

Halal Product Assurance as Legal Protection for Muslim Consumers in Indonesia

Esther Masri,^{1*} Sigit Irianto,¹ Yulies Tiena Masriani,¹ Syauqi Muhammad Shobibul Falah,²

¹Universitas 17 Agustus 1945 Semarang, Semarang – Indonesia; ²Al-Azhar University, Cairo – Egypt

*Corresponding author. Email: esther.masri@dsn.ubharajaya.ac.id

Abstract

This research is motivated by the still-weak legal protection for Muslim consumers in Indonesia concerning the circulation of products without clear halal certification, despite existing regulations such as Law Number 33 of 2014 on Halal Product Assurance. This study aims to analyze the implementation of halal product assurance and its effectiveness in providing legal protection for consumers and formulate strategies for strengthening the existing regulatory framework. This research uses a normative juridical method combined with an empirical approach through field interviews with business actors, relevant authorities, and consumers to obtain firsthand data. The findings indicate that while the legal framework is adequate, its implementation faces several challenges, including limited infrastructure, a lack of understanding among micro, small, and medium enterprises (MSMEs), and weak law enforcement. Based on these findings, the study recommends strengthening the sanctions stipulated in Article 56 of the Halal Product Assurance Law, increasing the capacity of halal inspection and auditing institutions, and enhancing inter-agency collaboration to ensure that all circulated products are halal-certified, thereby providing stronger legal protection for Muslim consumers.

Keywords: halal product assurance; halal certification; legal protection; Muslim consumers

□

Penelitian ini dilatarbelakangi oleh masih lemahnya perlindungan hukum bagi konsumen Muslim di Indonesia terkait peredaran produk yang tidak memiliki sertifikasi halal yang jelas, meskipun sudah ada regulasi seperti Undang-Undang Nomor 33 Tahun 2014 tentang Jaminan Produk Halal. Tujuan penelitian ini adalah untuk menganalisis pelaksanaan pengaturan jaminan produk halal dan menilai efektivitasnya dalam memberikan perlindungan hukum bagi konsumen, serta merumuskan strategi untuk memperkuat kerangka regulasi yang ada. Penelitian ini menggunakan metode yuridis normatif yang dipadukan dengan pendekatan empiris, melalui wawancara lapangan dengan pelaku usaha, otoritas terkait, dan konsumen untuk mengumpulkan data primer. Hasil penelitian menunjukkan bahwa meskipun kerangka hukum sudah memadai, implementasinya menghadapi berbagai tantangan, seperti keterbatasan infrastruktur, kurangnya pemahaman di kalangan pelaku usaha mikro, kecil, dan menengah (UMKM), serta lemahnya penegakan hukum. Berdasarkan temuan tersebut, penelitian ini merekomendasikan penguatan sanksi yang ada dalam Pasal 56 Undang-Undang JPH, peningkatan kapasitas lembaga pemeriksa dan auditor halal, serta peningkatan sinergi antar lembaga untuk memastikan semua produk yang beredar telah bersertifikasi halal, guna memberikan perlindungan hukum yang lebih kuat bagi konsumen Muslim.

Kata Kunci: jaminan produk halal; sertifikasi halal; perlindungan hukum; konsumen Muslim

Introduction

Indonesia, as a Muslim-majority country,¹ must provide legal protection for Muslim consumers, especially regarding halal products.² It is in line with Pancasila and the 1945 Constitution, which guarantees safety for all citizens, including freedom of religion and worship.³ Halal products play an essential role in the lives of Muslims, and the state must ensure that the products consumed are by religious teachings, especially in terms of food, medicine, cosmetics, and tourism.⁴

Consumer protection in Indonesia is regulated in Law Number 8 of 1999 concerning Consumer Protection. The law covers the right to correct information, the right to choose, and the right to product safety.⁵ Specifically, Muslim consumers have the right to consume halal products, which requires business actors to comply with halal provisions in producing and trading goods/services, including transparent and honest halal labels on products sold.⁶

¹ Komarudin Hidayat and Dadi Darmadi, "Indonesia and Two Great Narratives on Islamic Studies," *Studia Islamika* 26, no. 1 (2019): 201–6, <https://doi.org/10.15408/sdi.v26i1.11121>; Monavia Ayu Rizaty, "As Many as 87.02% of Indonesia's Population Is Muslim in 2022," dataindonesia.id, 2023, <https://dataindonesia.id/ragam/detail/mayoritas-penduduk-indonesia-beragama-islam-pada-2022>; Muhammad Ziauddin Ulya and Fatchur Rohman Sunaryo, "The Factor of Awareness and Purchasing Decision of Ice Cream Based on Halal Label," *Jurnal Aplikasi Manajemen* 20, no. 4 (2022): 1001–13, <https://doi.org/10.21776/ub.jam.2022.020.04.20>.

² Eva Achjani Zulfa et al., "Regulation and Law Enforcement on the Protection of Halal Products in Indonesia," *Cogent Social Sciences* 9, no. 2 (December 15, 2023), <https://doi.org/10.1080/23311886.2023.2273344>; Muhammad Cholil Nafis, "The Concept of Halal and Thayyib and Its Implementation in Indonesia," *Journal of Halal Product and Research*, 2019, <https://doi.org/10.20473/jhpr.vol2-issue.1.1-5>.

³ Mohammad Noviani Ardi et al., "Actualization of Pancasila Philosophy in the Context of Family Social Resilience in Jalawastu Traditional Village, Brebes Regency, Central Java, Indonesia," *El-Usrah: Jurnal Hukum Keluarga* 7, no. 2 (December 31, 2024): 557, <https://doi.org/10.22373/ujhkv7i2.25746>.

⁴ Ahmadi Miru, *Prinsip-Prinsip Perlindungan Hukum bagi Konsumen di Indonesia* (Jakarta: Raja Grafindo Persada, 2011), 1; M. Ali Mansyur, *Penegakan Hukum tentang Tanggung Gugat Produsen dalam Perwujudan Perlindungan Konsumen* (Yogyakarta: Genta Publishing, 2007), 81; Sri Walny Rahayu and Syahrizal Abbas, "A Synergy of Halal Tourism Regulations and Tourism Rights Protection in Aceh: Pentahelix Model," *Samarah: Jurnal Hukum Keluarga dan Hukum Islam* 8, no. 3 (August 24, 2024): 1454–75, <https://doi.org/10.22373/sjhkv8i3.23495>.

⁵ Sri Redjeki Hartono, *Aspek-Aspek Hukum Perlindungan Konsumen dalam Kerangka Era Perdagangan Bebas* (Bandung: Mandar Maju, 2000), 38.

⁶ Zulham, *Peran Negara dalam Perlindungan Konsumen Muslim terhadap Produk Halal* (Jakarta: Kencana, 2018), 115.

The regulation of halal products in Indonesia involves legal sources, including the Qur'an, hadith, and various laws and regulations, including the Consumer Protection Law and Law No. 33 of 2014 concerning Halal Product Assurance (JPH Law). The JPH Law requires halal certification for all products circulating in Indonesia, both those produced domestically and those imported. The purpose of this law is to provide comfort, security, and certainty for Muslim consumers in choosing products that comply with Islamic law.⁷

However, implementing the JPH Law faces challenges, especially for Micro, Small, and Medium Enterprises (MSMEs), which have difficulty obtaining halal certification due to the costs and complicated procedures.⁸ Although there is ease in terms of self-declaration for MSMEs,⁹ supervision of products in circulation, both those that have been halal certified and those that have not, remains a significant problem.¹⁰ The use of fake halal labels also often occurs, which is detrimental to consumers and reduces trust in halal products in the market.¹¹

Halal certification is essential not only to provide legal protection for Muslim consumers¹² but also to support the competitiveness of domestic products in

⁷ Annisya Nurul Latif and Nur Fatwa, "Halal Obligation on Chemical Products 2026 in Indonesia: Implications of Article 39 of 2021 in the Regulation of Imported Products from China," in *Proceedings of the International Conference on Strategic and Global Studies (ICSGS 2024)* (Atlantis Press, 2025), 93–116, https://doi.org/10.2991/978-94-6463-646-8_7; Agus Waluyo, "The Developmental Policy of Halal Product Guarantee in the Paradigm of Maqāṣid Shari'ah in Indonesia," *Ijtihad: Jurnal Wacana Hukum Islam dan Kemanusiaan* 20, no. 1 (June 10, 2020): 41–60, <https://doi.org/10.18326/ijtihad.v20i1.41-60>.

⁸ Nenda Ariska et al., "Beyond Documentation: Understanding Implementation Barriers of Halal Certification Among Micro and Small Enterprises," *Li Falah: Jurnal Studi Ekonomi dan Bisnis Islam* 9, no. 1 (April 25, 2025): 79, <https://doi.org/10.31332/lifalah.v1i1.10771>.

⁹ Musataklima Musataklima, "Self-Declare Halal Products for Small and Micro Enterprises Between Ease of Doing Business and Assurance of Consumer Spiritual Rights/Self Declare Produk Halal Usaha Kecil Mikro antara Kemudahan Berusaha dan Jaminan Hak Spiritual Konsumen," *De Jure: Jurnal Hukum dan Syar'iah* 13, no. 1 (2021): 32–52, <https://doi.org/10.18860/j-fsh.v13i1.11308>.

¹⁰ Akhmad Khalimy et al., "The Intersection of the Progressive Law Theory and the Self-Declaration Concept of MSEs Halal Certification," *Journal of Indonesian Legal Studies* 8, no. 1 (May 31, 2023): 159–98, <https://doi.org/10.15294/jils.v8i1.66087>.

¹¹ Adam Voak, "Fake: The Rise of Food Fraud in the Halal Supply Chain," *Nusantara Halal Journal (Halal Awareness, Opinion, Research, and Initiative)* 2, no. 2 (December 29, 2021): 82–88, <https://doi.org/10.17977/um060.2021v2p082-088>.

¹² Ulya and Sunaryo, "The Factor of Awareness and Purchasing Decision of Ice Cream Based on Halal Label"; Mohd Imran Khan and Abid Haleem, "Understanding 'Halal' and 'Halal Certification & Accreditation System'-A Brief Review," *Saudi J. Bus. Manag. Stud* 1, no. 1 (2016): 32–42, <https://saudijournals.com/media/articles/SJBMS-1132-42.pdf>; Rokshana Shirin Asa and Ida Madiha Abdul Ghani Azmi, "The Concept of Halal and Halal Food Certification Process in Malaysia:

the global market.¹³ With stricter supervision and community participation in ensuring the halalness of products, Indonesia can create a more effective and transparent halal product assurance system. Therefore, cooperation between business actors, consumers, and the government is essential for all parties to realize optimal legal protection.¹⁴

Several previous studies have discussed the concept of halal in the context of legal protection for Muslim consumers, halal certification, and state responsibility. Mospa Darma highlighted the less-than-optimal legal protection for consumers in consuming food products without halal labels and the obstacles to implementing Law Number 33 of 2014 concerning Halal Certification.¹⁵ Abdul Halim Nasution found that the law's regulation of halal certification faced obstacles, especially for MSMEs, due to limited resources and a lack of socialization.¹⁶ Aminudin Yakub emphasized the need for legal reconstruction based on the principle of justice to protect all parties, including MSMEs and consumers.¹⁷ Ikhsan Abdullah noted that although Law Number 33 of 2014 provides a strong foundation for the obligation of halal certification, its implementation still faces significant challenges.¹⁸

Moreover, several studies have been carried out regarding halal consumption, as follows. Several studies have found that understanding halal

Issues and Concerns," *Malaysian Journal of Consumer and Family Economics* 20, no. S1 (2017): 38–50, <https://majcafe.com/wp-content/uploads/2022/11/5.-the-concept-of-halal.pdf>.

¹³ Nur Aini and Riska Tezara Go, "How Is the Correlation between Halal Certification and the Growth of Indonesia's Export Economic Value?," *Halal Research Journal* 5, no. 1 (February 27, 2025): 59–70, <https://doi.org/10.12962/j22759970.v5i1.2516>.

¹⁴ Boorahan Denha et al., "Assessing the Legal Impact of Halal Certification Obligations Through the Lens of Social Awareness and Consumer Rights Protection," *Jurnal Indo-Islamika* 14, no. 2 (2024), <https://doi.org/10.15408/jii.v14i2.43767>.

¹⁵ Mospa Darma, "Perlindungan Hukum terhadap Konsumen Muslim dari Produk Pangan yang Tidak Berlabel Halal dalam Perspektif Undang-Undang No.33 Tahun 2014 tentang Jaminan Produk Halal (Studi Kasus di Kota Medan)" (Universitas Islam Negeri Sumatera Utara, 2021), <http://repository.uinsu.ac.id/12215/>.

¹⁶ Abdul Halim Nasution, "Pengaturan Sertifikasi Produk Usaha Mikro Kecil dan Menengah (UMKM) Studi Analisis terhadap Undang-Undang Nomor 33 Tahun 2014 tentang Jaminan Produk Halal" (Universitas Islam Negeri Sumatera Utara, 2021), <http://repository.uinsu.ac.id/11886/>.

¹⁷ Aminudin Yakub, "Rekonstruksi Hukum Penyelenggaraan Jaminan Produk Halal Berbasis Nilai Keadilan" (Universitas Islam Sultan Agung Semarang, 2021), <https://repository.unissula.ac.id/25014/>.

¹⁸ Ikhsan Abdullah, "Tanggung Jawab Negara terhadap Kewajiban Sertifikasi Halal dalam Sistem Hukum Indonesia" (Universitas Jember, 2018), <https://repository.unej.ac.id/xmlui/handle/123456789/88017>.

positively impacts awareness of the use of halal products. Likewise, halal certification has a direct impact on consumer purchasing interest. It was discovered in Türkiye,¹⁹ Malaysia,²⁰ India,²¹ Thailand,²² and Indonesia.²³ Other studies have found that religiousness and the halal label positively affect consumer interest in purchasing products.²⁴ In contrast to the findings in previous studies, it was stated that religiosity hurts the intention to buy halal products.²⁵

Some of these studies have similarities with this article in examining halal certification. However, this article focuses more on law enforcement against business actors who violate halal certification and the legal protection that can

¹⁹ Hakiye Aslan, "The Influence of Halal Awareness, Halal Certificate, Subjective Norms, Perceived Behavioral Control, Attitude and Trust on Purchase Intention of Culinary Products among Muslim Costumers in Turkey," *International Journal of Gastronomy and Food Science* 32 (June 1, 2023), <https://doi.org/10.1016/J.IJGFS.2023.100726>.

²⁰ Suddin Lada, Geoffrey Harvey Tanakinjal, and Hanudin Amin, "Predicting Intention to Choose Halal Products Using Theory of Reasoned Action," *International Journal of Islamic and Middle Eastern Finance and Management* 2, no. 1 (April 3, 2009): 66–76, <https://doi.org/10.1108/17538390910946276/FULL/XML>; Yuhanis Abdul Aziz and Nyen Vui Chok, "The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach," *Journal of International Food & Agribusiness Marketing* 25, no. 1 (January 2012): 1–23, <https://doi.org/10.1080/08974438.2013.723997>; Abdul Raufu Ambali and Ahmad Naqiyuddin Bakar, "People's Awareness on Halal Foods and Products: Potential Issues for Policy-Makers," *Procedia - Social and Behavioral Sciences* 121, no. September 2012 (2014): 3–25, <https://doi.org/10.1016/j.sbspro.2014.01.1104>.

²¹ Adil Khan, Mohammad Khalid Azam, and Mohd Yasir Arafat, "Does Religiosity Really Matter in Purchase Intention of Halal Certified Packaged Food Products? A Survey of Indian Muslims Consumers," *Pertanika Journal of Social Sciences and Humanities* 27, no. 4 (2019): 2383–2400.

²² Inar Anggraini and Diah Setyawati Dewanti, "The Effect of Halal Foods Awareness on Purchase Decision with Religiosity as a Moderating Variable," *Journal of Economics Research and Social Sciences* 4, no. 1 (2020), <https://doi.org/10.18196/jerss.040116>.

²³ Ainur Rofiq and Titan Achsan, "Examining the Impacts of Religiosity, Attitude, and Subjective Norms Toward Intention to Purchase Halal Food: A Study on Indonesian Muslim Consumers," *Faculty of Economics and Business, Brawijaya University, Malang, Indonesia* 5, no. 2 (2017): 1–21, <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/3850/3402>.

²⁴ Arya Bagus Wirakurnia et al., "Do Religiosity, Halal Knowledge, and Halal Certification Affect Muslim Students' Intention to Purchase Halal Packaged Food?," *Asian Journal of Islamic Management (AJIM)* 3, no. 2 (2021): 97–110, <https://doi.org/10.20885/ajim.vol3.iss2.art3>.

²⁵ Ganjar Mohamad Disastra et al., "Religiosity, Halal Awareness, and Muslim Consumers' Purchase Intention in Non-Food Halal Products," *International Journal of Innovation, Creativity and Change. Www.ijicc.Net* 13, no. 10 (2020): 813–28, https://www.ijicc.net/images/vol_13/Iss_10/131076_Disastra_2020_E_R.pdf; Hendy Mustiko Aji, "The Effect of Knowledge About Halal and Islamic Religiosity on Attitude Toward Halal Label," *Conference on Islamic Management, Accounting, and Economics (CIMAIE) Proceeding* 1, no. 2010 (2018): 1–8, <https://journal.uui.ac.id/CIMAIE/article/view/11927>.

be provided to consumers. In addition, it is different from the focus of other studies that emphasize halal certification regulations, state responsibility, and protection of MSMEs. This study uses a qualitative approach with a post-positivist paradigm, aiming to analyze the implementation of halal product assurance in Indonesia to protect Muslim consumers. The methods include empirical normative legal research with normative legal and sociological legal approaches.²⁶ The data collected consists of secondary data, such as laws and regulations, literature, and primary data through interviews with related officials and business actors. Data analysis techniques are carried out descriptively and prescriptively to explore legal protection for consumers and use triangulation of sources, theories, and time to ensure data validity. This study aims to identify the role of halal certification in increasing product competitiveness and protecting the rights of Muslim consumers in Indonesia.

Halal and Haram in Islamic Law and Indonesian Positive Law

The concept of halal and haram in Islamic law is a fundamental aspect that regulates all aspects of the lives of Muslims. Halal means everything that is permitted according to Sharia.²⁷ At the same time, haram is everything that is prohibited, and violators are subject to moral and afterlife sanctions.²⁸ Sherin Kunhibava and Shanthi Rachagan define halal as permitted, concerning which no restriction exists, and the doing of which Allah has allowed.²⁹ Yūsuf al-

²⁶ Zainuddin Ali, *Metode Penelitian Hukum* (Jakarta: Sinar Grafika, 2009), 31; Soerjono Soekanto and Sri Mamudji, *Penelitian Hukum Normatif Suatu Tinjauan Singkat* (Jakarta: RajaGrafindo Persada, 2011), 14.

²⁷ Abdul Manaf Bohari, Cheng Wei Hin, and Nurwahida Fuad, "An Analysis on the Competitiveness of Halal Food Industry in Malaysia: An Approach of SWOT and ICT Strategy," *Malaysia Journal of Society and Space* 9, no. 1 (2013): 1–11, <http://journalarticle.ukm.my/6055/1/1-11.pdf>.

²⁸ Miftah Farid and Hasan Basri, "The Effects of Haram Food on Human Emotional and Spiritual Intelligence Levels," *Indonesian Journal of Halal Research* 2, no. 1 (2020): 21–26, <https://doi.org/10.15575/ijhar.v2i1.7711>; Arin Setiyowati, Kholifatu Azqiya, and Umriyah, "The Behavior of Islamic Producer in Supplying Halal Food at Laziza and Waroeng Steak and Shake Surabaya," in *1st Borobudur International Symposium on Humanities, Economics and Social Sciences (BIS-HESS 2019)*, vol. 436, 2020, 117–21, <https://doi.org/10.2991/assehr.k.200529.024>; Yusuf Faisal, Ida Busneti, and Egi Gumala Sari, "Halal Food Preferences and Perceptions at Nagoya Mall Batam," *Al-Amwal: Jurnal Ekonomi dan Perbankan Syariah* 14, no. 1 (2022): 130–45, <https://doi.org/10.24235/amwal.v14i1.10558>; Jimly Asshiddiqie, *Peradilan Etik dan Etika Konstitusi, Perspektif Baru tentang Rule of Law and Rule of Ethics & Constitutional Law and Constitutional Ethics* (Jakarta: Sinar Grafika, 2015); Thobieb Al-Asyhar, *Bahaya Makanan Haram bagi Kesehatan Jasmani dan Kesucian* (Jakarta: Almahwardi Prima, 2003).

²⁹ Sherin Kunhibava and Shanthi Rachagan, *Shariah and Law in Relation to Islamic Banking and Finance*, (Thomson Reuters, 2012), 7.

Qarḍawī emphasized the importance of caution (*iḥtiyāt*)³⁰ in dealing with doubtful matters.³¹ Meanwhile, Abū Zahrah noted that the law of halal and haram is normative and oriented towards human welfare. This Islamic legal approach is the moral-spiritual basis in the lives of Muslims.

In Indonesia, the principle of halal and haram has obtained legal legitimacy through the ratification of Law Number 33 of 2014 concerning Halal Product Assurance (UU JPH). This law is a concrete form of state involvement in guaranteeing Muslim citizens' constitutional rights to consume products permitted by their religious teachings. The JPH Law contains the definition of halal products, halal product processes (PPH), halal certificates, and halal labels, all of which refer to the religious fatwa of the Indonesian Council of Ulama (MUI).³² In this case, the state acts as a regulatory facilitator through the Halal Product Guarantee Organizing Agency (BPJPH).³³ At the same time, the fatwa authority remains under the authority of the MUI, so there is synergy between positive law and Islamic law in implementing the halal guarantee system.³⁴

The provisions in Article 4 of the JPH Law state that every product that enters, circulates, and is traded in the territory of Indonesia must be halal certified. Implementing this obligation is not only a form of protection for Muslim consumers but also an encouragement for business actors to commit to Islamic business ethics. The halal fatwa issued by the MUI is the basis for legality in the certification process. At the same time, the BPJPH regulates administrative procedures and supervision. In practice, products that have been certified must be maintained as halal in all stages of production and distribution. The use of technology, such as stunning in animal slaughter, for example, is permitted in

³⁰ M. Rosyid et al., "Revitalization of Uṣūl al-Fiqh through Iḥtiyātī Principles," *Religion, Education, Science and Technology towards a More Inclusive and Sustainable Future*, 2024, 44–49, <https://doi.org/10.1201/9781003322054-6>.

³¹ Yūsuf Al-Qarḍawī, *Al-Ḥalāl wa al-Ḥarām fī al-Islām* (Beirut: Manshūrāt al-Maktabah al-Islām, 1969), 17.

³² Ali Sodiqin, "Religion and Science: Analysing Medical Fatwas of the Majelis Ulama Indonesia (2010–2021)," *Journal of Islamic Law* 6, no. 1 (January 26, 2025): 1–20, <https://doi.org/10.24260/jil.v6i1.2683>.

³³ Haris Maiza Putra et al., "Building Culture of Islamic Laws: Synergy of Pentahelix and Circle-Equity in Halal Certification," *Petita: Jurnal Kajian Ilmu Hukum dan Syariah* 9, no. 2 (August 11, 2024): 478–95, <https://doi.org/10.22373/petita.v9i2.305>.

³⁴ Asep Saepudin Jahar and Thalhah Thalhah, "Dinamika Sosial Politik Pembentukan Undang-Undang Jaminan Produk Halal," *Al-Ihkam: Jurnal Hukum & Pranata Sosial* 12, no. 2 (January 10, 2018): 385–404, <https://doi.org/10.19105/al-lhkam.v12i2.1232>.

Islam as long as it does not cause death before slaughter, as explained in the MUI fatwas and supported by scientific studies based on contemporary *fiqh*.

On the other hand, business actors must separate halal and non-halal production processes, appoint halal supervisors, and renew halal certificates periodically.³⁵ The state also gives business actors the right to receive transparent, fast, and fair education, coaching, and certification services.³⁶ It shows that positive law is not only coercive³⁷ but also supports the principles of justice and welfare, which are the pillars of Islamic law. The recognition and support of various large industrial players for the MUI halal system shows that halal regulations have strategic value in the global economy and a form of obedience to Sharia values.

Thus, the synchronization between Islamic law and Indonesian positive law in regulating halal and haram reflects the synergy between the transcendental values of religion and state legal norms.³⁸ The JPH Law is a form of legal protection for Muslim consumers.³⁹ It confirms that Indonesian national law is responsive to the community's spiritual needs. The presence of this law is concrete evidence that the principles of Islamic law can be accommodated in a modern legal system without ignoring the principles of the rule of law. It is in line with the constitutional mandate stated in the 1945 Constitution that the

³⁵ Windy Rizkaprilisa et al., "Difficulties Experience of Halal Product Process Assistant During Halal Certification Process," *Journal of Digital Marketing and Halal Industry* 6, no. 2 (2024), <https://doi.org/10.21580/jdmhi.2024.6.2.20335>.

³⁶ Ferry Khushnul Mubarak and Muhammad Khoirul Imam, "Halal Industry in Indonesia; Challenges and Opportunities," *Journal of Digital Marketing and Halal Industry* 2, no. 1 (2020): 55–64, <https://doi.org/10.21580/JDMHI.2020.2.1.5856>.

³⁷ Burak Baskan, "Islam as a Site of Cultural Hegemonic Struggle in the Post-28 February Process in Turkey: A Gramscian Approach" (The University of Sheffield, 2018), 225.

³⁸ Yogi Prasetyo and Leoncio Serazinho Amaral, "The Concept of Civilized Indonesian Law: Strengthening Islamic Spiritual Values in Law," *Justicia Islamica* 21, no. 1 (June 25, 2024): 179–98, <https://doi.org/10.21154/justicia.v21i1.9016>; Efa Rodiah Nur and Fathul Mu'in, "Integration of Religious and Social Values in the Development of the Indonesian Constitution Era 5.0," *KnE Social Sciences* 9, no. 3 (January 11, 2024): 1–11, <https://doi.org/10.18502/kss.v9i2.14962>.

³⁹ Aditya Fajri Kurnia Pradana et al., "Legal Protection for Muslim Consumers Regarding Halal Food Certification in Law Number 33 of 2014 (Gazetted)," *Al-Amwal: Journal of Islamic Economic Law* 9, no. 1 (2024): 91–109, <https://doi.org/10.24256/alw.v9i1.4959>; Zulfa et al., "Regulation and Law Enforcement on the Protection of Halal Products in Indonesia."

state is obliged to protect the entire nation and realize public welfare, including the belief and consumption of products by religion.⁴⁰

Article 67, Paragraph (1) of the JPH Law regulates the obligation of halal certification for products circulating and traded in Indonesia, valid for five years after this law is enacted, per Article 4 of the JPH Law. The implementation of halal product guarantees is the government's responsibility through BPJPH, which is under and directly responsible to the Minister of Religion, as regulated in Article 5 of the JPH Law. BPJPH has the authority to issue and revoke halal certificates and labels on products, replacing the role of LPPOM-MUI. The JPH Law also stipulates several vital criteria for halal certification, such as not requiring all products to be halal according to Islamic teachings but only products that use halal ingredients (Article 26). Business actors must understand whether their products require halal certification or not and must ensure that production facilities are separate from facilities for non-halal products and free from contamination of impurities, as regulated in Articles 24 and 25 of the JPH Law.⁴¹

The halal certification process begins with submitting files, which will then be checked by a halal auditor at the production site (Article 28 of the JPH Law). The certification process will run smoothly if there is no difference between the submitted data and the findings at the production site. For MSMEs, the Halal Center provides assistance facilities, which can be formed by NGOs or universities, so that they are not burdened with certification costs (Article 29 of the JPH Law). Halal certificates issued by BPJPH are valid for four years and will be evaluated through periodic inspections by halal auditors (Article 30). Overall, the JPH Law aims to ensure the comfort, security, safety, and certainty of the availability of halal products for the community, as well as giving BPJPH the authority to regulate and supervise the halal certification process in Indonesia.⁴²

The regulation of halal product assurance in Indonesia can be analyzed through three components of the legal system, according to Lawrence M.

⁴⁰ A.H. Asari Taufiqurrohmaan et al., "The Role of Islamic Law, Constitution, and Culture in Democracy in the UAE and Indonesia," *Ahkam: Jurnal Ilmu Syariah* 24, no. 1 (June 30, 2024): 83–100, <https://doi.org/10.15408/ajis.v24i1.33155>.

⁴¹ Warsis Mawardi and Muchammad Ichsan, "Regulation of Halal Product Certification in The Dynamics of Indonesian Legal Politics," *Justicia Islamica* 20, no. 1 (June 25, 2023): 175–92, <https://doi.org/10.21154/justicia.v20i1.5336>.

⁴² Ridwan Arifin et al., "Legal Analysis of Halal Product Guarantee for Development of Small and Medium Enterprises (SMEs) Business in Indonesia," *Jurnal Hukum Islam* 18, no. 1 (June 6, 2020): 121–36, <https://doi.org/10.28918/jhi.v18i1.2693>.

Friedman: legal structure, legal substance, and legal culture.⁴³ The legal structure includes BPJPH, which manages halal certification; MUI, which issues fatwas; and LPH, which conducts product inspections. The legal substance in the JPH Law regulates the obligation of halal certification for products circulating in Indonesia, with criminal sanctions or fines for violators, according to Article 56 and Article 4. Legal culture, which includes consumer awareness and business actor compliance, significantly influences the success of this system. The role of clerics in providing fatwas and education, as well as international recognition of Indonesian halal certification, also supports the effectiveness of the halal product assurance system.⁴⁴

The JPH Law, which has been amended along with the implementation of Law Number 11 of 2020 in conjunction with Perppu Number 2 of 2022 in conjunction with the Job Creation Law, regulates the obligation to obtain halal certification through two schemes, namely the regular scheme and the self-declare scheme.⁴⁵ The self-declare scheme makes it easier for micro and small business actors (MSEs) to obtain halal certification without being burdened with certification costs. The government fully supports this by regulating the certification costs borne by the State Budget (APBN) or Regional Budget (APBD) and providing facilities from state and private institutions. MSE actors who meet specific criteria, such as low-risk products and simple production processes, can use this scheme to obtain a valid halal certificate.⁴⁶

The regulations related to the self-declare scheme are regulated in Government Regulation Number 39 of 2021 and Regulation of the Minister of Religious Affairs Number 20 of 2021.⁴⁷ Significant changes in the Job Creation

⁴³ Derita Prapti Rahayu et al., "Law Enforcement in the Context of Legal Culture in Society," *Law Reform* 16, no. 2 (September 27, 2020): 276–89, <https://doi.org/10.14710/lr.v16i2.33780>.

⁴⁴ Dwi Edi Wibowo et al., "Internationalization of Halal Product Assurance Standards in Indonesia in Ensuring Consumer Rights: Implications and Orientation," *Suara Hukum* 6, no. 2 (2024), <https://journal.unesa.ac.id/index.php/suarahukum/article/view/39463>.

⁴⁵ Sugeng Dwiono, A. Kumedi Ja'far, and Slamet Haryadi, "An Analysis on the Omnibus Law and Its Challenges in Indonesia: The Perspectives of the Constitutional and the Islamic Law," *Samarah: Jurnal Hukum Keluarga dan Hukum Islam* 8, no. 2 (May 11, 2024): 706–25, <https://doi.org/10.22373/sjhk.v8i2.22720>.

⁴⁶ Maisyarah Rahmi Hasan and Mohd Syahiran Abd Latif, "Towards a Holistic Halal Certification Self-Declare System: An Analysis of Maqasid Al-Shar'ah-Based Approaches in Indonesia and Malaysia," *Mazahib* 23, no. 1 (June 4, 2024): 41–78, <https://doi.org/10.21093/mj.v23i1.6529>.

⁴⁷ Jamaluddin Jamaluddin et al., "The Problems of Implementing Halal Certification through the Self-Declaration Program for MSMEs in Indonesia: A Case Study," *International Journal of Advances in Social and Economics* 4, no. 1 (April 30, 2022): 30–36, <https://doi.org/10.33122/ijase.v4i1.221>.

Law include eliminating the halal auditor requirement, revising provisions regarding the location and equipment used in the Halal Product Process (PPH), and determining a shorter verification period for halal certificate applications, namely one working day. In addition, halal certification extensions can now be issued without requiring a halal fatwa hearing as long as there are no changes to the product composition or PPH. Although it provides convenience for MSME actors, the Job Creation Law also lists administrative sanctions that need further study to maintain the quality and credibility of Indonesia's halal product assurance system.⁴⁸

The Job Creation Law aims to improve the JPH Law by increasing the efficiency and effectiveness of the halal certification process. One significant change is the acceleration of the certification process, which took up to 97 days and now only takes 21 days, and even imported products can be certified in a shorter time. The MUI Fatwa Commission still determines halal certification, but with better coordination between the LPH and MUI to speed up decisions. MSMEs are a priority in this scheme, with the government providing a budget for free halal certification. The Job Creation Law also inserts Article 4A, which regulates the self-declare mechanism for MSME actors, allowing them to obtain halal certificates through self-declaration. However, certified products must meet specific criteria, including not containing elements of slaughtered animals that do not come from halal-certified slaughterhouses. However, implementing the self-declare scheme still challenges ensuring that raw materials and production processes comply with applicable halal standards, especially in the food and beverage sector dominated by MSMEs.

International Constellation in Halal Product Assurance

The phenomenon of globalization has encouraged various countries to pay serious attention to the halal system, both as a form of protection for Muslim consumers and as an economic strategy.⁴⁹ Malaysia has been a major pioneer in developing comprehensive halal regulations since the early 1970s. The

⁴⁸ Denha et al., "Assessing the Legal Impact of Halal Certification Obligations Through the Lens of Social Awareness and Consumer Rights Protection"; Fatkhul Muin and Palmawati Tahir, "Legal Policy of Halal Products for the Development of Small and Micro Enterprises after the Enactment of Government Regulation in Lieu of Law No. 2 of 2022 on the Job Creation," in *Al-Risalah: Forum Kajian Hukum dan Sosial Kemasyarakatan*, vol. 23, 2023, 1–12, <https://doi.org/10.30631/alrisalah.v23i1.1323>.

⁴⁹ A. Jajang W. Mahri et al., "Halal Certification Strategy in the Development of Small and Medium Industries," *Jurnal Ekonomi dan Bisnis Islam (Journal of Islamic Economics and Business)* 10, no. 2 (November 30, 2024): 340–68, <https://doi.org/10.20473/jebis.v10i2.60491>.

Malaysian government sets halal product standards through legislation such as the Trade Act 1972 and the Consumer Protection Act 1999. It strengthens the certification authority through the Malaysian Islamic Development Agency (JAKIM). Implementing a risk-based halal management system, such as MHMS 2020, emphasizes Malaysia's commitment to maintaining the integrity of halal products, directly impacting domestic and international market confidence.⁵⁰

Singapore also shows consistency in halal management through the Majlis Ugama Islam Singapura (MUIS), which has been the sole halal certification body since 1968.⁵¹ Strict regulations based on AMLA, accompanied by the eHalal digital system, reflect the modernization of halal supervision that focuses on accountability and efficiency. Through cross-border cooperation and strengthening legal instruments, Singapore has positioned itself as an essential node in the global halal trade network while guaranteeing halal standards in products circulating in the local market.⁵²

Despite being predominantly Buddhist, Thailand has shown great interest in the halal sector since the 1990s. Establishing the Halal Science Center at Chulalongkorn University and adopting quality systems such as HAL-Q and Halal-HACCP demonstrate the integration of science in halal supervision. Halal certification in Thailand is managed by the Central Islamic Council of Thailand (CICOT), which has obtained international accreditation. The halal industry in Thailand is growing to include food, pharmaceuticals, cosmetics, and tourism, which aligns with the "Global Thai" policy targeting the export market and Muslim tourists.⁵³

Australia, as one of the largest meat exporters in the world, pays excellent attention to halal standards to meet the needs of the Muslim market. Through the supervision of the Australian Quarantine and Inspection Service (AQIS), an

⁵⁰ Supriyadi Supriyadi et al., "Legal Effectiveness of Halal Product Certification in Improving Business Economics in Indonesia and Malaysia," *Al-Ahkam* 34, no. 1 (April 30, 2024): 193–220, <https://doi.org/10.21580/ahkam.2024.34.1.20546>.

⁵¹ Md Siddique E Azam and Moha Asri Abdullah, "Halal Standards Globally," *Halalpsphere* 1, no. 1 (January 15, 2021): 11–31, <https://doi.org/10.31436/hs.v1i1.20>.

⁵² Norazla Abdul Wahab, Farah Mohd Shahwahid, and Nor 'Adha Ab. Hamid, "Issues, Challenges and Strengths of the Halal Industry in Singapore: MUIS's Experience," in *Proceeding of the 2nd International Conference on Economics & Banking 2016 (2nd ICEB)* (Selangor: Kolej Universiti Islam Antarabangsa Selangor, 2016), 82–91, <https://conference.uis.edu.my/iceb2016/e proceedings/EB009.pdf>.

⁵³ Vira Aulia and Surwandono Surwandono, "Institutionalisation of Halal Policy: A Case Study in Thailand," *Journal of Contemporary Islam and Muslim Societies* 8, no. 1 (June 30, 2024): 28–55, <https://doi.org/10.30821/jcims.v8i1.19182>.

approved official institution carries out the halal certification process. It is strictly regulated from slaughter to distribution. Although not a Muslim-majority country, demand for halal products is increasing, both from Muslim and non-Muslim consumers who consider halal products to be more hygienic. The main challenge in Australia lies in the coordination between the various certification bodies, which can lead to confusion in the standardization and accreditation process.⁵⁴

With its growing Muslim population, the Netherlands is beginning to pay attention to the halal market as part of its food export strategy. Although there is no national regulation for mandatory halal certification, several bodies, such as the Halal Quality Control (HQC) and the Halal Feed and Food Inspection Authority (HFFIA), are internationally recognized and implement standards such as HACCP and ISO. The main challenges in the Netherlands include animal welfare issues and resistance from anti-Islam groups. However, the Dutch parliament still guarantees halal slaughter practices as part of religious freedom. Dutch halal certification is now increasingly accepted globally, reflecting the country's great potential in the halal market. However, its implementation is still sectoral and limited.⁵⁵

Strengthening Legal Protection through Halal Product Assurance

The halal industry in Indonesia has enormous opportunities and potential in the food sector, Islamic finance, Muslim fashion, and halal cosmetics.⁵⁶ Indonesia is now in a strategic position in the global Islamic economy, with regulations that increasingly strengthen the guarantee of halal products through the JPH Law, which supports comprehensive halal certification.⁵⁷ BPJPH also plays a vital role in accelerating certification, especially for MSMEs, and utilizing

⁵⁴ Noorul Huda Sahari et al., "Certification of Halal Meat: Exploring the Management & Production Environment in Malaysia and Australia," *Pakistan Journal of Life and Social Sciences (PJLSS)* 22, no. 1 (2024): 784–96, <https://doi.org/10.57239/PJLSS-2024-22.1.0055>.

⁵⁵ Laura Kurth and Pieter Glasbergen, "Serving a Heterogeneous Muslim Identity? Private Governance Arrangements of Halal Food in the Netherlands," *Agriculture and Human Values* 34, no. 1 (March 25, 2017): 103–18, <https://doi.org/10.1007/s10460-016-9698-z>.

⁵⁶ Mubarok and Imam, "Halal Industry in Indonesia: Challenges and Opportunities."

⁵⁷ Waluyo, "The Developmental Policy of Halal Product Guarantee in the Paradigm of Maqāṣid Sharī'ah in Indonesia"; Chuzaimah Batubara and Isnaini Harahap, "Halal Industry Development Strategies: Muslims' Responses and Sharia Compliance In Indonesia," *Journal of Indonesian Islam* 16, no. 1 (June 1, 2022): 103–32, <https://doi.org/10.15642/JIIS.2022.16.1.103-132>.

digitalization to expand the halal ecosystem.⁵⁸ It opens up great opportunities for Indonesia to become the center of the world's halal industry. However, despite this great potential, the development of the halal industry in Indonesia is not free from various challenges.

The biggest challenge faced in developing the halal industry in Indonesia is the low awareness and understanding of business actors, especially MSMEs, about the importance of halal certification.⁵⁹ Many business actors consider the halal certification process complicated and expensive, which causes most MSMEs not to obtain halal certificates even though they run businesses that meet the requirements. In addition, although the regulation has been in place since 2014, implementing the JPH Law is still slow, with many MSMEs not yet aware of easier and cheaper certification procedures. Increasing global competition and varying halal certification standards between countries are also challenges in expanding the market share of Indonesian halal products.

Interview results with MSMEs in Cianjur and Bekasi showed differences in understanding regarding halal certification. Business actors such as Nina Zaenab⁶⁰ from Kopi Dari Hati admitted that halal certification increases consumer trust and sales. In contrast, Iko,⁶¹ a skin cracker entrepreneur, and Sutikha,⁶² a catering owner, did not understand the procedure for applying for halal certification. However, they realized the importance of the certificate. The main obstacles were the lack of knowledge about the self-declaration scheme and the process, which was considered complicated. Lina,⁶³ the entrepreneur of D'Kaoem and Batagor Ihsan restaurants, also had not applied for halal certification because she did not understand the technology and online procedures. However, she was open to being socialized about this.

⁵⁸ Muhammad Faqih Maskuri et al., "Factors Affecting the Sustainability of Halal MSMEs in Yogyakarta: A Study on Literacy, Digitalization, and Fintech," *Diponegoro Journal of Economics* 13, no. 4 (December 6, 2024): 37–56, <https://doi.org/10.14710/djoe.47679>.

⁵⁹ Azwar Anwar and Mohd Musa Bin Sarip, "SME Support for Halal Industry and Sharia Economy in Indonesia: SWOT Analysis," *Asian Journal of Islamic Management (AJIM)* 6, no. 1 (June 24, 2024): 35–49, <https://doi.org/10.20885/AJIM.vol6.iss1.art4>; Hartomi Maulana et al., "Halal Certification for MSEs in Indonesia: How Business Duration Drives Legal Awareness," *Share: Jurnal Ekonomi dan Keuangan Islam* 13, no. 2 (June 25, 2024): 607–35, <https://doi.org/10.22373/share.v13i2.22907>.

⁶⁰ Interview with Nina Zaenab, Kopi Dari Hati Entrepreneur, Bekasi, June 3, 2024.

⁶¹ Interview with Iko, Kerupuk Kulit Entrepreneur, Bekasi, June 2, 2024.

⁶² Interview with Sutikha, Home Catering Business Owner, Bekasi, June 4, 2024.

⁶³ Interview with Lina, Entrepreneur of D'Kaoem and Batagor Restaurants Ihsan, Cianjur, May 27, 2024.

Meanwhile, business actors like Khanza Khumaira Az Zahra⁶⁴ from Badami Restaurant and Edi,⁶⁵ a meatball entrepreneur, showed an open attitude towards halal certification. Badami Restaurant obtained a halal certificate after regularly applying for it. At the same time, Edi's meatballs still did not prioritize halal accreditation, even though he recognized the importance of the label. In general, MSMEs have low knowledge about halal certification but are aware of the importance of halal culture. Further socialization and assistance from the authorities are needed to support the management of halal certification among MSMEs.

On the other hand, public response to halal products is greatly influenced by religious, economic, legal, cultural, and geographical factors.⁶⁶ For many Muslim consumers, consuming halal products is a religious obligation that involves not only taste but also belief.⁶⁷ However, economic considerations such as price are often the top priority for consumers. In addition, awareness of halal certification is also influenced by place of residence, with people in urban areas tending to care more about the halalness of products than in rural areas. Therefore, it is essential to strengthen public understanding of the importance of halal consumption based on Islamic religious values, which view consumption as worship and using wealth for beneficial purposes, to create a stronger and more sustainable halal ecosystem in Indonesia. Thus, although Indonesia has great potential to develop the halal industry, the challenges faced by business actors' understanding and public response require joint efforts from the government, private sector, and society to overcome these obstacles.

Although Indonesia has great potential in the halal industry, challenges in implementing halal certification and adequate supervision continue to be faced, as reflected in various cases related to product halalness. Cases like dead chicken, cooking oil without halal labels, and counterfeiting of halal labels show

⁶⁴ Interview with Khanza Khumaira Az Zahra, Manager Supply Chain and Finance Badami Noodle Bar Restaurant, Cianjur, May 1, 2024.

⁶⁵ Interview with Edi, Meatball business actors in Pekayon, South Bekasi, Bekasi, June 10, 2024.

⁶⁶ Fatih Koc et al., "The Effects of Trust and Religiosity on Halal Products Purchase Intention: Indirect Effect of Attitude," *EuroMed Journal of Business* 20, no. 5 (August 5, 2024): 141–65, <https://doi.org/10.1108/EMJB-01-2024-0004>; Happy Sista Devy and Kuat Ismanto, "Decisions on Purchasing Halal-Certified Products among 'Pantura Muslims,'" *Journal of Islamic Economics Perspectives* 5, no. 1 (February 27, 2023): 90–99, <https://doi.org/10.35719/jiep.v5i1.107>.

⁶⁷ Pattareya Sungnoi and Vuttichat Soonthonsmai, "Investigating the Brand Equity Strategy of Halal Food in a Promising Emerging Islamic Market in a Non-Muslim Country," *Cogent Business & Management* 11, no. 1 (December 31, 2024), <https://doi.org/10.1080/23311975.2024.2327140>.

that supervision of halal products is still weak and often inconsistent. It affects consumer confidence, especially Muslims, who rely on halal labels as a guarantee that the products they consume are compliant with religious teachings.

The problem of less strict supervision and low awareness of business actors and consumers about the importance of halal certification worsens this situation. Business actors often face obstacles in managing halal certification, such as high costs and complicated procedures. Meanwhile, product inconsistencies with halal certification are also usually found, which can cause legal problems for producers. Therefore, strengthening supervision and stricter law enforcement are urgently needed to ensure halal products circulating in Indonesia are safe and abide by Islamic law principles.

To overcome these problems, it is essential to have better legal protection for consumers. Preventive protection must be strengthened through strict halal certification and product supervision before marketing. In addition, repressive protection also needs to be implemented to take action against violations that occur after the product is on the market by imposing strict sanctions on business actors who violate it. With clear regulations and strict law enforcement, the halal industry in Indonesia can develop better, maintain consumer trust, and provide security guarantees and compliance with Islamic teachings.

As previously stated, cases of violations related to halal products, such as label forgery or products that do not meet halal standards, underline the need for stricter supervision and law enforcement.⁶⁸ In this regard, the Consumer Protection Law and the Halal Product Guarantee Law provide a clear legal basis to protect consumers from losses arising from products that do not meet halal standards. Business actors who include halal labels illegally or produce goods that do not meet halal requirements can be subject to criminal and administrative legal sanctions. It leads to the obligation for business actors to be responsible for the losses incurred, whether in the form of a refund, replacement of goods, or even a claim for compensation through the courts.

The importance of halal product guarantees is also reflected in the principle of good faith that business actors must carry out. Halal certification is a legal obligation and moral responsibility towards Muslim consumers to ensure that their products follow Islamic teachings. Therefore, legal protection, including

⁶⁸ Dwi Edi Wibowo et al., "The Implementation of the Indonesian Council of Ulama (MUI) Halal Certification to Msme Products to Realize Consumer Protection," *KnE Social Sciences* 9, no. 24 (August 15, 2024): 511–521, <https://doi.org/10.18502/kss.v9i24.16866>.

strict sanctions for halal product violations, is necessary to create a fair and transparent system. In this context, the Halal Product Guarantee Law provides legal certainty for consumers who rely on products' halalness and business actors who must comply with existing regulations.

Shifting Authority in Indonesia's Halal Regulation

The Food, Drug, and Cosmetics Assessment Institute of the Indonesian Ulema Council (LPPOM MUI) was established on January 6, 1989, in response to public concerns about the halalness of products, especially after the discovery of pork derivatives in food in 1988. MUI received a mandate from the government to conduct halal research and certification, aiming to guarantee the halalness of products circulating in Indonesia.⁶⁹ Initially, halal certification was voluntary, but over time, it became important for business actors to gain the trust of Muslim consumers.

Along with developing public awareness, MUI received official authority through regulations that allowed it to collaborate with IPB to obtain expert support and laboratory facilities. The first halal certificate was issued in 1991.⁷⁰ Then, LPPOM MUI opened branch offices in all provinces to expand its service reach. This journey became even more critical, especially after the use of pork enzymes by halal-certified companies in 2001, which encouraged the strengthening of the supervision system.⁷¹

LPPOM MUI developed a Halal Assurance System (HAS) that requires companies to have an internal system to ensure the halalness of their products. In 2012, LPPOM MUI launched the HAS 23000 standard, which became the formal SJH system and has been adopted internationally. In the same year, CEROL was introduced to facilitate online registration and ensure the confidentiality of the certification process.⁷² In addition to 2014, a halal laboratory was established to support critical material testing. With the

⁶⁹ Aminudin Yakub and Fitriyani Zein, "Halal Certification in Government and Non-Governmental Organizations: A Comparative Analysis of Indonesia, Malaysia, and Thailand," *Jurnal Cita Hukum* 10, no. 1 (April 30, 2022): 153–76, <https://doi.org/10.15408/jch.v10i1.25747>.

⁷⁰ Faried Kurnia Rahman et al., "Developing a Legal Framework for the Halal Industry in Indonesia: Lessons for Brunei Darussalam," in *The Halal Industry in Asia* (Singapore: Springer Nature Singapore, 2025), 353–69, https://doi.org/10.1007/978-981-96-0393-0_18.

⁷¹ Khaswar Syamsu and Muti Arintawati, "Sejarah Dan Peran LPPOM MUI Dalam Merintis Sertifikasi Halal Menuju Wajib Sertifikasi Halal 2024," *halalmui.org*, 2023, <https://halalmui.org/sejarah-dan-peran-lppom-mui-dalam-merintis-sertifikasi-halal-menuju-wajib-sertifikasi-halal-2024/>

⁷² Mahri et al., "Halal Certification Strategy in the Development of Small and Medium Industries."

enactment of Law No. 33 of 2014 concerning Halal Product Assurance, LPPOM MUI was recognized as the first halal inspection institution in Indonesia.

The Indonesian government also ensures halal products by establishing a Halal Inspection Institution (LPH), which inspects and tests the halalness of products and assigns halal auditors. The government or the community can establish this LPH under Law No. 33 of 2014 and PP No. 39 of 2021. This institution must have an office, at least three halal auditors, and a laboratory to cooperate with other institutions. This institution must have legal documents and competent experts in Sharia.

The government has built a halal ecosystem by increasing the number of Halal Inspection Institutions, which initially only consisted of 1 (one) LPH to 72 LPH, and the formation of 17 Halal Product Assurance Training Institutions spread throughout Indonesia, likewise with the Halal Product Process Assistance Institutions (LP3H), which number 248 LP3H. Strengthening Human Resources (HR) and improving services are also continuously carried out by training 94,711 Halal Product Process Assistance (P3H), 1,220 Halal Auditors in 72 LPH, and 7,878 Halal Supervisors. Halal auditors are appointed and dismissed by LPH, and in addition to MUI and LPH, the Halal Product Assurance Organizing Agency (BPJPH), which was established based on Law No. 33 of 2014, also carries out the responsibility for guaranteeing halal products. BPJPH has the authority to formulate policies, issue halal certificates, accredit LPHs, and educate the public and business actors.⁷³

BPJPH is a strategic step by the state to strengthen the halal ecosystem nationally. This institution cooperates with MUI to determine halal product fatwas and halal auditor accreditation. At the same time, LPH plays a role in examining and testing the halalness of products, which is the basis for BPJPH's issuing halal certificates. In addition, BPJPH also opens regional representatives to accelerate the halal certification process, especially since halal certification is now mandatory.⁷⁴

This change marks the shift of the halal product assurance system in Indonesia, which is now run by the state, from a model previously dominated by private institutions such as the MUI. It reflects a significant shift towards a more

⁷³ Yakub and Zein, "Halal Certification in Government and Non-Governmental Organizations: A Comparative Analysis of Indonesia, Malaysia, and Thailand"; Putra et al, "Building Culture of Islamic Laws: Synergy of Pentahelix and Circle-Equity in Halal Certification."

⁷⁴ Maulana et al., "Halal Certification for MSEs in Indonesia: How Business Duration Drives Legal Awareness."

structured, transparent, and legally accountable halal assurance system. The government provides stronger legal guarantees for Muslim consumers and encourages business actors to produce and market halal products responsibly.

Halal certification, which provides legal certainty regarding the halalness of a product, is now essential for business actors. This halal certificate is the basis for including a halal label approved by the government. Certification applications are made through BPJPH, which establishes certification policies and procedures so that products circulating in Indonesia meet halal requirements.

Business actors must provide honest information and separate halal and non-halal production facilities. They must also appoint a halal supervisor responsible for supervising and ensuring compliance with halal standards during production. The halal supervisor must be Muslim and understand the halal principles according to Sharia.

The certification process begins with a submission from the business actor to BPJPH, which is accompanied by documents related to the product and production process. After the documents are received and declared complete, BPJPH will assign LPH to conduct an audit. The results of this audit are then submitted to the MUI to be determined through a halal fatwa session. If the product meets halal standards, BPJPH will issue a halal certificate within seven working days, and the halal label must be included on the product.

In addition, the halal certification program is now more easily accessible through the SIHALAL application, which allows the certification process to be carried out digitally. The government also provides a free program (SEHATI) for MSMEs to compete with halal products.⁷⁵ MSMEs that meet the requirements can use the self-declare scheme to obtain halal certification. The government has given MSMEs a grace period by postponing the obligation to obtain halal certification until October 2026.

Supervising halal product assurance involves BPJPH, which supervises LPH and halal certificates and separates halal and non-halal products in distribution. This supervision involves other ministries and institutions, such as BPOM and local governments. In addition to official supervision, the public is also involved in supervision by reporting products suspected of being non-halal. The active

⁷⁵ Yunita Ratna Sari, "SEHATI's Contribution (Free Halal Certification) for Medium and Small Enterprises (MSE) in Indonesia," *Journal of Islamic Economics (JoIE)* 3, no. 2 (October 26, 2023): 107–22, <https://doi.org/10.21154/joie.v3i2.6343>.

involvement of the public in this supervision further strengthens the halal product assurance system in Indonesia.

Conclusion

Based on the description that has been presented, the implementation of halal product assurance in Indonesia has been regulated in Law Number 33 of 2014 concerning Halal Product Assurance, Government Regulation Number 39 of 2021, and Law Number 6 of 2023 concerning Job Creation, which provides legal protection for the halal certification process and product supervision. Although regulations already exist, significant challenges are still faced, such as limited infrastructure, a lack of understanding of business actors, and transparency issues in certification. Halal certification is now mandatory, but its implementation has not been fully optimal, as there are still products circulating without clear certification, and less effective law enforcement. Strengthening the supervision and law enforcement system, including changes in the application of criminal sanctions and fines, is very much needed to provide legal certainty and consumer protection. In addition, there needs to be more potent synergy between related institutions to accelerate the certification process and ensure that marketed products meet halal standards following Islamic law. Strengthening regulations, increasing the competence of halal auditors, and consistent supervision will help ensure the integrity of the halal product assurance system and strengthen legal protection for Muslim consumers in Indonesia.

Based on the research findings, several strategic steps are necessary to strengthen Indonesia's halal product assurance system and provide better legal protection for Muslim consumers. The government should reinforce and effectively implement the sanctions stipulated in Article 56 of the Halal Product Assurance Law (JPH Law) to deter non-compliant businesses. Additionally, there is a pressing need to improve literacy and outreach among micro, small, and medium enterprises (MSMEs) regarding the importance of halal certification, including the procedures for self-declared certification under the government's free halal certification program (SEHATI). Strengthening the capacity of Halal Inspection Bodies (LPH) and halal auditors is also essential to ensure equitable inspection services, particularly in regions with high MSME concentrations such as Bekasi and Cianjur. These efforts should be accompanied by increased synergy among institutions such as BPJPH, MUI, the Ministry of Religious Affairs, the Ministry of Cooperatives and MSMEs, the Ministry of Industry and Trade, and local governments to establish an integrated and

efficient system. Furthermore, technical assistance programs and incentives, such as subsidies for certification fees or improved access to digital platforms, are needed to encourage MSMEs to comply with halal requirements. Ultimately, these measures aim to ensure that all products circulating in the market are halal-certified, thereby enhancing consumer trust and legal certainty for Muslim communities.[a]

Author Contribution Statement

Esther Masri: Conceptualization; Data Curation; Formal Analysis; Investigation; Methodology; Validation; Writing Original Draft.

Sigit Irianto: Data Curation; Methodology; Validation.

Yulies Tiena Masriani: Data Curation; Visualization; Validation.

Syauqi Muhammad Shobibul Falah: Investigation; Methodology.

BIBLIOGRAPHY

- Abdullah, Ikhsan. "Tanggung Jawab Negara terhadap Kewajiban Sertifikasi Halal dalam Sistem Hukum Indonesia." Universitas Jember, 2018. <https://repository.unej.ac.id/xmlui/handle/123456789/88017>.
- Aini, Nur, and Riska Tezara Go. "How Is the Correlation between Halal Certification and the Growth of Indonesia's Export Economic Value?" *Halal Research Journal* 5, no. 1 (February 27, 2025): 59–70. <https://doi.org/10.12962/j22759970.v5i1.2516>.
- Aji, Hendy Mustiko. "The Effect of Knowledge About Halal and Islamic Religiosity on Attitude Toward Halal Label." *Conference on Islamic Management, Accounting, and Economics (CIMA) Proceeding* 1, no. 2010 (2018): 1–8. <https://journal.uui.ac.id/CIMA/article/view/11927>.
- Al-Asyhar, Thobieb. *Bahaya Makanan Haram bagi Kesehatan Jasmani dan Kesucian*. Jakarta: Almarwardi Prima, 2003.
- Ali, Zainuddin. *Metode Penelitian Hukum*. Jakarta: Sinar Grafika, 2009.
- Ambali, Abdul Raufu, and Ahmad Naqiyuddin Bakar. "People's Awareness on Halal Foods and Products: Potential Issues for Policy-Makers." *Procedia - Social and Behavioral Sciences* 121, no. September 2012 (2014): 3–25. <https://doi.org/10.1016/j.sbspro.2014.01.1104>.
- Anggraini, Inar, and Diah Setyawati Dewanti. "The Effect of Halal Foods Awareness on Purchase Decision with Religiosity as a Moderating Variable." *Journal of Economics Research and Social Sciences* 4, no. 1 (2020). <https://doi.org/10.18196/jeress.040116>.

- Anwar, Azwar, and Mohd Musa Bin Sarip. "SME Support for Halal Industry and Sharia Economy in Indonesia: SWOT Analysis." *Asian Journal of Islamic Management (AJIM)* 6, no. 1 (June 24, 2024): 35–49. <https://doi.org/10.20885/AJIM.vol6.iss1.art4>.
- Ardi, Mohammad Noviani, Heri Santoso, Muchamad Coirun Nizar, and Tali Tulab. "Actualization of Pancasila Philosophy in the Context of Family Social Resilience in Jalawastu Traditional Village, Brebes Regency, Central Java, Indonesia." *El-Usrah: Jurnal Hukum Keluarga* 7, no. 2 (December 31, 2024): 557. <https://doi.org/10.22373/ujhk.v7i2.25746>.
- Arifin, Ridwan, Waspiyah, Salsabila Fakhriyyah Ar-raidah, and Vania Shafira Yuniar. "Legal Analysis of Halal Product Guarantee for Development of Small and Medium Enterprises (SMEs) Business in Indonesia." *Jurnal Hukum Islam* 18, no. 1 (June 6, 2020): 121–36. <https://doi.org/10.28918/jhi.v18i1.2693>.
- Ariska, Nenda, Khairiah Elwardah, Khozin Zaki, Herlina Yustati, and Kiki Novita Sari. "Beyond Documentation: Understanding Implementation Barriers of Halal Certification Among Micro and Small Enterprises." *Li Falah: Jurnal Studi Ekonomi dan Bisnis Islam* 9, no. 1 (April 25, 2025): 79. <https://doi.org/10.31332/lifalah.v1i1.10771>.
- Asa, Rokshana Shirin, and Ida Madieha Abdul Ghani Azmi. "The Concept of Halal and Halal Food Certification Process in Malaysia: Issues and Concerns." *Malaysian Journal of Consumer and Family Economics* 20, no. S1 (2017): 38–50. <https://majcafe.com/wp-content/uploads/2022/11/5.-the-concept-of-halal.pdf>.
- Aslan, Hakiye. "The Influence of Halal Awareness, Halal Certificate, Subjective Norms, Perceived Behavioral Control, Attitude and Trust on Purchase Intention of Culinary Products among Muslim Costumers in Turkey." *International Journal of Gastronomy and Food Science* 32 (June 1, 2023). <https://doi.org/10.1016/J.IJGFS.2023.100726>.
- Asshiddiqie, Jimly. *Peradilan Etik Dan Etika Konstitusi, Perspektif Baru Tentang Rule of Law and Rule of Ethics & Constitutional Law and Constitutional Ethics*. Jakarta: Sinar Grafika, 2015.
- Aulia, Vira, and Surwandono Surwandono. "Institutionalisation of Halal Policy: A Case Study in Thailand." *Journal of Contemporary Islam and Muslim Societies* 8, no. 1 (June 30, 2024): 28–55. <https://doi.org/10.30821/jcims.v8i1.19182>.
- Azam, Md Siddique E, and Moha Asri Abdullah. "Halal Standards Globally." *Halalpsphere* 1, no. 1 (January 15, 2021): 11–31. <https://doi.org/10.31436/hs.v1i1.20>.
- Aziz, Yuhanis Abdul, and Nyen Vui Chok. "The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation

- Modeling Approach." *Journal of International Food & Agribusiness Marketing* 25, no. 1 (January 2012): 1–23. <https://doi.org/10.1080/08974438.2013.723997>.
- Baskan, Burak. "Islam as a Site of Cultural Hegemonic Struggle in the Post-28 February Process in Turkey: A Gramscian Approach." The University of Sheffield, 2018.
- Batubara, Chuzaimah, and Isnaini Harahap. "Halal Industry Development Strategies: Muslims' Responses and Sharia Compliance In Indonesia." *Journal of Indonesian Islam* 16, no. 1 (June 1, 2022): 103–32. <https://doi.org/10.15642/JIIS.2022.16.1.103-132>.
- Bohari, Abdul Manaf, Cheng Wei Hin, and Nurwahida Fuad. "An Analysis on the Competitiveness of Halal Food Industry in Malaysia: An Approach of SWOT and ICT Strategy." *Malaysia Journal of Society and Space* 9, no. 1 (2013): 1–11. <http://journalarticle.ukm.my/6055/1/1-11.pdf>.
- Darma, Mospa. "Perlindungan Hukum terhadap Konsumen Muslim dari Produk Pangan yang Tidak Berlebel Halal dalam Perspektif Undang-Undang No.33 Tahun 2014 tentang Jaminan Produk Halal (Studi Kasus di Kota Medan)." Universitas Islam Negeri Sumatera Utara, 2021. <http://repository.uinsu.ac.id/12215/>.
- Denha, Boorahan, Shofiyatul Ummah, Ai Rahmawati, Ali Ridho, and A Aziz Harahap. "Assessing the Legal Impact of Halal Certification Obligations Through the Lens of Social Awareness and Consumer Rights Protection." *Jurnal Indo-Islamika* 14, no. 2 (2024). <https://doi.org/10.15408/jii.v14i2.43767>.
- Devy, Happy Sista, and Kuat Ismanto. "Decisions on Purchasing Halal-Certified Products among 'Pantura Muslims.'" *Journal of Islamic Economics Perspectives* 5, no. 1 (February 27, 2023): 90–99. <https://doi.org/10.35719/jiep.v5i1.107>.
- Disastra, Ganjar Mohamad, Bethani Suryawardani, Widya Sastika, and Fanni Husnul Hanifa. "Religiosity, Halal Awareness, and Muslim Consumers' Purchase Intention in Non-Food Halal Products." *International Journal of Innovation, Creativity and Change. Www.Ijicc.Net* 13, no. 10 (2020): 813–28. https://www.ijicc.net/images/vol_13/Iss_10/131076_Disastra_2020_E_R.pdf.
- Dwiono, Sugeng, A. Kumedi Ja'far, and Slamet Haryadi. "An Analysis on the Omnibus Law and Its Challenges in Indonesia: The Perspectives of the Constitutional and the Islamic Law." *Samarah: Jurnal Hukum Keluarga dan Hukum Islam* 8, no. 2 (May 11, 2024): 706–25. <https://doi.org/10.22373/sjhk.v8i2.22720>.
- Faisal, Yusuf, Ida Busneti, and Egi Gumala Sari. "Halal Food Preferences and Perceptions at Nagoya Mall Batam." *Al-Amwal: Jurnal Ekonomi dan*

- Perbankan Syari'ah* 14, no. 1 (2022): 130–45. <https://doi.org/10.24235/amwal.v14i1.10558>.
- Farid, Miftah, and Hasan Basri. "The Effects of Haram Food on Human Emotional and Spiritual Intelligence Levels." *Indonesian Journal of Halal Research* 2, no. 1 (2020): 21–26. <https://doi.org/10.15575/ijhar.v2i1.7711>.
- Hartono, Sri Redjeki. *Aspek-Aspek Hukum Perlindungan Konsumen dalam Kerangka Era Perdagangan Bebas*. Bandung: Mandar Maju, 2000.
- Hasan, Maisyarah Rahmi, and Mohd Syahiran Abd Latif. "Towards a Holistic Halal Certification Self-Declare System: An Analysis of Maqasid Al-Shari'ah-Based Approaches in Indonesia and Malaysia." *Mazahib* 23, no. 1 (June 4, 2024): 41–78. <https://doi.org/10.21093/mj.v23i1.6529>.
- Hidayat, Komarudin, and Dadi Darmadi. "Indonesia and Two Great Narratives on Islamic Studies." *Studia Islamika* 26, no. 1 (2019): 201–6. <https://doi.org/10.15408/sdi.v26i1.11121>.
- Jahar, Asep Saepudin, and Thalhah Thalhah. "Dinamika Sosial Politik Pembentukan Undang-Undang Jaminan Produk Halal." *Al-Ihkam: Jurnal Hukum & Pranata Sosial* 12, no. 2 (January 10, 2018): 385–404. <https://doi.org/10.19105/al-lhkam.v12i2.1232>.
- Jamaluddin, Jamaluddin, Hidayatulloh Hidayatulloh, Ahmad Zaini, and Sanawi Sanawi. "The Problems of Implementing Halal Certification through the Self-Declaration Program for MSMEs in Indonesia: A Case Study." *International Journal of Advances in Social and Economics* 4, no. 1 (April 30, 2022): 30–36. <https://doi.org/10.33122/ijase.v4i1.221>.
- Khalimy, Akhmad, Yusriyadi Yusriyadi, Ro'fah Setyowati, Syahrudin Syahrudin, and Abdul Muizz Abdul Wadud. "The Intersection of the Progressive Law Theory and the Self-Declaration Concept of MSEs Halal Certification." *Journal of Indonesian Legal Studies* 8, no. 1 (May 31, 2023): 159–98. <https://doi.org/10.15294/jils.v8i1.66087>.
- Khan, Adil, Mohammad Khalid Azam, and Mohd Yasir Arafat. "Does Religiosity Really Matter in Purchase Intention of Halal Certified Packaged Food Products? A Survey of Indian Muslims Consumers." *Pertanika Journal of Social Sciences and Humanities* 27, no. 4 (2019): 2383–2400.
- Khan, Mohd Imran, and Abid Haleem. "Understanding 'Halal' and 'Halal Certification & Accreditation System'-A Brief Review." *Saudi J. Bus. Manag. Stud* 1, no. 1 (2016): 32–42. <https://saudijournals.com/media/articles/SJBMS-1132-42.pdf>.
- Koc, Fatih, Bekir Ozkan, Marcos Komodromos, Ibrahim Halil Efendioglu, and Tamer Baran. "The Effects of Trust and Religiosity on Halal Products Purchase Intention: Indirect Effect of Attitude." *EuroMed Journal of Business* 20, no. 5 (August 5, 2024): 141–65. <https://doi.org/10.1108/EMJB-01-2024-0004>.
- Kurnia Pradana, Aditya Fajri, Muhammad Yunan Hidayat, Sugiyat Sugiyat, and M. Zidny Nafi' Hasbi. "Legal Protection for Muslim Consumers Regarding

- Halal Food Certification in Law Number 33 of 2014 (Gazetted)." *Al-Amwal: Journal of Islamic Economic Law* 9, no. 1 (2024): 91–109. <https://doi.org/10.24256/alw.v9i1.4959>.
- Kurth, Laura, and Pieter Glasbergen. "Serving a Heterogeneous Muslim Identity? Private Governance Arrangements of Halal Food in the Netherlands." *Agriculture and Human Values* 34, no. 1 (March 25, 2017): 103–18. <https://doi.org/10.1007/s10460-016-9698-z>.
- Lada, Suddin, Geoffrey Harvey Tanakinjal, and Hanudin Amin. "Predicting Intention to Choose Halal Products Using Theory of Reasoned Action." *International Journal of Islamic and Middle Eastern Finance and Management* 2, no. 1 (April 3, 2009): 66–76. <https://doi.org/10.1108/17538390910946276/FULL/XML>.
- Latif, Annisya Nurul, and Nur Fatwa. "Halal Obligation on Chemical Products 2026 in Indonesia: Implications of Article 39 of 2021 in the Regulation of Imported Products from China." In *Proceedings of the International Conference on Strategic and Global Studies (ICSGS 2024)*, 93–116. Atlantis Press, 2025. https://doi.org/10.2991/978-94-6463-646-8_7.
- Mahri, A. Jajang W., Isnaeni Gelda, Juliana Juliana, Aneu Cahkyaneu, and Aam Selamat Rusydiana. "Halal Certification Strategy in the Development of Small and Medium Industries." *Jurnal Ekonomi dan Bisnis Islam (Journal of Islamic Economics and Business)* 10, no. 2 (November 30, 2024): 340–68. <https://doi.org/10.20473/jebis.v10i2.60491>.
- Mansyur, M. Ali. *Penegakan Hukum tentang Tanggung Gugat Produsen dalam Perwujudan Perlindungan Konsumen*. Yogyakarta: Genta Publishing, 2007.
- Maskuri, Muhammad Faqih, Ahmad Febriyanto, Hilmy Baroroh, and Shulhah Nurullaily. "Factors Affecting the Sustainability of Halal MSMEs in Yogyakarta: A Study on Literacy, Digitalization, and Fintech." *Diponegoro Journal of Economics* 13, no. 4 (December 6, 2024): 37–56. <https://doi.org/10.14710/djoe.47679>.
- Maulana, Hartomi, Sultan Nanta Setia Dien Labolo, Mulyono Jamal, and Syamsuri Syamsuri. "Halal Certification for MSEs in Indonesia: How Business Duration Drives Legal Awareness." *Share: Jurnal Ekonomi dan Keuangan Islam* 13, no. 2 (June 25, 2024): 607–35. <https://doi.org/10.22373/share.v13i2.22907>.
- Mawardi, Warsis, and Muchammad Ichsan. "Regulation of Halal Product Certification in The Dynamics of Indonesian Legal Politics." *Justicia Islamica* 20, no. 1 (June 25, 2023): 175–92. <https://doi.org/10.21154/justicia.v20i1.5336>.
- Miru, Ahmadi. *Prinsip-Prinsip Perlindungan Hukum bagi Konsumen di Indonesia*. Jakarta: Raja Grafindo Persada, 2011.
- Mubarok, Ferry Khusnul, and Muhammad Khoirul Imam. "Halal Industry in Indonesia; Challenges and Opportunities." *Journal of Digital Marketing*

- and *Halal Industry* 2, no. 1 (2020): 55–64. <https://doi.org/10.21580/JDMHI.2020.2.1.5856>.
- Muin, Fatkhul, and Palmawati Tahir. "Legal Policy of Halal Products for the Development of Small and Micro Enterprises after the Enactment of Government Regulation in Lieu of Law No. 2 of 2022 on the Job Creation." In *Al-Risalah: Forum Kajian Hukum dan Sosial Kemasyarakatan*, 23:1–12, 2023. <https://doi.org/10.30631/alrisalah.v23i1.1323>.
- Musataklima, Musataklima. "Self-Declare Halal Products for Small and Micro Enterprises Between Ease of Doing Business and Assurance of Consumer Spiritual Rights/Self Declare Produk Halal Usaha Kecil Mikro antara Kemudahan Berusaha dan Jaminan Hak Spiritual Konsumen." *De Jure: Jurnal Hukum dan Syar'iah* 13, no. 1 (2021): 32–52. <https://doi.org/10.18860/j-fsh.v13i1.11308>.
- Nafis, Muhammad Cholil. "The Concept of Halal and Thayyib and Its Implementation in Indonesia." *Journal of Halal Product and Research*, 2019. <https://doi.org/10.20473/jhpr.vol.2-issue.1.1-5>.
- Nasution, Abdul Halim. "Pengaturan Sertifikasi Produk Usaha Mikro Kecil dan Menengah (UMKM) Studi Analisis terhadap Undang-Undang Nomor 33 Tahun 2014 tentang Jaminan Produk Halal." Universitas Islam Negeri Sumatera Utara, 2021. <http://repository.uinsu.ac.id/11886/>.
- Prasetyo, Yogi, and Leoncio Serazinho Amaral. "The Concept of Civilized Indonesian Law: Strengthening Islamic Spiritual Values in Law." *Justicia Islamica* 21, no. 1 (June 25, 2024): 179–98. <https://doi.org/10.21154/justicia.v21i1.9016>.
- Putra, Haris Maiza, Fauziah Fauziah, Aji Sofanudin, Nurul Ilyana Muhd Adnan, and Akhmad Sulaiman. "Building Culture of Islamic Laws: Synergy of Pentahelix and Circle-Equity in Halal Certification." *Petita: Jurnal Kajian Ilmu Hukum dan Syariah* 9, no. 2 (August 11, 2024): 478–95. <https://doi.org/10.22373/petita.v9i2.305>.
- Al-Qarḍawī, Yūsuf. *Al-Ḥalāl wa al-Ḥarām fī al-Islām*. Beirut: Manshūrāt al-Maktabah al-Islām, 1969.
- Rahayu, Derita Prapti, Faisal Faisal, Rafiqah Sari, and Ndaru Satrio. "Law Enforcement in the Context of Legal Culture in Society." *Law Reform* 16, no. 2 (September 27, 2020): 276–89. <https://doi.org/10.14710/lr.v16i2.33780>.
- Rahayu, Sri Walny, and Syahrizal Abbas. "A Synergy of Halal Tourism Regulations and Tourism Rights Protection in Aceh: Pentahelix Model." *Samarah: Jurnal Hukum Keluarga dan Hukum Islam* 8, no. 3 (August 24, 2024): 1454–75. <https://doi.org/10.22373/sjhk.v8i3.23495>.
- Rahman, Faried Kurnia, Rochania Ayu Yunanda, Mohammad Ali Tareq, and Tania Islam. "Developing a Legal Framework for the Halal Industry in Indonesia: Lessons for Brunei Darussalam." In *The Halal Industry in Asia*, 353–69. Singapore: Springer Nature Singapore, 2025. https://doi.org/10.1007/978-981-96-0393-0_18.

- Rizaty, Monavia Ayu. "As Many as 87.02% of Indonesia's Population Is Muslim in 2022." dataindonesia.id, 2023. <https://dataindonesia.id/ragam/detail/mayoritas-penduduk-indonesia-beragama-islam-pada-2022>.
- Rizkaprilisa, Windy, Ratih Paramastuti, Novia Anggraeni, Silvia Nurvita, Martina Widhi Hapsari, and Paulus Damar Bayu Murti. "Difficulties Experience of Halal Product Process Assistant During Halal Certification Process." *Journal of Digital Marketing and Halal Industry* 6, no. 2 (2024). <https://doi.org/10.21580/jdmhi.2024.6.2.20335>.
- Rodiah Nur, Efa, and Fathul Mu'in. "Integration of Religious and Social Values in the Development of the Indonesian Constitution Era 5.0." *KnE Social Sciences* 9, no. 3 (January 11, 2024): 1–11. <https://doi.org/10.18502/kss.v9i2.14962>.
- Rofiq, Ainur, and Titan Achsan. "Examining the Impacts of Religiosity, Attitude, and Subjective Norms Toward Intention to Purchase Halal Food: A Study on Indonesian Muslim Consumers." *Faculty of Economics and Business, Brawijaya University, Malang, Indonesia* 5, no. 2 (2017): 1–21. <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/3850/3402>.
- Rosyid, M., A.N. Kholiq, F. Bintarawati, M.K. Rofiq, L. Lutfi, and M.N. Irfan. "Revitalization of Uṣūl al-Fiqh through Iḥtiyātī Principles." *Religion, Education, Science and Technology towards a More Inclusive and Sustainable Future*, 2024, 44–49. <https://doi.org/10.1201/9781003322054-6>.
- Sahari, Noorul Huda, Norazlina Abdul Aziz, Johari Ab Latiff, Nur Hafizah Harun, Farhaneen Afzal Mazlan, and Mas sitah Musa. "Certification of Halal Meat: Exploring the Management & Production Environment in Malaysia and Australia." *Pakistan Journal of Life and Social Sciences (PJLSS)* 22, no. 1 (2024): 784–96. <https://doi.org/10.57239/PJLSS-2024-22.1.0055>.
- Sari, Yunita Ratna. "SEHATI's Contribution (Free Halal Certification) for Medium and Small Enterprises (MSE) in Indonesia." *Journal of Islamic Economics (JoIE)* 3, no. 2 (October 26, 2023): 107–22. <https://doi.org/10.21154/joie.v3i2.6343>.
- Setiyowati, Arin, Kholifatu Azqiya, and Umriyah. "The Behavior of Islamic Producer in Supplying Halal Food at Laziza and Waroeng Steak and Shake Surabaya." In *1st Borobudur International Symposium on Humanities, Economics and Social Sciences (BIS-HESS 2019)*, 436:117 21, 2020. <https://doi.org/10.2991/assehr.k.200529.024>.
- Sodiqin, Ali. "Religion and Science: Analysing Medical Fatwas of the Majelis Ulama Indonesia (2010–2021)." *Journal of Islamic Law* 6, no. 1 (January 26, 2025): 1–20. <https://doi.org/10.24260/jil.v6i1.2683>.
- Soekanto, Soerjono, and Sri Mamudji. *Penelitian Hukum Normatif suatu Tinjauan Singkat*. Jakarta: RajaGrafindo Persada, 2011.
- Sungnoi, Pattareya, and Vuttichat Soonthonsmai. "Investigating the Brand Equity Strategy of Halal Food in a Promising Emerging Islamic Market in a Non-Muslim Country." *Cogent Business & Management* 11, no. 1

- (December 31, 2024). <https://doi.org/10.1080/23311975.2024.2327140>.
- Supriyadi, Supriyadi, Rahma Aulia, Labib Nubahai, Rozanah Ab Rahman, and Rosmah Mohamed. "Legal Effectiveness of Halal Product Certification in Improving Business Economics in Indonesia and Malaysia." *Al-Ahkam* 34, no. 1 (April 30, 2024): 193–220. <https://doi.org/10.21580/ahkam.2024.34.1.20546>.
- Syamsu, Khaswar, and Muti Arintawati. "Sejarah Dan Peran LPPOM MUI Dalam Merintis Sertifikasi Halal Menuju Wajib Sertifikasi Halal 2024." [halalmui.org](https://halalmui.org/sejarah-dan-peran-lppom-mui-dalam-merintis-sertifikasi-halal-menuju-wajib-sertifikasi-halal-2024/), 2023. <https://halalmui.org/sejarah-dan-peran-lppom-mui-dalam-merintis-sertifikasi-halal-menuju-wajib-sertifikasi-halal-2024/>.
- Taufiqurrohman, A.H. Asari, Mohamad Hidayat Muhtar, Ahmad Ahmad, Nur Mohamad Kasim, and Suwitno Yutye Imran. "The Role of Islamic Law, Constitution, and Culture in Democracy in the UAE and Indonesia." *Ahkam: Jurnal Ilmu Syariah* 24, no. 1 (June 30, 2024): 83–100. <https://doi.org/10.15408/ajis.v24i1.33155>.
- Ulya, Muhammad Ziauddin, and Fatchur Rohman Sunaryo. "The Factor of Awareness and Purchasing Decision of Ice Cream Based on Halal Label." *Jurnal Aplikasi Manajemen* 20, no. 4 (2022): 1001–13. <https://doi.org/10.21776/ub.jam.2022.020.04.20>.
- Voak, Adam. "Fake: The Rise of Food Fraud in the Halal Supply Chain." *Nusantara Halal Journal (Halal Awareness, Opinion, Research, and Initiative)* 2, no. 2 (December 29, 2021): 82–88. <https://doi.org/10.17977/um060.2021v2.p082-088>.
- Wahab, Norazla Abdul, Farah Mohd Shahwahid, and Nor 'Adha Ab. Hamid. "Issues, Challenges and Strengths of the Halal Industry in Singapore: MUIS's Experience." In *Proceedings of the 2nd International Conference on Economics & Banking 2016 (2nd ICEB)*, 82–91. Selangor: Kolej Universiti Islam Antarabangsa Selangor, 2016. <https://conference.uis.edu.my/iceb2016/e proceedings/EB009.pdf>.
- Waluyo, Agus. "The Developmental Policy of Halal Product Guarantee in the Paradigm of Maqāṣid Shari'ah in Indonesia." *Ijtihad: Jurnal Wacana Hukum Islam dan Kemanusiaan* 20, no. 1 (June 10, 2020): 41–60. <https://doi.org/10.18326/ijtihad.v20i1.41-60>.
- Wibowo, Dwi Edi, Aditya Migi Prematura, Agung Aditya, Jaya Maulana, Anik Kunantiyorini, T Taufik, S Suryani, and Achmad Soeharto. "The Implementation of the Indonesian Council of Ulama (MUI) Halal Certification to Msme Products to Realize Consumer Protection." *KnE Social Sciences* 9, no. 24 (August 15, 2024): 511–521. <https://doi.org/10.18502/kss.v9i24.16866>.
- Wibowo, Dwi Edi, Achmad Soeharto, Taufiq, Anik Kunantiyorini, Aditya Migi Prematura, and Ildar Begishev. "Internationalization of Halal Product Assurance Standards in Indonesia in Ensuring Consumer Rights:

- Implications and Orientation." *Suara Hukum* 6, no. 2 (2024). <https://journal.unesa.ac.id/index.php/suarahukum/article/view/39463>.
- Wirakurnia, Arya Bagus, Ponchanok Nuanmark, Heri Sudarsono, and Arga Ramadhana. "Do Religiosity, Halal Knowledge, and Halal Certification Affect Muslim Students' Intention to Purchase Halal Packaged Food?" *Asian Journal of Islamic Management (AJIM)* 3, no. 2 (2021): 97–110. <https://doi.org/10.20885/ajim.vol3.iss2.art3>.
- Yakub, Aminudin. "Rekonstruksi Hukum Penyelenggaraan Jaminan Produk Halal Berbasis Nilai Keadilan." Universitas Islam Sultan Agung Semarang, 2021. <https://repository.unissula.ac.id/25014/>.
- Yakub, Aminudin, and Fitriyani Zein. "Halal Certification in Government and Non-Governmental Organizations: A Comparative Analysis of Indonesia, Malaysia, and Thailand." *Jurnal Cita Hukum* 10, no. 1 (April 30, 2022): 153–76. <https://doi.org/10.15408/jch.v10i1.25747>.
- Zulfa, Eva Achjani, Taliya Qory Ismail, Imam Khomaeni Hayatullah, and Ali Fitriana. "Regulation and Law Enforcement on the Protection of Halal Products in Indonesia." *Cogent Social Sciences* 9, no. 2 (December 15, 2023). <https://doi.org/10.1080/23311886.2023.2273344>.
- Zulham. *Peran Negara dalam Perlindungan Konsumen Muslim terhadap Produk Halal*. Jakarta: Kencana, 2018.

This page has been intentionally left blank