

AUTHENTICATION OF IDENTITY AND HALALINESS STANDARDIZATION OF PADANG RESTAURANTS IN INDONESIA: A SHARIAH ECONOMIC LAW PERSPECTIVEMoh. Syahrul Muzammil¹, M. Fikri Saifulloh², and Sinta Bella³¹ Raden Abdullah Yaqin Islamic College of Jember, Jember, Indonesia² Raden Abdullah Yaqin Islamic College of Jember, Jember, Indonesia³ Raden Abdullah Yaqin Islamic College of Jember, Jember, Indonesia**Corresponding Author:**

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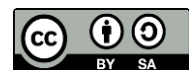
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Abstract

Today, the Padang restaurant case by Alisan is again in the news. Authentication of Padang specialties by the Minang family alliance in Cirebon, they feel uneasy with the mushrooming of Padang restaurants which are "considered" below the standard of authentic Minang food where these Padang restaurants were born, this issue is very sensitive but as a scholar it is necessary to conduct an in-depth study in the context of Islamic economic law science, so the title that is raised is Authentication and Halal Standardization of Padang Restaurants in Indonesia: The Perspective of Islamic Economic Law, there are two important questions in this study, first, how is the concept of Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia? and second, how is the Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia: The Perspective of Islamic Economic Law? by using the Islamic law study approach Maqasid sharia Jasse auda to read first the concept of Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia and second the Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia: The Perspective of Sharia Economic Law, the results of this study are to find out first the concept of Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia and second the Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia: The Perspective of Sharia Economic Law.

Keywords: Authentication of Identity, Halaliness Standardization, Padang Restaurants



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INTRODUCTION

Indonesia is a country blessed with beautiful natural resources and vast resources, as well as a wealth of traditional Indonesian dishes. One such dish is Nasi Padang, a culinary specialty from Minangkabau, West Sumatra. This specialty is typically owned or managed by the Minangkabau people themselves. Nasi Padang has earned a reputation as a highly sought-after dish enjoyed by people across the country. Its deliciousness and diverse flavors make it a popular choice for everything from formal meals to everyday meals. The familiar term "nasi padang" (rice Padang) is usually found in Padang restaurants, often referred to as "Rumah Makan Padang."

Padang rice is not only found in Indonesia, but also in several countries. One such country is Australia, where a social science research journal stated that "One culinary dish that has gained significant popularity is "Padang Rice," a typical Indonesian dish rich in flavor and spices. Padang rice originates from West Sumatra, Indonesia, and has spread to various parts of the world, including Australia. There, Padang rice culinary tourism is starting to attract the interest of locals and tourists with its unique flavors and traditions."

However, in October 2024, a raid or community organization raided a Padang restaurant on the grounds that the owner was not a native Minang. The incident took place in Cirebon and was uploaded by the account X Rober Davis chaniago. Reporting information quoted from the chairman of the Cirebon Padang Restaurant Association (PRMPC), Eriyanto, who said the raids on Padang restaurants began with traders from Yogyakarta and Tegal who opened Padang restaurants in Cirebon with low prices. Eriyanto also said that he did not prohibit anyone from opening Padang restaurants, but he did not want the existence of Padang restaurants from Yogya traders with low prices to kill the businesses of those from Minang. During the raid, the community organization also removed the Padang cuisine label from the places of non-Minang traders.

The emergence of this iconic Padang dish, nasi padang, began with the migration of many people from West Sumatra to major cities like Jakarta, Bandung, and Surabaya. This migration was not without reason; they moved from their hometowns to new and unfamiliar areas in search of work and a chance to change their fortunes. In the 1940s, an entrepreneur named Siti Fatimah opened a unique and unprecedented Padang food stall. From there, Padang rice became known and spread throughout various regions. And now, at the end of 2024, it has become a problem for people who are not from Minang, but who own Padang food restaurants. Simply because they are not from Minang, and they sell their food at the lowest price. Well, factors like these will cause division between parties. In fact, the existence of this typical Minangkabau food is also one of the efforts to create jobs for the Indonesian people. This incident has raised many questions from various people. For example: "In the Minang village itself, many people sell pecel lele, the sellers are also Minang. Many also sell bakso, the sellers are also Minang. Even though pecel lele and bakso are from Java. But the Javanese themselves never have a problem with it." (remark: one of the TikTok social media accounts: Rio Chan I TRIO NETIZEN).

In this study, the author used a semantic scholar application approach to identify unique aspects of this title, by reviewing previous research. The collected research is as follows:

First, a study conducted by Gustirani et al. entitled "Implementation of the PIECES Method in the Catering Ordering Information System at Padang Ampera Restaurant." This article provides information related to Padang Ampera Restaurant, a culinary business serving Minang cuisine. In addition to dine-in, Padang Ampera Restaurant also offers catering orders in Styrofoam or cardboard boxes. Data management for catering orders at Padang Ampera Restaurant is still manual. For example, customers must visit the restaurant to obtain menu information, prices, and desired orders. The transaction process as proof of catering orders still uses receipts, even though Padang Ampera Restaurant can receive approximately 100 boxes per month, making it difficult to maintain proof of transactions. Therefore, a system must be developed that can properly manage catering ordering data to improve the quality of data processing and minimize errors at Padang Ampera Restaurant. The research method used for the development of the system to be created is the waterfall method, the problem analysis uses the PIECES method, and the system design uses UML (Unified Modeling Language). The expected results of this research are that the Web-Based Catering Ordering Information System at Padang Ampera Restaurant can facilitate catering ordering information services for customers and produce good data management and minimize errors.

The second is research conducted by Lulu Kamelia et al. with the title of the research *The Role of Employee Performance in Increasing the Productivity of Padang Alam Minang Restaurants* in this article provides information related to the phenomenon of Padang Restaurants in Indonesia. According to PERGIKULINER, Nasi Padang is rice originating from Padang. Actually, Nasi Padang itself is Nasi Rames originating from Padang because in its area of origin there are no Padang restaurants but rather ordinary rice restaurants. The method used is a descriptive method. Data collection techniques, namely observation, interview and documentation techniques, are data collection methods carried out through direct observation by observing things that are done at the Alam Minang Restaurant. On this visit we explained the differences between the Padang Alam Minang restaurant when it has employees and when it does not have employees, it is seen that the role of employees is very helpful in increasing productivity at the Padang Alam Minang restaurant. The conclusion of this visit is about the Alam Minang restaurant before having employees and the changes after having employees, when before having employees the difficulties experienced by Mr. were very helpful and important in increasing productivity at the Alam Minang restaurant.

The third research conducted by Dori Gusti Alex Candra et al. with the title of research related to the Development and progress of internet and information technology in the world has entered the era of the digital revolution, an era that is very fast in the exchange of information so that it has a positive impact on Human Resources (HR) in carrying out transformation and innovation in business development in the sales sector by utilizing online-based sales information systems or known as E-commerce. Padang Pergaulan Restaurant Yogyakarta is one of the MSMEs in Yogyakarta that is engaged in selling various types of West Sumatran specialties that are currently in demand by students and the surrounding community. The implementation of the community service training program (PKM) with the theme "Education and Utilization of Website-Based Sales Information Systems" by providing education in the form of materials related to business development by applying technology. This activity method is carried out directly to the Padang Pergaulan Restaurant by including activities carried out are pre-activities, socialization activities, material delivery, mentoring programs, activity evaluation. The purpose of this activity is for micro, small and medium enterprises (MSMEs) in Yogyakarta, especially Padang Restaurants. Socialization is able to transform and innovate more quickly into the digital world in order to increase online sales turnover.

Fourth is research conducted by Surya Darmawan et al with the research title Study of Situational Leadership Style (Hersey-Blanchard Situational Leadership Model) in Padang Restaurants in Sleman Regency, D.I.Y. in this article provides information related to This study aims to determine the application of situational leadership style along with situational skills in leaders in Padang restaurants in Sleman Regency, D.I. Yogyakarta. The research methodology used in this study is a qualitative approach with the selection of informants (respondents) through purposive sampling techniques. Data collection techniques use primary data through structured interviews, observations, and documentation of eleven informants (respondents) of Padang restaurants in the Sleman Regency area. Data analysis in this study uses descriptive narratives with the Miles and Huberman method. The results of the study explain that there is a mismatch in the application of the Hersey-Blanchard situational leadership style with the level of follower readiness. Leaders of Padang restaurants in Sleman Regency in the middle category tend to have a selling/coaching (S2) and delegating (S4) leadership style. Meanwhile, large Padang restaurants tend to adopt a participatory/supportive leadership style (S3). Follower readiness in Padang restaurants tends to be at a high level (R4).

Fifth is research conducted by Annisa Mardhatillah et al. with the research title Competitive Advantage in Padang Restaurant Business in Pekanbaru Based on Local Wisdom in this article provides information related to This study aims to analyze the influence of knowledge management on sustainable competitive advantage through local wisdom in Padang restaurant businesses in Pekanbaru. Knowledge sharing activities in Padang restaurant businesses in Pekanbaru are an important problem to study because they still need to be implemented optimally. The low understanding of business actors in conducting knowledge sharing activities is a challenge to achieving competitive competitiveness. Whereas the same cultural background can be a potential strength in this knowledge sharing activity. The sample of this study was employees of one of the Padang restaurant businesses in Pekanbaru who were determined by purposive sampling. The analysis technique used SEM PLS, with the results of the study showing that knowledge management influences sustainable competitive advantage through local wisdom in Padang restaurant businesses in Pekanbaru. This study contributes empirically to an important understanding of local learning-based knowledge management to achieve sustainable competitive advantage in Padang restaurant businesses in Pekanbaru and successfully tested local wisdom as a moderating variable.

With the five studies above, we have not found a title with the same theory and approach as the title proposed by the author, namely, Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia: A Sharia Economic Law Perspective, and the similarity of the existing articles is a study of Padang restaurants which have been mushrooming in the midst of existing Indonesian society. Therefore, the author wants an observation/research on "IDENTITY AUTHENTICATION AND HALAL STANDARDIZATION OF PADANG RESTAURANTS IN INDONESIA: A SHARIAH ECONOMIC LAW PERSPECTIVE" so that all Indonesian people are not divided. Moreover, with the existence of social media, there will certainly be many controversial perspectives.

RESEARCH METHOD

In this study, the author uses a qualitative research method with a data collection method in the form of documentation and observation of existing data and objects and study loci, for example related to the first study of the concept of Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia, second, Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia: Sharia Economic Law Perspective, third. Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia in the Maqasid Syariah approach of Jasse auda, then presented with descriptive analysis and then concluded.

RESULTS AND DISCUSSION

The first concept of Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia

Identity authentication is the process of verifying the identity of a person or entity before granting access to a system, service, or information. In a digital context, authentication often involves the use of credentials such as passwords, PIN codes, or biometrics to ensure that users are who they claim to be. This process is essential for maintaining data security and protecting systems from unauthorized access. As a key component of digital security, authentication involves verifying identity to protect data and systems from unauthorized access. With a variety of methods available, from passwords to biometrics, choosing the right authentication system is crucial to maintaining the integrity and security of information. Effective authentication not only protects individuals but also helps organizations meet compliance requirements and maintain customer trust.

Standardization is an effort to maintain product quality and business efficiency. While Certification is a conformity assessment activity related to providing written guarantees and products have met regulations. In a broad sense, standards indicate the specifications of a product, material, or process. Standardization is implemented when a company produces and releases a product to the market. Standardization also has several benefits, including: (a) Ensuring the position of SMEs is safer to avoid violations of intellectual property rights so that they are not stolen, (b) Guaranteeing the return of capital or investment, (c) As an asset for SMEs to be able to get projects or investors, (d) Providing convenience in business development, such as through franchises and licenses, (e) Providing assurance to consumers that the quality of the product is in accordance with what was promised so as to increase consumer confidence, (f) Protecting consumers from low-quality products, (g) Products are recognized for their quality internationally so that they can be traded across countries.

Standardization is not only needed by large companies; MSMEs also need it to penetrate the global market. Halal standardization refers to efforts to ensure that a product, its ingredients, processing, and sales processes are halal. These efforts are typically monitored by the Halal Product Supervisory Agency (BPJPH), the Halal Product Supervisory Agency (LPH), and the Indonesian Ulema Council (MUI). BPJPH manages halal product assurance. LPPOM MUI conducts halal product inspections, which include document sufficiency, auditor scheduling, auditor implementation, auditor meetings, auditor memorandum issuance, and the submission of minutes of audit findings to the MUI Fatwa Commission meeting.

Authenticating the identity and standardizing the halal status of Padang restaurants is permissible, but this should not prohibit non-Minang individuals from selling or developing Padang cuisine. Therefore, as Minang people, we must maintain the identity authentication and halal standardization of Padang restaurants by preserving the distinctive taste and authenticity of Padang food. This will prevent the SMEs that sell Padang food according to their tastes and preferences. For example, Javanese people sell Padang rice at a relatively low price, and of course with a distinctive taste. In this way, all MSMEs will benefit from this distinctive Minang cuisine.

Both Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia: A Sharia Economic Law Perspective

The authentication and standardization of Padang restaurants in Indonesia is significantly influenced by Sharia Economic Law, which regulates economic activities in accordance with Islamic principles. This legal framework ensures that restaurants adhere to halal standards, a crucial aspect of their operations. Halal certification serves as a verification process, confirming that food products meet Islamic requirements, thereby enhancing consumer confidence. Furthermore, Sharia compliance is crucial to maintaining adherence to these principles, guiding the management and operational practices of these restaurants. Food

authentication and standardization processes are also crucial, as they ensure that the food served aligns with national regulations and Islamic standards, promoting quality and safety. Collectively, these elements contribute to a robust framework supporting the sustainable development of Padang restaurants within an Islamic economic context.

The standardization of restaurants in Padang, Indonesia, through secondary identity authentication, aligns with the principles of Sharia economic law, which emphasizes ethical business practices and consumer protection. The revitalization of Sharia economic law in Indonesia aims to enhance economic development while adhering to Islamic principles, ensuring that transactions create *maslahah* (goodness) for the community. The implementation of halal certification, as mandated by Law No. 33 of 2014, ensures that food products comply with Islamic dietary laws, thereby fostering consumer confidence and legal certainty in halal eating establishments. In addition, the challenges posed by the global economic system require a strategic approach to strengthening the identity of the Sharia economy, which includes promoting Sharia-compliant business practices across various sectors, including food. By integrating these standards, Padang restaurants can increase their market competitiveness while fulfilling their religious and ethical obligations.

Third, Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia in the Maqasid Syariah approach *Jasse auda*

Viewed from the theory of systems and Maqashid Sharia, empirically, Islamic law has been living in Indonesian society since Islam entered the archipelago. This was stated by JC. Van Leur, according to him, since the 7th century AD. JC. Van Leur's notes suggest that Islamic law was already known long before the Dutch entered Indonesia. With this, the existence of Islamic economic law is increasingly developing and growing for Indonesian society, so that Islamic economic law is increasingly advanced and encouraging for the Indonesian kingdom sultanate, in addition to the development of Islamic economic law that is increasingly existing and developing in social and political life. So as a sign of the validity of Islamic economic law and in the field of life, based on civil and criminal, and by the sultans in their sphere of power; even in issues related to Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia. The next theory is based on the use of System Theory and Maqashid Syari'ah, this System Theory is a new independent discipline, so that it is related to how many and various sub-disciplines. Systems Theory and Systematic Analysis are another inseparable part of the work order with a Systems approach. This Systems Theory is another characteristic of a philosophical approach symbolized by 'anti-modernism' (anti-modernity) criticizing modernity in a way that is not the same or different from the method usually used by post-modern theory. In addition, the basic concept used with the Systems approach and analysis is to see events in problems as a whole (Wholeness), and always be open to anything that has the possibility of improvement and refinement (Openness), besides that, it is interrelated with basic values (Interrelated-Hierarchy), with this to include a (Multidimensionality) to precede the main goal (Purposefulness), And sixthly, in a program, features that are closely related to relationships and are open to each other, thus forming a complete system of thought. To better understand the means of systems theory and maqashid theory, it is an analysis of the system with the feature of intention (maqashid). Therefore, to determine the effectiveness of this system, it can be measured by the level of achievement of its goals, so that the effectiveness of Islamic law can be assessed based on the level of achievement of its maqashid syari'ah.

Based on the explanation in the system theory, first, the cognitive feature (*al-idrokiyyah*, cognition) with the discussion of Islamic law for the purpose of separating its cognitive revelation, and proposing, then the meaning of *fiqh* is shifted in a field of divine knowledge 'stated to a field of cognition' as this human reason knowledge to face divine knowledge. In the difference between sharia and *fiqh* can imply that there is no practical *fiqh* opinion that is

qualified or claimed as divine knowledge. Therefore, this study, that the Authentication of Identity and Halal Standardization of Padang Restaurants in Indonesia is not in line with the existing maqasid sharia. Second, with the comprehensive feature (al-kulliyah, wolloeness) to improve one of the weaknesses in classical ushul fiqh which sometimes uses a reductionist and atomistic approach. This research is an effort to build and see the Authentication of Identity and Halal Standardization of Padang Restaurants in Indonesia. Third, the openness feature (infithayyah, openness) is one of the ways to open or widen the reach of urf (customs). So the existence of this concept is one way to open it to the perspective of an Islamic legal expert on the concept of natural, social, and cultural sciences. Authentication of Identity and Halal Standardization of Padang Restaurants in Indonesia already has an embryo in Islamic economic law and has been tried to be developed regarding its breadth with this feature. Fourth, the hierarchy feature is an interrelated feature, namely al-Harakiyyah al-mutamadah tabadullian, interalitud hierarchy). In this feature to open the distance of maqashid. If this traditional or classical maqashid is merely particular and/or specific, then the hierarchical feature establishes a connection with what gives it a social and public dimension to contemporary maqashid theory. In addition, the system of Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia is not atomistic and this unification of Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia is included in a public and social dimension. This must receive a serious and more in-depth study in the study of the theme of the problem of Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia. Fifth, the existence of a multi-dimensional feature (taaddud al-abad; multi-dimensionality) as an effort to include conflicting or dissimilar arguments into maqashid as a new reading. So that the issue of Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia in fiqh studies can be seen its maqashid. Sixth, the purposeful feature (al-maqashidiyyah; purposeful) that empowers the community towards the concept of Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia is included in the maqashid category, because Islam teaches rahmatan lil 'alamin.

Related to Maqashid Syariah which has been used as this research is the concept of contemporary maqasid to be developed by Jasse Auda. So that in this group has tried to shift maqashid which has the dimension of preventive care and "protection towards development and basic rights" which is also based on an advocacy basis for example in a hifd al-din (protection of Religion) this can be interpreted in classical fiqh namely the punishment for leaving Religion "changes freedom of belief" Freedom of Faith. While hifd al-nafs (protecting the soul) can be developed from protecting and providing the rights of normal people to also protect the Identity Authentication and Halal Standardization of Padang Restaurants in Indonesia.

CONCLUSION

The results of the research methods that have been carried out and discussed in the previous chapter, then the author as a researcher draws the following conclusions: Authentication of identity and standardization of halal Padang restaurants in Indonesia can be implemented by maintaining the quality of products and food processing with the pure taste of the Minang people themselves, and not questioning anyone who will develop the Padang food, so that the food can develop rapidly, of course with different food flavors. Authentication of Identity and Standardization of Halal Padang Restaurants in Indonesia: The Perspective of Sharia Economic Law. According to the perspective of sharia economic law, authentication of identity and standardization of Padang restaurants, ensures that the development of these Padang restaurants must remain steadfast in the transactions of existing Islamic teachings, with halal certification. Authentication of Identity and Standardization of Halal Padang Restaurants in Indonesia in the Maqasid Syariah approach Jasse there is Islamic law that entered Indonesia

since the 7th century AD, Islamic law has developed over time, so that Islamic economic law has become more advanced and very encouraging for the Indonesian kingdom sultanate. The following theory is based on the use of Systems Theory and Maqashid Syari'ah. This Systems Theory is a new, independent discipline, thus relating to the number and variety of sub-disciplines. There are six systems theories used.

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