour, both restaurants and small stalls is very important, it includes an attractive interior design and decoration, a clean dining room, employees who are neatly dressed, and must be equipped with an ideal prayer room, separate for men and women, Another consideration is the presence of a place for ablution, the availability of prayer rooms is an important request for most Muslim tourists.

2. Halal food souvenirs

What is meant by halal food souvenirs here is that most tourists shop for food or drinks as souvenirs to take home from vacation. Food souvenirs can be classified as local products or MSME products. This food souvenir is very necessary for the advancement of culinary tourism, because it introduces local products to foreign countries.

From the explanation of food souvenirs above, it can be concluded that halal food souvenirs are souvenir products in the form of halal food by taking into account the attributes that can affect the halalness of food souvenir products. The quality of halal food souvenirs is not only focused on the halal aspect but also pays attention to other attributes that can affect the quality of halal food souvenirs.

a. Halal in Utility

In general, what is meant by "Utility" is convenience, reasonable price, quality of environmentally friendly souvenirs, and ease of understanding souvenirs. The utility of halal products can be seen from the raw materials used. Raw materials in the manufacture of halal food in addition to paying attention to raw materials from natural products without artificial additives and chemicals. Food ingredients that are described as free of preservatives, gluten, cholesterol, unsaturated fat, MSG (monosodium glutamate), GMO (genetically modified organisms), and the hormone rBST must be from halal products. The halalness of a food souvenir product in its use by paying attention to the raw material of



the product. The selection of raw materials must be considered as halal materials. Gelatin from pork should be avoided by looking for alternatives.

b. Halal in Symbol

The symbolic meaning attached to a souvenir gives a message from where the souvenir came from. In general, symbolic judgments include authenticity, craftsmanship, cultural relevance, originality, and memory. The benefits and perceived value of souvenirs are categorized as having economic, symbolic, and artistic value. Local food is understood as an authentic product that symbolizes the location and culture. Authenticity contributes substantially to the evaluation of unique food attributes. The source of the food/ingredient (eg milk from a local farm), the origin of the product, and the general lifestyle of each individual who makes a product not only create experiences of local culture and food history but also create interesting moments. Tourists can find a sense of authenticity through purchasing certain products. Another factor that influences the marketing of halal food souvenir products is the presence of a halal logo printed on the packaging. Halal logos and important information are used to find out information on raw material for food souvenirs. The halal logo and halal information provided can convince Muslim consumers not to doubt the products purchased. ( F. N. Addina, I Santoso and Sucipto )

### 3.2 Discussion

#### HR Management Model in the Development of the Halal Culinary Industry

The improvement of human resources according to Kusworo and Damanik (K. Anugrah & I. W. Sudarmayasa) is currently very important, because currently the orientation of halal culinary in Indonesia is still quantitative, namely foreign exchange earnings, consumer visits, employment, but qualitative things are the key. the driver of halal food, namely humans, must be improved.

Education and training, especially in the culinary field, are currently very much needed for the development of human resource performance, because the quality of human resources determines the quality of products and services for culinary food or beverages. This is an asset in competing at a more competitive global level and adjusted to good standards in order to be able to increase competitiveness. (M. Riadhaussyah & Alwi Ridho Subarkah)

In facing the current global market, improving the quality of human resources as the key driving force for the halal culinary industry is very important, several things need to be considered in increasing its competitiveness, namely: 1). Information, media and technology skills. 2). Career skills. 3). Innovation and creativity skills. 4). Good communication and service skills, such as politeness, friendliness in serving customers or customers. (M. Riadhaussyah & Alwi Ridho Subarkah) This is very important, because it is in direct contact with the culinary area, both in terms of MSME culinary and in terms of restaurant. Because producers meet directly with customers from various places and even various countries, must be able to provide the best comfort and service, as well as foreign language skills, both Arabic and English, are very necessary, because the main target of halal culinary areas in Indonesia are tourists or consumers from various foreign countries. Country.

To maximize human resources, a managerial function is needed, consisting of four managerial functions that must be carried out, namely: Planning, making estimates of the situation to suit the needs effectively and efficiently to achieve goals, for example making short-term and long-term master plans, and planning strategies management of the culinary tourism industry; Organizing, namely activities to determine, regulate, integrate and coordinate in the form of an organization in order to achieve goals; Directing is the activity

of giving instructions in accordance with the plans and needs of the objectives; Control is controlling in accordance with the instructions based on the needs in the plan to realize the goals. (R. I. Setiawan)

Human resources refers to processes related to training, education and the initiation of other professional programs in order to increase the level of knowledge, skills/expertise, abilities, values and social functions. (Maran Marimutu) To increase the competitive advantage of human resources as a key component of the halal industry In the halal culinary sector, an optimal and maximum empowerment program is needed. The optimal and maximum training program plays a significant role in increasing the level of understanding of the halal and halal food industry from upstream to downstream. Proper training will ensure that there is continuity between knowledge and skills among industry players. (Suzana Ariff Azizan)

Halal culinary service providers must ensure that staff and employees are trained and aware of halal trends and requirements. A strategy is needed in building and empowering human resources in halal culinary.

## V. Conclusion

Muhammad syafi'i Antonio in his book states that *Money is not the number one capital in business, the number one capital in business is Trust and Competence*. In beautiful “Trust” dan “Competence” become the main thing in building human resources. And that's what the Prophet SAW did in building a business he did, through the four traits he exemplified to Muslims.

Islam teaches us not only to advocate in doing business, but also to encourage us to trade and entrepreneurship in a lawful manner. As a Muslim, entrepreneurial spirit is a trading activity with high appreciation. This is the profession of the Prophet Muhammad. The Prophet SAW taught us to do entrepreneurship and transactions are carried out honestly, fairly and do not make consumers disappointed.

Culinary tourism is referred to as halal food and drinks. Halal and haram describe what Muslims may and cannot consume as regulated in the Qur'an, the Prophet's words and determined by the fuqaha. The entire food chain is covered by the concept of halal, starting from the form, origin, processing of edible goods, equipment, and machinery that must be cleaned according to Islamic law and not stained by contact with non-halal ingredients.

In facing the current global market, improving the quality of human resources as a key driver of the halal food industry is very important, several things need to be considered in increasing its competitiveness, namely: 1). Information, media and technology skills. 2). Career skills. 3). Innovation and creativity skills. 4). Good communication and service skills, such as courtesy, friendliness in serving customers or customers. This is very important, because it is in direct contact with the culinary area both in terms of MSME culinary and in terms of restaurants. Because producers meet directly with customers from various places and even various countries, must be able to provide the best comfort and service, as well as foreign language skills, both Arabic and English, are very necessary, because the main target of halal culinary areas in Indonesia are tourists or consumers from various foreign countries Country.

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