



## **E-Marketing and Halal Product Assurance (Analysis of The Implementation of UUJPH in Aceh Province)**

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### **ABSTRACT**

The purpose of this study is to analyze the implementation of UU-JPH in Aceh Province and the extent to which halal product labeling is produced through e-marketing. The type of this research is qualitative research with literature review data collection method. In this study, the authors analyze the implementation of the UU-JPH in Aceh Province and the development of selling halal products through e-marketing. In this study, researchers also discussed the development of halal labeling. The conclusion of this research is that the implementation of UU-JPH in Aceh Province has not been maximized. In addition, in the e-marketing strategy, halal labels are essential to increase people's buying interest.

**Keywords:** *E-Marketing, UU-JPH, Aceh Province*

### **ABSTRAK**

Tujuan dari penelitian ini adalah untuk menganalisis implementasi UU-JPH di Provinsi Aceh dan sejauh mana pelabelan produk halal diproduksi melalui e-marketing. Jenis penelitian ini adalah penelitian kualitatif dengan metode pengumpulan data tinjauan pustaka. Dalam penelitian ini, penulis menganalisis implementasi UU-JPH di Provinsi Aceh dan perkembangan penjualan produk halal melalui e-marketing. Dalam penelitian ini, peneliti juga membahas perkembangan pelabelan halal. Kesimpulan dari penelitian ini adalah implementasi UU-JPH di Provinsi Aceh belum maksimal. Selain itu, dalam strategi e-marketing, label halal sangat penting untuk meningkatkan minat beli masyarakat.

**Kata Kunci:** *E-Marketing, UU-JPH, Provinsi Aceh*

## Introduction

In the last few decades the development of halal production is increasing every year (N. Kassim, 2014; Ramadhan Razali, 2021). Among the factors that increase the growth of halal production are the increasing needs of users of halal production and the increasing number of Muslims around the world. The increase in halal production makes economists carry out various kinds of research in order to develop from various aspects, be it economic, social, cultural, etc.

These studies are conducted to develop innovation and creativity in order to be able to compete with other products (Bornhorst, 2010). In addition, research is also carried out to measure consumer satisfaction in halal production itself (Amr Al-Ansi, 2019). These studies are also carried out to evaluate and recommend to halal industry players, especially matters related to halal production.

The increasing demand for halal production cannot be separated from the marketing strategy carried out by sellers of halal production. The number of buyers transacting using the digital market is a powerful way to make transactions. Moreover, the increasing number of internet users every year has implications for maximizing e-marketing of halal products. According to the data base, internet users in Indonesia have increased dramatically every year. The data can be seen in the diagram below.



**Gambar 1 : Proyeksi Pengguna Internet Tahun 2017-2023**  
**Sumber: Lokadata, diolah 2021**

From the data above, it can be seen that internet use in 2022 is projected to reach 141.3 million people. This number is predicted to increase drastically in 2023 with a total of 149.9 million people. According to Barbara Barbosa Neves, internet users are not only used by young people, but also older people (aged 65+). The importance of the internet as a means of communication, and information affects human resources from the perspective of age comparison. Even so, the findings of research conducted by Barbara show that internet use in the elderly has a positive impact in terms of social, welfare, health and social capital aspects (Barbara Barbosa, 2018). The existence of broadband internet in the community has a positive impact on the economy of the community itself (Ryan Imansyah, 2018).

The ease of making transactions using the internet makes people innovate in marketing strategies. At this time, people no longer use direct marketing, but use digital marketing strategies (e-marketing). This strategy is not only used in

transacting general goods, but is also used in transacting halal products. Sellers usually offer their goods to buyers through the marketplace or social media accounts. With a marketing strategy like this makes it easier for consumers to see and choose the goods to be bought. According to Immanuel Candra Irawan, the existence of factors such as the convenience of consumers in viewing goods, content offered by sellers, fast responses from sellers, security from social media and marketplaces and mutual trust greatly influence consumer purchasing decisions (Immanuel Candra Irawan, 2020). So that according to the author these factors are the main factors in doing a good e-marketing.

Fortunately, e-marketing is not only felt by global sellers, but also by entrepreneurs in the country, especially in Aceh Province. This province, which has a Muslim majority population, makes halal product commodities a primary need. The use of social media and the internet today is not only a lifestyle but also a business arena (Farah Nabila, 2018). In this study, the author wants to examine the phenomenon of using e-marketing strategies in selling halal products in Aceh. It is hoped that this research can provide development in using e-marketing.

### **E-Marketing, Halal Products, dan UU JPH**

According to Kotler, e-marketing is a channel that a person can reach through computers and modems. The modem connects the computer to the telephone line so that the computer can access various online information services (Kotler, 2008). Meanwhile, Brenda Kienan said that e-marketing is selling products to potential consumers online. Simply put, e-marketing is creating, managing and expanding commercial relationships online (Kienan, 2001).

According to Chen-Ling, e-marketing is the process of marketing products and services to customers by utilizing web media. Internet market users can easily access information anywhere by using a computer that is already connected to the internet network (Chen-Ling, 2006). Meanwhile, according to the American Marketing Association (AMA) marketing (marketing) is an activity carried out by companies in the process of creating, communicating, delivering, and offering an item that has value for customers, clients, partners, and the wider community (Drayton Bird, 2007; Reid and Plank, 2004; Damian Ryan, 2014; Will Rowan, 2002). In contrast to the AMA, Kotler and Keller argue that the existence of marketing aims as an identification activity to find out human and social needs (Kotler dan Keller, 2009).

In other words, marketing (marketing) refers to the activities carried out by companies in promoting be it the buying, selling of products or services offered. The scope of marketing includes advertising, sales, and delivery of products to consumers. Online consumers can be defined as consumers who seek information or even make purchases via the internet. According to Hoffman, online consumers have different motivations in utilizing information via the internet. As consumers, they use the internet to search for products or services, or just to navigate (guide) information and experiences (Hoffman, 1996)

According to Peter there are several factors that can affect consumer attention to marketing information, namely: first, the affective condition of consumers, can affect attention to marketing information (advertising). These affective conditions include moods (bored or relaxed), emotions (happy or angry),

feelings (satisfied or frustrated). Consumers who are in a bad mood (bad mood) will see aspects in their environment negatively and vice versa. Second, the level of consumer involvement with the information in advertisements, involvement (involvement) can motivate consumers and lead to focal attention and understanding (comprehension).

For example, people who like photography will pay more attention to advertisements about photo products. Third, whether the information looks prominent in the consumer environment, environmental conditions can attract consumers' attention. For example, the company makes colorful labels to attract consumers' attention, the aroma of cakes is deliberately created so that mall visitors can smell the aroma of cakes which are deliberately created so that mall visitors can smell the cakes and attract tourists' attention. Bruner stated that there is a layered affect between the level of consumer attention, attitude towards advertising, and the impact that appears from an internet banner ad. Contact and attention to an advertisement can affect attitudes towards the advertisement, and also influence the buying behavior of tourists (Peter, 2000).

Basically, marketing is the most important activity in every industrial sector that aims to maintain its business (Yulianto, 2015; Sri Haryanti, 2021). To develop a modern business, many industries use the concept of e-marketing. The concept of e-marketing is believed to be able to accelerate marketing effectiveness and efficiency that previously did not exist in traditional marketing. One of the main factors is that information on products that producers want to sell can be easily accepted by consumers through social media or marketplaces (Susanti, 2018). In addition, the use of e-marketing as a marketing strategy by producers will add value to customers compared to traditional marketing strategies.

At this time, information technology is one of the important sectors in human life. Information, internet, intranet, extranet, media, and cell phones are the needs of the global community. With the development of information technology, according to Daniel & Kali, and el-Gohary, the scope of e-marketing has become wider than before. E-marketing strategies can be used via the internet, the world wide web, e-mail, intranets, extranets, and cell phones (Daniel dan Kalu, 2017).

With the wide scope of the use of e-marketing, it certainly has implications for the reach of consumers that will be obtained by consumers. According to the author, the use of e-marketing is not only effective from the aspect of information, but also business transactions through electronics at low costs, as well as direct sales without having to go through traditional distribution channels. In addition, according to Manuel, e-marketing is able to create a dialogue between companies and consumers, including sharing program or product information with consumers through internet-based electronic media such as e-mail or file transfers (Manuel, 2013).

Currently, the use of e-marketing is not only done on conventional goods, but also for the sale of halal products. The increasing interest of buyers in halal products cannot be separated from the innovation and creativity of sellers in using digital marketing strategies (e-marketing). In terms of understanding, other terms for halal products are sharia products or Islamic products. Etymologically, halal is defined as an object or an activity that is ordered by the Qur'an and Sunnah. As for the terminology, halal products are all goods that are processed or produced by

economic activities based on sharia principles. Theoretically, the term halal is not only used for products, but also for halal food, kitchens, dress codes, food utensils, logos, and halal certificates. Anonymous from halal itself is haram. To avoid haram, every individual follows the instructions about halal and haram as taught by the Quran and Sunnah (Ramadhan Razali, 2020)

As a form of State support in terms of protecting consumers from non-halal products, the Indonesian government regulates the Halal Product Guarantee legislation. However, before stipulating this law, the government had long regulated the law on the distribution of halal products. For example, Law Number 18 of 2012 concerning food. This law is a substitute for Law No. 7/1996 on food. Then the government also regulates health in production as stipulated in Law No. 36 of 2009.

In 1999 the government regulated the law on consumer protection contained in law number 8 of 1999. In this law the government regulates the principles of consumer protection including the principles of benefit, justice, balance, consumer safety and security, as well as legal certainty . In 1999 the government also regulated food labels and advertisements as stated in Government Regulation No. 69/1999. In this PP, the government regulates in detail the label and advertising regulations contained in fifteen sections. In 1991 the government regulated production supervision through the 1991 Presidential Instruction (Inpres) concerning the Improvement of Guidance and Supervision of Processed Food Production and Circulation. Among the contents of the Presidential Instruction is that the public needs to be protected from food products and distribution that do not meet the requirements, especially in terms of quality, health, safety, and religious beliefs. Therefore, it is necessary to increase and supervise the production, distribution, and/or marketing of processed food activities which are carried out continuously and in a coordinated manner (May Lim Charity, 2017).

In addition to the laws and regulations mentioned above, the government has also issued a Ministerial Decree and a Joint Ministerial Decree that regulates the inclusion of halal in food, namely: first. Joint Decree of the Minister of Health and the Minister of Religion of the Republic of Indonesia Number: 427/Menkes/SKB/VIII/1985, Number 68 of 1985 concerning the Inclusion of "Halal" on Food Labels. Second, the Decree of the Minister of Health of the Republic of Indonesia Number: 82/Menkes/SK/I/1996 concerning the inclusion of the words "Halal" on food labels, which was amended by the Decree of the Minister of Health of the Republic of Indonesia Number: 924/MENKES/SK/VIII/1996 concerning Amendments to Kepmenkes RI Number 82/Menkes/SK/1996. Third, the Joint Decree (SKB) of the Minister of Religion and the Minister of Health Number 472/MENKES/SKB/VIII/1985 and Number 68/1985 concerning the regulation of writing "halal" on food labels.

Based on the Decree of the Minister of Religion and the Minister of Health Number 472/MENKES/SKB/VIII/1985 and Number 68/1985 concerning the regulation of the words "halal" on food labels above, the LPPOM MUI was formed which was established by MUI in 1989 as the party that issues halal certificates. before the establishment of the BPJH. To underlie the control of halal products, a law on halal product guarantees is needed. There are several factors that underlie

the importance of UU-JPH (UU Nomor 33 Tahun 2014) among others: first, various existing laws and regulations that regulate or relate to halal products have not provided legal certainty and legal guarantees for consumers to be able to consume halal products, so that people have difficulty in distinguishing between halal products and haram products. In addition, product regulation is still very limited to only food and does not include drugs, cosmetics, biological chemical products, or genetic engineering. Second, there is no legal certainty about which institutions are clearly involved in the guarantee of halal products. The existing system does not clearly provide certainty of task authority and functions in relation to JPH implementation, including its coordination. The three distributions and products in the domestic market are increasingly difficult to control due to the increase in food technology, technological engineering, biotechnology, and biological chemical processes. Fourth, Indonesian halal products do not yet have official halal standards and marks (national halal standards) set by the government as in Singapore, the United States, and Malaysia. The five halal product information systems are not in accordance with the level of knowledge and community needs about halal products.

### **Implementation of UU-JPH In Aceh Province**

Law Number 33 of 2014 concerning Halal Product Guarantee explains the strengthening and regulations of various halal regulations that have been mentioned in various laws and regulations. On the other hand, UUJPH can be referred to as the legal umbrella for regulating halal products. The Halal Product Guarantee (JPH) in this law covers various aspects, not only medicine, food, and cosmetics. However, it is broader than that to cover chemical products, biological products, genetically engineered products, as well as goods used, used, or utilized by the community.

In terms of consumption, the income of the Indonesian people in the middle class is the producer's market share. According to Rohit Razan, about the income competitiveness of consumption in Indonesia in recent years. Even Rohit explained that the number of Indonesian people who have competitiveness is 5 million Indonesians. This increase occurred in all markets, both modern retail (up by 85%) and small stalls which increased by 6% (Rohit Razdan, 2013). However, according to Istikomah, even though this competitiveness has increased, this is only happening in the market, not in terms of production. With a very large population of Indonesia, it is possible that the market share of the halal industry is not only a potential advantage, but also a threat (Istikomah, 2019).

The large number of Indonesians, especially in Aceh, indicates an increase in micro-enterprises in the province. From Aceh's MSME data, it is stated that the number of micro-enterprises throughout Aceh is 78,810 businesses. This number is spread over various districts and cities. The data can be seen in the table below:



**Gambar 2: Number of MSMEs in Each District/City of Aceh Province**  
 (<https://dataukm.acehprov.go.id/>) data processed, 2021

With the large number of MSMEs in Aceh, according to the author, the implementation of the JPH Law (especially in terms of food) is very relevant to be applied. However, the JPH Law in Aceh Province has another face, namely Aceh Qanun Number 8 of 2016. The ratification of Aceh Qanun Number 8 of 2016 concerning the Halal Product Guarantee System (SJPH) is an important basis for the birth of the JPH Law. According to Jaidatul Fikir and Sitti Suryani, SPJH is a management system that is compiled, implemented and maintained by companies holding halal certificates to maintain the continuity of the halal product process in accordance with the provisions of LPPOM MPU Aceh. A halal certificate is a written fatwa issued by the Aceh MPU through the decision of the Fatwa Commission session which states the halalness of a product based on the results of an audit conducted by LPPOM MPU Aceh (article 1 paragraph (16) and (18) of Aceh Qanun Number 8 of 2016 concerning Product Assurance System Halal (SJPH)).

The presence of UUJP in Aceh is a special joy for the people of Aceh. The findings made by Jaidatul Fikri and Sitti Suryani show great public interest in the UUJPH (Jaidatul Fikri, 2019). However, behind this interest, LPPOM MPU has its own problems. For example, the ineffectiveness of consumer protection caused by regulatory problems and facilities and infrastructure. Currently LPPOM MPU Aceh requires a good and accurate control mechanism starting from the initial production process until the product is consumed by the wider community. In addition, LPPOM MPU Aceh also requires regulations (governance regulations) for the formation of the Integrated Team.

According to Sailendra Wangsa et al, an integrated team tasked with carrying out structuring and supervision has never been formed until now through a governor's regulation. Therefore, LPPOM MPU Aceh has not been able to work optimally to protect consumers in Aceh. The problem faced by LPPOM MPU Aceh in terms of product supervision and arrangement, as an effort to protect consumers, is that the main tasks related to matters relating to authorities, duties, and functions as well as the membership of an integrated team tasked with

carrying out supervision and management have not been regulated. (Sailendra Wangsa, 2019).

Whereas the integrated team can be formed based on Aceh Qanun Number 8 of 2016 in article 10 paragraph (3) where it is stated that the Aceh MPU LPPOM in carrying out the arrangement and supervision can involve an integrated team as stipulated in paragraph (4) which includes the Aceh Government Work Unit. which include elements of services related to food issues such as the Department of Industry and commerce, the Department of Agriculture, the Department of Health and the Department of Maritime Affairs and Fisheries, BPOM.

In addition, LPPOM MPU Aceh can also involve elements of the service that oversees Islamic sharia issues, namely the Islamic Sharia Service, Satpol PP and Wilayatul Hisbah (WH), Regional Office of the Ministry of Religion of Aceh. Furthermore, law enforcement officers can be involved, consisting of the Aceh High Prosecutor's Office, the Aceh Regional Police and the Aceh Regional Office of the Ministry of Law and Human Rights. The integrated team can be said to be a working partner of LPPOM MPU Aceh, in structuring and supervising products that are not halal certified. The integrated team under the umbrella of Qanun Number 8 of 2016 article 10 paragraph (6) where LPPOM MPU Aceh in carrying out its duties can involve government and non-government institutions.

In addition to the absence of an integrated team, this implies that the implementation of Qanun No. 8/2016 is not optimal. According to the author, the lack of socialization of the qanun on the Halal Product Assurance System is another factor in the lack of maximum implementation of the qanun. Whereas article 12 letter c of the Qanun on the Halal Product Assurance System states that "LPPOM MPU Aceh is tasked with carrying out counseling and notification of halal products to the public and business actors". The lack of socialization of Aceh Qanun Number 8 of 2016 is an obstacle and challenge for LPPOM MPU Aceh. According to the author, with the lack of socialization of the qanun, MSME actors make the halal certification process a voluntary matter, not as a form of awareness.

### **E-Marketing dan Legality of Halal Products**

In this day and age, the use of the internet is a necessity for everyone. This need is based on the orientation of the use of the internet itself. Some Indonesian people, especially in Aceh, use the internet as a business medium. The effectiveness and efficiency of using the internet as a transaction medium is a major factor in running a business. Cost savings without using a direct marketing strategy is a major factor in people's interest in transacting via the internet. The heterogeneous population facilitates interaction from different backgrounds as well as the resources available in the place. With the existence of social media or the internet, communication between regions and even countries is very easy to do.

As reported by Qlausa, social media users are finally competing to improve branding and increase followers. Now the most effective selling platform is seen from the most used social media users like Instagram. Various celebgrams appear to brand themselves, increase followers and offer services for product promotion. Not only goods offered, services are also increasingly in demand. Such as making logos, making designs, copy writing or becoming a dropshipper (Qlausa, 2021; Raja, 2019).

As reported by progresstech, among the roles of social media in business are: first, social media is an easy way to find out more about your customers; second, social media helps search for target consumers more effectively; thirdly social media helps find new customers and expand target markets; fourthly develops target markets and stays one step ahead of competitors; fifth social media can help increase website visitors and search engine rankings; sixth social media is a place to share information faster; the seven social media help generate a list of new potential customers; the eight social media is an effective place to get closer to consumers; the nine social media increase brand awareness and promotion with minimal costs (progresstech, 2021).

The survey conducted by Dedi Rianto and Zaniel shows that the picture of a positive development is the penetration and use of the internet by the business sector to support main activities. How has the significant surge in internet users in Indonesia impacted the industry? Dedi explained that internet users in Indonesia at the end of 2013, internet users in Indonesia reached 71.19 million and in the first quarter of 2014 this figure rose to 82 million. Although it is not known exactly what the upward trend is in the business sector, it can be estimated that internet penetration and use in this sector will also grow positively.

The survey results show that hospitality is the business sector with the largest percentage of internet usage. Around 71.06% of hotels use the internet, while the processing industry reaches 68.9% and restaurants or restaurants by 57.77%. The biggest potential for providing internet connection services is restaurants/restaurants at 11.15%, followed by processing industries at 8.65% and hotels at 3.53%. In terms of server usage for main activities, the biggest opportunities are restaurants/restaurants which reach 10.71%, processing industry in second position with 9.93% and hotels at 7.65%. The potential for providing internet connection services by region can also be observed from the results of this survey. Human resources in the field of information technology in the business sector are also interesting to observe. Compared to all internet users in the business sector, hospitality occupies the first position in IT HR needs with 29.88%, while restaurants/restaurants and processing industries are 13.70% and 13.34%, respectively. (Dedi dan Zaniel, 2021).

To develop the sale of halal products, halal entrepreneurs must at least have a halal label on the products they will sell halal. In the consumer's perspective, the halal label is one of the essential things. Consumers may realize the halalness of a product through the logo obtained by the brand after going through the certification process (Mega dan Hardius, 2020). As research conducted by Aziz and Chok, regarding the role of halal certification on consumer buying interest in Malaysia. The results of the study indicate that halal certification greatly affects the interest in buying a product for the Malaysian people. Apart from being a country with a Muslim majority, according to the local community, the halal label on the product is considered very important because it guarantees the safety of the product itself (Aziz dan Chok, 2013).

Halal label is one thing that is very important for Muslim consumers. Consumers can be aware of the halalness of a product through the halal logo obtained by the brand after going through the certification process. This is confirmed by Setiawan, in Setiawan's research concluded that religiosity is a factor

that has a significant influence on the purchase of halal products for consumers. Meanwhile, other factors are considered not to have sufficient influence to encourage consumers to do the same. The results of this study can be proposed for halal product providers in Indonesia to be able to ensure that the products they sell are truly halal by using Islamic attributes in their promotional media. Variables of halal awareness, certification, and trust are not factors that support consumers to shop. This is interesting because cognitively they are obedient, but it turns out that they do not have awareness of halal products and also do not trust product providers and even halal logos. So according to him, further research needs to be done regarding the interest in purchasing this halal product with further independent variables regarding the interest in purchasing this halal product with an independent variable in the form of the risk that accompanies the purchase of the halal product (Setiawan, 2020)

As research conducted by Aziz and Chok, regarding the role of halal certification on consumer buying interest in Malaysia. The results of the study stated that halal certification greatly affects the interest in buying a product for the Malaysian people. Apart from being a country with a Muslim majority, according to the local community, the halal label on the product is considered very important because it guarantees the safety of the product itself (Aziz & Chok, 2013). In a study conducted by Golnez who found that halal labels affect buying interest because the halal label is a guarantee of the halalness of a product. Besides increasing behavioral trends and interest in buying halal products, Muslim consumers are increasingly aware of the importance of halal products, from the tools and materials used, processes to distribution. However, each consumer has their own preferences regarding halal products, so another finding found that marketing techniques can stimulate halal products so that they can influence buying interest (Amin, 2009).

Halal labeling research conducted by Mega Rachma Kurniaputri shows that brand equity has a significant effect on buying interest. Meanwhile, the decrease in the halal labeling variable has an insignificant effect on product purchase intention. This condition shows that consumers' interest in buying Lifeboy brand products is more influenced by brand equity factors measured from brand image, brand associations, perceived quality and brand loyalty, a possible explanation is due to the quality and impression of the product that has stuck in the minds of consumers rather than considering the halal aspect. . The current COVID-19 pandemic condition makes consumers consider the main value of the product. However, the Lifeboy brand already has a certified halal label. So that it becomes one of the factors driving the image and reputation of Lifeboy products in the eyes of consumers at large.

Recently, the Ministry of Religion encouraged micro and small business actors (UMK) to immediately process the halal certification of their products. In addition, MSEs are also encouraged to start implementing digitalization of the marketing of their halal products, so that they are more competitive and improve economically. If analyzed, digitalization of halal product marketing is not only a business development strategy, but also a form of business actors' efforts to help make it easier for the public to obtain the halal products they need. The encouragement to digitize halal products is not only from the Ministry of Religion,

but also from Yudhi Martha Nugraha. According to him, the promotion of halal products at this time must be used through digital marketing. According to him, the current trend is to condition the halal industry players to be able to do marketing through digital marketing. In addition, the halal industry has high potential in the future. However, to maximize this potential lies in an effective promotion and marketing plan. The effective way is to use e-marketing. The characteristics and behavior of the market will determine the success of market communication. In addition, the promotional strategy approach also needs to be improved by using promotional media such as electronic media advertisements and print media in the country (Yudhi, 2018).

The existence of a halal label in the product will make it easier for entrepreneurs and distributors to market their halal products to the public. Moreover, the marketing strategy used is an e-marketing strategy. The increasing sales of halal products through e-marketing in recent years indicates that e-marketing of halal products is highly accepted by the people of Aceh. According to the author, labeling the products to be marketed is very essential in sales, especially the sale of halal products themselves. Therefore, entrepreneurs should cooperate with related parties in promoting their halal products.

## **Conclusion**

The implementation of UU-JPH in Aceh Province has not been maximized. This is because in the implementation of UU-JPH there is no integrated team. In order to maximize the implementation of UU-JPH. In addition, to optimize the UU-JPH, the Aceh Government must optimize the socialization, so that the public understands the UU-JPH. With an integrated team and socialization, the implementation and optimization of the UU-JPH will be felt by the people in the province of Aceh. Halal labels on halal products are very urgent in marketing. Especially in the e-marketing strategy. The existence of a halal label on the product will increase buying interest in the community, especially the millennial community. In addition, to facilitate marketing carried out by sellers, both distributors and entrepreneurs, it must be done through e-marketing.

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