

MUI HALAL CERTIFICATION ON MILKFISH SATAY AS AN EFFORT TO SUPPORT NATIONAL FOOD SECURITY

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Abstract

This study described the process of making milkfish satay which generally could be only for three days. Several trials were conducted for examining the level of expired milkfish satay and the result showed that milkfish satay could be for one week and one month even in cold temperatures (chiller/ freezers), it could be for three months. Because the resilience of this milkfish satay had been tested, this would certainly have positive impact on the producers. Besides, Indonesian Council of Ulama (Majelis Ulama Indonesia (MUI)) halal certification on some products was also considered very important because it would give confidence for people who would consume milkfish satay. The problem was there were some milkfish entrepreneurs who did not register their product, so they didn't have halal certification. Besides, some milkfish satay entrepreneurs who had halal certification did not update it. The result of this study indicated that some milkfish satay entrepreneurs did not register their product. Therefore, they did not have halal certification from Indonesian Council of Ulama (Majelis Ulama Indonesia (MUI)). In addition, some milkfish satay entrepreneurs who had halal certification did not update it due to various reasons. Furthermore, this study was a qualitative and analytical descriptive study and it used primary and secondary data sources. Data sources were obtained from library and interviews with the milkfish satay entrepreneurs.

Keywords: *Islamic Law; Food Security; Halal Certification; Milkfish Satay; Banten.*

A. INTRODUCTION

Food is a basic human need either for plant foods or animal foods. One of food functions is as a symbol of cultural identity such as Gudeg from Jogjakarta, milkfish Presto from Semarang, and other areas. Banten Province has a special food from

animal food which is often known as milkfish satay. Milkfish satay is a cultural identity from the 16th century when a chef in Banten Girang Kingdom would like to serve milkfish dishes to the king, and then, he removed the milkfish thorns and in long process, it became a milkfish satay as what we know today.¹

Since then, milkfish Satay becomes one of main foods in Banten Province, Indonesia. Regarding with the food security, it has regulated in Indonesia Food Law Number 7 of 1996 which states that the fulfillment of food needs for households is reflected in the availability of sufficient food, both in quantity and quality, being safe, being equitable, and being affordable.² Milkfish satay as Banten's special food has a very important role in helping to realize national food security.³ Banten Province is one of the central areas of milkfish production. The production volume in 2010 reached 77% from the total fish production in this province (fisheries and marine service of Banten Province 2011).⁴ Milkfish has delicious meat taste and high source of animal protein.⁵

Milkfish has complete nutrition because in 100 grams of milkfish, it contains proximate, mineral fats, and amino acids which are beneficial for the fulfillment of human nutrition. Besides, it also has weaknesses, such as it smells mud and its thorns are not easy to be cleaned. For this reason, it needs an effort to handle milkfish and one of the ways is by processing milkfish into products that has higher value so they can overcome the problem. There are several ways in the preservation and processing milkfish, which aim to resolve the weaknesses in consuming milkfish, including for smoking, drying, presto cooking, cooling, and salting. Fish process is an important

¹Andjar Astuti, "Sri Mulyati, and Ratna Mega Sari, Hubungan Sikap dan Kepuasan Konsumen Terhadap Sate Bandeng Sebagai Salah Satu Bentuk Diversifikasi Pangan Lokal Banten", in *Prosiding Seminar Nasional Pertanian Peternakan Terpadu 2*, ISBN 976-602-60782-1-6, p. 263. Accessed on 11th March 2019.

²Heri Suharyanto, "Ketahanan Pangan", in *Jurnal Sosial Humaniora*, Vol. 4, Number 2, November 2011, pp. 186-187. Accessed on 13th March 2019.

³Diana Tustiantina, "Asem, Sawo, Kelapa, dan Masyarakat Kota Serang", in *Paradigma Jurnal Kajian Budaya*, Vol. 7, Number 1 (2017): 1-13, p. 2. Accessed on 13th March 2019.

⁴Sugeng Hari Wisudo, Ari Purbayanto, Adi Susanto, Sakinah Haryati, Penerapan Mesin Suritech Untuk Produksi "Demit (Bandeng Imitasi) Sebagai Makanan Khas Banten (The Application of Suritech Machine for Milkfish Analog Production of Banten Special Food), in *Jurnal Ilmu Pertanian dan Perikanan Desember 2014*, Vol. 3, Number 2, pp : 91-98, ISSN 2302-6308, <http://umbidharma.org/jipp>, E-ISSN 2407-4632, p. 92.

⁵Susanto, *Pengolahan Bandeng (Chanos chanos Forsk) Duri Lunak*, 2010, http://eprints.undip.ac.id/19138/1/bandeng_duri_lunak.pdf. Accessed on 20th December 2011.

part in fishing industry chain because through the process, fisheries production can be utilized better.⁶

Most of the process activities in Indonesia is still classified as traditional process and done in home industry scale or Small and Medium Enterprises (SME). Business of milkfish satay is categorized into agro-industry and most of these businesses are done in small and medium business scale which is classified as home industry.⁷ Fish is a potential source of animal protein, so it needs more effort to increase the shelf life of fishery products through either preserving or processing which also aims to diversify the processed products, hence, fish utilization as a source of protein is more optimal.⁸

Milkfish Satay is semi-wet product that is quickly damaged and it has shelf life for about 3 days. Therefore, marketing range for this product is still in Banten, Jakarta, and West Java areas. Low shelf life can be caused by high nutritional contents and environmental influences as well as oxygen and microorganism contaminants. Therefore, packaging is needed in order to limit food against the environment to prevent or delay damage process. Thus, the milkfish Satay has longer durability for consumption.⁹

From the explanation above, the problem is focused on how the procedures for making and processing ingredients of milkfish satay in order to produce the milkfish satay products that can be for long time. Hence, improvement for this milkfish satay product is needed from various sides, both in terms of durability, *halal* ingredients (*halal tayiban*), vitamins, as well as in terms of medical health. Therefore, the public consumption for milkfish satay will be increased, both for people in Banten and communities outside Banten in wider scope as a form of national food security. Another problem is the reason of why milkfish satay sellers do not register their

⁶Ardhi, *Perancangan Strategi Pengembangan Usaha Melalui Pendekatan Arsitektur Strategik (Studi Kasus di Banisi, Kecamatan Soreang, Kabupaten Bandung, Jawa Barat)*, Bogor: Institut Pertanian Bogor, 2008.

⁷Heruwati, "Pengolahan Ikan Secara Tradisional: Prospek dan Peluang Pengembangan", dalam *Jurnal Litbang Pertanian*, 2002, Vol. 21 (3): 92.

⁸Tim Yasa Boga, *Resep makanan nusantara*, 2000: PT. Yasa Boga, Jakarta.

⁹Muhammad Nur, "Pengaruh Cara Pengemasan, Jenis Bahan Pengemas, dan Lama Penyimpanan Terhadap Sifat Kimia, Mikrobiologi, dan Organoleptik Sate Bandeng (*Chanos chanos*) (*The effect of packaging, packaging materials, and storage duration on chemicals properties, microbiology, and organoleptic of sate bandeng (Chanos chanos)*)", in *Jurnal Teknologi dan Industri Hasil Pertanian Volume 14, Number 1, March 2009*, p. 1. Accessed on 14th March 2019.

products in the Assessment Institute for Foods, Drugs, and Cosmetics of Indonesian Council of Ulama, so their products are not halal certified. Then, some of their products are halal certified but have been expired and have not been updated.

B. RESEARCH METHOD

This study utilized qualitative approach. Data that was used in this study was primary data as main data source, meanwhile, secondary data or literature was as additional source. Technique of data collection was conducted by interview and observation toward milkfish Satay producers and Small and Medium Enterprises in Banten area. Result of the analysis had been presented descriptively. Furthermore, result of this study is expected to be able to be followed up by proposing or extending some milkfish satay products to the Assessment Institute for Foods, Drugs, and Cosmetics of Indonesian Council of Ulama. Thus, milkfish satay products can be halal certified and be halal and healthy products with the aim to help society in National food security framework.

C. RESEARCH RESULT AND DISCUSSION

1. Food Security According to Several Perspectives

Definition of food security develops continuously since *Conference of Food and Agriculture* in 1943 that proclaimed concept of *secure, adequate, and suitable supply of food for everyone*. Definition of food security varies greatly, but generally, it refers to the definition of World Bank (1986), Maxwell, and Frankenberger (1992), who said that all people had secure access at all times to sufficient food for a healthy life. While, USAID (1992) stated that food security existed when all people at all times had physical and economic access to sufficient, safe, nutritious food to maintain a healthy and active life. Whereas, FAO (1997) stated that food security was a situation which all households had access either physically or economically to obtain food for all family members, which the household did not lose both those accesses.¹⁰

Meanwhile, if we look at the positive law in Indonesia, the Food Law Number 7 of 1996 stated that food security was a condition which the fulfillment of food needs for households was reflected from the availability of sufficient food in

¹⁰Heri Suharyanto, *loc. cit.*

quantity, quality, safe, equality, and affordability. Based on the definition above, it could be concluded that food security had five elements that must be fulfilled, which were orientating towards households and individuals, time dimension at any time when food was available and accessible, emphasizing on the access to household and individual food either physically, economically, or socially, orientating towards the fulfillment of nutrition and aiming for healthy and active life.¹¹

Regarding food security according to Article 1 paragraph 17 of Law Number 7 of 1996 concerning Food stated that food security was a condition of fulfilling food for households that was reflected in the availability of sufficient good food in quantity, quality, safe, equality, and affordability. Briefly, food security could be interpreted as a situation which all households either physically or economically had the ability to fulfill food needs for all family members. There were 3 dimensions which were implicitly contained in it. Those dimensions were availability, stability, and the ability to obtain and produce (accessibility) food.¹²

It was different from what was occurred in Banten because the factors above were not basic problems for producers of milkfish satay as special food of Banten. The problem that was occurred was only a few producers who registered their milkfish products to the Assessment Institute for Foods, Drugs, and Cosmetics of Indonesian Council of Ulama and other producers who had registered their products had not been updated. Socialization of technology in food field was considered very important because it could increase the resilience of milkfish satay. Hence, it could be beneficial for milkfish satay producers who had wider distribution and of course, it would support the realization of national food security, which was not only to fulfill food needs for Banten people.

2. Banten Special Milkfish Satay as Food Security for Banten Society

Based on the historical context of Banten in the XVII century, the term "Banten" refers to a port city that was known as the Land of Banten. At that time, Banten was the world trade center.¹³ The situation was inseparable from the role of

¹¹Heri Suharyanto, *loc. cit.*

¹²*Ibid.*, hlm. 193.

¹³Claude Guillot, *Politik Produksi Pangan Sultan Ageng (1651–1682)*, Jakarta: Gramedia, 2008, p. 206.

Banten Islamic Sultanate who made Karangantu Harbor as an International port and busy trade center area. Nowadays, Banten has been known as the Old Banten Region.¹⁴

The opportunities that enable for development of culinary in Serang City were supported by Serang City's position as the center of government¹⁵ with special food from Banten.¹⁶ Thus, the origin of milkfish satay is the circumcision child tradition of Banten Sultan. Sultan's people and relatives gave a lot of milkfish. Therefore, the abundant of milkfish encouraged the sultanate's chef to cook them into milkfish satay. Then, regarding with Pontang area, as what was known that Pontang in that time was covering the entire coastline stretching from Banten Bay to Cisadane Bay which around the Cisadane River, milkfish was very abundant and coconut Milk was easily gotten. Now, those cooking became a culinary in Serang that was provided at traditional events such as wedding rituals, rituals of grandeur or *qunutan* and thanksgiving, aqiqah, circumcision, and home moving¹⁷

The growth of population that continuously increased did not only demand on the increase in providing food but also the increase in nutrition sector. That was why, an effort to handle milkfish utilization was needed, and one of the ways was by processing milkfish into practical products for consumption. Business of Milkfish was mostly done by small and medium business. Business of milkfish in Small and Medium Enterprises (SME) form had been found in several areas and one of them was in Serang, Banten, Indonesia.¹⁸

Regarding with issue above, fish is one of nutrition sources whose development currently begins to be noticed more. Having high protein contents, omega 3 acids, minerals, vitamins A and D, fishery products can be a food source with the best nutritional quality for all ages.¹⁹ The increased level of fish consumption is also supported by the increase of fisheries production. Some efforts to increase fisheries production in Indonesia are not only dominated by capture

¹⁴Diana Tustiantina, *op. cit.*, hlm. 1-3.

¹⁵Diana Tustiantina, *loc. cit.*

¹⁶Claude Guillot, *op. cit.*, hlm. 166.

¹⁷Diana Tustiantina, *op. cit.*, hlm. 10.

¹⁸Pingkan Octavia Nurhidayani, *Strategi Pengembangan Usaha Sate Bandeng UKM Awal Putra Mandiri di Kota Serang Banten*. Central Library of Bogor Agricultural University (Institut Pertanian Bogor), <https://repository.ipb.ac.id/handle/123456789/58153>, Accessed on 11th March 2019.

¹⁹Pingkan Octavia Nurhidayani, *loc. cit.*

fisheries, but also aquaculture, especially brackish and water aquaculture (ponds). The potential of brackish water aquaculture by using the pond system reaches 931,000 Ha and has been used up to 100 percent, which most of it is used to raise milkfish. Milkfish is one of aquaculture products and as material for public consumption. Besides, milkfish has huge potency to be developed because the demand for milkfish in the last ten years has increased by 6.33 percent average per year.²⁰

Fish is not far from fish cultivation that is adapted by recent technology. Technology transfer of meat and fish bone separator machine (suritech) for the development of imitation milkfish as a typical superior product from Banten proceeds well. The presence of Suritech machine can increase the effectiveness of separating fish meat from its bones and it saves time and energy which are needed. The fish meat from the separation result by using suritech machine can be directly processed into imitation milkfish or stored for the next day. The imitation milkfish product gets positive response because it has distinctive taste with mixture of milkfish composition (50%) and Japanese threadfin bream fish (50%). Formulation of imitation milkfish will be developed continuously to get the most ideal composition in taste and efficient use of raw ingredients aspects. In addition, the development and design of product packaging must be done, so it is expected to increase sales volume and product durability.²¹

3. Achieved Results Regarding Indonesian Council of Ulama (*Majelis Ulama Indonesia (MUI)*) Halal Certification for Milkfish Satay

Phenomenon that is occurred in Banten province recently is not all milkfish satay producers have registered their milkfish satay products to the Assessment Institute for Foods, Drugs, and Cosmetics of Indonesian Council of Ulama to get halal certification. In addition, there are several milkfish satay producers whose halal certification has been expired and has not been updated. Some milkfish satay producers say that their milkfish satay can be only for three days if the milkfish satay is not through modern process without being touched by food technology.

²⁰www.bi.go.id (Accessed on 20th December 2011).

²¹Sugeng Hari Wisudo, *op. cit.*, hlm. 98.

Technology socialization in the field of food is very important because it will increase the endurance of milkfish satay so that it can be profitable for milkfish satay producers with wider and further distribution. However, it will support realization of National food security, which is not only in order to fulfill food needs for Banten people.

Furthermore, regarding milkfish satay sellers in Banten, especially in Serang, there is one of milkfish satay entrepreneurs who is known by the wider community as the best milkfish satay in Serang with the name of *sate bandeng Hj. Maryam* (milkfish satay by Hj. Maryam). The Hj. Maryam's milkfish satay has been labeled as halal since 2012 and its certification is still valid until now because she always updates routinely before the halal certification period ends or before being in expiration period. After conducting interview, according to her, in order to maintain customer's trust, halal certification for her milkfish satay product is always updated. Besides, the businessman always keeps the quality of her product, so Hj. Maryam does not use any preservatives for her milkfish satay and as the consequence, this milkfish satay only lasts for one day. Milkfish satay by Hj. Maryam ever has been tried with various kinds of innovations in storing, for example putting it in vacuum or putting into plastic. As the effect, the milkfish satay can last up to two until three days but this has an effect on the quality of the milkfish, especially on taste, because it tastes different unlike the typical milkfish satay that is made by Hj. Maryam. This is known by the owner after there are several complaints from her customers because actually, Hj. Maryam's milkfish satay has distinctive taste and has loyal customers every day.²²

Furthermore, the businessman of milkfish Satay by Hj. Maryam said that if milkfish satay was put in the refrigerator, the milkfish satay could last for five days, even if it was stored in freezer, it could last for two weeks until a month. Therefore, it had longer consumption time.

Then, the businessman of milkfish Satay by Hj. Maryam said that for now, she did not have any desire to participate in food exhibition festivals in Banten or outside Banten because she ever participated culinary festivals, but the committees of the culinary festivals were lacking in accuracy which made the milkfish satay tasted

²²Interview result with manager and entrepreneur of milkfish satay by Hj. Maryam in Serang.

different due to irregular temperatures because the milkfish satay was kept outdoors all day and it was only displayed without any good air temperature condition. However, this thing became an obstacle in the promotion of introducing milkfish satay products in a wider range.

As for the average sales, milkfish satay by Hj. Maryam is fairly sold because it can sell 280 pieces per day. Moreover, there are public interests to buy Hj Maryam's milkfish satay which one of the interests is a positive value of its raw materials. Milkfish Satay by Hj. Maryam uses coconut milk in mixing ingredients, so it can only last for one day. Because coconut milk is actually a raw ingredient that cannot last for long time, even if the raw ingredient is replaced by milk, it can increase the durability of milkfish satay, which can be for two until three days, but the taste will be different too.

Then, for long distance distribution, Hj. Maryam's milkfish satay only can last for twenty-four hours during the trip and it cannot be more than that time unless it passes some process first.

Regarding the halal certification from the Assessment Institute for Foods, Drugs, and Cosmetics of Indonesian Council of Ulama (LPPOM MUI), several years ago, the Indonesian Council of Ulama visited the place where Hj. Maryam's milkfish satay was cooked to ask for samples of sugar, salt, and other ingredients. Then, the sample was taken to be observed by the team from the Assessment Institute for Foods, Drugs, and Cosmetics of Indonesian Council of Ulama (LPPOM MUI). Because there was a promo at that time, then, Hj. Maryam's party did not pay a penny to the Assessment Institute for Foods, Drugs, and Cosmetics of Indonesian Council of Ulama (LPPOM MUI) and two months later, halal certification from the Assessment Institute for Foods, Drugs, and Cosmetics of Indonesian Council of Ulama (LPPOM MUI) published.²³

The manager of Hj. Maryam's milkfish satay added that if we often saw satay milkfish sellers around Serang road, there were numbers of them whose the milk satay products could last for very long time even months or years. According to her, it would have an impact on taste. The taste must be different because the milkfish satay used and mixed preservatives in it. We could see from the shape that it was

²³Interview result with manager and businessman of milkfish satay by Hj. Maryam in Serang.

definitely different and the texture was hard with really different taste if it was compared to the milkfish satay generally and it was different from Hj. Maryam's milkfish satay which had a very soft texture.

Furthermore, regarding the use of application as promotion tool according to her, some milkfish satay sellers around Serang had attended training several times in Hotel Wisata Batu Serang. Therefore, many benefits were gained from these trainings. For example, Hj. Maryam's milkfish satay now can be ordered by online application because she has used technology for the distribution through go-send (application tool) from the online-based motorcycle taxi. It is felt to be very positive because the use of application in culinary enterprise is very practical, so it will be easier for buyer to buy milkfish Satay as their favorite food by online order.²⁴

Then, regarding the selling process of milkfish satay by Hj. Maryam, if there are products are not sold on that day (these are usually around 20 to 30 pieces), the milkfish satay will be steamed again for sale in the next morning. This is maintained in order to keep the taste and the quality of Hj. Maryam's milkfish satay. Until now, Hj. Maryam's milkfish satay is not put into large supermarkets in every region, such as Carefour, Indomart, Alfamart. The reason is because the milkfish satay products will be definitely displayed there, which can affect their taste quality. Loyal customers of Hj. Maryam's milkfish satay have established communication intensively with Hj. Maryam, so they often complain about the quality of the product if it is not as it should be. In average, they would call Hj Maryam's cellphone and this will be risked for her good name. In Banten, Hj. Maryam's milkfish satay has already well-known and has a very good title in society because of its excellent quality and hygiene.²⁵

Because of the problem above, according to the manager of Hj. Maryam's milkfish satay, there is a consultation agency in Serang for Small and Medium Enterprises (SME). It is IBS (Integrated Business Services) or *PLUT (Pelayanan Usaha Terpadu in Indonesian Language)* where is located in Pakupatan Serang area. The agency confronts various complaints from entrepreneurs of Small and Medium Enterprises (SME) in Serang area. There are several complaints that become

²⁴Interview result with manager and entrepreneur of milkfish satay by Hj. Maryam in Serang.

²⁵Interview result with manager and entrepreneur of milkfish satay by Hj. Maryam in Serang.

obstacles for entrepreneur of Small and Medium Enterprises (SME), including the complication process in handling halal certification. In reality, the registration process of halal certification is convoluted, long-winded, and complicated. It cannot be finished only in one day although the announcement states that it can be finished within one day. This is the reason of why some Small and Medium Enterprises (SME) of milkfish satay becomes reluctant to administer halal certification. Especially when the laboratory results come out and the laboratory results must be paid. Therefore, the community service in several agencies should be transparency and be facilitated by no fees being collected other than those which have been legalized.

In reality, the process in applying halal certification after the laboratory results come out, usually the party who submits halal certification is asked for illegal fee. The society must be confused by this problem, therefore, this problem should be concerned of all parties so that no more things can complicate the society. Therefore, its implementation must be monitored in order to avoid extortion and other illegal costs.²⁶ Another interview with another entrepreneur of milkfish satay was conducted and the entrepreneur's name was Hj. Juju. She said that she had halal certification for her milkfish satay product, but the problem was she had not updated her halal certification which had been expired in 2016.²⁷

Milkfish satay sellers who had been selling for a long time usually had loyal customers and sometimes they didn't really follow the technology. One of the example was Hj. Juju's milkfish satay even it was not tagged on google map. After arriving there, the place was very large and representative with very good quality and delicious milkfish Satay with many loyal customers. The reason of why Hj. Juju's milkfish satay had halal certification from Indonesian Council of Ulama (*Majelis Ulama Indonesia (MUI)*) but it had not been updated because according to her, formerly, the registration of halal certification was free, but now it had no longer free. There were funding requests from several parties although they said that the process was free. Another reason was because Hj. Juju had some so she did not update halal certification.

²⁶Interview result with manager and entrepreneur of milkfish satay by Hj. Maryam in Serang.

²⁷Interview result with manager of milkfish satay by Hj. Juju in Serang.

In a day, Hj. Juju sells fifty packs of milkfish satay for fixed customers. The quality of Hj. Juju's milkfish satay is also very delicious. According to her, in order to keep the milkfish satay not stale after being burned, it must be steamed for an hour, so if the milkfish satay is brought on a long journey, it would not be stale, with the condition that it is not be stored in the car trunk. According to her, food can last long time because it has cooked, so she steams it every afternoon and evening because steaming process is its preservatives. According to her, when the milkfish satay is through steaming process, the texture will be cushy and it will be different if it is burned, which the texture will be hard. Thus, if it has steamed first, then, it is burned, the water content will be disappeared, and it reduces its deliciousness. Therefore, the milkfish satay should be burned first and then, it is steamed in order to maintain its taste, the cushy texture, and to maintain its deliciousness.²⁸

Moreover, in Serang area, there are several places where also sell milkfish satay that have been labeled as halal food, such as milkfish satay by kang Agus, milkfish satay by Ibu Aliyah, milkfish satay by Bilvie, milkfish satay by Ratu Toety, milkfish satay by Ibu Amenah, and milkfish satay by Hj. Mulyati.

D. CONCLUSION

In reality, registration process for halal certification is very convoluted, long-winded, and complicated. It cannot be conducted in one day even though the announcement informs that it can be finished in one day. Thus, this is the reason of why some Small and Medium Enterprises (SME) of milkfish satay are reluctant to administer halal certification. Besides, a bribe is also occurred in halal certification process. For example, when a result from laboratory examination comes out, the laboratory results must be paid by the entrepreneur of Small and Medium Enterprises (SME). Thus, in reality, illegal cost has been occurred in the process of applying halal certification. Milkfish Satay by Hj. Maryam is halal certified and she always updates the certification before the expiration period. Some milkfish satay sellers do not update their halal certification, including Hj. Juju. Based on the observation and interview result, Hj. Juju's milkfish satay has already had halal certification, but the problem is she has not updated her halal certification because there are costs in applying halal certification. Besides, it is also due to some bustles, laziness, and no

²⁸Interview result with manager of milkfish satay by Hj. Juju in Serang

time to administer halal certification. Furthermore, other businessmen who also have halal certified and have not updated are milkfish satay by kang Agus, milkfish satay by Ibu Aliyah, and milkfish satay by Bilvie.

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