

ABSTRAK

STRATEGI MALAYSIA MENJADI PUSAT INDUSTRI HALAL GLOBAL MELALUI PENGEMBANGAN *HALAL COSMETICS* TAHUN 2015-2019

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Malaysia adalah negara dengan jumlah populasi masyarakat muslim sebanyak 16.3 juta yang menempatkan diri pada peringkat 24 yaitu 31.3 persen dari total 32.7 juta penduduknya. Malaysia menggunakan sistem halal industri. Sehingga menjadikan Malaysia memiliki sertifikasi halal terbaik dunia dan mengalahkan beberapa negara dengan jumlah penduduk muslim terbesar di dunia.

Penelitian menggunakan konsep diplomasi publik yaitu *daily communication, strategic communication, development of lasting relationship*. Konsep industri halal yaitu kolaborasi dengan pelaku industri kosmetik halal nasional dan global, sertifikasi halal, *traceability system* nasional dan global, serta riset dan regulasi. Pengumpulan data dilakukan dengan pendekatan deskriptif kualitatif yang didapatkan dari studi pustaka dan dokumentasi. Analisis data menggunakan teknik analisis kondensasi, penyajian dan penarikan kesimpulan data yang telah diperoleh. Teknik validitas data menggunakan triangulasi sumber data dengan menggabungkan data dari berbagai sumber, metode atau konsep.

Hasil penelitian memperlihatkan bahwa pengembangan *halal cosmetics* adalah sebagai salah satu strategi Malaysia untuk menjadi *hub halal global*. Terdapat strategi yang dilakukan oleh Malaysia dalam mengembangkan *halal cosmetics* di negaranya. Strategi-strategi yang dilakukan diantaranya yaitu, mengadakan pameran bisnis kosmetik halal internasional tahunan *Malaysia International Halal Showcase (MIHAS)*, mengembangkan fasilitas *halal cosmetics* seperti pengembangan teknik sains modern dalam pendeteksian *halal cosmetics*, membuat lembaga sertifikasi halal, menyediakan layanan informasi dan komunikasi bagi konsumen melalui media televisi dan internet, berkolaborasi antar kementerian dan lembaga pemerintah Malaysia seperti HDC dan MATRADE, dan bekerjasama dengan para pelaku industri *halal cosmetics* nasional dan global demi terciptanya Malaysia sebagai pusat industri halal global.

Kata kunci : Pengembangan *Halal Cosmetics*, Pusat Industri Halal Global, Strategi Malaysia

ABSTRACT

STRATEGY OF MALAYSIA TO BECOME THE CENTER OF THE GLOBAL HALAL INDUSTRY THROUGH THE DEVELOPMENT OF *HALAL COSMETICS* IN 2015-2019

By

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Malaysia is a country with a population of 16.3 million Muslims, which ranks 24th, namely 31.3 percent of the total 32.7 million population. Malaysia uses the industrial halal system. So that makes Malaysia has the best world halal certification and beats several countries with the largest Muslim population in the world. This research uses the concept of public diplomacy, namely daily communication, strategic communication, development of lasting relationships. The concept of the halal industry is collaboration with national and global halal cosmetic industry players, halal certification, national and global traceability systems, as well as research and regulation. Data collection was carried out using a qualitative descriptive approach obtained from literature and documentation. Data analysis uses condensation analysis techniques, presenting and drawing conclusions from the data that has been obtained. Data validity techniques use triangulation of data sources by combining data from various sources, methods or concepts. The results of the study show that the development of halal cosmetics is one of Malaysia's strategies to become a global halal hub. There is a strategy carried out by Malaysia in developing halal cosmetics in their country. The strategies carried out include holding the annual Malaysia International Halal Showcase (MIHAS) international halal cosmetics business exhibition, developing halal cosmetics facilities such as developing modern scientific techniques in detecting halal cosmetics, creating halal certification bodies, providing information and communication services for consumers through television and internet media, collaborating between ministries and Malaysian government agencies such as HDC and MATRADE, and collaborating with national and global halal cosmetics industry players to create Malaysia as the center of the global halal industry.

Keywords : *Halal Cosmetics Development, Global Halal Industry Center, Strategy of Malaysia*