

Obstacles to The Implementation of Regional Regulation of West Nusa Tenggara Province Number 2 of 2016 concerning Halal Tourism in Restaurants in Mataram City

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Article History	Abstract
Accepted: 09 September 2023 Revised: 08 October 2023 Published: 02 December 2023	<p><i>This study aims to identify the obstacles that exist in the halal certification process for restaurants in the city of Mataram. The method used is descriptive qualitative analysis to examine the hindrances in the halal certification process for restaurants as stipulated in the Regional Regulation of West Nusa Tenggara Province No. 2 of 2016 concerning halal tourism. The study was conducted at restaurants in the city of Mataram. Data collection techniques included direct observation using document instruments, interview guidelines, documentation, and literature studies. In conclusion, the implementation of West Nusa Tenggara Regional Regulation No. 2 of 2016 regarding Halal Tourism in the halal certification process for restaurants can be considered successful. However, there are several obstacles in the implementation process. These obstacles include communication issues between institutions due to the transition to an online-only application process for halal certification, a lack of government-led socialization efforts to inform business actors (due to budget constraints), and a shortage of adequately prepared human resources who understand the evolving system within the restaurant halal certification process.</i></p> <p>Keywords: Halal Certification, Halal Tourism, Halal Restaurant.</p>



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INTRODUCTION

The development of halal tourism in Indonesia is quite significant, in 2016 Indonesia won at least 12 prestigious awards in the halal tourism sector at The World Halal Tourism Awards 2016. (*The Winner of World Halal Tourism Awards 2016*, n.d.). This prompted the Indonesian government to take a stand, through the Ministry of Tourism to appoint three provinces in Indonesia as halal tourism destinations, namely West Sumatra, Aceh, and West Nusa Tenggara as halal tourism destinations at the international level. West Nusa Tenggara Province received several awards such as World's Best Halal Beach Resort Winner: Novotel Lombok Resort & Villas, and World's Best Halal Honeymoon Destination Winner: Sembalun Valley Region, West Nusa Tenggara.

The West Nusa Tenggara regional government responded by forming regulations as guidelines and legality in the implementation of halal tourism, this can be seen with the issuance of Governor Regulation Number 51 of 2015 concerning Halal Tourism and then

strengthened through Regional Regulation of West Nusa Tenggara Province Number 2 of 2016 concerning Halal Tourism.

With the issuance of West Nusa Tenggara Governor Regulation No.1 of 2015 and West Nusa Tenggara Regional Regulation No.2 of 2016, of course there are many things that must be considered in developing this halal tourism, the West Nusa Tenggara Government is working hard on how to make the rules issued can be implemented to the community. In the regulations issued by the West Nusa Tenggara regional government, there are many things that must be considered as requirements in the halal tourism category, starting from the availability of places of worship for Muslim tourists, the availability of tools for worship (prayer mats, mukenahs, Qur'ans), there are facilities for washing according to sharia standards, there are kitchens that process halal food and drinks, provide halal food and drinks supported by halal certificates issued by institutions in charge of researching, reviewing, analyzing and deciding whether food products and their derivatives are safe for consumption both in terms of health and from the Islamic religion. (Peraturan Gubernur Provinsi Nusa Tenggara Barat, 2015).

With the mandate of West Nusa Tenggara as one of the halal or Muslim-friendly tourist destinations, both for local and foreign tourists. It is necessary to immediately follow up on West Nusa Tenggara Regional Regulation Number 2 of 2016, due to the increasing interest of tourists to visit West Nusa Tenggara, which annually holds international events, including MotoGP, WorldSuperbike, and MXGP Samota, so that this can provide comfort and guarantee to Muslim tourists visiting West Nusa Tenggara.

Various studies including the Implementation of Halal Tourism Service Standardization in Tourism Development in West Nusa Tenggara state that standardization in destinations has been carried out by related agencies such as the West Nusa Tenggara Culture and Tourism Office, the Office of Industry and Trade Regulations and the Health Office, and MUI-West Nusa Tenggara as the authorized institution to issue halal certificates, (Hamza, 2017). The implementation of standardization through industrial sector halal certification issued by MUI-West Nusa Tenggara has increased between 2012 and 2016. And there are factors that affect the implementation of standardization of halal tourism services in West Nusa Tenggara, one of which is the community factor as an obstacle, namely the limited understanding and knowledge of the community and business actors on the concept and process of halal certification.

Another study, namely the Perceptions of Home Industry Producers in the Food Sector towards the Implementation of the Halal Guarantee System in Mataram City, states that home industry producers in the food sector in the Mataram city area already know and understand the definition of halal food, the principles of criteria in SJH and consider it important to the halalness of food in their products. The high interest of producers in taking care of halal certificates to LPPOM MUI should be balanced with socialization regarding the processing of halal certificates from LPPOM MUI to producers in the regions so that the halal food industry can be more easily realized both in big cities and in regions, (Rizkiyah, 2022).

Based on this description, which examines the standardization of halal tourism services and the perceptions of home industry producers in managing halal labeling, it has not discussed the obstacles encountered in the halal certification process in restaurants as an implementation of West Nusa Tenggara Regional Regulation Number 2 of 2016 concerning Halal Tourism. So the need for researchers to conduct research on the obstacles to the implementation of regional

regulation number 2 of 2016 concerning halal tourism in restaurants in Mataram City. The focus of this research is to examine the obstacles in the halal certification process at restaurants in the city of Mataram, as an implementation of West Nusa Tenggara Regional Regulation Number 2 of 2016. The problem limitation in this study is limited to examining constraints at the level of related agencies and institutions in the process of applying for halal certification in restaurants.

RESEARCH METHOD

This research is qualitative research and includes field research or field research with a research focus, namely to find out the obstacles in the halal certification process in restaurants, as well as the causes of obstacles in the halal certification process in restaurants. This research was conducted in a certain community environment both in community organization (social) institutions and government institutions. The method used in this research is by collecting data, the data collected are:

1. Related documents regarding the procedure for applying for halal certification and the number of restaurants that have applied for a business license,
2. Procedures for applying for halal certification and the number of restaurants that already have halal certificates,
3. The process of MUI fatwa determination hearing, as well as the number of restaurants that have processed their documents until a fatwa is issued from MUI.

Other data used are in the form of related agencies and institutions in the process of applying for restaurant halal certification, programs that are arranged as an effort to increase interest in applying for halal certification, as well as the opinions of informants in the process of applying for restaurant halal certification. Then the researcher compiles, clarifies, analyzes descriptively what it is about "obstacles to the implementation of regional regulation number 2 of 2016 concerning halal tourism in restaurants in the city of Mataram".

In this study the authors have conducted direct observations and interviews with relevant parties, namely the relevant agencies or institutions in the process of halal certification of restaurants in the city of Mataram. This research is categorized as field research, or survey research that reveals case studies, for examines the problems that underlie the emergence of social phenomena. Regarding the focus of this research, the study that will be revealed is the problem of obstacles encountered in the halal certification process in restaurants in the city of Mataram.

This research approach is qualitative, a qualitative approach is an investigative process. Gradually, researchers try to understand social phenomena by distinguishing, comparing, imitating, cataloging, and classifying objects of study. Researchers extract information from informants, among them are:

1. Members of the implementation of the business licensing sector at the Dinas Penanaman Modal dan pelayanan terpadu satu pintu (DPMPTSP) of Mataram city.
2. Deputy head of the halal product assurance sector at the Ministry of Religious Affairs of the Republic of Indonesia, West Nusa Tenggara regional office.
3. Member of the Halal Product Process Assistance Institute (P3H) at the Halal Center of Mataram State Islamic University.
4. Deputy Chairman of MUI-West Nusa Tenggara.

From some of the informants above, the researcher conducts continuous interaction with informants, and looks for informants' perspectives in the halal certification process. In qualitative research, the researcher is the main instrument in collecting data. The focus of the research is on the perceptions and experiences of informants and how they view their lives, (Creswell W John, 2016). This

research was conducted in the city of Mataram, on the grounds that the city of Mataram is the capital of West Nusa Tenggara which has many business activities in the city, one of which is the restaurant business which is a business that is included in tourism activities, then researchers determine the relevant institutions and agencies related to the halal certification process.

The instrument in this research is the interview activities carried out by the researcher, because in accordance with the method used, namely qualitative research methods, the supporting instruments used by researchers are interview guides, recording devices, cellphones, and laws and regulations used as references in compiling a list of interview questions.

After obtaining the data obtained in this study, the next step is to process the collected data by analyzing the data, describing the data, and drawing conclusions in the form of words and sentences. In this study, data analysis was carried out using qualitative data analysis techniques, because the data obtained was information. Data analysis in qualitative research is carried out during data collection. Qualitative data analysis has three streams of activities that occur simultaneously, activities in data analysis, namely: Data Condensation, Data Display, and Conclusion Drawing/Verifications, (Matthew B. Miles, A. Michael Huberman, 2014).

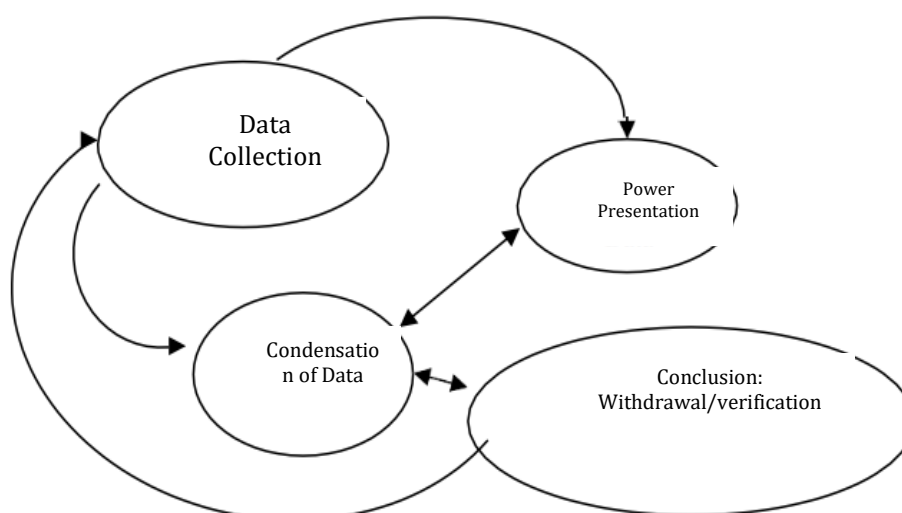


Figure 1: Interactive Model Analysis
Source: Miles, Huberman and Saldana (2014).

The activities in qualitative data in this study are:

1. Data Condensation

Data condensation in this study refers to the process of selecting, simplifying, abstracting, and or transforming data that is close to the whole part of written field notes, interview transcripts, documents, and other empirical materials. At this stage, researchers collected data from a list of interviews that had been compiled previously, which were adjusted to the research focus raised. The answers to the results of these interviews are in the form of information in the process of applying for halal certification, documents in the form of data relating to halal certification, to personal responses regarding the focus of the problem raised according to research needs, so that researchers can draw conclusions from the results of the data.

2. Data Display

Data presentation is an organization, a union of information that allows conclusions and action. The data presented in this study are all data in the form of interviews with informants, documents obtained from observations, and data obtained from literature related to the research, this data is restated so that it makes it easier for researchers to understand and can be used as a basis for answering the focus of the problems raised and also used in the process of drawing conclusions.

3. Conclusions Drawing

Since the beginning of data collection, researchers have analyzed all the data obtained, by looking for the meaning of things related to research, noting all explanations conveyed by informants, noting the cause and effect of problems encountered when collecting data, to noting the flows involved in the halal certification process. When everything has been collected until the end of the study, then verification is carried out, then the researcher can draw conclusions to answer the focus of the problem raised.

In addition to data analysis based on the theory of Miles, Huberman and Saldana in this study, researchers also used data analysis using the Triangulation Technique, data triangulation is a data collection technique that combines various existing data and sources, (Sugiyono, 2018). Data triangulation is also a technique of checking data from various sources in various ways and at various times. So there is source triangulation, triangulation of data collection techniques and time triangulation. Wijaya: 2018, in (Adianto Samsul; Muhammad Ikhsan; Selvi Oye;, 2020).

In this study, the triangulation technique is used to test the credibility of data obtained from several informants from related institutions or agencies related to the halal certification process, with interviews, archives, and literature related to this research, which are carried out at different times according to the time agreed by the researcher with the informant.

RESULT AND DISCUSSION

Description of Research Objects

In this study, researchers collected data using several methods, one of which was by interview, this interview was conducted by direct face-to-face with the informant, the informants in this study were 7 people, where these 7 people were given several questions that had been prepared in advance by the researcher in accordance with the research raised, and the questions compiled were also adjusted to the relevant institutions or agencies that were asked for information. The informants of this research are the Head / Deputy / Member of the relevant agencies in the halal certification process at restaurants in the city of Mataram.

This interview was conducted at different times for each informant, starting on February 28 and finishing on May 26, 2023. From each interview the number of questions asked to each informant is different, because it adapts to the information needs the researcher wants, in addition to the questions that have been prepared, there are also questions that are developed from the answers expressed by the informants. From the interviews conducted by researchers, a lot of data and information related to the research were obtained, this data will later be processed, sorted out by researchers according to the needs of the research raised.

Research Results

The results of observations, interviews, and documentation conducted by researchers during this study, it is known that the procedure for applying for a halal certificate after the issuance of Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Guarantee Field is as follows:



Figure2. Regular Halal Certification Process Flow
Source: (Badan Penyelenggara Jaminan Produk Halal, n.d.), 2023.

From the flow of the halal certification process above, business actors in applying for halal certification can apply through the website with the page <https://ptsp.halal.go.id/> from the flow picture shows that the institution that issues halal certificates is no longer carried out by the Indonesian Ulema Council (MUI) but has become the authority of the Halal Product Guarantee Agency (BPJPH). Requirements in applying for a halal certificate for restaurant businesses are:

- application letter
- registration form
- attach business actor data in the form of a Nomor Induk Berusaha (NIB). if you do not have an NIB, you can use other documents such as NPWP, SIUP, IUMK, IUI, NKV, and other licenses that legally state that you have a business license.
- a copy of the halal supervisor certificate and a copy of the halal supervisor decision
- list of names and types of products
- list of products and materials used
- SJPH manual
- circulation license or SLHS (if any).

These requirements must be met by business actors if they want to apply for halal certification for their restaurant business. The following is a detailed explanation of the results of observations, interviews and documentation conducted by researchers.

A. Business License

From the requirements mentioned above, it requires business actors to have a Business Identification Number (NIB) as one of the requirements in applying for a halal certificate, this NIB is issued by the One-Stop Investment and Integrated Services Office (DPMPTSP) of Mataram city. From the results of observations and interviews conducted by researchers with Mr. Bahtiar in February, since 2021 the process of applying for a business license has been classified as risk-based, this permit application can be made through the website <https://oss.go.id/>, This risk-based is grouped into: Low, Low Medium, High Medium and High, for this classification of business license applications there are several requirements that must be met by business actors, these requirements will be uploaded on the website. As one of the requirements submitted in applying for a business license if it falls into the low category, then only an Identity Card (KTP) is required.

Business actors can submit directly by opening the website page or can also come directly to the DPMPTSP office in the city of Mataram, and will be guided by the officers there to apply for a business license. Using the KTP, business actors will be registered and will fill in / select the options listed on the page during the registration process. The following is an example of a page contained during the business license registration process if it is in the Low and Medium Low category:

KBLI	Lokasi Usaha	Data Usaha	Skala Usaha	Tingkat Risiko	Pernyataan Mandiri	Status
56102	Alamat : Jalan Banda Seraya Kelurahan : Pagutan Kecamatan : Mataram Kab/Kota : Kota Mataram Provinsi : Nusa Tenggara Barat Lokasi Usaha Lintas Matra : Tidak	Jumlah Tenaga Kerja Indonesia: 1 Modal Usaha : Rp 20.000.000	Usaha Mikro	Rendah	<ul style="list-style-type: none">Pernyataan Mandiri K3L : CetakPernyataan Mandiri Kesiapan Memenuhi Kewajiban CetakPernyataan Mandiri Kesanggupan Mengikuti Proses Sertifikasi Halal : CetakPernyataan Usaha Mikro atau Usaha Kecil Terkait Tata Ruang : CetakSurat Pernyataan Kesanggupan Pengelolaan Dan Pemantauan Lingkungan Hidup (SPPL) : Cetak	

Figure 3: OSS-1 Page (Business License Process)
Source: Researcher Documentation, 2023.

The picture above is a page display that displays a list of business activities consisting of business location, business data, business scale, risk level and self-statement requirements that must be printed by business actors as completeness in applying for a business license.

The screenshot displays a digital form for the OSS-2 (Business License Process). The form is divided into two main sections. The left section contains a large input field for 'Kapasitas' (Capacity) with the value '50.000.000' and a unit selector set to '/Tahun' (per year). The right section contains several dropdown menus and input fields: 'Satuan Kapasitas' (Capacity Unit) set to 'Rp', a dropdown for 'Apakah Anda menggunakan bahan atau proses tidak halal?' (Do you use non-halal ingredients or processes?) set to 'Tidak' (No), another dropdown for 'Apakah Anda sudah memiliki Sertifikat Halal?' (Do you already have a Halal Certificate?) set to 'Sudah' (Already), a text input field for 'Nomor Sertifikat Halal' (Halal Certificate Number), and two date selection fields labeled 'Wajib diisi' (Must be filled in): 'Tanggal Terbit' (Issue Date) and 'Tanggal Berakhir' (Expiration Date). The bottom left corner of the image shows a watermark for 'REDMI NOTE 9 AI QUAD CAMERA'.

Figure 4. OSS-2 Page (Business License Process)
Source: Researcher Documentation, 2023.

The picture above is the appearance of a page that must be filled in and selected by business actors in the form of the amount of income earned per year, questions about the ingredients or processes used by business actors in their products whether there are ingredients or processes that are not halal, then there will be choices in the form of the words YES and NO, as well as questions whether they already have a halal certificate or not, with the choice of the words ALREADY and NOT, if you choose ALREADY, there will be a column to be filled in in the form of a halal certificate number, date of issue and date of expiration of the halal certificate. If you do not have a halal certificate, business actors will be asked to make a self-declaration of halal certification, as shown below:

PERNYATAAN MANDIRI
Kesanggupan Mengikuti Proses Sertifikasi Halal

Berdasarkan Peraturan Pemerintah Pengganti Undang-Undang Republik Indonesia Nomor 2 Tahun 2022 tentang Cipta Kerja, Pelaku Usaha dengan identitas sebagai berikut:

Nama Pelaku Usaha : HERLINA
Nomor Induk Berusaha (NIB) : 0103230019635

Menyatakan bersedia untuk memenuhi persyaratan pemenuhan Sertifikasi Halal serta mengikuti pendampingan Proses Produk Halal (PPH) dari Pemerintah, organisasi kemasyarakatan Islam atau lembaga keagamaan Islam yang berbadan hukum, perguruan tinggi, dan/atau badan usaha sesuai ketentuan norma, standar, prosedur, dan kriteria (NSPK) yang berlaku.

Demikian pernyataan ini dibuat dengan sebenar-benarnya. Apabila di kemudian hari ternyata terdapat kekeliruan ataupun ketidakakuratan dalam pernyataan ini, maka Pelaku Usaha bersedia menerima konsekuensi sesuai dengan ketentuan peraturan perundang-undangan.

Lombok Barat, 1 Maret 2023
ttd.
(HERLINA)

Surat pernyataan ini tersimpan secara elektronik di dalam sistem OSS sebagai bagian tidak terpisahkan dari Perizinan Berusaha untuk Nomor Induk Berusaha yang dimaksud.

Figure 5. Self-Declaration of Ability to Follow the Halal Certification Process
Source: Researcher Documentation, 2023.

The statement letter is a commitment requested by the government to business actors to be willing to fulfill halal certification requirements and be willing to follow the assistance provided by the government or legal entities or other institutions. This business license in the form of NIB will come out immediately after all the processes on the OSS page are filled in, this applies if you are in the low and medium low risk business categories. However, if the type of business is in the high and medium risk categories, the NIB issuance process will take 20 working days after the submission is made by the business actor. The process of applying for this business license for the Low and Low Medium categories does not have any costs incurred by business actors, but for the High and High Medium categories, the lowest amount of costs incurred is up to 5.5 million Rupiah, and the validity period of this business license is for 3 years, this business license can be extended if it is still in the same business field.

From the results of the research conducted, researchers also obtained data in the form of the number of business licenses in the field of restaurants and restaurants that provide other mobile foods that have been issued by the relevant agencies until the end of 2022, namely 83 business licenses. With this OSS system, the hope is that it can facilitate the community/business actors in the process of applying for a business license, but according to Informant Bahtiar himself, the transition of the business license application system which was initially submitted directly and processed at the licensing office by business actors, then switched to a one-stop integrated system, which in the process of preparing its Human Resources (HR) was not taken into account, because to run the application requires prior understanding by the relevant HR, then it can be applied to the community. However, what happens in the field indirectly complicates the process a little, because in addition to human resources serving the process of applying for business licenses that are not ready in terms of knowledge and availability of human resources, another obstacle is that most people still do not know the process of applying through OSS, are not too fluent in using Smartphones, so this is an additional task that must be carried out by officers in the field in the process of applying for permits, while teaching the community and at the same time socializing the use of the OSS system itself.

According to informant Bahtiar, another effort made by DPMPTSP to socialize OSS and pick up the ball so that the community wants to register their business is by operating an integrated service car which has only been carried out for approximately 4 months which has only started from 2023, the hope is that with this integrated service car more and more people will know OSS and have the desire to register their business licenses. This integrated service car will usually go down to the markets and park in areas that are usually visited by the public, as seen in the following picture:



Figure 6. Mataram City Licensing Service Car
Source: Researcher Documentation, 2023

B. Indonesian Ulema Council (MUI), Halal Examining Organization and Halal Supervisor

After the restaurant business actor submits the requirements for applying for halal certification to BPJPH through the website <https://ptsp.halal.go.id/>, BPJPH will appoint a Halal Examining Agency (LPH) to conduct an inspection / audit of the restaurant applying for halal certification. The results of interviews conducted with Mr. Anang as Deputy Chairperson of MUI-West Nusa Tenggara he said that: since 2022 MUI-West Nusa Tenggara is no longer an institution authorized to issue halal certificates, with the issuance of PP No.39 of 2021 concerning the organizers of the halal product guarantee sector and also issued Minister of Religion Regulation No.20 of 2021 concerning halal certification of macro and micro businesses, which has the authority to issue and revoke halal certificates in restaurants is BPJPH.

MUI-West Nusa Tenggara still participates in the halal certification process both as an institution that issues a halal determination certificate (SKH), and as an examiner/auditor conducted by LPPOM, the number of auditors in West Nusa Tenggara is approximately 20 auditors. Continuing to the examination process carried out by the auditor, the results of this examination will be used as the basis or material for the halal fatwa hearing, the thing that becomes the point of examination according to Mr. Anang is the whole process, both raw materials, processing, up to the presentation of the products produced by the restaurant in

accordance with Islamic law, or there is no content of haram ingredients or processes that are forbidden according to Islamic teachings.

The results of data obtained from MUI-West Nusa Tenggara in 2022 until the beginning of 2023 the number of restaurants issued a halal certificate of determination, only 1 restaurant. According to Mr. Anang, with the transfer of authority and system in the process of applying for halal certification, there are conveniences and obstacles, namely the convenience for restaurant business actors in the process of applying for certification only through the website page, restaurant business actors no longer need to come to the relevant agencies to submit applications, restaurant business actors simply open from mobile phones or laptops or other media.

On the other hand, the obstacles encountered in the field of this certification process can be longer because after the SKH is issued from the results of the halal fatwa hearing, the final result of the process is not known how long it will take to process because all data must be submitted back to BPJPH. On the other hand, Mr. Jumadil MUI-West Nusa Tenggara also added that the process of issuing SKH can be processed immediately after the documents of the examination results carried out by the auditor are obtained, and when the halal certificate process is still the authority of MUI-West Nusa Tenggara, it can be processed directly to the stage of issuing a halal certificate, unlike now that the results of the fatwa hearing must be uploaded by MUI via online to BPJPH, so there is no communication between these agencies / institutions. Some people who still do not know the process of applying for the latest halal certification ask directly to MUI-West Nusa Tenggara about the submission process, whether it has been completed or not.

As previously described, the requirements for applying for a restaurant business license are also other requirements that must be fulfilled in applying for a halal certificate, namely a copy of the Halal Supervisor Decision. A copy of this decision is issued by the company itself, which directly appoints the halal supervisor used in the Halal Product Process (PPH). This halal supervisor is related to the restaurant inspection process, namely accompanying the auditor in the PPH inspection.

The results of interviews conducted with Mr. Nurudin as Secretary of the Halal Center and also as a halal supervisor, said that there are not many halal supervisors in the city of Mataram, there are around 3 people who qualify as halal supervisors, this halal supervisor is a service that will later be paid by businesses for the work done, the costs incurred by business actors are in the range of 1.5 million rupiah to 2.5 million rupiah, depending on the number of food and beverage menus produced by the restaurant. Because the amount of costs incurred is adjusted to the number of menus to be produced by the restaurant.

According to Mr. Nurudin, what is done by the halal supervisor is to ensure that the entire food and beverage production process in the restaurant does not have elements that make it haram, such as processed ingredients used in producing food and beverages, tools used in the process of making food and beverages, the source of raw materials used, the storage process, up to the serving process which will later be consumed by consumers.

C. Halal Product Guarantee Agency (*Badan Penyelenggara Jaminan Produk Halal/BPJPH*)

The final result of the process of applying for restaurant halal certification is a halal certificate, the halal certificate is valid since it was issued by BPJPH and remains valid as long as there is no change in the composition of ingredients and / or halal product processes. If there is a change in the composition of the ingredients and / or the halal product process, the business actor is required to renew the halal certificate.

The results of the interview with Mr. Hamdun from the Regional Office of the Ministry of Religion of West Nusa Tenggara, that in supporting the implementation of West Nusa Tenggara Regional Regulation No.2 of 2016 concerning halal tourism and the mandates of PP No.39 of 2021 contained in article 2 paragraph (1): Products that enter, circulate, and are regulated in the territory of Indonesia must be halal certified, (Peraturan Pemerintah, 2021), This is to reinforce that it is hoped that the implementation of halal certification can be carried out optimally and the government targets that by 2024 all products in circulation, both packaged food products and ready-to-eat products, will have halal certificates issued by BPJPH.

Hamdun said that with the online registration system in the process of applying for halal certification, it is hoped that it will make it easier for restaurant business actors to submit, only by opening the <https://ptsp.halal.go.id> website page via mobile phones or other media, restaurant business actors can already apply for halal certification. On the other hand, according to Hamdun, with the mandatory PP No.39 of 2021, there are several obstacles to achieving the government's expected target, namely the online halal certification submission system, which is homework for the government, especially the Regional Office of the Ministry of Religious Affairs of West Nusa Tenggara to socialize to the public, so that people know the process / flow of applying for this halal certification.

One of the obstacles is that socialization cannot be carried out optimally due to budget constraints, so that socialization is limited to several business actors as representatives of the community / business actors, both business actors in the food and beverage sector and other business fields. Since the implementation of submitting halal certification online, data has been obtained in the form of the number of businesses that have been processed for halal certification and issued halal certificates in the city of Mataram, as shown in the table below:

Table 1. Number of BPJH Halal Certificates in Mataram City in 2022

No.	Business Type	Sum	New	Renewal
1.	Restaurant	10	9	1
2.	Katering	10	4	6

Source: Ministry of Religious Affairs Regional Office of West Nusa Tenggara, 2023.

From the table above, it is clear that the restaurant business in the city of Mataram in 2022, there are 9 restaurant businesses that are applying for halal certificates issued new certificates and 1 restaurant that is renewing its halal certificate. In applying for this halal certificate to determine the amount of fees paid by business actors, they are grouped into 2, namely micro and macro businesses, where micro businesses are charged a rate of 3 million Rupiah and for macro businesses a rate of 12 million Rupiah. All requirements and costs in the process of applying for halal certification in the city of Mataram are the same as those in other cities in Indonesia, because they follow the rules set by the central government.

DISCUSSION

The implementation of laws and regulations in a state is an obligation for all levels of society that inhabit a country, as well as Indonesia, legislation is one of the tools used to regulate society in a government system. This legislation is made in addition to regulating society and the course of government, it is also used as one of the government's responsibilities to guarantee the rights and obligations of all its citizens, provide protection and provide guarantees for a decent life, as stated in the 1945 Constitution.

With this responsibility, the government is obliged to make rules that regulate all aspects of community activities, one of which is in the aspect of tourism, the government issues rules to regulate everything related to tourism, namely Law Number 10 of 2009 concerning Tourism. With this regulation, there were adjustments in accordance with the needs of the community and the development of tourism, namely the issuance of laws and regulations that provide protection and guarantees to Muslim tourists in traveling, one of which is Law Number 33 of 2014 concerning Halal Product Guarantee.

This legislation after going through a process in its preparation until it is passed into a rule, of course the end result is that the contents of this legislation can be implemented by all elements, both elements of government and elements of society, or in other words, legislation can be implemented in accordance with the ultimate goal of the rule. According to the theory put forward by Edward III, there are 4 factors that determine implementation, namely: Communication, Resources, Disposition and Organizational Structure. From the theory put forward by Edward III, this implementation factor is closely related to the implementers of laws and regulations in the elements of government, namely the relevant agencies or officers in implementing the contents of the laws and regulations themselves.

In connection with this research, which focuses on examining the implementation of West Nusa Tenggara Regional Regulation Number 2 of 2016 concerning Halal Tourism in restaurants in the city of Mataram, the elements involved in implementing the contents of the regional regulation if it is related to the halal certification process in restaurants are the Licensing Office which grants business licenses to restaurants, The Indonesian Ulema Council as an institution that has the authority to issue halal Fatwas that have been adjusted to the existing sharia in Islam, LPH and Halal Supervisor as an institution that inspects and supervises the results of products produced in restaurants, and the Halal Product Guarantee Agency (BPJPH), as an institution authorized to issue halal certificates to restaurants.

From the research results previously described, in the process of applying for halal certification carried out by restaurant business actors in the city of Mataram, there are several obstacles and factors causing these obstacles, namely:

A. Business License

In this process, the obstacles faced are that many people still do not know the process of applying for a business license through online, and cannot apply for a license on their own, they still have to be guided in the application process, limited human resources in operating the new system. The factors causing this are the limited budget to socialize the new system in applying for business permits, the limited knowledge of the community in operating online media (gaptek) and the implementation of the new system by not preparing its human resources in advance. Both from the number of personnel and increasing the ability of these human resources.

On the other hand, the costs incurred for the process of applying for a business license are quite large if the business is in the medium-high and high risk business categories, because almost most of the restaurants in the city of Mataram are in the medium-high and high categories. Another case if the type of business is in the low and medium risk category, this type of business does not incur costs in its management.

B. Indonesian Ulema Council (MUI), Halal Examining Organization and Halal Supervisor

The results of the research previously described that overall in the process of determining the halal determination certificate (SKH) issued by MUI by starting with a fatwa hearing there are no obstacles, it's just that in the process of returning files to BPJPH from the results of the fatwa hearing there is no communication carried out because only uploading documents is done via online, this is what is lacking in the process of applying for this halal certification.

Then related to the costs incurred by restaurant businesses to pay for halal supervisor services, if they do not have competent internal human resources to be used as halal supervisors.

C. BPJPH

Submission of halal certification in the city of Mataram with an online system has several obstacles, namely this online system which was originally created to make it easier to become additional work for BPJPH implementers because there are still many people who do not know the online submission process, lack of budget so that the Regional Office of the Ministry of Religion has little difficulty in carrying out socialization programs to the public related to halal certification. The amount of money spent by the community to pay for the halal certification process is one of the factors causing obstacles in the implementation of Regional Regulation No.2 of 2016.

Of all the obstacles and contributing factors, another thing that can be an obstacle to the implementation of this regional regulation is the level of public awareness, to register their business licenses, to carry out halal certification in their restaurants, because there are no strict sanctions against restaurant business actors if they do not carry out halal certification in their restaurants, which can be seen from the business permit process, when business actors register their business online, on the form page that is filled in if the business choice does not have a halal certificate, then the restaurant simply makes a statement of ability to carry out halal certification or follow guidance from the government. This gap is exploited by restaurant business actors not to make their obligation to carry out halal certification in their restaurants.

The implementation of West Nusa Tenggara Regional Regulation No.2 of 2016 concerning halal tourism article 5 paragraph (2): Providers of halal-certified food and beverages are required to guarantee the halalness of the food / drinks served, starting from the provision of raw materials to the serving process as evidenced by a halal certificate.

So the results of the analysis in this study, if associated with Edward III's theory in the process of applying for halal certification of restaurants in the city of Mataram, namely:

- a. communication: this communication factor, if analyzed from the research results, that with the online system from the process of applying for a business license to applying for halal certification, indirectly between one institution and another institution related to the halal certification process is not carried out, because the process is through online media by only uploading submission data.
- b. resources: resource factors, one of which is human resources, the results showed that this online submission process was implemented without the readiness of human resources, both in terms of numbers and in terms of their abilities.

- c. disposition: the placement of the right human resources for the work to be done, the results of the overall research of the relevant agencies have placed the right human resources according to the work to be done, it's just that from the explanation above that the lack of readiness is done.
- d. organizational structure: this relates to related institutions in the process of applying for halal certification, these institutions have been well formed in the implementation of halal certification, it's just that it must be strengthened from the programs to be implemented supported by sufficient budget, so that the implementation of this regional regulation can be carried out optimally.

The data obtained when viewed from 2022 the number of restaurants in the city of Mataram is 83 which have processed / issued their business licenses, but the number of restaurants that apply/have halal certificates is 10 restaurants with details of 9 new certificate restaurants and 1 renewal. The overall data from this study indicate that the implementation of West Nusa Tenggara Regional Regulation No.2 of 2016 relating to restaurant halal certification, is still not said to be maximally implemented, because there are several obstacles that cause it cannot be said to be implemented, namely the lack of communication between agencies, the readiness of human resources and the final results / achievements of the policy, where the number of restaurants applying for a business license is not proportional to the number of restaurants that have halal certificates.

CONCLUSION

West Nusa Tenggara Regional Regulation No.2 of 2016 concerning Halal Tourism can be said to be implemented even though there are several obstacles in the implementation process, it can be seen from several factors:

1. Communication, there is a disconnected communication between related institutions in the halal certification process, namely communication between BPJPH and MUI which is caused by a change in the submission process system by business actors which is carried out through software / online media. Communication / information that is socialized to the public regarding the submission of halal certification is still not maximally implemented due to the lack of budget owned by BPJPH to conduct maximum socialization to the community / business actors.
2. Resources: The resources prepared to carry out the certification process are still not well prepared, not adjusted to the system changes made in the certification process, both from the process of applying for a business license, to the process of applying for halal certification.
3. Disposition: the placement of human resources that is sufficient in the process of applying for halal certification, but it is not accompanied by knowledge updates on the process of applying for halal certification that has changed, so that it slightly hampers the implementation process.
4. Organizational structure: the formation of related institutions in the restaurant halal certification process, but the programs owned by each institution in maximizing the implementation of West Nusa Tenggara Regional Regulation No.2 of 2016 are constrained by the limited budget they have.

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