



Halal Certification of Satan Noodles as an Islamic Marketing Strategy and Mass Media Coverage (Critical Discourse Analysis)

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Article Info	Abstract
<p>Article history: Received June 07, 2023 Revised July 01, 2023 Accepted August 27, 2023 Available online September 15, 2023</p> <p>*Corresponding author email: figihaisya@iai-tabah.ac.id Phone number: 082332682295</p> <p>Keywords: Halal Certification, Islamic Marketing Strategy, Mass Media Coverage, Critical Discourse Analysis</p>	<p>Halal certification is often controversial among the public. Several issues related to Halal certification, including the certification process, certification rates, the authority of certification bodies, and the Halal logo. Historically, Halal certification originated from a polemic related to the need for guarantees of food products that are safe for consumption for Muslims. The latest furor came from the controversy over the Halal certification of "Satan" noodles. MUI rejects Halal certification for products that have brand names that are not following Islamic religious principles. The mass media is busy reporting on this issue using various points of view. Moreover, the media has a significant influence in shaping public opinion. This shows the impact of halal certification as an Islamic marketing strategy. What is the impact of halal certification as an Islamic marketing strategy in increasing sales of the Devil noodle food brand? Why is halal certification as an Islamic marketing strategy important in the sale of devil noodle food brands? What is the role of mass media in reporting halal certification as an Islamic marketing strategy in increasing sales of devil noodle food brands? This study seeks to reveal halal certification as an Islamic marketing strategy for increasing sales of the Devil's noodle food brand and the role of the mass media in reporting halal certification which has a major influence on the public's response as a consumer of the food brand. This research uses a qualitative data analysis method. The data is then interpreted using analytical tools so that it can be presented based on scientific facts found. This research uses Norman Fairclough's Critical Discourse Analysis (CDA) approach.</p>
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INTRODUCTION

Halal certification is often controversial among the public (Badan Penyelenggara Jaminan Produk Halal, 2020; Kementerian Perindustrian, 2016; Liputan6.com, 2020; Okezone, 2019; Simbolon & Hidayat, 2021). Several issues related to Halal certification, including the certification process, certification rates, the authority of certification bodies, and the Halal logo. Historically, Halal certification originated from a polemic related to the need for assurance of food products that are safe for consumption for Muslims in the 1980s (Adidaya, 2016, p. 12). Previously, during the 1970s, the Ministry of Health had required food and beverage manufacturers to include pork content in their products.

Under the MOH regulation, all products containing pork and its derivatives must carry a warning sign on the container or wrapper. The sign must contain an image of a pig accompanied by the words "contains pork" in red in a red box. This regulation is considered easier to implement because there are far fewer food and beverage products containing pork than Halal products. However, it turns out that some rogue producers do not include pork content in their products (Faridah, 2019, p. 70). This case has become a big polemic. Efforts were made to overcome the polemics. In 1989, the Indonesian Ulema Council's Institute for Food, Drug, and Cosmetic Studies (LPPOM MUI) was formed based on MUI Decree Number Kep./18/MUI/I/1989 January 6, 1989. The institution is tasked with examining products in circulation and conducting halal certification. However, Halal certificates were only issued in 1994 (Faridah, 2019).

In 2012, LPPOM MUI introduced a series of halal assurance systems called HAS 23000. This system is an integrated system that is compiled, implemented, and maintained protocols to regulate materials, production processes, products, human resources, and certification procedures. (Prabowo et al., 2015, p. 270). Although the certification system continues to be updated, polemics continue to occur. In 2019, the authority to issue Halal certification was handed over to the Halal Assurance Agency (BPJH) under the Ministry of Religion. However, MUI still plays a role as a partner in providing studies on halal products that are being tested (Akib, 2020, p. 30). The polemic is not over yet. The issue of the Halal BPJH logo has drawn controversy because it is considered similar to the *gunungan* (mountain people) in Javanese puppetry so it is *Jawasentris* (Jawacentric).

The latest furor comes from the controversy over the Halal certification of "Satan" noodles. MUI rejects Halal certification for products that have brand names that are not following Islamic religious principles. The mass media is busy reporting on this issue using various points of view. Moreover, the media has a significant influence in shaping public opinion, and it is very important to analyze the language, discursive domain, and underlying messages conveyed in their reporting. This paper highlights the need to understand power dynamics and the role of the media in shaping societal norms and values. Some previous studies that examine the issue of halal certification are Akib (2020); Rasyid (2021); Simbolon and Hidayat (2021). Furthermore, there is also research by Faiza (Faiza et al., 2019) which analyzes the Urf study of MUI's rejection of a Halal Certificate with the name "devil noodle product". This study also seeks to show the view of fiqh law regarding the use of satanic labels

on satanic noodle products. Then the research conducted by Faiza (Faiza, 2021) examines related to the rejection of MUI Surabaya halal certificate. The study also uses the perspective of Islamic law in addressing the case of halal certification of Satan noodle products. However, these studies do not use critical discourse analysis as a formal object. Therefore, this study aims to fill the research gap related to the polemics over the Halal certification of the Satan Noodle brand.

Thus, this research has the following problem formulation How is the impact of halal certification as an Islamic marketing strategy in increasing sales of devil noodle food brands? Why is halal certification as an Islamic marketing strategy important in the sale of devil noodle food brands? What is the role of mass media in reporting halal certification as an Islamic marketing strategy in increasing sales of devil noodle food brands?

METHOD

This research uses qualitative data analysis methods to show the importance of Halal certification of Mie Setan as a marketing strategy and Islamic mass media. The data used is news from several media. The accuracy of the information will be checked. The data is then interpreted using analytical tools and presented based on scientific facts found. This research uses the Critical Discourse Analysis (CDA) approach by Norman Fairclough. This theory is used to analyze the power relations behind the text. Power is distributed in discourse. This theory examines the relationship between language, power, and ideology in the text. CDA analyzes texts, discursive practices, and socio-cultural practices (Fairclough, 1995). CDA is used to analyze texts, discursive practices, and social practices in the media and the advertisements raised by Mie Setan products.

RESULT AND DISCUSSION

Mie Setan (Devil Noodle)

Mie Setan is an Indonesian dish that does not mean "Mie Setan" which has a negative connotation. It is a popular street food in Indonesia that is famous for its spicy and delicious taste. With the spicy flavor sensation when eating this food, it makes a sour face reaction and feels like it is going to explode like a demon, which is what makes this food known as Mie Setan (sayang perut, 2019). This dish is just like chicken noodles in general. The presentation of devil noodles usually begins with instant noodles that are boiled until cooked. While cooking, you can make sambal by mixing ingredients such as chili, garlic, shallots, tomato sauce, soy sauce, and other seasonings. The exact recipe may vary as different vendors and individuals have their variations. Once the noodles are cooked, drain and set aside. In a separate wok, heat the oil and sauté the garlic and shallots until fragrant. Then add the hot sauce and fry for a few minutes. Next, add the cooked noodles to the wok and toss with the sauce until well coated.

Some types of devil noodles may contain additional ingredients such as chicken, shrimp, vegetables, or fried eggs. These ingredients can be added to the wok with the noodles and cooked. Satan noodles are usually served hot and topped with fresh chili slices, fried shallots,

and sometimes lime. The spiciness can vary depending on the amount of shrimp paste or chili used in the soup. It should be noted that Mie Setan is famous for its sharpness. So, if you are not a fan of spicy food, consider adjusting the amount of chili used in the recipe.

If you look at the explanation above, there should be nothing that deviates from Islamic principles. Starting from the ingredients used and the entire manufacturing process is clean, hygienic and should easily be labeled halal. However, in reality, this devil noodle product is experiencing a polemic that is not easy to get halal certification. This is because the name "satan" used is still a name that is considered deviant in Islam (Kurniawan, 2022).

Polemics over Halal Certification of Satanic Noodles and Islamic Marketing Strategy

The controversy surrounding Mie Setan's halal certification and Islamic marketing strategy can be a sensitive and complex issue. As mentioned earlier, Mie Setan is a controversial instant noodle brand because it uses the word "Setan" in its product name. Some people may find the use of the word inappropriate or offensive. However, halal certification is a process of testing and control conducted by relevant authorities to ensure that a product or food meets the requirements of Islamic Sharia. In this context, if Mie Setan gets a Halal certificate, it means that the product meets the standards set by Islam. Although some people may disagree with the use of the word "*Setan*" (devil) in the brand, halal certification indicates that the product is halal for Muslims to consume. Halal-certified food is a product that is in the process of being refined to meet safety and hygiene standards. In Indonesia, Halal certificates are officially issued by MUI and are proof that the product has passed the Halal test. Products with Halal certificates are products that have been tested for halalness and can be used by Muslims (Legowati & Ul Albab, 2019).

Islamic marketing strategy is the way companies or brands approach the Islamic market or use Islamic values when marketing their products or services. This strategy aims to gain the attention and trust of Muslim consumers by emphasizing the conformity of a product or service with Shariah principles. In this context, some companies may use elements such as Halal logos, messages that evoke Islamic values, or offer products that meet the needs or preferences of the Islamic market. However, it is important to ensure that marketing is consistent with Islamic ethics and values and that religion is not used inappropriately or excessively. It is also important to remember that Islamic marketing strategies are not only aimed at Muslims but can also serve as an attempt to increase market share or attract consumers from diverse backgrounds who are interested in products or services related to universal values such as justice, hygiene, or ecological sustainability. Providing halal and safe food is a very viable business as halal certification and labeling can attract loyal customers who are in demand not only among Muslims but also among non-Muslim communities. On the other hand, manufacturers who do not make Halal claims and market their products in countries such as Indonesia with a Muslim population are less attractive at the expense of the entrepreneurs themselves (Warto & Samsuri, 2020).

In both cases, it is important to find a balance between economic freedom and respect for religious sensitivities and consumer beliefs. Government regulations, halal certification organizations, and corporate social responsibility also play an important role in monitoring

and ensuring business practices are in line with Islamic principles and social needs. This is because in the era of free trade, halal is an important requirement to penetrate the global market. To support and develop the domestic halal food industry will be implemented by reviving halal product certification so that Indonesia can compete in the world market. The logic of free trade affects how the development of halal certificates affects the trade in halal products (Yulia, 2015).

Similarly, the devil label is currently an endless polemic discussed by the Indonesian people, especially instant noodle culinary connoisseurs. However, who would have thought that during the controversial halal certification that has not been completed, it becomes a marketing strategy for the owner of the devil noodle business. Satan noodles, which originally began to appear in the city of Malang around 2010, are now transformed into a magical culinary business that exists in various cities in Indonesia (Namakule, 2022).

The phenomenon of the halal certification label, which is not very easy and on the contrary has become a business field to reap its benefits, deserves to be thumbs up. This proves that halal certification is a powerful marketing strategy in attracting consumers to flock to Devil noodle outlets at the nearest branches just to find out or confirm why halal certification has not been given to this food outlet. Visitors who come start from their curiosity about the manufacturing process and the ingredients used whether it contains something deviant or not. To answer this curiosity, not a few of the visitors participated in recording all processes and uploading them to social media. Not only for visitors but for food producers, it is certainly very necessary to do this. Starting from highlighting the manufacturing process to customer response which is nothing but a marketing strategy for this devil noodle food brand (Jukri, 2020).

Mass Media Coverage and Halal Certification of Satan Noodles

Mass media plays an important role in spreading the Halal certificate of Mie Setan. With Halal certification, food is labeled Halal, which indicates that the product meets Halal standards set by Islamic religious authorities. Mass media is a forum where different ideas/ideas are presented and information is provided that allows different reactions or feedback. Sixth, the media is seen as an interlocutor, meaning that the media does not only convey information, but the media is also a communication partner that allows interaction between the media and its readers (Suyono, 2020).

The media can provide information to consumers about the halal certification process that Mie Setan has gone through. In this case, in the form of halal standards that must be met by Mie Setan producers to obtain a halal certificate. The media can report on matters relating to Mie Setan's halal certificate. You can report on the efforts of Mie Setan producers to obtain Halal certification, any problems or challenges they face, and success or failure in meeting Halal standards. Mass media can encourage rhetoric and propaganda to construct reality. The presence of new media, namely online media, now makes it easier to access information and news digitally, allowing readers to assess media messages more flexibly. New media usually have the same characteristics (Satriya, 2021)

Mass media can play a role in educating the public about the importance of choosing Halal-certified products. You can organize television shows, articles, or special events that discuss Halal certification and the importance of consuming Halal food. Mass media can also be a forum for the public to comment on the Halal certification of Mie Setan. Through letters to the editor, comment sections, or social media, the public can express their opinions, questions, or complaints regarding the Halal certification of Mie Setan to the manufacturer or the competent authority. Control and transparency. The audience presents arguments and takes responsibility for their choice to engage in construction. Social media construction explains how mass media creates an image of reality. Social reality has meaning when individuals subjectively construct and interpret reality to present it objectively. Individuals construct social reality based on the subjectivity of other individuals in their social institutions (Mu'thi, 2013).

The media can take over the function of monitoring the halal certification process of Mie Setan. You can report any evidence of violation or abuse of Halal certification, increasing transparency and accountability in the food industry. In general, mass media plays an important role in helping people understand Mie Setan's Halal certificate and make informed decisions about it. By providing information, education, and balanced reporting, the mass media can help increase public awareness and trust in Halal products. It also depends on who is providing the information. The role of the media is one of the most important things to disseminate information and knowledge to spread halal awareness. In this case, social media can act as an agent/intermediary in disseminating and creating Halal awareness information (Khasanah, 2020).

Amid the phenomenon of halal certification experienced by Satanic noodle products, the media plays a very important role. This role greatly influences public opinion, whether it leads to positive things, namely that they continue to love this popular food or on the contrary leave the popularity of devil noodles and switch to other products. As on the following online mass media news page with the title "Produk UMKM Bermerek Setan, Bisakah Disertifikasi Halal" (UMKM Products with Satanic Brands, Can They Be Halal Certified) (kumparan bisnis, 2020). If you look at the title listed, it seems like just a news title in general. However, if you look further, the use of sentences like this will also be a marketing strategy where halal certification remains a way of selling that will still provide good prospects. Halal-certified food offers a great opportunity to be promising in terms of business continuity because the growth of Islam is very rapid and can increase consumer purchasing power. (Armiani et al., 2021). This also provides an opportunity for prospective culinary businessmen in particular to continue using the term "devil" as an icon. This is because the icon of the word "devil" is an attraction for the public.

This shows that the media is the most powerful media to influence public opinion. Through the role of the mass media, the image of the word "satan" will still have a major influence on the development of the food product business even though halal certification has not been pocketed. The media influences views in the process of social formation of an opinion or view. mass media can be said that it is a powerful weapon in the battle for image

(Choiriyati, 2015). This is evident through the news that appeared on the foodizz.id page entitled "Harga Murah tapi Omset Miliaran, Belajar dari Kober Bar Mie Setan" (Low Prices but Billion Turnover, Learn from Kober Bar Satan's Noodles) (Foodizz, 2021). The headline suddenly shows the income that will be obtained by the devil's noodle culinary business. Indirectly it also shows a persuasion, seduction, and invitation to continue to preserve spicy culinary that can generate large profits. Through this news page, it is also implicitly seen how the efforts of the owner of the viral food business continue to show its existence amid the echo of halal certification which is a lot for them.

This also shows that even though halal certification has not been pocketed by Satan Noodles, however, thanks to promotions in the media, it will not ignite and extinguish the interest of spicy food lovers. On the contrary, halal certification assisted by the role of the media in influencing will influence readers to be immersed in the halal certification discourse formed by Satan noodles with the help of the media through news texts. The news text is then spread from one news story to another with the same context to stabilize the controversial devil's noodle culinary business so that it remains profitable amid the news of the halal certification discourse which is still a controversy. However, this is precisely where one party benefits because Indonesian people are a society of faith. The firmly held beliefs will encourage them to prove and confirm for themselves whether or not this food product deserves halal certification. The more public curiosity, the greater the desire and encouragement of the public to try and prove themselves with their own eyes, and the greater the benefits that will be obtained by the owner of the food business.

Thus the more shining the mass media participated in publishing the issue on their news pages. And public trust in the news pages that they will publish in the future with topics that the public is waiting for. Then both the news page and the food manufacturer will continue to benefit. This is where the power of halal certification becomes the most powerful marketing strategy to increase sales of these food products. Because the majority of Indonesia's population is Muslim, consumer interest in Halal-certified products may increase, which can have an impact on the sale of these consumer goods (Erawati et al., 2022). Fairclough says this discourse analysis focuses on the texts produced, the dissemination of these texts, and their socio-economic and cultural aspects (Mair & Fairclough, 1997).

CONCLUSION

The issue of halal certification of "Setan" noodles highlights the need for critical discourse analysis in media studies. The language, framing, and tone used by the mass media in reporting on this issue have real-world implications for the Muslim community and the halal certification process. The power of the mass media in shaping public opinion and attitudes cannot be overstated, and it is imperative to analyze the language, framing, and tone used by the mass media in reporting controversial issues such as the halal certification issue of "Setan" noodles. Critical discourse analysis allows the exploration of power dynamics and ideologies at play in media representations and enables the identification of alternative narratives and counter-discourses.

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