

The Urgency of Halal Transportation and Logistics to Ensure the Safety of Consumer

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Abstract

Consumer protection in halal transportation is increasingly crucial amid industry growth and heightened public awareness. As an integral part of the halal supply chain, ensuring product safety during transportation is paramount, going beyond halal compliance. Specific practices, from packaging to logistical governance, are vital at each stage. This study underscores the urgency of implementing halal transportation practices for consumer protection and explores their positive impacts on goods' safety and integrity. The literature review offers insights from various studies, emphasizing legal efforts, government and society roles, and transportation service providers responsibilities. The study concludes that halal transportation practices, beyond certification, encompass safety, security, comfort, and sustainability, supporting consumer trust, meeting demands, enhancing industry competitiveness, and contributing to environmental sustainability. Overall, implementing halal transportation practices is a strategic step for comprehensive consumer protection and industry success.

Keywords: *halal transportation, halal logistic, consumer safety*

Introduction

Consumer protection in the context of halal transportation is becoming increasingly crucial with the growth of this industry and the sustained rise in public awareness of halal products. As an integral part of the halal supply chain, the safety and integrity of products during the transportation process become a primary concern. Consumer protection is not only about meeting the halal aspects but also involves efforts to ensure the safety and quality of the produced goods.

Forms of consumer protection in halal transportation involve the implementation of specific practices that guarantee sustainability, safety, and integrity of halal products. From appropriate packaging to proper logistical governance, each stage of the transportation process is crucial in maintaining the halal status and quality of the products produced. Therefore, a deep understanding of these forms of protection becomes an urgent necessity.

The high urgency of implementing halal transportation practices is a primary focus in the context of consumer protection within the transportation sector. This research aims to explore the positive impacts of adopting halal transportation practices on the safety and integrity of consumer goods. The sustainability of halal products is key in meeting the increasing expectations of consumers, and the implementation of these practices is considered a strategic step to ensure consumer satisfaction in the transportation sector related to halal products.

Literature Review

The literature on halal transportation and logistics encompasses various perspectives and studies conducted by researchers in the field (Saribanaon et al., 2019). Delved into the effectiveness of halal logistics implementation in their study published in the *Journal of Management of Business Transportation and Logistics (JMBTL)*. Their research aimed to assess the effectiveness of halal logistics, revealing its pivotal role in the storage, transportation, and distribution processes of halal products.

Adhiningrat's study (2017), as documented in the *Widya Balina Scientific Journal*, explored the factors influencing readiness for halal logistics among food-based logistics players in Yogyakarta. This research highlighted that technological, environmental, managerial, and governmental factors significantly impact the preparedness of food-based logistics players in adopting halal transportation. (Omar et al., 2013) contributed to the understanding of halal logistics with their exploration of the concept during the 5th International Conference on Transportation and Logistics (ICTL). Their study emphasized the necessity for halal logistics to minimize challenges in the halal industry and ensure the halal status of products circulating through the halal logistics system.

Furthermore, Kurniawan (2019) delved into the development of a halal transportation logistics business model based on the Business Model Canvas (BMC). Published in the *Journal of Politeknik Pos Indonesia*, this study demonstrated that halal logistics could be viewed as the application of halal concepts throughout the supply chain activities. Finally, an article by (Omar et al., 2013) provides an overview of halal logistics and its development in Indonesia. The article covers various aspects, including the physical infrastructure development for the halal industry and halal certification for logistics companies, spanning transportation to distribution. Collectively, these studies and articles contribute to a comprehensive understanding of the evolving landscape of halal transportation and logistics.

Research Method

In this study, the researcher employed a qualitative research method through a narrative literature review. Ford (2020) defines a narrative literature review as a type of qualitative research that focuses on narrating human life through experiences, interviews, photography, biographies, and other narrative methods of human experience. The data collection technique involved analyzing eight journals from various journal publications. Based on these eight journals, the researcher conducted a two-phase data collection technique, which included screening titles to abstracts, eliminating irrelevant publications, and thoroughly reading the texts to identify studies that met the eligibility criteria (Frandsen., et al 2021). Subsequently, the researcher confirmed the eight journals used for comprehensive data retrieval, including author names, publication years, edition and page numbers, and journal types, by inputting the information into mendeley reference desktop.

Result and Discussion

Consumer protection in transportation encompasses various legal efforts regulated by the Consumer Protection Law Number 8 of 1999 (Sugistiyoko, 2016). One important aspect is the provision of adequate facilities, involving the obligation of transportation service providers to provide safe and comfortable amenities for passengers. This includes facilities within the vehicles, such as effective security systems and clear information about routes and services (Yunita et al., 2023).

The law also outlines protection for consumer rights, which includes the right to receive services in accordance with the promised quality standards (Rapidawati, 2022). Furthermore, the law provides the foundation for the business operators' responsibility to compensate for damages or contamination that may occur during transportation. This establishes a strong legal basis for protecting consumers from potential negative impacts resulting from negligence or failure to provide safe and reliable transportation services (Halim & Nurbaiti, 2018).

The roles of the government, society, and transportation service providers are crucial in creating a transportation environment that effectively protects consumers. The government has the responsibility to enforce regulations and safety standards, while society can contribute by providing feedback and reporting any violations they encounter (Rusdiansyah et al., 2016). The transportation service providers themselves must actively adopt best practices, prioritizing passenger safety, comfort, and security as their primary focus in services. With synergy among legal efforts, the government, society, and service providers, a safer, more comfortable, and consumer-responsive transportation environment can be realized.

The implementation of halal transportation practices becomes highly crucial in the context of consumer protection in the transportation sector. The concept of halal transportation goes beyond merely ensuring the halal status of transported products; it also embraces aspects of safety, security, comfort, and sustainability. In reality, halal transportation prioritizes the fulfillment of specific standards, covering technical, environmental, and social aspects. The adoption of these practices not only creates a safe and sustainable environment but also actively supports the needs and expectations of consumers (Kartika et al., 2020).

It is important to note that the concept of halal transportation is not just about ensuring that the transported products meet halal standards but also about placing consumers as the primary focus. Technical aspects encompass safe transportation methods and compliance with safety regulations. Meanwhile, environmental aspects involve the use of environmentally friendly technology and sustainable transportation practices. Social aspects involve engagement with the local community and relevant stakeholders to ensure positive impact and fairness in transportation services (Siregar, 2023).

The practice of halal transportation not only provides protection for the halal status of products but also assures the quality and safety of the products. In this context, halal transportation can be considered a proactive step in ensuring that consumers receive services aligned with ethical values and high-quality standards. Therefore, through the implementation of halal transportation practices, the transportation sector can offer a comprehensive form of consumer protection, creating a trustful relationship between transportation service providers and consumers.

The implementation of halal transportation practices in the transportation sector provides a number of significant benefits, strengthening the foundation for the success and sustainability of the industry. Firstly, ensuring the halal certification of transported products is a crucial step that instills confidence and meets the needs of consumers who are increasingly attentive to the halal aspects of their consumption. This not only fosters customer satisfaction but also opens up larger market opportunities among consumers who prioritize halal products (Rapidawati, 2022).

Furthermore, halal transportation emphasizes the fulfillment of specific standards, including technical, environmental, and social aspects. This not only contributes to the safety and security of passengers but also enhances comfort during the journey. The focus on these

aspects creates a more controlled and responsive transportation environment, improving the overall travel experience (Rusdiansyah et al., 2016).

In addition to consumer benefits, the implementation of halal transportation practices also has a positive impact on the environment. The encouragement to use more environmentally friendly and efficient technologies helps reduce the negative impact of transportation on the environment. This initiative aligns with global demands to contribute to environmental protection and sustain the earth (Isnaeni, 2020).

Not only that, halal transportation also has a positive impact on consumer trust in transportation service providers. Assurance of quality, safety, and compliance with ethical values in transportation services enhances the reputation of service providers, creates stronger relationships with customers, and builds trust in the long run (Siregar, 2023).

Lastly, halal transportation has the potential to enhance the competitiveness of the industry in the global market. With the continuous increase in demand for halal products worldwide, transportation service providers adopting these practices can more easily enter the global market and expand their market share. This provides opportunities for the economic growth of the transportation sector and positive contributions to the overall economy (Halim & Nurbaiti, 2018). As a result, the implementation of halal transportation practices is not only about meeting the needs of local consumers but also becomes a sustainable strategy to carve a positive image and expand reach in an increasingly interconnected global market.

Conclusion

Consumer protection in halal transportation is vital amid industry growth and increased awareness. Ensuring safety and integrity throughout the transportation process, beyond halal compliance, is crucial for product safety and quality. The urgency of implementing halal transportation practices, explored in this research, highlights positive impacts on consumer goods. The literature review provides insights from various studies, employing a qualitative approach with a narrative review of eight journals. Results emphasize legal efforts and roles of government, society, and transportation providers in consumer protection. Halal transportation practices are deemed crucial, covering safety, security, comfort, and sustainability, supporting consumer needs. Notably, they provide comprehensive protection, fostering trust, ensuring certification, promoting environmental responsibility, building consumer trust, and enhancing global competitiveness. Strategically implementing halal transportation practices is essential for comprehensive consumer protection and industry success.

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