

Embracing the Halal Market: CV. Legacy's Strategy in Providing Halal Certified Food and Beverage Products for Patients

Pratomo Wahyu Widodo¹, Rohmat²

^{1,2}UIN Prof. K.H. Saifuddin Zuhri Purwokerto

ABSTRACT: Halal food and drinks play an important role not only in meeting the religious needs of Muslims, but also as part of a healthy and safe lifestyle. Halal certification ensures that products circulating on the market, including those provided by CV. Legacy for hospitals, meets standards in accordance with Islamic law and high quality. Hospitals that provide halal products increase the comfort of Muslim patients and strengthen their reputation as institutions that care about patient welfare. The method in this research is: qualitative. The results of this research are: halal certification plays a crucial role in increasing consumer trust and company competitiveness, as does CV. Legacy which provides food and beverage products for the hospital sector. This certification not only ensures the halalness of products according to sharia, but also guarantees quality and safety, builds the company's reputation, and expands market share. Despite facing challenges such as selecting halal raw materials and strict supervision of the production process, CV. Legacy can overcome these obstacles with efficient management and employee training. Planned marketing and market expansion strategies, including establishing relationships with hospitals and innovating products, enable CV. Legacy to strengthen their position in the halal food market and expand their reach into other sectors, making them leaders in this industry.

KEYWORDS: Halal; Patient; Hospital

I. INTRODUCTION

Halal food and drinks are not only a religious necessity for Muslims, but also an important part of a healthy and safe lifestyle (Rifa'i, 2018). Halal food and beverage products cover broader aspects than just the raw materials used. Halal includes a process of slaughtering animals that is legal according to sharia, processing that is free from haram elements, as well as strict supervision to ensure that the product that reaches consumers actually meets the standards that have been set (Masrurroh & Rafikasari, 2022). As awareness of the importance of halal products increases among consumers, the market for these products is growing rapidly (Yazid et al., 2020). This has triggered the food and beverage industry to pay more attention to halal aspects in every product they produce, in the hope of meeting the needs of the growing market.

In the context of Indonesia, a country with a majority Muslim population, the need for halal products is increasing, both in the domestic and international markets (Bazin et al., 2024). This creates a great opportunity for food and beverage manufacturers to market their products with a halal label that is acceptable to Muslim consumers (Ulum & Lamongan, 2024). Halal products do not only involve religious aspects, but also reflect the level of consumer confidence in the quality, cleanliness and safety of the products they consume (Syamsurrijal et al., 2023). Therefore, halal certification is very important in ensuring that products circulating on the market meet standards in accordance with Islamic law and are acceptable to consumers.

However, even though many food and beverage producers understand the importance of halal certification, there are still many challenges that must be faced, especially related to processing and product supervision (Majidah et al., 2022). Halal food and drinks must be produced by paying attention to every stage, from selecting raw materials to packaging, so that contamination with haram ingredients does not occur (Nur Kasanah & Muhammad Husain As Sajjad, 2022). For this reason, the halal certification process carried out by authorized institutions such as the Indonesian Ulema Council (MUI) is an important step in ensuring that products circulating on the market meet the established halal criteria (Devi & Mutoharoh, 2023). MUI as a halal certification body in Indonesia has a very important role in maintaining the quality and integrity of halal products on the market.

The hospital sector as a health service institution also has a big responsibility in providing food and beverage products that suit patients' medical needs, but must also pay attention to halal aspects for Muslim patients (Rochmawati et al., 2022). Hospitals are not only required to provide the best medical services, but also must pay attention to patient comfort in other aspects, such as the food and drinks they consume during the treatment period. Patients who come to the hospital come from diverse backgrounds,

Embracing the Halal Market: CV. Legacy's Strategy in Providing Halal Certified Food and Beverage Products for Patients

including religion (Muhammad Farhan Hadytiaz et al., 2022). Therefore, hospitals must ensure that the food and drinks they provide meet the nutritional needs of patients, but are also legal according to religion, especially for Muslim patients.

In a hospital context, the food and drink provided to patients is not only to support physical recovery, but also as part of a more holistic approach to health services (Theresa et al., 2022). Hospitalized patients need proper nutrition, but they also want to feel good about the food they receive (Rizqiyah & Abdurrachim, 2022). For Muslim patients, consuming halal food and drinks is very important, so hospitals need to ensure that they have products that comply with halal standards. This creates a challenge for hospitals to work with food and beverage suppliers who not only provide products that meet health standards, but also meet halal standards.

Food and drink for hospital patients must be safe, nutritious, and not increase the patient's health problems. Therefore, it is important for hospitals to collaborate with suppliers who can provide food and beverage products that are not only healthy, but also halal. CV. Legacy, as one of the main suppliers providing food and drinks to hospitals, has a big responsibility to ensure that the products they supply are halal certified. As a company operating in the field of providing food and beverages, CV. Legacy needs to ensure that all the products they offer meet the halal standards set by the authorized certification body.

CV. Legacy must understand that halal certification is the key to winning market trust, especially the hospital market which has specific needs regarding food and beverage products. Halal certification guarantees that the products provided meet religious requirements and are acceptable to Muslim consumers. As a supplier trusted by hospitals, CV. Legacy must ensure that every product they distribute has gone through a production process that meets halal criteria, both in terms of raw materials, processing, to packaging and distribution. This is a big responsibility for CV. Legacy, because they play a role in maintaining the quality and integrity of products that reach consumers, especially patients.

CV. Legacy needs to ensure that all stages in the production and distribution process of their products are standardized in accordance with halal regulations. This process includes selecting appropriate raw materials, using equipment that is not contaminated with haram materials, and strict supervision during production. Packaging must also be carried out by paying attention to the potential for cross-contamination between halal and non-halal products. CV. Legacy must be able to ensure that the products they supply to hospitals truly meet the established halal standards. By having clear halal certification, CV. Legacy not only provides quality assurance for hospitals, but also for patients who consume the product.

Trust in CV. Legacy as the main supplier of hospital food and drinks does not only depend on product quality, but also on the halal guarantee provided. Hospitalized patients certainly feel calmer when they know that the food they consume not only meets their medical and nutritional needs, but is also legal according to their religion. Therefore, CV. Legacy needs to work with halal certification bodies to ensure that every product they produce and distribute to hospitals is guaranteed halal. Thus, CV. Legacy can be a trusted supplier who not only cares about product quality, but also about religious aspects which are very important for their consumers.

Application of halal certification to food and beverage products provided by CV. Legacy will also have a positive impact on the image of hospitals that use these products. Hospitals that provide halal food will be considered more concerned about patient needs, both from a medical and religious perspective. This can increase patient satisfaction and strengthen the hospital's reputation as an institution that gives full attention to patient welfare. As part of the services provided, halal food is an important aspect that shows that the hospital respects the patient's religious principles and tries to meet all their needs.

Halal certification for food and beverage products provided by CV. Legacy also opens up opportunities for companies to expand their markets. The hospital market in Indonesia is very large, and by introducing halal products, CV. Legacy can expand its distribution reach to hospitals throughout Indonesia. Larger and more reputable hospitals will prefer suppliers who can provide halal products whose quality and safety are guaranteed. Thus, halal certification not only provides quality assurance for patients, but also helps CV. Legacy to expand its distribution network and increase the company's competitiveness in a competitive market.

On the other hand, developing halal food and beverage products that suit hospital needs will provide CV. Legacy of opportunities to continue to innovate. Apart from meeting halal standards, CV. Legacy must also continue to innovate in developing products that not only meet nutritional standards, but also meet patient preferences. Healthy, nutritious and halal food and beverage products will provide added value for hospitals and patients. Innovation in these products is very important to ensure that the company remains relevant to market developments and increasingly diverse consumer needs.

With increasing demand for halal products, CV. Legacy can also expand their product portfolio by offering a variety of food and beverage options to suit hospital needs. A variety of products that are halal, nutritious and in accordance with medical standards will provide many choices for hospitals in serving food to patients. In this case, CV. Legacy needs to pay attention to the quality of each product they offer, starting from raw materials, production processes, to product packaging so that halal and quality are guaranteed.

Apart from that, sustainability is also an important factor in developing halal food and beverage products. CV. Legacy needs to pay attention to the environmental impact in the production and distribution process of their products. As a company that operates in the field of providing food and beverages, they must maintain sustainability and ensure that the products they produce

Embracing the Halal Market: CV. Legacy's Strategy in Providing Halal Certified Food and Beverage Products for Patients

are not only halal and healthy, but also environmentally friendly. This will further increase the company's attractiveness in the eyes of consumers and hospitals who are increasingly paying attention to sustainability aspects in choosing suppliers.

For this reason, CV. Legacy needs to continue to innovate in developing halal food and beverage products that not only meet the nutritional needs of patients, but also pay attention to sustainability in the production process. By paying attention to aspects of sustainability and quality, CV. Legacy can strengthen its position in the halal food market, especially in the increasingly growing hospital sector. This will provide long-term benefits for companies in maintaining their reputation and increasing their market share.

Application of halal certification to food and beverage products provided by CV. Legacy is a very important strategic step in responding to growing market needs, especially in the hospital sector. By paying attention to product quality, sustainability and strict halal certification, CV. Legacy can strengthen its position in the market, expand distribution reach, and build better relationships with hospitals and patients. Through innovation and good cooperation with the halal certification body, CV. Legacy can become a trusted and successful main supplier in the Indonesian halal food market.

II. RESEARCH METHODS

Qualitative research methods are research approaches that focus on in-depth understanding of social phenomena and human behavior in specific contexts (Fadli, 2021). In this research, qualitative methods were used to explore in more depth the application of halal certification to food and beverage products provided by CV. Legacy, as the main supplier for hospitals. This approach allows researchers to gain more detailed insight into how CV. Legacy implements halal certification, the challenges faced, as well as hospital and patient perceptions of the importance of halal products in the context of health services.

Qualitative research focuses on collecting descriptive data, which is narrative and in-depth, and prioritizes understanding the meaning given by individuals or groups to a phenomenon. For this research, data collected through in-depth interviews, observation and documentation will provide a more comprehensive picture of the halal certification process and its impact on hospital business and services. Researchers will conduct interviews with related parties, such as CV management. Legacy, hospital staff involved in procuring food and beverage products, as well as patients who receive food services from the hospital.

III. RESEARCH RESULTS AND DISCUSSION

A. The Importance of Halal Certification in Increasing Consumer Confidence and Company Competitiveness

Halal certification is an important aspect in the food and beverage industry, especially in countries with a majority Muslim population such as Indonesia (Aminuddin, 2016; Faika & Ilyas, 2021; Nisa et al., 2023). Halal products are not only related to compliance with religious laws, but also reflect a company's commitment to quality standards and transparency (Fawaid et al., 2024; Kusumastuti, 2020; Puspita, 2023; Warty & Arif, 2020). In this context, halal certification functions as a guarantee that the product being marketed meets the provisions set by the halal certification body, which in Indonesia is usually represented by the Indonesian Ulema Council (MUI) (Jumiono & Rahmawati, 2020; Qoniah, 2022; Sup et al., 2020). For companies like CV. Legacy, which produces and distributes food and beverages for hospitals, having halal certification not only increases consumer confidence but is also an important strategy in strengthening the company's position in an increasingly competitive market.

Consumer trust is one of the determining factors in the long-term success of a company. In this case, halal certification provides assurance to consumers that the products they consume meet religious standards and meet internationally recognized requirements. This is especially important for Muslim consumers, who prioritize halal products in every aspect of their lives, including food and drink. For patients in hospitals, the presence of halal food products is a sensitive matter, and providing products that are halal certified will increase the patient's level of comfort and satisfaction, which in turn can increase trust in the hospital they choose. This indirectly improves the image of the company that provides the product, such as CV. Legacy, as a product provider that can be relied upon to meet consumer needs for quality halal food.

Halal certification also reflects transparency in every stage of production. The strict certification process allows companies to demonstrate to consumers that they have complete control over the quality and halalness of their products, from the selection of raw materials to the packaging and distribution process. In an increasingly connected world, consumers have easier access to information about the products they consume. They are increasingly careful in choosing products they trust, and halal certification has become an important aspect that provides real proof that the company is committed to providing products that are not only safe but also legal according to religion. Therefore, halal certification is not only a religious symbol, but also a symbol of reliability and quality.

The importance of halal certification can also be seen in the company's efforts to expand its market reach. The market for halal products is not only limited to Muslim consumers in Indonesia, but also extends to international markets, where halal products are becoming increasingly popular with consumers in countries with large Muslim populations (Rido & Sukmana, 2021). Halal certification opens up opportunities for companies to market their products to the global market, which not only increases market share but also increases the company's competitiveness at the international level. Products that are halal certified will be more

Embracing the Halal Market: CV. Legacy's Strategy in Providing Halal Certified Food and Beverage Products for Patients

easily accepted in various countries, especially in the markets of Asia, the Middle East and several European countries which have consumers who prioritize halal products in every aspect of their lives. Therefore, halal certification not only provides benefits in the domestic market but also as a tool to expand a company's reach to international markets.

Share CV. Legacy, halal certification not only functions as a tool to attract Muslim consumers but also as a tool to improve the company's image. In the food and beverage industry, the company's image is greatly influenced by consumer perceptions of the quality and reliability of the products offered. By having halal certification, CV. Legacy can strengthen its position as a company that is responsible and committed to product quality and safety. This not only increases consumer confidence in their products but also improves the company's reputation in the eyes of the public and business partners. Halal certification is a strong differentiating factor between companies that are certified and those that are not, which in turn can attract more customers and business opportunities.

Halal certification also plays a role in creating customer loyalty. Consumers who buy halal certified products usually have a higher level of loyalty to brands they trust. This loyalty arises because consumers feel valued and respected by companies that provide halal products that meet their religious standards. Share CV. Legacy, this means a closer long-term relationship with customers, which can lead to increased sales and sustainable profits. By offering halal products, CV. Legacy can create a loyal and growing customer base, which is important for maintaining long-term business viability.

Furthermore, halal certification can increase CV's competitiveness. Legacy in an increasingly competitive industry. In the food and beverage market, many companies are competing to meet increasingly specific consumer needs, and halal certification is one way to differentiate themselves from competitors. Halal products provide added value that is not only felt by Muslim consumers, but also by those who care about product quality and safety. Consumers who are looking for products that are healthy and guaranteed quality will be more likely to choose products that have received halal certification, because this certification shows that the product has passed a series of strict inspections and meets high standards.

In the hospital context, halal certification for food and beverage products provided to patients also functions as a guarantee of the quality of the hospital's services. Hospitals that provide halal products to Muslim patients will increase the level of patient comfort and satisfaction. For hospitals, use halal certified products from trusted suppliers such as CV. Legacy, will provide evidence to patients that they care about the patient's religious needs, in addition to meeting their medical needs. This can be an added value for hospitals in improving their reputation and attracting more patients who prioritize halal products in their consumption.

Apart from increasing consumer confidence, halal certification also helps companies meet increasingly stringent regulatory demands. In many countries, including Indonesia, more and more regulations require food and beverage products to obtain halal certification, especially for products marketed to Muslim consumers. By obtaining halal certification, CV. Legacy not only meets legal requirements but also demonstrates that it operates ethically and in accordance with applicable regulations. This is important to ensure smooth business continuity and avoid legal problems that could harm the company.

The importance of halal certification is also reflected in the increasing global demand for halal products. For example, the global halal food market is expected to continue to grow, as the increasing number of Muslim consumers become aware of the importance of halal products. Companies that have halal certification, such as CV. Legacy, will have easier access to international markets and can take advantage of this opportunity to grow their business. This gives companies the opportunity to penetrate new markets, which previously may have been difficult to access without valid halal certification.

In the long term, halal certification can also play a role in strengthening a company's sustainability strategy. By maintaining transparency in the production process and ensuring that all stages meet halal standards, companies can demonstrate their commitment to sustainability principles. This will further increase consumer confidence in companies, especially consumers who are very concerned about the social and environmental impact of the products they buy. Sustainability in halal food production can be an invaluable differentiating factor for companies looking to maintain their market share amidst increasingly fierce competition.

Halal certification, thus, becomes a very important element in CV's business strategy. Legacy. Through this certification, the company not only shows its commitment to religious beliefs and consumer needs, but also builds a solid reputation as a producer of safe, healthy and quality food. By paying attention to the growing interests of consumers, CV. Legacy can strengthen their market position and continue to innovate to meet increasingly diverse market demands.

Halal certification is an important element in the strategy of companies that want to develop in an increasingly competitive food and beverage market. Share CV. Legacy, having halal certification not only provides benefits in terms of consumer trust, but also opens up opportunities to expand the market, improve the company's reputation, and strengthen their competitiveness in the global market. Through halal certification, CV. Legacy can strengthen its position as a leader in the hospital food and beverage market, and continue to improve the quality of the products they offer to meet the needs of increasingly diverse and discerning consumers.

Embracing the Halal Market: CV. Legacy's Strategy in Providing Halal Certified Food and Beverage Products for Patients

B. Challenges in the Process of Implementing Halal Certification in CV Legacy Food and Beverage Products

Implementation of halal certification on CV food and beverage products. Legacy not only involves technical aspects, but also relates to a long-term commitment to product integrity and quality (Warto & Arif, 2020). Although halal certification is an important step in winning consumer trust, the process to achieve it is not simple. This involves many stages that require careful attention to detail, as well as a deep understanding of the regulations and procedures set by halal certification bodies. One of the main challenges is ensuring that every raw material used in food and beverage production meets halal requirements, as well as managing the risk of cross-contamination between halal and non-halal ingredients.

One of the biggest obstacles faced by CV. Legacy is the selection and procurement of raw materials that meet halal standards. To obtain halal certification, companies must ensure that all raw materials used in the production process do not contain haram elements or are halal in doubt. This includes verifying the origins of raw materials, ensuring that they come from trusted suppliers, as well as checking whether the ingredients have been certified halal. In practice, finding raw material suppliers who are consistent with halal standards and can provide the necessary documentation can be a challenge, especially if the company needs to import materials from abroad that may not always be available under international halal certification.

Apart from that, strict supervision of production facilities is also a big challenge. The food and beverage production process must be kept clean so that there is no contamination between halal and non-halal ingredients. For this reason, CV. Legacy needs to have a strong quality management system, where every stage in the production process is closely monitored. Each production line must be ensured to be free from cross-contamination that could damage the halal product, for example by avoiding the use of equipment previously used to process non-halal products. For this reason, CV. Legacy needs to have separate production equipment, or at least equipment that can be cleaned very thoroughly between productions.

The halal certification process also involves an in-depth evaluation of the standard operating procedures (SOP) implemented at each stage of production. CV. Legacy needs to ensure that all existing SOPs comply with the requirements set by the halal certification body. This includes strict quality control at every stage of production, from raw material selection, processing, to distribution of finished products. Every small error in implementing SOPs can result in failure to obtain halal certification, which can ultimately damage the company's reputation and reduce consumer confidence in their products.

Implementing halal certification also requires adequate education and training for all employees involved in the production process. All production, packaging and distribution staff must be given a deep understanding of halal principles and how to apply them in their daily work. This includes a broader understanding of religious principles related to halal, as well as the importance of maintaining product integrity. Without sufficient training, the risk of errors or omissions in the production process is very large, which in the end can hamper the company's efforts to obtain halal certification.

On the other hand, challenges also arise in terms of documentation and reporting required for the certification process. Halal certification bodies usually ask for various documents that support product halal claims, including proof of the origin of raw materials, facility cleaning procedures, and supervision of production practices carried out. CV. Legacy needs to ensure that they have a neat and organized administration system, so that any information requested by the certification body can be provided quickly and accurately. This requires an efficient workflow in document management and reporting to ensure that the certification process runs smoothly.

Halal certification is not only related to the production process, but also involves aspects of product marketing and distribution. After the product obtains halal certification, CV. Legacy must ensure that its products are marketed and sold in a manner that complies with halal principles. This means that CV. Legacy must monitor and control the entire supply chain, including retailers and distributors, to ensure that the products sold to consumers truly meet the established halal standards. In this case, monitoring distribution channels is very important so that no violations occur that could damage the integrity of the product.

Furthermore, challenges also arise in terms of communication and coordination between the various departments involved in the halal certification process. Starting from the production team, raw material procurement, to the marketing team, all parties must work together well to ensure that the products produced meet halal standards. Each department must have the same understanding of the importance of halal certification, as well as how to comply with the standards that have been set. Lack of coordination between departments can lead to confused responsibilities and hampered processes, which can ultimately slow down the certification process or even derail it.

CV. Legacy also has to face challenges in terms of renewing and maintaining halal certification. Halal certification is not a one-time process, but a system that needs to be updated periodically. Any new products launched or any changes in the production process must be inspected and recertified to ensure that they still meet applicable halal requirements. This requires sufficient resources, both in terms of time and costs, to ensure that the certification process can be maintained and remain valid without interruption.

Apart from that, challenges in implementing halal certification also come from the aspect of market competition. Many companies are now also competing to obtain halal certification in order to attract the Muslim market, so competition in the halal food and beverage market is becoming increasingly tight. Share CV. Legacy, maintaining product quality so that it remains halal

Embracing the Halal Market: CV. Legacy's Strategy in Providing Halal Certified Food and Beverage Products for Patients

and of high quality, while also ensuring that product prices remain competitive, is a challenge that is not easy. In facing this competition, CV. Legacy needs to innovate in producing food and beverage products that not only meet halal standards, but also suit market tastes and needs.

Not only that, companies also have to pay attention to government regulations related to halal certification, which can change over time. Changes in these regulations can affect how companies obtain halal certification and how their products are marketed. Therefore, CV. Legacy must always follow the latest developments regarding halal certification regulations and adapt their production processes to applicable regulations.

Another challenge that is often faced is the costs incurred to obtain halal certification. The halal certification process often requires quite high costs, which can be a burden for companies, especially small and medium companies like CV. Legacy. In addition to the cost of certification itself, companies also need to invest time and resources to ensure that they meet all the necessary requirements, including costs for employee training, production equipment that complies with halal standards, and stricter internal controls. Therefore, CV. Legacy needs to consider how to manage these costs wisely without sacrificing product quality or the certification process.

Halal certification is ultimately not just about complying with regulations, but is also a long-term investment in building reputation and consumer trust. Therefore, challenges in implementing halal certification must be faced with a strong commitment to maintaining product quality and integrity. Even though the process is complex and full of challenges, success in obtaining and maintaining halal certification will provide a CV. Legacy of significant competitive advantage in the market, especially in sectors that really need halal guarantees such as hospitals.

By going through these challenges, CV. Legacy will be able to overcome existing obstacles and develop into a stronger company in the halal food and beverage industry. The halal certification process does require an investment of time, resources and costs, but the end result is consumer trust and loyalty which can strengthen a company's competitiveness in an increasingly growing market.

C. Marketing Strategy and Market Expansion Through Providing Halal Products in the Hospital Sector

The development of the halal food and beverage industry in Indonesia and globally has created great opportunities for companies that can take advantage of this market demand (Aprilia & Priantina, 2022; Hendra Rofiullah et al., 2024; Pardiansyah et al., 2022; Suryaputri, 2020). One sector that is very important in terms of providing halal food products is the hospital sector. Hospitals, as health service institutions, have a responsibility to provide the best service for patients, including providing food that is not only healthy, but also halal, especially for Muslim patients. Therefore, CV. Legacy, as a company providing food and beverages for hospitals, has a great opportunity to develop the market by providing halal products that meet strict quality and halal standards.

As the first step in their marketing strategy, CV. Legacy needs to really understand the needs of hospitals in terms of providing halal food. Not only related to religious aspects, but also to aspects of patient health and comfort. The products provided must meet the nutritional standards required to support the patient's healing process. Therefore, CV. Legacy needed to offer products that were not only halal but also nutritious, safe, and well received by patients from various cultural backgrounds. In this case, CV. Legacy can develop various kinds of halal food products that suit patient needs, whether for inpatients, patients on certain diets, or patients who require special treatment.

One of the important strategies in CV market expansion. Legacy is building good relationships with hospitals. CV. Legacy must position themselves as a strategic partner that hospitals can trust in providing high-quality halal food. For this reason, companies need to take a more personal approach with hospitals, whether with the procurement team, nutrition department or hospital management. Building trust through transparent and professional relationships is a very important step to win the hearts of customers, which in this case are hospitals as users of their products.

Apart from building strong relationships with hospitals, CV. Legacy needed to tailor its products to specific hospital needs. Hospitals have a variety of patients with different medical conditions, so it is important for CV. Legacy to customize the products they offer. For example, some hospitals may require halal food products that can be adapted to certain medical diets, such as low-salt, low-sugar diets, or special diets for diabetes patients. Therefore, CV. Legacy must be able to provide products that not only meet halal requirements, but can also be adapted to various medical and nutritional needs of patients.

On the other hand, it is important for CV. Legacy to have an efficient and well-organized distribution system. Hospitals need regular and timely food supplies, so that there is no disruption in service to patients. For this reason, CV. Legacy needed to ensure that their distribution system could efficiently meet the hospital's needs. This includes good logistics management, monitoring product quality during distribution, as well as guaranteeing that the product remains clean and halal until it reaches the hospital. With a good distribution system, CV. Legacy can ensure that hospitals receive products in the best condition and according to the specified schedule.

Embracing the Halal Market: CV. Legacy's Strategy in Providing Halal Certified Food and Beverage Products for Patients

Marketing halal products for the hospital sector can also be done by increasing brand awareness. CV. Legacy can introduce itself to hospitals through various relevant marketing channels. One way is to hold a seminar or workshop on the importance of halal food in hospital services, which could involve nutritionists, doctors and hospital administrators. Through this activity, CV. Legacy can introduce its products directly to hospitals, explain the benefits of halal products, and demonstrate the company's commitment to quality and halalness. Apart from that, attending exhibitions or conferences that focus on the health and halal food industry can also be an effective step in introducing products and expanding your network.

Market expansion strategy that can be implemented by CV. Legacy is identifying hospitals that have large market potential, both general hospitals and specialized hospitals. Hospitals that have a large number of inpatients or that have strong nutritional and nutrition departments could be prime targets. CV. Legacy can focus on large hospitals that have complete facilities, as well as hospitals with good reputations that tend to be more open to suppliers of quality products. After that, they can expand their market reach by targeting hospitals in areas that are still not reached by many halal product suppliers.

Marketing halal products can also be done by emphasizing the quality and halalness of products in their marketing communications (Puspita, 2023). In promotional materials, CV. Legacy must demonstrate that they not only sell halal products, but also ensure that the products have good nutritional content and meet strict hygiene and safety standards. CV. Legacy can collaborate with credible halal certification institutions, such as MUI, to provide additional assurance that their products have passed a strict certification process and meet international standards.

Apart from that, CV. Legacy must also pay attention to the quality of their after-sales service. Although product quality is the main factor in winning hospitals' trust, good after-sales service is also very important. CV. Legacy needs to provide responsive customer service, especially regarding shipping issues, complaints about product quality, or special requests from hospitals. By having a good after-sales service system, CV. Legacy can increase hospital customer satisfaction and create more lasting relationships.

To further develop their market, CV. Legacy can also consider collaborating with third parties, such as distributors or food agents who already have extensive networks in the hospital sector. Through this collaboration, CV. Legacy can accelerate their market expansion and reach more hospitals throughout Indonesia. Distributors who are experienced in the hospital industry can help CV. Legacy in understanding more specific market needs and adapting product offerings to existing demand.

CV. Legacy can also introduce product innovations that can attract the interest of hospitals and patients. For example, they can develop halal food that is more practical and ready to eat, making it easier for hospitals to provide food services to patients. These product innovations can cover various categories, from halal snacks to main dishes suitable for patients with various medical conditions. This kind of innovation will give CV. Legacy of competitive advantage in an increasingly dynamic market.

Developing environmentally friendly and sustainable products can also be an effective marketing strategy. Many hospitals are now increasingly paying attention to the environmental impact of the products they consume, including food and drink. CV. Legacy can take advantage of this trend by developing halal food products that are environmentally friendly, such as using recyclable packaging materials or reducing the use of chemicals in the production process. This will add value to their products and increase their appeal in the eyes of hospitals that care about sustainability.

As part of its market expansion strategy, CV. Legacy must also monitor market trends regularly to ensure that they remain relevant to hospital and patient needs. They need to continually develop and improve their products, keep up with developments in the food and beverage industry, and understand changing consumer preferences, especially those related to special diets and healthy foods. Understanding market trends and adapting products to these trends will help CV. Legacy to remain competitive in the halal food market for the hospital sector.

In the future, CV. Legacy can expand their products to other sectors besides hospitals, such as nursing homes or rehabilitation centers, which also have similar needs in terms of providing halal food for their patients. With market diversification, CV. Legacy can expand their distribution coverage and increase their sales volume. Therefore, market expansion is not only limited to hospitals, but also to other health sectors that require quality halal food products.

Marketing strategy and market expansion carried out by CV. Their legacy in providing halal products for the hospital sector will depend heavily on their ability to build strong relationships with hospitals, develop products that suit patients' medical needs, and maintain product quality and halal. With an organized and innovative approach, CV. Legacy can expand their market share and strengthen their position as a leader in the halal food industry for the health sector.

CONCLUSIONS

Halal certification has a very important role in increasing consumer confidence and company competitiveness, especially for CV. Legacy as a provider of food and beverage products for the hospital sector. Halal certification not only guarantees that the products provided meet religious standards, but also guarantees quality and safety which are highly valued by consumers, especially Muslim patients. Through halal certification, CV. Legacy can build a strong reputation as a company that is responsible for consumer trust, expands market reach, and wins competition in the food and beverage industry.

Embracing the Halal Market: CV. Legacy's Strategy in Providing Halal Certified Food and Beverage Products for Patients

However, the process of implementing halal certification is not without challenges. CV. Legacy must face various obstacles, such as selecting raw materials that are guaranteed to be halal, strict supervision of the production process, and compliance with standard operational procedures set by halal certification bodies. This challenge also includes the importance of training for employees to ensure that every production process can run correctly and meet strict halal standards. The cost and time constraints required to obtain halal certification are also factors that need to be managed wisely by companies.

CV marketing and market expansion strategies. The legacy of providing halal products in the hospital sector shows that market development must be carried out with a careful approach. Building good relationships with hospitals, adapting products to patients' medical needs, and having an efficient distribution system are important steps to expand market reach. Product innovation and leveraging sustainability trends can also be competitive advantages that help companies expand their markets. With the right strategy, CV. Legacy can consolidate their position as a leader in the halal food industry, not only in the hospital sector, but also in the wider market.

REFERENCES

- 1) Aminuddin, M. Z. (2016). Sertifikasi Produk Halal: Studi Perbandingan Indonesia dan Thailand. *SHAHIH: Journal of Islamicate Multidisciplinary*, 1(1), 27–39. <https://doi.org/10.22515/shahih.v1i1.52>
- 2) Aprilia, S., & Priantina, A. (2022). Analisa Strategi Peningkatan Sertifikasi Halal Sektor Kuliner Di Bangka Selatan. *International Journal Mathla'ul Anwar of Halal Issues*, 2(1), 50–71. <https://doi.org/10.30653/ijma.202221.46>
- 3) Bazin, D., Bhukuth, A., Dragasevic, M., & Faviandhani, Q. (2024). From halal tourism to the sharia economy: The case of Lombok honeymoon halal tourism. *Tourism and Hospitality Research*. <https://doi.org/10.1177/14673584241257085>
- 4) Devi, A., & Mutoharoh, A. (2023). Analisis Analisis Persepsi Pelaku Usaha Mikro Kecil dan Menengah tentang Proses Sertifikasi Halal Melalui BPJPH. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(3), 3768–3782. <https://doi.org/10.47467/alkharaj.v6i3.5547>
- 5) Fadli, M. R. (2021). Memahami desain metode penelitian kualitatif. *Humanika, Kajian Ilmiah Mata Kuliah Umum*, 21(1), 33–54. <https://doi.org/10.21831/hum.v21i1.38075>
- 6) Faika, S. N., & Ilyas, M. (2021). Kewajiban Pendaftaran Sertifikasi Halal Pada Badan Penyelenggara Jaminan Produk Halal; Perspektif Maqāṣid al-Syarī'ah. *Shautuna: Jurnal Ilmiah Mahasiswa Perbandingan Mazhab Dan Hukum*, 449–462. <https://doi.org/10.24252/shautuna.v2i2.18842>
- 7) Fawaid, A., Umi Choiriyah, F., Nur Azizatul Luthfiyah, S., & Zainul Haq Jefriyadi, W. (2024). Analisis Persepsi Pelaku Usaha Mikro Dan Kecil (UMK) Atas Kebijakan Sertifikasi Halal (Studi Kasus Pada Pengusaha Kuliner Di Kelurahan Sumpersari Jember). *Iqtishodiyah: Jurnal Ekonomi Dan Bisnis Islam*, 10(2), 191–205. <https://doi.org/10.55210/iqtishodiyah.v10i2.1672>
- 8) Hendra Rofiullah, A., Ash Shiddiqi, H., & Safithri, A. (2024). Membangun Kesadaran Pengurusan Sertifikasi Halal Pelaku Umkm Sebagai Upaya Meningkatkan Daya Beli Masyarakat Prespektif Ekonomi Syariah. *Esa*, 6(1), 11–22. <https://doi.org/10.58293/esa.v6i1.91>
- 9) Jumiono, A., & Rahmawati, S. I. (2020). Kriteria Sertifikasi Halal Barang Gunaan di Indonesia. *Jurnal Pangan Halal*, 2(1), 10–16.
- 10) Kusumastuti, D. K. (2020). Minat Beli Produk Halal di Indonesia: Studi Pemetaan Sistematis. *Mabsya: Jurnal Manajemen Bisnis Syariah*, 2(2), 27–50. <https://doi.org/10.24090/mabsya.v2i2.3929>
- 11) Majidah, L., Gadizza, C., & Gunawan, S. (2022). Analisis Pengembangan Produk Halal Minuman Kombucha. *Halal Research Journal*, 2(1), 36–51. <https://doi.org/10.12962/j22759970.v2i1.198>
- 12) Masruroh, B., & Rafikasari, E. F. (2022). Pengaruh Citra Merek, Kesadaran, Sertifikasi, dan Bahan Baku Halal terhadap Minat Beli Produk Halal: *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 3(5), 868–884. <https://doi.org/10.47467/elmal.v3i5.1134>
- 13) Muhammad Farhan Hadytiaz, Zulfutriani Murfat, Khalid, N. F., Nasrudin Andi Mappaware, Mokhtar, S., Nur Isra, & Uyuni. (2022). Implementasi Nilai-Nilai Islam Terhadap Kepuasan Pelayanan Kesehatan Di Rumah Sakit Syariah. *Fakumi Medical Journal: Jurnal Mahasiswa Kedokteran*, 2(3), 190–198. <https://doi.org/10.33096/fmj.v2i3.37>
- 14) Nisa, A. S. K., Ulum, B., Noviansyah, A., Tiyani, A., Putri, A. E., & Fikriyah, A. (2023). Mengoptimalkan Kepatuhan Terhadap Prinsip-Prinsip Syariah dan Meningkatkan Kepercayaan Konsumen Melalui Pendampingan Sertifikasi Label Halal Pada UMKM. *Jurnal Pengabdian Masyarakat*, 1(3), 589–594. <https://jurnalfebi.iainkendi.ac.id/index.php/Welfare%0AMengoptimalkan>
- 15) Nur Kasanah, & Muhammad Husain As Sajjad. (2022). Potensi, Regulasi, dan Problematika Sertifikasi Halal Gratis. *Journal of Economics, Law, and Humanities*, 1(2), 28–41. <https://doi.org/10.21154/jelhum.v1i2.1196>
- 16) Pardiansyah, E., Abduh, M., & Najmudin. (2022). Sosialisasi dan Pendampingan Sertifikasi Halal Gratis (Sehati) Dengan Skema Self-Declare Bagi Pelaku Usaha Mikro di Desa Domas. *Jurnal Pengabdian Dan Pengembangan Masyarakat*

- Indonesia, 1(2), 101–110. <https://doi.org/10.56303/jppmi.v1i2.39>
- 17) Puspita, L. (2023). *Persepsi Usaha Mikro dan Kecil Terhadap Kewajiban Sertifikasi Produk Halal (Studi Kasus Pada Usaha Mikro dan Kecil (UMK) di Kecamatan Sumbang, Kabupaten Banyumas* [UIN Prof. K.H. Saifuddin Zuhri Purwokerto]. <https://repository.uinsaizu.ac.id/19489>
- 18) Qoniah, R. (2022). Tantangan dan Strategi Peningkatan Ekspor Produk Halal Indonesia di Pasar Global. *Halal Research Journal*, 2(1), 52–63. <https://doi.org/10.12962/j22759970.v2i1.246>
- 19) Rido, M., & Sukmana, A. H. (2021). Urgensi Sertifikasi Halal Bagi Bisnis Umkm. *JOURNAL of APPLIED BUSINESS and BANKING (JABB)*, 2(2), 129–142. <https://doi.org/10.31764/jabb.v2i2.5644>
- 20) Rifa'i, M. N. (2018). Promosi Makanan Halal di Kota Taipei, Taiwan. *FALAH: Jurnal Ekonomi Syariah*, 3(1), 111. <https://doi.org/10.22219/jes.v3i1.6515>
- 21) Rizqiyah, A., & Abdurrachim, R. (2022). Hubungan Asupan Makanan, Status Gizi, Lama Menjalani Kemoterapi dan Dukungan Keluarga dengan Kualitas Hidup Pasien Kanker Payudara (Studi di Rumah Sakit Umum Daerah Ulin Kota Banjarmasin). *Jurnal Kesehatan Indonesia*, 13(1), 6. <https://doi.org/10.33657/jurkessia.v13i1.749>
- 22) Rochmawati, N. W., Kusuma, T. S., & Husna, F. (2022). Tingkat Kepuasan Terhadap Pelayanan Makanan Dan Kecukupan Gizi Pada Pasien Non Communicable Diseases Di Rumah Sakit Bersertifikasi Halal. *Journal of Nutrition College*, 11(3), 211–219. <https://doi.org/10.14710/jnc.v11i3.32780>
- 23) Sup, D. F. A., Fahmi, A. S. R., Hilal, F. N., & Firdaus, M. I. (2020). Dinamika Regulasi Sertifikasi Halal di Indonesia. *JESI (Jurnal Ekonomi Syariah Indonesia)*, 10(1), 36. [https://doi.org/10.21927/jesi.2020.10\(1\).36-44](https://doi.org/10.21927/jesi.2020.10(1).36-44)
- 24) Suryaputri, R. V. (2020). Analisis Faktor-Faktor Yang Mempengaruhi Niat Beli Produk Halal. *Taraadin : Jurnal Ekonomi Dan Bisnis Islam*, 1(1), 1. <https://doi.org/10.24853/trd.1.1.1-15>
- 25) Syamsurrijal, M., Nurmandi, A., Jubba, H., Hidayati, M., Qodir, Z., & Abdulloh, I. (2023). From Decision Making to Practice: Economic Growth on Halal Tourism Policies Based on Sharia Regulation in Lombok, Indonesia. *Journal of Environmental Management and Tourism*, 14(4), 2127–2139. [https://doi.org/10.14505/jemt.v14.3\(67\).24](https://doi.org/10.14505/jemt.v14.3(67).24)
- 26) Theresa, M., Astuti, A. T., & Fatimah, F. (2022). Asupan Makan, Status Gizi, Dan Mutu Makanan Dengan Lama Rawat Inap Pasien. *Medika Respati : Jurnal Ilmiah Kesehatan*, 17(3), 161. <https://doi.org/10.35842/mr.v17i3.742>
- 27) Ulum, K., & Lamongan, U. I. (2024). *Strategi Pengelolaan Sumber Daya Insani dalam Meningkatkan Industri Fesyen Halal*. 9(2), 166–180.
- 28) Warty, W., & Arif, Z. (2020). Halal Product Business between Opportunities and Challenges, Problems and Solutions. *Al-Ulum*, 20(1), 274–294.
- 29) Yazid, F., Karnello, T., Nasution, Y., & Ikhsan, E. (2020). Strengthening Sharia Economy Through Halal Industry Development in Indonesia. *Proceedings of the International Conference on Law, Governance and Islamic Society (ICOLGIS 2019)*. <https://doi.org/10.2991/assehr.k.200306.187>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0)

(<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.