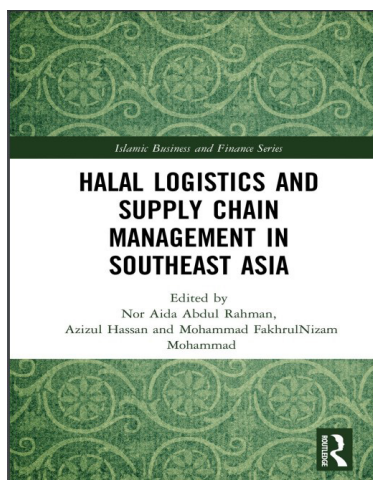




Jurnal
Sosioteknologi

Website: <https://journals.itb.ac.id/index.php/sostek/index>



Title : Halal Logistics and Supply Chain Management in Southeast Asia
Editors : Nor Aida Abdul Rahman, Azizul Hassan, and Mohammad FakhruNizam Mohammad
Publisher : Routledge
Publishing Year : 2021
ISBN : 978-0-429-32922-7
Page : 264
Genre : Non-Fiction
Book review by : Anita Priantina
Affiliation : Institut Agama Islam Tazkia
Email : anitapriantina@tazkia.ac.id

<https://doi.org/10.5614/sostek.itbj.2024.23.3.11>

Submitted: September 30, 2024 Accepted: November 18, 2024 Published: November 21, 2024

Editors' Profile

Nor Aida Abdul Rahman is an Associate Professor at Universiti Kuala Lumpur, Malaysia, and currently works as the Head of Aviation Management. With her extensive experience, she has conducted educational programs both within and outside the university in areas such as management, supply chain, halal logistics, and postgraduate research. She is also the author of three books dealing with postgraduate research. Her academic contributions have been published in numerous prestigious academic journals, book chapters, and peer-reviewed conference publications.

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. His research focuses on the use of technology in tourism marketing, exploring new marketing strategies, destination branding, heritage tourism, and sustainable approaches to tourism management and marketing. He has published more than 100 publications, including articles and book chapters, on well-known tourism-related platforms.

Mohammad FakhruNizam Mohammad is a lecturer at Universiti Kuala Lumpur, Malaysia. He has extensive industry experience in information technology, particularly in the area of data networks and project management in the banking sector. His research spans from halal technology to knowledge management and quality management.

Book's Content

Concern over halal logistics has emerged due to the urgency of halal certification for food, beverages, and other potential products, as it plays a crucial role in ensuring halal integrity throughout the supply chain. The concept of halal logistics encompasses various aspects, including the transportation, storage, and handling of halal goods, which must adhere to Islamic dietary laws. The increasing demand for halal products globally necessitates a robust logistics framework that can maintain the halal status of products from the point of origin to the consumer's table. This response synthesizes various scholarly articles to explore the principles, challenges, and opportunities associated with halal logistics.

The increasing focus on halal logistics and supply chain management among academics and industry experts in recent years is due to the realization that robust halal practices enhance a company's reputation in competitive markets. These practices not only influence the decision-making processes of both businesses and consumers who favor halal standards but also provide a strategic way to secure long-term financial gains. Successful compliance with halal logistics protocols opens up new opportunities in the expanding market for halal products and services.

Despite the growing importance of this concept, there is still little empirical research that addresses the full scope of halal logistics and supply chain management, particularly in terms of practical implementation, theoretical foundations, and methodological approaches. Most existing literature focuses on halal food and finance, providing only a limited insight into logistics practices, leaving the question of its application in different countries largely unanswered.

A thorough understanding of halal logistics is crucial, as maintaining halal integrity during transport and storage is critical to avoid contamination. This knowledge is not only important for producers and consumers of halal goods but also for marketers, as a company's halal reputation can significantly influence consumer loyalty and purchasing decisions. A positive perception of a brand's halal compliance fosters customer trust and drives consumer behavior, while negative impressions can have the opposite effect. In addition, stakeholders recognize the value of halal branding in securing a sustainable competitive advantage, which in turn improves a company's market position, profitability, and long-term success.

This book integrates the theoretical and methodological aspects of studying halal logistics and supply chains across various geographical areas and industries. Readers can observe trends, theories, and practices in halal logistics and halal supply chains, especially in Southeast Asia. It covers both theoretical foundations and practical discussion on halal logistics and supply chain management. It also explores halal logistics implementation in different industries. The book includes 16 articles that focus on halal logistics and the halal supply chain. The first article, written by Nee, Yacob, and Senadjki, analyzes the awareness and demand of Malaysian consumers for halal logistics in the meat industry. The chapter delivers an analysis based on consumer perceptions.

Mulyaningsih, Arifin, Nu'man, and Rahmawati authored the second article, which discusses the cold chain logistics of dairy products in Indonesia. This qualitative study analyzes the practice of Indonesia's largest dairy cooperatives in ensuring compliance with halal supply chain standards. Mohammad and Rahman shift the focus to Vietnam in their third article, where they examine the role of knowledge management strategies in the development of the halal logistics industry. They discuss the growth of halal business activities and the impact on the expanding halal sector in Vietnam. Maifiah, Ahmad, and Iskandar's fourth article focuses on the challenges of cold chain management in Southeast Asian countries, specifically for halal food products. The authors provide a detailed conceptual framework that outlines the key barriers, including infrastructure deficiencies, limited resources, knowledge gaps, financial challenges, and issues related to standardization, integration, and compliance.

In the fifth article, Mahalle, Aghwan, and Talib discuss the premier Halal logistics in Brunei Darussalam. The authors argue that the successful implementation of halal logistics requires a multifaceted approach that includes regulatory support, stakeholder engagement, and technological advancement. One of the key points made in the conclusion is the necessity for training and education in halal logistics practices.

Lestari and Saidah, the authors of the sixth article, present another case from Indonesia. This study discusses the legal framework for halal logistics, given the transition of halal certification, which has become mandatory in the country. The authors provide a comprehensive overview of the technical guidelines and measures designed to ensure consumer confidence in halal logistics while positioning these regulations as potential global benchmarks for halal institutions.

Rahman, Ghafar, Yuliana, Moin, Nur, and Zuhudi authored the seventh article, which examines the growth of halal logistics in five Southeast Asian countries: Malaysia, Thailand, Indonesia, the Philippines, and Vietnam. The authors selected these countries due to their significant potential for advancing the halal industry. The authors approach this analysis from four key angles: the size of the Muslim population, the expected demand for halal products, the role of halal certification bodies, and the presence of halal logistics service providers.

Rahman, Hassan, Ahmad, Harun, Romeli, and Noh contributed the eighth article, which focuses on the halal logistics sector in Singapore. The chapter traces the development of the halal industry in Singapore, paying particular attention to halal logistics as a key component. It discusses the three main phases of the growth of the halal industry in the country and highlights the emergence of Singapore as a potential halal logistics center.

In the ninth article, Kadir provides an insightful overview of halal logistics in Thailand, where demand for halal goods is on the rise. This chapter emphasizes the increasing recognition of halal products and services among Thai manufacturers and the opportunities for further expansion of the industry. Thailand's establishment of the world's first halal science center as part of its ambition to lead the global halal market is a focal point. However, the author argues that the halal supply chain requires significant improvement and reorganization. He emphasizes the importance of maintaining a strict separation between halal and non-halal products as a fundamental principle for effective halal logistics management.

Ustadi, Sentosa, and Rasi explore the creation of an inclusive model for halal transport in Malaysia in their tenth article. This research examines the factors that influence the adoption of halal transportation, using a detailed analysis of how attitudes, subjective norms, and perceived behavioral control affect the intention to choose halal transport. In addition, the study examines the underlying beliefs—behavioral, normative, and control beliefs—that serve as antecedents to the intention to adopt halal transport practices. The study highlights the key role of attitude, subjective norms, and perceived behavioral control as important predictors of intention, with the re-specified model emerging as a significant framework for halal transport policies in Malaysia.

In article eleven, Rahman, Majid, Mohammad, Ahmad, Rahim, and Mokhtar look at the development of halal logistics standards in Southeast Asia. They use the Malaysian halal supply chain standards MS2400 as a basic reference to examine the formulation and refinement of similar standards in neighboring countries. The authors argue that the implementation of these standards is not merely a regulatory requirement but a strategic necessity for enhancing consumer trust and facilitating market access in the growing halal market, particularly in Southeast Asia, where the demand for halal-certified products is on the rise.

Majid and Shamsudin address the issue of halal integrity in halal logistics service providers (LSPs) in the twelfth article. The study highlights the necessity of implementing robust traceability systems within Halal logistics. Ensuring halal assurance at every stage of the supply chain is crucial. The authors also emphasize that halal may begin as compliance with religious standards, but it is also an assurance of a standardized quality that concerns the trust of the consumers. This will also boost market competitiveness over other players within the industry.

In the thirteenth article, Mohamed, Noor, Rahman, and Sarip emphasize the critical role of training within the Halal logistics sector. Education is urgent to enhance the capabilities of stakeholders. The authors argue that all halal-related industry courses should incorporate halal logistics knowledge. The urgency of education will align with industry standards and enhance the overall performance of halal logistics providers.

The fourteenth article analyzes the key factors in ensuring halal compliance in air cargo warehouses. Khairuddin and Rahman conduct this qualitative research to provide an insightful exploration of halal assurance in the Malaysia aviation case. The authors argue that a proper standard operating procedure (SOP), comprehensive training, an organization and management team, supplier selection, halal standard adoption, knowledgeable staff, and an internal halal committee are essential elements of the halal compliance factor framework.

In the fifteenth article, Mohammad, Abdullah, and Rahman emphasize the importance of technology in improving halal logistics and supply chain operations. The authors developed the halal knowledge integrity model (HaKIM), which focuses on the integrity of Halal products. The HaKIM model consists of knowledge creation, knowledge reuse, knowledge sharing, knowledge retrieval, and knowledge repository.

Illyas and Husny's sixteenth article explores the growing role of technology in the halal industry during the fourth industrial revolution (4IR), specifically focusing on the halal auditing process. The authors emphasize that the 4IR presents both opportunities and challenges for the halal industry. The integration of IoT and blockchain can enhance halal traceability and transparency, which are essential in maintaining halal integrity. However, the availability of skilled labor and the smooth transition process may pose important challenges in implementing the technology.

Conclusion

Halal logistics and halal supply chain management play an essential role in the halal assurance system. Southeast Asia encompasses both countries with a majority Muslim population and those with a substantial Muslim consumer base. The growing global concern over the halal industry and its certification system has undoubtedly led to an increasing focus on halal logistics. Southeast Asia is the home of a country that has announced the mandatory halal certification. This region's theoretical perspectives and empirical implementation of halal logistics policies may provide insight into the preparation and execution of halal assurance. The book's articles consistently conclude that halal requires not only conceptual religious obligations but also technical implementation, necessitating comprehensive frameworks. These frameworks consist of interrelated elements that are essential for the optimum system operation. The studies also elaborate on opportunities and room for improvements in this halal logistics sector in order to maintain the optimum total halal assurance implementation.

References

Rahman, N. A. A., Hassan, A., & Mohammad, M. F. (Eds.). (2020). *Halal Logistics and Supply Chain Management in Southeast Asia*. Routledge.

