

ABSTRAK

Produk *Coffee Beer* merupakan produk minuman berbahan dasar kopi dengan kadar non alkohol khas Jombang. Namun produk tersebut tidak terdapat label halal dalam botol kemasan sehingga masih membuat bingung apakah minuman ini halal atau haram padahal minuman tersebut di klaim tidak terdapat kadar non alkohol. Tujuan penelitian ini untuk menjelaskan bagaimana proses pembuatan *Coffee Beer* perspektif Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal dan *Maṣlahah* terhadap labelisasi halal pada produk *Coffee Beer*.

Penelitian ini menggunakan penelitian kualitatif dan jenis penelitian yang bersifat deskriptif analisis yaitu dengan menggambarkan adanya suatu kejadian yang terjadi dilapangan yang kemudian menganalisisnya berdasarkan teori yang ada. Pendekatan penelitian menggunakan normatif empiris. Teknik analisis menggunakan metode deduktif kemudian bersamaan dengan metode pengumpulan data yaitu melalui observasi, wawancara dan dokumentasi.

Hasil penelitian ini menyimpulkan bahwa produk karena proses pembuatan *coffee beer* yakni sederhana dan mudah, serta tidak terdapat bahan campuran alkohol dalam pembuatannya. Belum ada produk berlabel *beer* yang sudah mendapatkan label halal dari BPJPH. MUI menyatakan bahwasannya Sertifikat Halal tidak akan dikeluarkan bagi produk makanan-minuman yang memiliki nama dan berkonotasi pada sesuatu yang haram, walaupun kenyataannya dari bahan baku hingga proses produksi yang digunakan produk tersebut seluruhnya halal. Tinjauan analisis masalah dari segi keberadaannya termasuk dalam kategori *Maṣlahah Mursalah*. Sedangkan berdasarkan tingkatan kepentingan termasuk dalam tingkatan *Maṣlahah Al-Dḥaruriyah*. Kemudian berdasarkan kandungan masalah termasuk dalam kategori *Maṣlahah ‘Āmmah*.

Kata Kunci : *Coffee Beer, Non Alkohol, Tanpa Label Halal, Fatwa MUI, Maṣlahah*

ABSTRACT

The Coffee Beer product is a coffee-based beverage product with a non-alcoholic content typical of Jombang. However, the product does not have a halal label in the bottle, so it is still confusing whether this drink is halal or haram even though the drink is claimed to have no non-alcoholic content. The purpose of this study is to explain how the process of making Coffee Beer and the review of Law Number 33 of 2014 concerning Halal Product Guarantee for Coffee Beer products without halal labels and certification.

This research uses qualitative research and the type of research is descriptive analysis, namely by describing the existence of an event that occurs in the field which then analyzes it based on existing theory. The research approach uses empirical normative. The analysis technique uses a deductive method and then along with data collection methods, namely through observation, interviews and documentation.

The results of this study conclude that the product due to the process of making non-alcoholic coffee beer is the same as ordinary beer, only at the end of the process the alcohol is removed. And there are no products labeled as beer that have received a halal label from BPJPH because MUI has stated that Halal Certificates will not be issued for food and beverage products that have names and are contaminated with something haram, despite the fact that from the raw materials to the production process used by the product. it is entirely lawful. The analysis review of *masalah* is included in the category of *mursalah* problems because it does not have evidence from the Qur'an and Hadith. Meanwhile, based on the level of interest, it is included in the level of *daruriyah* problems. Then based on the content of *masalah* included in the category of *'ammah*.

Keywords: *Coffee Beer, Non Alcohol, Without Halal Label, MUI Fatwa, Masalah*