

Halal Certificates And Public Trust: Catalyst Or Challenge For The Indonesian Halal Economy?

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Article Info	Abstract
Article history: Received : 15 Juli 2025 Revised : 13 Agustus 2025 Accepted : 03 September 2025 Keywords: Consumer Trust; Halal Certificate; Business growth	<i>The current phenomenon is that there are several cases of misuse of halal certification. Meanwhile, consumers with higher levels of trust tend to choose halal-certified products. In addition, when consumers do not have enough information about the content, production process, and quality of halal products, they seek trust. Halal product certification is an important solution to this information gap, providing consumers with increased trust in the product. Addressing the phenomenon that occurs, this study aims to describe public trust in halal certification can encourage the growth of the halal economy in Indonesia. This research was conducted with a qualitative approach through literature searches and writings that are closely related to this research problem. Data collection through searches of journal articles from online websites. The results of the study show that halal certification is one of the innovations for businesses, a marketing strategy tool and a competitive advantage that increases business growth.</i> Abstrak Fenomena saat ini ditemukan beberapa kasus penyalahgunaan sertifikasi halal. Sementara itu, konsumen dengan tingkat kepercayaan yang lebih tinggi cenderung memilih produk bersertifikat halal. Selain itu, ketika konsumen tidak memiliki cukup informasi tentang kandungan, proses produksi, dan kualitas produk halal, mereka mencari kepercayaan. Sertifikasi produk halal merupakan solusi penting untuk kesenjangan informasi ini, yang memberikan konsumen peningkatan kepercayaan terhadap produk. Mengatasi fenomena yang terjadi, kajian ini bertujuan untuk mendeskripsikan kepercayaan publik terhadap sertifikasi halal dapat mendorong pertumbuhan ekonomi halal di Indonesia. Kajian ini menggunakan pendekatan kualitatif deskriptif. Pengumpulan data melalui penelusuran terhadap artikel jurnal dari website online. Hasil kajian menunjukkan sertifikasi halal menjadi salah satu inovasi bagi bisnis, alat strategi pemasaran dan menjadi keunggulan kompetitif yang meningkatkan pertumbuhan bisnis.

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1. INTRODUCTION

Indonesia is a country with great potential in developing the halal industry. This potential is not only supported by a large population, but also by the composition of the majority of people who are Muslim. (Nurfutriani, 2024). Based on data from the 2023 edition of The Muslim 500 published by The Royal Islamic Strategic Studies Center (RISSC), 237.55 million people or around 86.7% of Indonesia's total population are Muslims. This makes Indonesia the country with the largest Muslim population in the world as well as in the ASEAN region (Rahman et al., 2024). With this condition, the need for halal products is not just a preference, but a necessity. Halal products are no longer only understood as part of a religious obligation, but have evolved into a symbol of quality, adherence to values, and a healthy lifestyle that prioritizes cleanliness, safety, and production ethics (Sarifudin, 2024). In Islam itself, the halal aspect of a product, especially food and beverages, is an important part of religious teachings. The Qur'an emphasizes the importance of consuming halal and good (thayyib) food, as stated in QS. Al-Baqarah verse 168. The verse instructs humans to eat halal food and not follow the steps of Satan, because Satan is a real enemy of humans. Thus, the halalness of a product is not only seen from the basic ingredients, but also the processing process, cleanliness, and its impact on the physical and spiritual health of consumers (Rahmi, 2021).

Responding to the need for halal product guarantees, the Indonesian government has enacted Law Number 33 of 2014 concerning Halal Product Guarantee (JPH Law). This law is the legal basis for organizing a comprehensive halal certification system in Indonesia. In its implementation, this law appoints the Halal Product Guarantee Agency (BPJPH) under the Ministry of Religious Affairs as the institution responsible for regulating the halal certification process nationally (Hartati, 2017). In addition, to strengthen the regulatory ecosystem and provide legal certainty and protection for Muslim consumers, the JPH Law is also integrated into the Omnibus Law or Job Creation Law. In the implementation process, there is a shift in authority from being under the Indonesian Ulema Council (MUI) to a more integrated system where BPJPH plays a role in administrative management, while MUI still has the authority to determine halal fatwa. However, this transition did not go without obstacles. Many business actors, especially MSMEs, experience confusion in understanding the flow and division of authority between BPJPH and MUI, especially at the beginning of the implementation of this regulation (Nawawi et al., 2017).

To clarify the policy and expand the scope of certification, the government issued Government Regulation No. 39 of 2021 as a derivative of the Job Creation Law. This regulation stipulates that all food and beverage products must have a halal certificate by October 17, 2024. As a form of support for small and medium enterprises, the government also launched the Free Halal Certification (SEHATI) program which aims to accelerate compliance of the MSME sector with applicable legal provisions (BPJPH, 2023). While this policy has received a positive response, major challenges remain in terms of monitoring and implementation on the ground. Studies show that supervision of imported products circulating in Indonesia is still very low (Sarifudin, 2024) noted that only about 0.158% of foreign products have halal certification in Indonesia, indicating weak control over imported products. In addition, (Nawawi et al., 2017) found that there are still many products in circulation without clear halal labeling and weak sanctions against violations, which have an impact on consumer confidence.

Ironically, even though the legal system has been formed and implementing institutions have been established, violations of the halal principle still occur. One case that has recently gone viral is the finding of ice cream products in Surabaya that contain 3.35% alcohol (Timothy, 2025). This case caused unrest in the community, especially because the products were consumed by children. The local government through Satpol PP and BPOM immediately took decisive action by sealing the product and temporarily stopping the related business activities. This case has been in the public spotlight because the presence of alcohol in food clearly violates halal principles and reduces the level of public trust in halal assurance that should be maintained (Rinanda, 2025). Similar incidents have also occurred before, such as the withdrawal of Haagen Dazs ice cream products in 2022 by BPOM because they contained ethylene oxide exceeding the limit set by the European Union. Although the substance is not alcohol, this case emphasizes the importance of strict monitoring of all ingredients used in food products, including chemical derivatives that may raise concerns from a halal perspective (Yuniar, 2022).

In the midst of these challenges, there are also companies that show high commitment to halal standards. For example, Cold Stone Creamery Indonesia has obtained a halal certificate from LPPOM MUI after going through a nine-month audit process since 2015. Similarly, Mixue Ice Cream & Tea officially obtained a halal decree from MUI in 2023. (Bariroh & Faraby, 2024); (Siregar & Ratuliu, 2024). However, research by (Sulistiyani & Fahrullah, 2024) shows that the existence of the halal label has not fully influenced consumer decisions. Factors such as awareness of the importance of halal and the level of individual religiosity are more dominant in influencing purchasing behavior. This finding is in line with (Purba, 2020) which states

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that perceptions of the authenticity of certification and the image of the producer determine consumer trust more than just the halal label. This means that the industry needs to place halal not only as a promotional tool, but as a value commitment that must be proven in daily business practices. In addition, Yuniar (2022) in its study on the Haagen Dazs ice cream recall due to ethylene oxide content highlighted the weak monitoring of ingredients, which also indirectly impacts consumer confidence in the halal aspect.

These phenomena indicate an important research gap to be explored further, especially regarding the effectiveness of the halal supervision system and its impact on the perception and level of trust of Muslim consumers. Studies on violations of halal principles that have implications for public trust are still relatively few, especially in food products consumed by children. Therefore, there needs to be a serious and comprehensive effort to improve the supervision system, increase halal education for industry players and the public, strengthen regular audits, and encourage community participation as social watchdogs. Halal certification should not stop at mere administrative formalities, but must reflect a real commitment to sharia values. With strategic and sustainable steps, the Indonesian halal system can be more trusted and support the achievement of the vision as the center of the world halal industry. Based on this background, the author raises the research title: **"Halal Certificates and Public Trust: Catalyst Or Challenge For The Indonesian Halal Economy?"**

2. RESEARCH METHODS

This research was conducted with a qualitative approach through literature searches and writings that are closely related to this research problem. The researcher limited the research activities to scientific journal articles and other sources. Data collection will be carried out by searching for sites that provide various data and information relevant to the research, namely sites related to research journals on halal certification and other sites that will be used as a basic foundation and reference material to examine various theories related to the problems that the author will examine.

The researcher then processes and analyzes the data so that it can be concluded that the truth can be used to answer the questions in this study. The flow applied is data reduction to simplify raw data by selecting, focusing, and validating it into meaningful information so that it makes it easier to draw conclusions. Followed by data presentation in a narrative format that presents data in the form of a set of information arranged systematically and easily understood, after which conclusions are drawn.

3. RESULT AND DISCUSSION

3.1 The Concept of Halal Food Consumption

Muslims' consumption of food and drink must be in accordance with Islamic rules. The Quran commands Muslims to consume halal food (Zailani et al., 2015) and forbid the unlawful (Iranmanesh et al., 2019). Halal products are allowed in Islam (Koc et al., 2024) because it brings goodness and health (Aslan, 2023). Halal products are goods that meet the requirements of Islamic law, free from pork, alcohol, blood, or additives derived from animals (Koc et al., 2024). Meanwhile, haram is defined as that which is not allowed or against the law in Islam (Aslan, 2023).

Halal is an entity, item, service, or procedure that is permitted in the religion of Islam (Khan et al., 2019). Halal symbolizes cleanliness, safety, integrity, ethical practices, and is not just a religious issue (Haleem & Khan, 2017). The concept of halal was initially limited to pork and alcohol. However, food contamination and the presence of non-halal ingredients in halal food became a highlighted issue in Muslim countries (Aslan, 2023).

The concept of Halal starts from the time of manufacture to the time of consumption. This means that Halal management requires approaches such as supply chain management from product origin to final consumption or disposal (Haleem & Khan, 2017). Halal (supply chain) safety refers to the prevention of contamination and doubt in halal products. Halal safety issues can result from the actions of parties in each step of the supply chain from the source, where the product is halal certified, to the point of consumer purchase, where the end consumer buys the product (Tieman, 2017).

3.2 The Urgency of Halal Certification

In this era of globalization, products are processed and manufactured through various operations and stages before reaching the end consumer and being consumed. The end consumer is usually unaware of the manufacturing process involved as well as the ingredients used in the product leading to uncertainty and suspicion among consumers about safety. For Muslims, a product is considered healthy, safe or hygienic, only

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if it has gone through the Halal process and is made with Halal ingredients in accordance with the principles of Sharia. (Ahmed et al., 2018)

People who follow the rules of Islam try to follow halal guidelines for their consumption behavior, no matter where they live. In many countries, Muslim consumers see products that do not adhere to religious principles. Therefore, they rely on halal certification to trust their purchases. Halal certification ensures that products follow Islamic rules from production to consumption (Koc et al., 2024).

Concern for Halal products is increasing among Muslim consumers as consumers are more concerned and willing to pay more for Halal products (Ahmed et al., 2019). The need and demand for halal has led to the rise of halal certification services in Muslim and non-Muslim countries (Fathi et al., 2016). The increasing demand for Halal products in the international market has created the need for Halal certification bodies to guarantee consumers' rights to obtain undisputed Halal products and services. Many Halal certification bodies have emerged around the world to meet the needs and demands of manufacturers looking to serve the Halal market locally and globally (Latif et al., 2014).

The establishment of most Halal certification bodies in the world was initiated by private parties or individuals. Examples include Islamic Foods and Nutrition Council of America (IFANCA), Islamic Services of America (ISA) and Halal Food Council International (HFCI), Australian Federation of the Islamic Council (AFIC), and Federation of Islamic Association of New Zealand (FIANZ) (Latif et al., 2014). The institution for halal food in Indonesia through a newly established government agency currently called the Halal Product Guarantee Agency, holds the sole authority to oversee halal certification. In addition, halal certification in Indonesia has become mandatory for every food product in circulation (Suryawan et al., 2022a).

Halal food certification makes a positive contribution to consumer desire to buy food products (Amer, 2023). Halal certification increases consumer confidence by bridging information gaps and providing insight into the quality, reliability and ethical compliance of halal products (Koc et al., 2024). A halal certificate indicates that the product does not contain ingredients from unlawful animals and that the animals have been slaughtered in accordance with halal regulations. It also certifies that the product does not contain a single haram ingredient and has not come into contact with anything that may be haram during its manufacture. (Jeglić, 2021).

The halal certification process examines animal slaughtering procedures, ingredients used, cleaning, handling and processing, as well as transportation and distribution of products to ensure that they meet halal standards (Latif et al., 2014). Halal certification requirements for food products include: ingredients and ingredients, source of origin, halal certification from the manufacturer and country of origin, product specifications, processes and operations must be stated including premises. All halal products must comply with the listed food and hygiene regulations, food safety laws and all Islamic and Sharia principles as set by the government with proven hygiene production practices (Marzuki et al., 2014)

Other halal standard setting lies in slaughter and stunning methods. The formulation of halal standards has paved the way for non-religious issues, namely food insecurity and protection of national economies, to infuse and play an important role in determining the approval of pre-slaughter stunning and the prohibition of mechanized slaughter. Halal standards also serve as a safeguard to address food security issues and a mechanism to protect national economies from the adverse consequences of the global market (Suryawan et al., 2022b).

3.3 Consumer Trust

Trust is a fundamental factor in creating and maintaining long-term relationships with consumers that halal food should be prepared in accordance with the Qur'an and Sunnah (Aslan, 2023). Trust plays an important role in shaping consumer attitudes towards products (Koc et al., 2024) including being faced with uncertainties and risks (Usman et al., 2024).

Halal-conscious consumers tend to be risk-averse, which encourages smart and highly engaged behavioral traits (Tieman, 2017). Anticipating this, manufacturers and marketers often use halal certification and logos to inform their target market that their products are halal and in accordance with Islamic principles. This is done with the aim of building trust among consumers (Koc et al., 2024).

Muslim consumers rely on and are more interested in buying halal-certified food and products with halal logos when purchasing halal products (Ahmed et al., 2018; Aslan, 2023). Halal food certification makes a positive contribution to consumer desire to buy food products (Amer, 2023). Halal certification increases consumer confidence by bridging information gaps and providing insight into the quality, reliability and ethical compliance of halal products (Koc et al., 2024).

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Nonetheless, it is difficult for Muslims to judge whether a product is halal or not at the time of purchase (Latif et al., 2014). Consumers also expressed concerns about the authenticity of Halal labels on products and the manufacturing process even in Muslim-majority countries (Fathi et al., 2016). This is due to a series of prominent halal issues and scandals in recent years with well-known brands that have shaken public confidence in the ability of manufacturers and governments to guarantee the halal integrity of halal-certified products (Tieman, 2017). Misleading halal certifications and fake or fabricated news that cause a loss of trust, which affects the intention to purchase halal products about the halal status of certain foods and beverages decreases consumer confidence (Derahman et al. 2017).

3.4 Halal Certificate and Business Growth

Halal is now the realm of modern business & exchange and has emerged as a new paradigm to ensure quality (Haleem & Khan, 2017). Halal standards can be used as a good marketing tool to expand business market share in the local and export markets (Amer, 2024). Therefore, it can be said that it is important for both Muslim consumers and brand owners to further protect halal integrity along the supply chain (Tieman, 2017).

Halal certification can be one of the innovation tools for businesses to grow as it can differentiate one business from another. Theoretically, halal certification can be one of the key factors to meet the growing halal market. The supply of halal products to meet this increasing demand can be a decisive factor for business survival (Hanim Yusuf et al., 2016).

Halal certification has a quality label or trademark. Halal certification acts as a special way of communicating to Muslim customers that the food complies with their religion's dietary rules. In essence, it provides a competitive advantage over non-certified halal restaurants. This is one of the marketing benefits that restaurant managers can gain from halal certification. Halal certification can be adopted as a marketing strategy tool (Marzuki et al., 2014).

Without Halal certification, Muslim consumers are expected to check the ingredients to ensure there are no Haram substances in the food product. This may cause confusion and may lead to purchase cancellation. Such purchase cancellations ultimately lead to huge losses for the producer of the food product (Perdana et al., 2018).

3.5 Dynamics of Halal Certification in Indonesia

As a country with a majority Muslim population, the protection of the halalness of a product is an individual right as well as a right as an Indonesian citizen. Although the actual policy of choosing a product is from the individual himself (regardless of the religion he adheres to), the birth of many products that advertise public figures only to support the existence of these products sometimes raises questions about the halal aspect. Regarding the concept of halal, Islam has outlined its limits. To maintain it, of course, a force is needed, one of which is through the government with its halal regulations. There are changes and updates to regulations relating to halal product guarantees in Indonesia which are appropriate steps (in their time) taken by the government to maintain the existence of halal products circulating in Indonesia in accordance with the concept of halal in Islam. The regulations include: (1) Permenkes RI No. 280/Men.Kes/Per/XI/76; (2) Joint Decree of the Minister of Health and Minister of Religious Affairs of the Republic of Indonesia No. 42/Menkes/SKB/VIII/1985 and No. 68 of 1985; (3) Kepmenkes No. 82/Menkes/ SK/I/1. 82/Menkes/ SK/I/1996; (4) Kepmenkes No. 924/Menkes/ SK/VIII/1996; (5) KMA No. 518 of 2001; (6) KMA No. 519 of 2001; (7) Law No. 33 of 2014; (8) Government Regulation of the Republic of Indonesia No. 31 of 2019 (Frastawan et al., 2020).

Authority in Halal Determination and Certification in Indonesia

Since its inception, LPPOM MUI has served as the main authority in controlling Halal Product Guarantee (JPH) in Indonesia. Before Law Number 33 of 2014 was enacted, LPPOM MUI carried out examinations, studies, and determined the halal status of food products, medicines, and cosmetics. However, the halal certificates issued do not have sufficient legal force, thus not providing definite legal protection for Muslim consumers.

In response, the House of Representatives proposed the Halal Product Guarantee Bill in 2006 to strengthen consumer protection. After going through a long process, this bill was passed in a Plenary Session of the House of Representatives on September 25, 2014, then promulgated by President Susilo Bambang Yudhoyono and the Minister of Law and Human Rights on October 17, 2014 as Law Number 33 of 2014 concerning Halal Product Guarantee (Hanif et al., 2022).

BPJPH as an Organizing Agency for Halal Certification Based on National Regulations

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In carrying out its institutional functions, the Halal Product Guarantee Agency (BPJPH) is tasked with organizing an integrated halal certification process in coordination with relevant ministries / agencies, the Indonesian Ulema Council (MUI), and the Halal Examining Agency (LPH). The halal certification process starts from submitting an application by business actors to BPJPH, which then conducts administrative verification of the completeness of the documents. The next stage is the process of examining and / or testing the halalness of the product which is the authority of LPH, provided that the institution has obtained official accreditation from BPJPH and MUI.

After the examination stage is complete, the determination of the halal status of the product is carried out through a halal fatwa hearing by MUI, which results in an official decision as the basis for issuing a Halal Certificate by BPJPH. All costs arising from this certification process are the responsibility of the business actor. However, to support the participation of micro and small businesses, the Halal Product Guarantee Law provides space for the involvement of various parties-including the central government through the APBN, local governments through the APBD, private companies, social and religious institutions, professional associations, and community communities-in facilitating halal certification financing.

Furthermore, BPJPH also has the authority to supervise various aspects of the implementation of JPH, including the validity of halal certificates, the halal status of products, the use of halal labels and non-halal labels, as well as the separation of locations and means of production, storage, packaging, distribution, sales, and presentation between halal and non-halal products. In addition, the presence of halal supervisors in business actors is an important element in quality control. To ensure compliance and law enforcement, this law also stipulates legal consequences in the form of administrative to criminal sanctions for parties who violate the provisions of JPH (UU No. 33 Tahun 2014).

The Problems of Halal Certification

Canglo drink is a herbal product made from belimbing wuluh and secang that is safe for consumption by all ages because it does not cause side effects. This drink has various benefits, such as facilitating urination, increasing appetite, and maintaining lung health. CV. Caraka Abadi also produces jamu and olesic oil to relieve body pain. However, the company faces challenges in the form of public doubts about the halalness of the products because the owner is not a Muslim. Employees' lack of understanding of the concept of halal products is also an obstacle, so education and assistance are needed. Given that Indonesia is a country with the largest Muslim population in the world, public awareness of the importance of consuming halal products, especially food and beverages, is very high. This is in line with Islamic teachings in QS. Al-Maidah verse 88 which calls for the consumption of halal and good food (Esfandiari et al., 2021).

Other cases include the Joint Business Group (KUB) and a number of Micro, Small, and Medium Enterprises (MSMEs) that focus on two creative industry subsectors, namely handicrafts and culinary. Most of the MSMEs in this village are family businesses that have been passed down from generation to generation. As a result, business management patterns tend to be traditional. The production process is carried out by family members or neighbors, and lasts for 1-2 days. The products produced are distributed to the market through middlemen or sold in small stalls. However, snack food MSMEs in Balesari village face a number of obstacles, including distribution limitations, sales fluctuations, low consumer buying interest, and the absence of PIRT certification and halal labels on their products.

The absence of PIRT permits and halal certification is an obstacle in increasing consumer trust and buying interest, especially Muslim consumers. A number of studies have shown that halal labels and PIRT permits can increase consumer confidence and product competitiveness. Apart from being a guarantee of product safety and halalness, this certification is also an important requirement to reach a wider market, including supermarkets and minimarkets. The lack of understanding of MSME actors on certification procedures is the background for the implementation of the mentoring program.

Assistance is carried out using an interactive tutorial method, which aims to increase the understanding of MSME actors on the importance of halal certification and licensing procedures. In this activity, it was explained that a halal certificate is a written fatwa issued by the Indonesian Ulema Council (MUI) which states the halalness of a product based on Islamic law. This certification is a prerequisite for putting halal labels on products and is the main requirement in applying for cooperation with modern retailers. MSME partners are also given an understanding of halal certification regulations in Indonesia. This process began since the discussion of the Halal Product Guarantee Bill in 2004 and was enacted into Law No. 33 of 2014 concerning Halal Product Guarantee. Its implementation is further regulated through Government Regulation No. 31 of 2019.

After obtaining a halal certificate, MSME players are required to include a halal label on products that are easily seen, not easily damaged, and easily read by consumers. In addition, business actors are also required to maintain product halalness, separate the production process of halal and non-halal products, renew

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certification if it is about to expire, and report changes in the composition of ingredients to BPJPH. Halal certification assistance activities are expected to increase the awareness of MSME players regarding the importance of halal product guarantees, while increasing competitiveness, consumer confidence, and the potential for expanding product distribution (Verawati et al., 2021).

3.6 Halal Certificate Distribution Strategy

Increasing the Distribution of Halal Certificates can be done through increasing access to information and education. Massive and comprehensive socialization to all business actors regarding the importance of implementing halal certification (Mavi et al., 2024). Socialization is carried out regularly, especially in remote areas or MSME centers. Socialization can be done by providing training on procedures for making NIB and P-IRT, free halal certificate registration, self-declaration, and classification of halal products. Increasing access to information and education can also be done by providing an easily accessible portal or application containing all information related to halal certification, from requirements, procedures to application status (Rofiah et al., 2024). In addition, increasing regular, paid, independent, or free halal certification facilities (free halal certification program (SEHATI)) for business entities. The acceleration of halal certification for small business entities can be encouraged through self-declaration. In the self-declaration process, business actors do not need to register with BPJPH as in the regular process. They are accompanied by PPH assistants. The assistant takes notes and checks until halal certification is determined. In this case, the determination of an independent statement must be made by a competent person. Independent statements for MSME players must be based on several criteria, including risk-free products, using ingredients that have been confirmed halal, and having a simple production process. As stated in PMA Number 20 of 2021, independent statements must be carried out by PPH assistants, and these PPH must be supervised by the PPH Assistance Institution (Rofiah et al., 2024).

Next, increase public awareness. Educate consumers about the importance of choosing halal-certified products. The purpose of the inclusion of the halal certificate logo is to determine food and beverage products circulating in the community, provide protection and legal certainty for Muslim consumer rights against non-halal products and prevent Muslim consumers from consuming non-halal products. For this reason, for business actors in trading a product, they should apply for a halal certificate through BPJPH to obtain it and then include the halal logo on the product (Karyani et al., 2024). In addition to educating the problem, it is equally important to help businesses promote their halal-certified products, for example through special exhibitions, halal marketplaces, or digital campaigns.

Increased education is accompanied by optimizing digitalization through an online system. New technology and the internet are used to develop information and effectiveness of halal certification registration (Rofiah et al., 2024). BPJPH (Halal Product Guarantee Agency) has provided digital platforms such as SiHalal. Businesses can register, fill in product and process data, and upload the required documents online. This eliminates the need for face-to-face meetings and speeds up the flow. In addition, technology can help businesses monitor the progress of their certificate applications in real-time through an online system, from document verification, assignment of a Halal Examining Agency (LPH), to the determination of halal fatwa and certificate issuance. In its development, it is important to continue to educate business actors on how to use this digital platform through online manual books, webinars, or video tutorials.

The ease of obtaining halal certification requires assisting the halal certification process for MSMEs and educating proactively. The Halal Examining Agency assists BPJPH by providing halal auditors. This institution must have a laboratory to conduct special audits of products that have extraordinary complexity. Meanwhile, for simple products or MSMEs, PPH Assistance Institutions (religious organizations, Islamic religious institutions, and universities) will help carry out verification and validation for the self-declaration path. After being validated and verified by LPH or PPH Facilitators, a MUI fatwa will be issued as a strategic partner of BPJPH. Minor institutional structures in each village can also help with assistance, such as recruitment of village officials to become assistants. In this case, a joint team between LPH and village officials is needed to collaborate and accelerate the certification process to the lower levels (Rofiah et al., 2024). This collaboration is followed by regular socialization and training such as holding workshops, seminars or training periodically in various regions (especially MSME centers) to explain the importance of halal certification, procedures, and the latest regulations. In addition, it also provides booths or service posts at MSME events, exhibitions, or traditional markets to provide direct consultation and assist with the registration process.

Internal, external and organizational factors all significantly affect the implementation of previous Halal standards (Amer, 2024). Strengthening partnerships with ministries or institutions and resources is important. Strengthening is done through increasing the number of accredited Halal Examining Institutions (LPH) and evenly distributed throughout Indonesia can accelerate the process of auditing and testing products. Increase the capacity of PPH auditors and assistants. Train more competent human resources in this field so

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that they can serve more applications. Establish cross-sector cooperation including BPJPH (Halal Product Guarantee Agency), Ministry of Religious Affairs, Department of Industry and Trade, Department of Cooperatives and MSMEs, universities, business associations and communities to socialize and facilitate the certification process.

Increase supervision of the ongoing implementation of post-halal certification. The Halal Management Team or Halal Supervisor carries out supervisory functions, which include (1) conducting PPH supervision in the company, (2) determining corrective and preventive actions, (3) coordinating the halal product process, and (4) accompanying halal auditors during inspections. Non-Muslim companies are required to display the non-halal logo in their stores. Socialization and supervision are also important for non-halal MSMEs. Massive socialization of halal food will influence the non-Muslim community's understanding of halal principles related to food safety and environmental friendliness (Rofiah et al., 2024).

The next thing that is no less important is the evaluation of the halal certification policy. The government needs to consider the response of business actors to ensure the effectiveness of the implementation of the halal certification policy. The government can take important steps in this regard by conducting surveys of business actors who have participated in the halal certification program to find out the benefits and satisfaction they get from the policy and identify factors that hinder them in accepting the halal certification policy (Darmalaksana, 2023).

Finally, the government's efforts in law enforcement. Business actors may be subject to administrative sanctions in the form of verbal warnings, written warnings, or revocation of halal certificates if they include halal labels that are not in accordance with the provisions, such as on labels that are printed on packaging, certain parts, and / or certain places that are easy to see and read and are not easily removed, removed, or damaged. Meanwhile, business actors who do not maintain the halalness of products that have obtained halal certificates can be punished with a maximum imprisonment of 5 years or a maximum fine of IDR 2 billion. Business actors can provide compensation in the form of a refund or replacement of the halal label, the same or equivalent goods and / or services, health services, and / or compensation in accordance with the provisions of applicable laws and regulations if consumers feel harmed (Rofiah et al., 2024).

4. CONCLUSIONS AND SUGGESTIONS / RECOMMENDATIONS

4.1 Conclusions

Halal certification plays a central role in ensuring the integrity of Shariah-compliant products, as well as shaping Muslim consumer confidence amidst the complexity of the global market. However, the reality among the public shows that there are gaps in implementation and supervision, both in local and imported products. Although the government has formulated various strategic regulations through the establishment of BPJPH and partnerships with MUI, the effectiveness of the monitoring system is still problematic and there are various cases of violations that reduce the credibility of the halal label.

The halal label listed on the product is not yet fully a determinant of consumer purchasing decisions. Various factors such as the level of religiosity, perceptions of the authenticity of the certificate, and the image of the producer also influence people's buying intentions. Cases of halal guarantee violations that occur, such as the finding of alcohol content in Haagen Dazs ice cream products and the lack of ownership of halal certification for MSME players, show that there are still gaps that pose a challenge to the halal assurance organizing agency. Halal certification is not only an instrument of administrative formality or a marketing tool, but must be realized as a reflection of ethical, spiritual and quality commitments that are maintained thoroughly along the supply chain for both consumers and producers. BPJPH together with LPPOM MUI as the state authority organizing the halal certification process through product verification to financing for MSME players. BPJPH also has the authority to oversee the implementation of Halal Product Guarantee (JPH), including certificate validity, product halal status, label use, and process separation between halal and non-halal products. The existence of a halal supervisor is a strategic component in quality control. To ensure compliance, the regulation also stipulates administrative and criminal sanctions for violations of the JPH provisions.

4.2 Recommendations

Through BPJPH and the active role of the government, it is necessary to increase supervision of products circulating in the community so that violations of the halalness of a product do not recur. Technology-based innovations, such as the national halal database and QR code tracking are expected to be strategic solutions for efficiency and transparency of halal assurance. Increasing halal education and literacy for MSME players, consumers, and halal supervisors through training, public campaigns, and integration in the education

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curriculum. This effort is needed as a catalyst to strengthen public confidence in the halalness of products, as well as to make Indonesia the center of a superior and trusted halal industry at the global level.

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