
Peran *Halal Center* Dalam Memajukan Ekonomi Halal Berkelanjutan Di Sektor Industri Halal

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Article Info	Abstract (Bahasa Inggris)
Article history: Received : 01 Agustus 2021 Revised : 28 September 2021 Accepted : 27 Oktober 2021 Keywords: <i>Halal Center, Halal Economic, Halal Industry</i>	<i>This research aims to find out the role of halal centers in boosting the halal economy in the Indonesian halal industrial sector. This type of research is descriptive qualitative research. Descriptive qualitative research is research that examines several sources. Where the research sources used are several sources such as books, scientific journals, encyclopedias, literature, works of scientists, as well as government agency websites that are related to this research. The object of research in this research is writing or text related to the current development of the Indonesian halal industry. The results of this research show that the role of the halal center is very influential on the development process of the halal industry in Indonesia. Where it can be seen that in 2020 the total number of halal certification registrations was 11,103 and in 2023 the total number of halal certification registrations was 155,451. Then in data from The State of the Global Islamic Economy Report 2022, Indonesia managed to rank 4th in the world with halal product consumer coverage amounting to 11.34% of global halal expenditure.</i> Abstrak (Bahasa Indonesia) Penelitian ini bertujuan untuk mengetahui apa peran dari halal center dalam mendorong ekonomi halal pada sektor industri halal Indonesia. Jenis penelitian ini merupakan penelitian kualitatif deskriptif. Penelitian kualitatif deskriptif adalah suatu penelitian dengan menelaah beberapa sumber. Dimana untuk sumber-sumber penelitian yang digunakan merupakan beberapa sumber seperti buku, karya ilmiah jurnal, ensiklopedia, literatur, karya ilmunan, serta website instansi pemerintahan yang memiliki keterkaitan dengan penelitian ini. Objek penelitian pada penelitian ini berupa tulisan ataupun teks terkait perkembangan industri halal Indonesia saat ini. Hasil penelitian ini menunjukkan bahwa peran dari halal center sangatlah berpengaruh terhadap proses perkembangan industri halal di Indonesia. Dimana dapat dilihat bahwa pada tahun 2020 jumlah pendaftaran sertifikasi halal secara keseluruhan sebanyak 11,103 dan pada tahun 2023 jumlah pendaftaran sertifikasi halal secara keseluruhan sebanyak 155.451. Kemudian pada data The State of the Global Islamic Economy Report 2022 bahwa Indonesia berhasil menduduki peringkat ke 4 dunia dengan pencakupan konsumen produk halal sebesar 11,34% dari pengeluaran halal global.
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1. INTRODUCTION

Indonesia is a country with a majority Muslim population. This allows Indonesia to develop national halal economic progress (Warto & Samsuri, 2020). One of the halal economic developments is the development of Indonesia's halal industry sector. In addition, the development of the Indonesian halal industry in 2023 is experiencing good development (Noviarita et al., 2021). Where the development of the halal industry that has received halal certification reaches a considerable number (Tanjung & Panggabean, 2022).

Based on data from the State of Global Islamic Economic Report 2022 of countries participating in the Organization of Islamic Cooperation (OIC), Malaysia is always ranked first in halal food, Islamic finance, Muslim-friendly travel, and pharma & cosmetic (Gustini & Ismail, 2022). Followed by Indonesia which is always included in the top four in halal food, Islamic finance, Muslim-friendly travel, pharma & cosmetics. The following are the 10 countries with the best global Islamic economy index (State of the Global Islamic Economy Report, 2022).

Table 1. Global Islamic Economy (GIE)

No	Top 10 GIE	Poin
1	Malaysia	207,2
2	Saudi Arabia	97,8
3	Uni Emirat Arab	90,5
4	Indonesia	68,5
5	Turkiye	67,3
6	Bahrain	66,7
7	Singapore	65
8	Kuwait	62,1
9	Iran	56
10	Jordan	51,8

Source: State of the Global Islamic Economy Report, 2021

The existence of Indonesia and Malaysia in the top four rankings in the State of Global Islamic Economy Report 2022 data cannot be separated from government policies in guaranteeing all halal products, both exports and exports at the time of distribution. In Indonesia, the beginning of the provision of halal certification was issued by the Indonesian Ulama Council (MUI). However, the role of the Indonesian Ulama Council (MUI) in labeling halal is still considered ineffective. Then the Government of Indonesia drafted a Bill on Halal Assurance for the Community which eventually gave birth to Law Number 3 of 2014 concerning Halal Product Assurance (Lubis et al., 2023). The Indonesian government and the House of Representatives (DPR) agreed to give authority to the Ministry of Religious Affairs. Then the Ministry of Religious Affairs formed the Halal Product Assurance Organizing Agency (BPJPH) and the Indonesian Ulama Council (MUI) gave a halal fatwa to the Halal Product Assurance Organizing Agency (BPJPH) in certifying the halal label of every product in Indonesia in the form of food, beverages, cosmetics, industry, and foreign products entering Indonesia (Lubis, 2022).

Table 2. Number of Halal Industry Registrants for Halal Certification

Year	Sum
2021	654
2022	1074
2023	2305

Source: (<https://bpjph.halal.go.id/>), processed

Table 2 shows that the development of the halal industry in Indonesia has increased every year to get an Indonesian halal certificate. Because a halal industry that has obtained a halal certificate will invite consumers both Muslim and non Muslim to come to visit. Halal certificates also play a role in providing a sense of security to consumers to come to visit and buy halal products. Adam Smith's theory of economic development in his book *An Inquiry Into the Nature and Causes of the Wealth of Nations* that he explained that the increase in the population of a country must be balanced with advances in production technology on a demand for domestic needs (Hasan & Mahyudi, 2020).

This is in line with this research on the role of the Halal Center in advancing the halal economy in the halal industry sector. Due to the growth of the Muslim community, there is more and more demand for halal products. Thus, to optimize the creation of a sustainable halal economy in the halal industry sector in

Indonesia, the government must make every effort in its commitment to develop the halal industry and make Indonesia a world halal economic market. This halal industry is one of the halal economic sectors that has business opportunities that become a trend among the wider community. Agus Gumiwang Kartasasmita as Minister of Industry said that the halal industry is not only enjoyed by Muslim communities, but non-Muslim religious communities are also targeted by a halal industry.

And he also said that Indonesia's halal economic growth is also growing and strong because consumer awareness of halal tayyib products has increased. In the Indonesia Halal Market Report 2021/2022, Bank Indonesia (BI) said that the potential of the Islamic economy, especially the halal economy, has increased to the National GDP of US\$ 5.1 billion. Optimizing Indonesia in a sustainable halal economy in the Halal Industry sector, making the halal industry a promising economic sector in the future. In this study, researchers will describe the role of the Halal Center in advancing a sustainable halal economy in the halal industry sector.

Then how to do a good Halal Center like what is more emphasized for the development of the Halal Industry to create Indonesia as a world halal economy market. Several previous studies have been conducted in the same field in the halal industry. For example, research of Syarif (2019) has conducted research on the halal economy in the era of religious moderation, now how it grows and develops. According to him, the halal economy can develop and grow if a discourse is mature and planned by the government. Then the research of Sungkawaningrum (2019) conducted research on the role of Islamic banking in advancing the halal industry in the halal food sector, in his research it turned out that Islamic banking has not been fully able to be part of advancing halal food.

Further research of Yudha & Kafabih (2021) related to the halal industry during the Covid-19 period last year how it developed, and whether it gave its blessings. Considering that during the pandemic, everyone worked from home. Furthermore, research conducted by Samsul et al. (2022) related to the future of the halal industry is to realize Indonesia as a world halal industry market. He sees that Indonesia has considerable potential in certain aspects. Apart from that, research conducted by Zulfa et al. (2023) illustrates the implementation and enforcement of the Halal Product Guarantee Law (JPH), which is often still considered unimportant by the public.

So, this becomes a challenge in itself, such as a lack of understanding from the public, and is considered less attractive to law enforcement officials, even though consumer protection laws are better known and recognized. This happens because of criminal threats which are not much different from the Food Law and Consumer Protection Law, as well as the need for testing methods for halal products which are not yet complete in Indonesia. The low level of sanctions imposed in the JPH Law court decision and the existence of cases of halal certified products that still contain pork are facts that reduce the trust of the public and law enforcers.

So, the role of related institutions is needed, as in this research, namely the role of the halal center to enforce the JPH Law, to realize a sustainable halal economy. Quoting from Hidayat (2019) the halal industry has great potential in Indonesia as the largest Muslim country. One of the halal industries that has great potential is Wardah Cosmetics. Wardah is a pioneer of halal cosmetics in Indonesia and of course has a connection with the buying interest of the Indonesian people, who are predominantly Muslim. Wardah's efforts increasingly show that the halal industry in Indonesia must continue to exist, namely with all the halal processes for their products to improve a sustainable halal economy in Indonesia.

Based on the JPH Law, research conducted by Ruhaeni & Aqimuddin (2023) shows that halal certification in Indonesia has changed from voluntary to mandatory. However, the halal certification policy in Indonesia is still considered inconsistent with the National Treatment (NT) under the auspices of the World Trade Organization (WTO). Halal certification in Indonesia is considered to violate halal certification in Brazil in terms of profits because the export of chicken meat is guaranteed. This case is considered to violate Article 3 paragraph 4 of GATT 1994.

However, food certification in Indonesia can be justified by referring to its existence in article 20 (a) of GATT 1944 concerning morality in society, even though WTO jurisprudence does not allow it linearly. Based on previous research that has been done, the focus of the renewal of this research is on the Halal Center study. The paper intends to explore the role of Halal Center both central and regional in developing a sustainable Indonesian halal economy, especially in the halal industry sector. This research aims to find out how effective the role of halal centers is in improving a sustainable halal economy in the Indonesian halal industrial sector.

2. RESEARCH METHOD

This research is a type of qualitative research with a descriptive nature. This type of research is a study that aims to obtain a conclusion in the form of a description of events in a research procedure or research object by describing the results in the form of stories from halal centers, especially in halal

companions. The purpose of this study is to explain and describe data related to the development of the Sharia industry sector on the role of the halal center. The data collection technique used in this study is by using library research or literature study. Literature studies are collected from several scientific works, journals, printed books, online books, online media, and websites of institutions related to research.

3. RESULTS AND DISCUSSION

Indonesia is one of the countries with the largest Muslim population in the world. With a Muslim-majority society, the demand for halal products and services is growing. Halal Center, as an institution responsible for ensuring halal products and services in the halal industry, plays a crucial role in boosting the halal economy in Indonesia (Saputri, 2020). In this paper, researchers will discuss the important role played by the Halal Center in encouraging halal economic growth in the Indonesian halal industry sector.

The Role of Halal Certification in Increasing Consumer Trust

One of the main roles of the Halal Center is to provide halal certification for products and services that meet Islamic halal standards. Halal certification from the Halal Center assures Muslim consumers that the products they buy are by the teachings of their religion. With halal certification, consumer trust in the products and brands concerned increases, and this has a positive impact on increasing sales of halal products. Products that have halal certification are preferred by Muslim consumers, and they tend to be willing to pay more for products that are guaranteed halal. With the increasing demand for certified halal products, manufacturers and companies can increase their sales volume, which in turn can help boost halal economic growth in Indonesia.

Opening Export Opportunities

The halal industry in Indonesia has great potential to export products to international markets. However, the export of halal products requires strict requirements and standards to meet the regulations and expectations of destination countries. Halal Center plays an important role in supervising and escorting the products to be exported to meet applicable halal requirements. When Indonesian halal products have internationally recognized halal certification, it will be easier to enter the global market. Valid and recognized halal certification can help increase access to Indonesian halal products to export markets and support halal economic growth through expansion into international markets.

Education and Extension

Halal Center also has an important role in education and counseling about halal principles for producers, companies, and the general public. The knowledge gained through the Halal Center helps raise awareness about halal and the importance of complying with halal requirements in production and consumption. With an increased understanding of halal, manufacturers can better comply with halal requirements in their production, which in turn will create more quality halal products. Education efforts on halal contribute to improving the quality of halal products and increasing the competitiveness of the Indonesian halal industry in domestic and international markets.

Product Innovation Development

Halal Center also plays a role in encouraging the development of product innovation in the halal industry. The increasing consumer demand for diverse and high-quality halal products requires manufacturers and companies to continuously innovate and introduce new products that meet halal standards. With partnerships between Halal Centers, universities, and research institutions, high-quality product innovations can be generated to meet the needs of the growing halal market. Continuous research and development of halal products helps develop a diversified portfolio of halal products and enhances the competitiveness of Indonesia's halal industry.

Supervisory and Audit Roles

Rigorous supervision and audits by the Halal Center of halal producers and industry players are essential to ensure compliance with halal requirements. This supervision helps prevent fraud or violations that can damage the reputation of the halal industry. Rigorous supervision and regular audits by the Halal Center influence producers and companies to stay within the line of halal compliance, which in turn can build consumer confidence in Indonesian halal products.

Halal Center Development in Indonesia

With the emergence of Muslim community awareness of the use of halal products and industries, it is appropriate that Indonesia with the largest Muslim population in the world, has an adequate Halal Center. Table 3 shows the number of Halal Centers in Indonesia.

Table 3. Number of Halal Centers in Indonesia

Province	Sum
Aceh	4
Sumatera Utara	4
Sumatera Selatan	2
Sumatera Barat	8
Bengkulu	2
Riau	2
Kepulauan Riau	3
Jambi	5
Lampung	5
Kalimantan Barat	1
Kalimantan Timur	2
Kalimantan Selatan	1
Kalimantan Tengah	1
Kalimantan Utara	1
Banten	10
DKI Jakarta	19
Jawa Barat	20
Jawa Tengah	26
DIY Yogyakarta	6
Jawa Timur	43
Bali	1
Nusa Tenggara Timur	1
Nusa Tenggara Barat	5
Gorontalo	2
Sulawesi Barat	1
Sulawesi Tengah	2
Sulawesi Utara	2
Sulawesi Tenggara	3
Sulawesi Selatan	10
Maluku Utara	2
Maluku	2
Papua	2
Papua Barat	2
Total	200

Source: <https://bpjph.halal.go.id/>, processed

Table 3 indicates that almost every province in Indonesia already has a Halal Center. However, more universities are needed to establish a Halal Center to support the development of the halal industry through research held. Universities with Halal centers are expected to become centers for providing human resources for the Halal industry, such as Halal supervisors, halal auditors, and Halal Product Process Assistants (PPH) (BPMI-Setwapres, 2021).

The existence of human resources in the halal industry at the Halal Center certainly cannot be separated from Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Assurance (JPH) Field and Minister of Religious Affairs Regulation (Peraturan Menteri Agama/PMA) Number 20 of 2021 concerning Halal Certification for MSE Actors. Regarding PPH Companions in the Regulation of the Minister of Religious Affairs (PMA) Number 20 of 2021 has the task of verifying and validating product halal statements by business actors (Self Declare), free of charge for micro and small businesses. Verification and validation of materials include checking documents and requesting the composition of ingredients. Meanwhile, verification and validation of halal product processes carried out by PPH companions include providing PPH documents, requesting PPH schemes, and conducting field verification. If in the process there is a discrepancy, then the PPH companion can make corrections. It can be in the form of material correction or a halal product process. However, if everything is under the new halal standards, PPH assistants can make recommendations submitted to BPJPH (IHATEC, 2022).

As for the regular line during the audit process, it is accompanied by a halal auditor, whose duties are regulated in PP No. 31 of 2019 Article 40 paragraph 1. While the Halal Supervisor is a person who plays a role in carrying out the halal certification process in the Company. His duties include supervising and coordinating PPH in the Company, accompanying the Halal Auditor in inspecting halal products, and preventing and correcting problems in halal products (Article 40 Paragraph 1 of Government Regulation Number 31 of 2019).

Table 4. Number of Halal Certificate Registrants Per Year

Year	Sum
2017	472
2018	11.103
2019	23.238
2020	147.635
2021	155.451

Source: (<https://bpjph.halal.go.id/>), processed

Table 4 shows the overall development data of halal certificate registration from BPJPH. Where it is all an accumulation of registration, be it food products, beverages, goods, and other halal industries. Looking at the table, there is a very significant increase from 2019 to 2023. In 2019 it still amounted to 472, until finally in 2021 it was 155.451. Thus, the role of the Halal Center on Indonesia's halal economy in the halal industry sector is very influential, this can be seen in the data from The State of the Global Islamic Economy Report 2021 that Indonesia managed to rank 4th in the world by pocketing a total of 68,5 points. In addition, Indonesia is estimated to spend on halal products and services which is projected to increase by 14,96 percent in 2025, valued at USD281.6 billion. So that Indonesia is considered the world's largest halal market consumer with halal product consumer coverage of 11,34 percent of global halal expenditure (Ministry of Industry, 2023).

4. KESIMPULAN DAN SARAN/REKOMENDASI

4.1 Kesimpulan

Although the role of the Halal Center is very important, the challenges faced by the Indonesian halal industry must also be overcome. Some of the challenges include increasing capacity and human resources at the Halal Center, increasing producer compliance with halal requirements, as well as increasing cooperation between the Halal Center, government, universities, and other stakeholders. With collaborative efforts and commitment to improving the role of the Halal Center, the halal industry sector in Indonesia can continue to grow and contribute to the development of a sustainable halal economy. The Halal Center plays a very important role in ensuring that halal products and services meet Islamic halal standards and provide great benefits to the Muslim community as well as the halal economy in Indonesia. Halal Center plays a crucial role in boosting the halal economy in the halal industry sector in Indonesia. Through the role of certification, education, and supervision, the Halal Center helps create a more conducive environment for the growth of Indonesia's halal industry. With increasing consumer confidence, export opportunities, and product innovation, the halal industry sector in Indonesia can continue to grow and contribute significantly to the overall halal economic growth. The role of the Halal Center in supporting the halal economy also has a positive impact on creating jobs and moving the wheels of the economy. The involvement of the Halal Center in education and innovation development also contributes to improving the quality of Indonesian halal products, which in turn will increase the competitiveness of the halal industry in the global market.

4.2 Saran/Rekomendasi

there will be an increase in the quality of goods and services in the future.

5. UCAPAN TERIMA KASIH (JIKA ADA)

Saying thanks is optional. Please adjust it according to publication needs.

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