

The Optimization of Halal Certification in Indonesia: Finding Right Balance between Consumer and Businessmen Interest

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Abstract--*The halal market's growing trend has enormous potential that can be utilized to benefit Muslim society. In Indonesia, the regulation of halal market stipulated in Halal Product Assurance Act No. 33 Year 2014. This law gives Halal Certification obligation for all products that are entered, circulated, and traded in Indonesia. This clause will affects the consumers and the businessmen, two main stakeholders on halal products. However, in practice, the halal certification obligation is not fully implemented in society. This paper aims to research how to optimize the halal certification both from consumer and businessmen perspective. The research will be conducted using literature studies from legal sources regarding the halal industry and literature about the halal industry. Moreover, this paper will analyse the issue from the theoretical concept of the right of information for consumers, and the Ease of Doing Business principle. Research findings suggest that halal certification is crucial as part of consumer protection. Furthermore, halal certification can provide value-added for the product. As suggestion, to optimize and strengthen Halal Certification can be conducted by socialization of the halal certification's urgency, conducting halal certification training to businessmen, and strengthening related regulations.*

Keywords: *Halal Certification Optimization; Halal Certification; Consumer Protection*

I. INTRODUCTION

Nowadays, the growing trend of the halal market is shifting the meaning of halal. Halal not only limited on religious issues but also becomes part of business and trade. Therefore, the development of halal market has huge opportunity that can be utilized to give advantage for Muslim society, as well as promote halal concept itself.

The Islamic culture and values profoundly influence Indonesian society since 87.18% of its citizen adheres to Islam (BPS, 2010). Although the 1945 Constitution of Indonesia not stated that Indonesia is an Islamic state, the Government should facilitate the implementation of religious Law when state power is required [1]. There are several laws that contain Islamic law in Indonesia, among others, the halal market regulation stipulated at Halal Product Assurance Act No. 33 Year 2014. Besides the particular Act which regulate specific Islamic issues, there is some regulation in Indonesia which

contains few provisions related to Islamic Law, such as the Consumer Protection Act, which mentions the halal label.

Indeed, Indonesia has the potential to become a key player in halal industry since it has the largest Muslim population in the world. Moreover, the HPA Law is enacted in Indonesia as supporting regulation to enhance the halal industry development in Indonesia. Yet, in practice, the halal certification obligation is not fully implemented in society. Despite the halal certification obligation supposed to be fully implemented in 2019, not all products have been halal-certified. According to Lembaga Pengkajian Pangan Obat-obatan dan Kosmetika Majelis Ulama Indonesia (LPPOM MUI), from 2012 until 2018, only 10 percent of products distributed in Indonesia has been halal certified.

One of the causes is the lack of awareness from both stakeholders regarding the urgency of halal certification. Only a few Muslim consumers in Indonesia pay attention to the halal status of the product, let alone realize their right to access halal information from producers. On the other side, most Indonesia manufacturers perceive halal certification as an overhead cost, causing their lack of enthusiasm to certify their products. Furthermore, the information regarding non-halal status of products is mainly disclosed and inaccessible for customers. Therefore, there is an urgency about the regulation and policy which benefits both stakeholders on halal industry.

II. PROBLEMS

Thus, this paper aims to discuss the following Research Question:

1. Is the regulation about halal certification in Indonesia has accommodated both the customer and businessman interest?
2. How to optimize the implementation of halal certification which can accommodate both the customer and businessman interest?

III. RESEARCH METHOD

The research will be conducted using literature studies from legal sources such as laws, regulations,

and policy regarding the halal industry. In addition, this paper conduct a literature review from existing research and reports about the halal industry. Moreover, this paper will analyse the issue from the theoretical concept of consumer protection, especially on the right of information and also analyses from the ease of doing business principles.

IV. DISCUSSION

A. Regulation of Halal Market in Indonesia

Before the enactment of Halal Product Assurance Law, which specifically regulating halal products issue in Indonesia, the regulations regarding halal products were spread across several laws and regulations, including the following:

1. Law No. 8 of 1999 on Consumer Protection

The Consumer Protection Law has several regulations that contain halal issues. Based on Article 4 letter (a), consumers have the right to comfort, security, and safety in consuming goods and/or services. This article implies that every consumer, including Muslim consumers in Indonesia, has the right to get goods that provide comfort when consumed. One of the convenient notions for Muslim consumers is that the goods do not contradict their religious principles. Besides, Article 4 paragraph (c) of the Consumer Protection Law also states that consumers have the right to receive true, clear, and honest information concerning the condition of goods and/or services. This article implies that the company's information or Halal label on a product must be accurate, and its validity is tested. Thus, companies cannot claim that their products are halal before going through a predetermined halal test. According to Zulham [2], the regulation of halal products in this Law is voluntary because the businessmen are obliged to conduct halal certification only if they put a "halal" statement on the product label.

2. Law No. 18 of 2009 on Animal Husbandry and Animal Health

Article 58 paragraph (4) of this Law states that products derived from animals that are produced in and/or imported to Indonesian territory for distribution must be accompanied by a veterinary certificate and a Halal Certificate. The regulation of Halal Certificate for animal products in this Law is mandatory, which is proven by the existence of a Halal Certificate. However, after the Judicial Review of Article 58 paragraph (4) of this Law, the phrase "must be accompanied by a veterinary certificate and a halal certificate" is interpreted as mandatory halal certificate for animal products that are legally permitted. Therefore, it is clear that the regulation of Article 58 paragraph (4) of the Law on Animal Husbandry and Animal Health does not prohibit the production and distribution of animal-derived products that are prohibited by Islamic Law.

3. Law No. 18 of 2012 on Food

One of the essential provisions of the Food Law regulates food labeling. Article 97 paragraph (3) of the Food Law implies that food labels must contain information on halal labels for products that should be halal. According to Zulham [2], the norms for regulating the halal label in this Law are mandatory if required.

Although the previous regulation is not comprehensively discussed about halal issues, it provides several provisions for halal products. The Act for Consumer Protection regulates halal products voluntarily, the Act for Animal Husbandry and Animal Health regulate halal products mandatorily, while the Act for Food regulates halal products mandatorily if required. The difference of the norms will create disharmony among regulations that in turn will disadvantage consumers [3].

Law No. 33 Year 2014 of Halal Product Assurance provides comprehensive regulation regarding halal issues. The Halal Product Assurance Law regulates the obligation of Halal Certificate for products in Indonesia, as stipulated in Article 4 it can be seen that Halal Certification for products is no longer voluntary but mandatory. Meanwhile, the Article 26 paragraph (1) states that manufacturers who produce goods derived from prohibited materials are excluded from Halal Certification obligation. From this article, it can be concluded that products that contain prohibited substances (non-halal) are not required to conduct Halal Certification. However, they are obliged to display non-halal information on the product.

The provisions in the Halal Product Guarantee Law, which require Halal Certification for halal products and non-halal information disclosure for products containing prohibited substances, are correct. With Halal Certification and Halal Label, Business Actors who produce halal products can have added value for their products, and of course, these products will have their market share, namely Muslim consumers.

Basically, the Halal Product Guarantee Law was created to provide legal certainty. By the obligation of Halal Certification for halal products and disclosure of non-halal information for non-halal products, this regulation has provided legal certainty by the halal label or non-halal information on the product.

B. Halal Regulation from the Customer Perspective

1. Consumer awareness of halal certification/halal product

In Islamic religion, Muslims are obliged to consume and use halal products as obedience to Allah (SWT). Halal usually indicates or likely to be understood as something that is allowed for Muslims to consume or utilize. Therefore, Muslim communities must be mindful of the ingredients of what they eat or drink, as well as its handling and

packaging process. Products are only halal if the ingredients are fully compatible with the Islamic guidelines [4]. Thus, it is undeniably true that Muslims must be aware about halal aspect of what they are consuming [2]. As a consumer, beside the products' halalness, Muslim consumers also demand healthy and quality products. In addition, the product should conform to Shariah requirements [2].

However, since nowadays the advancement of technology creates a lot of derivative products, Muslim consumers are faced with a range selection of products and services, which somehow its halal status is doubtful. Usually, Muslims convinced that they consume halal foods, drinks, and manufactured products by looking at the halal logo authorized by the government agency. Then, halal logo is an indicator that the foods or drinks can be trusted in terms of halal, safety, and hygiene, thus it is permissible to be consumed by Muslims [2].

Despite being a Muslim-majority country, Indonesia still has the challenges in developing its halal industry. One of the significant challenges is the lack of awareness about the urgency of halal certification from the Muslim customer. Only a few Muslim consumers in Indonesia really pay attention to the halal status of the product. Since they live in a majority-Muslim community, they usually assume that all food in their community is automatically [4]. This phenomenon caused by the lack of awareness of halal status is called 'Kulu-halal' [4]. Although this assumption may have been valid, the globalization has caused the imported food to enter the Muslim-majority country on a large scale. Thus, no guarantee that all food in Muslim-majority country market is halal (ITC, 2015).

In addition, not all customers realize their right to access halal information from producers. Before the enactment of Halal Product Assurance Law, the information regarding non-halal status of products was mainly disclosed and inaccessible for customers. Before HPA Law, producers had no obligation to reveal if their product's is halal or haram. However, article 4 HPA Law stipulated the obligation to halal certify the product for the producer. Meanwhile, for businessmen who produce a non-halal product, they are excluded from this obligation. If this provision is disobeyed, they will be imposed on administrative sanction covering oral warning, written warning, and administrative penalty [4].

2. Right of Information for Customer

According to John F. Kennedy in the Declaration of Consumer Rights, there are four fundamental rights of consumers, namely: (1) The right to safety; (2) The right to be informed; (3) The right to choose; (4) The right to be heard [5]. Among others, one of the essential fundamental rights of consumers is the right to be informed. According to Article 4 (c) Consumer Protection Law, every

consumer has the right to obtain true, clear, and honest information on the products he consumes. The availability of information about products is essential for consumers since it will affect other consumer rights, namely the right to choose from several products' choices.

In the pre-transaction stage, information about goods or services is essential for customers. At this stage, consumers are still looking for information about goods or services before deciding to make a transaction. Consumer decisions really depend on the trusted information provided by the manufacturer. Indeed, customers can make the best choice to satisfy their needs from the available goods and services, only if the information provided is valid [6].

Article 3 letter (d) of the Consumer Protection Law stated that one of the objectives of consumer protection law is to create a consumer protection system that contains elements of legal certainty and information disclosure as well as access to information. Information provided to consumers can be in the form of labels on products. The label must contain all the information required under the prevailing laws and regulations. For example, according to Indonesian Government Regulation No. 69 of 1999 on Food Labels and Advertisements, food labels are required to contain information regarding the name of the product, a list of ingredients used, net weight or net content, the name and address of the party who produces or imports into the territory of Indonesia, and the date, month and year of expiration. In addition, all information contained in product labels must be verifiable. If a manufacturer claims its product as a halal product, then it is responsible for the accuracy of the halal information (Article 10).

The information regarding goods or services usually provided by several sources. The main source of information for consumers is provided by the businessmen (either manufacturer or distributor) of the product. Information provided by a manufacturer can be mandatory by the laws and regulations. In addition, other consumers can also provide information (for instance, from consumer protection organizations) in the form of reports on the results of research on specific goods or services. The Government can also be a source of information, for instance, through announcements about the prohibition of certain goods or services that are dangerous or do not meet requirements. However, from these various sources, mainly the information comes from businessmen. Unfortunately, usually the information provided by businessmen aims to persuade consumers to buy. Coupled with the lack of awareness from consumers of product labels, the information rarely catches the attention of consumers [6].

Therefore, it can be concluded that the disclosure of product's information for consumers is

crucial. With correct, clear, and honest information from producers, consumers can find out the quality of the product and choose suitable products to fulfill their needs.

3. Halal regulation as part of customer protection

The Consumer Protection Law aims to assure the particular standards of goods for consumers. Therefore, any act that may harm consumers, such as using false, misleading, or deceptive information of the product is prohibited [9].

From the perspective of consumer protection, halal certification is crucial as part of consumer protection regarding the right of information for Muslim customers. The right to information for Muslim consumers is manifested through the Halal Certificate and Halal Label. Halal Certificates and Halal Labels provide information regarding the halal status of a product. If a product has a Halal Certificate and Halal Label, it can be ascertained that the product is halal and safe for consumption for Muslim consumers. Halal certification proves whether a product is genuinely halal and does not contain substances that are not halal and/or not processed in a prohibited manner according to Islamic Law (Karimah, 2020).

According to Zulham [3], most of the market's processed products are goods with experience and credence characteristics. It implies that Muslim consumers cannot tell whether the products are genuinely halal before and after buying them. This kind of product needs halal certification as proof that they really fulfill syariah requirements and not include non-halal material on ingredients. Therefore, the Halal Label and Halal Certification of products are very important to accommodate Muslim consumers' right to information. Furthermore, Halal certification and labeling aim to ensure that the information offered to consumers is not misleading.

Halal certification and label have four beneficial aspects, namely: (1) Confident aspect, which allows consumers to make choices from the information they receive; (2) Competitive aspect, which provides a competitive advantage for producers and as a marketing tool; (3) Quality aspect, which shows that the product meets not only halal requirements but also follows strict hygiene practices; (4) Authority aspect, by providing a supervisory mechanism to audit and monitor halal products [5].

Additionally, the Halal Product Assurance Law provides the disclosure of halal or non-halal status of the product. The HPA Act article 4 implies that halal certification is compulsory for all Indonesia products, except for the product which derives from non-halal material (Article 26).

In conclusion, protection of the right to information for Muslim Consumers is manifested in Halal Product Assurance Law by disclosing

information on the halal and haram status of a product.

C. Halal Regulation from Businessman Perspective

1. Halal Certificate in the perspective of businessmen

Enactment of Law Number 33 Year 2014 concerning Halal Product Assurance (HPA Law) emphasizes the urgency of the halal and haram issue in the production chain from businessmen to consumers. The enforcement of the HPA Law aims to provide legal certainty for food products and other consumer goods. As for businessmen, the HPA Law provides guidance on processing, producing, and marketing products to the consumer, as well as making information on halal products to consumers [4].

Furthermore, Article 1 (3) of Government Regulation of Food Labels and Advertisement (PP. 69 of 1999) explains that what is meant by food label is: any information regarding food in the form of pictures, writing, a combination of both or other forms attached to food, inserted into, attached to or constituting part of food packaging. The benefits of information on labels include: a) labels have a significant impact on increasing the efficiency of consumers in choosing products; b) labels increase consumer loyalty to particular products; c) labels provide benefits for businessmen (Rahma Maulidia, 2013). The objectives of implementing the Halal Product Guarantee are: a) to provide comfort, security, safety, and assurance of the availability of Halal Products for the public in consuming and using the Products; and b) increasing added value for Business Actors to produce and sell Halal Products [7].

However, the urgency of halal certification for their product is still underestimated by businessmen. As an impact, not all products in Indonesia have been halal-certified. According to Lembaga Pengkajian Pangan Obat-obatan dan Kosmetika Majelis Ulama Indonesia (LPPOM MUI), from 2012 until 2018, only 10 percent of products distributed in Indonesia have been halal certified.

There are still pros and cons ongoing regarding halal certificates from the perspective of businessmen. From the perspective of manufacturers who are against the obligation of halal certification in Indonesia, they are still reluctant to certify their product because they perceive halal certification as an overhead cost. Based on the HPA regulations, to get halal certification, one has to follow a tortuous process and procedure. These procedures are: 1) applying for Halal Certificate must: a) provide correct, clear and honest information; b) separating the location, place, and means of slaughtering, processing, storing, packaging, distributing, selling and serving Halal and non-halal products; c) have a Halal

Supervisor; and d) report changes in the composition of materials to BPJPH. 2) Then after the process of submitting an application, a business actor that has obtained a Halal Certificate is obliged to a) include the Halal Label on Products that have received a Halal Certificate; b) maintain the halalness of Products that have obtained a Halal Certificate; c) separating the location, place and slaughtering, processing equipment, storage, packaging, distribution, sale and presentation of Halal and non-halal products; d) renew the Halal Certificate when the Halal Certificate validity period ends; and e) report changes in the composition of materials to BPJPH. Businessmen who do not conduct these obligations are subject to administrative sanctions in the form of a written warning, administrative fines, or revocation of the Halal Certificate [7]

The long journey that the manufacturer has to go through is quite winding. It was starting from registering with the Halal Product Assurance Agency (BPJPH) with various documents. They were then directed to the Halal Guarantee Agency (LPH) to be examined by auditors at the company's production location. Next from the LPH, it is submitted to MUI to obtain a halal fatwa. From MUI, it is returned to BPJPH; then, the halal certification is processed. Each process at the 'institution' is sure to take a long time, usually around two months. This certainly has an impact on the costs that must be incurred. The fees referred to here include registration fees that have been set by the institution, transportation costs, time costs that have been incurred by the manufacturer, and other unexpected costs.

Businessmen, especially MSMEs, complained about the obligations of businessmen to conduct Halal Certification. According to the Chairperson of the UMKM Association (Akumindo), Ikhwan Ingratubun, one of the reasons stated by MSME players was the high cost to conduct Halal Certification and the long procedure for making Halal Certification.

However, according to the Government's perspective, the procedures regulated for obtaining certification are a serious effort to ensure the halal quality of a product. The Government's aim to regulate halal certification is for businessmen to provide added value for products and to improve the quality of their products.

On the other side, from a business perspective, halal certification gives benefits such as provide value-added and provide opportunities for the manufacturer to enter the Muslim market niche. By halal certification, assurance regarding halal products is conducted following the principles of protection, justice, legal certainty, accountability and transparency, effectiveness and efficiency, and professionalism. (Halal Product Assurance Law, Number 33 Year 2014).

Additionally, the HPA Law is not only intended to provide protection and assurance to consumers by providing halal certification. Furthermore, producers also benefit from this Law. Since it provides legal certainty for all goods produced, the HPA Law will have a positive impact on the business world. Moreover, the demand for halal products is not only from Muslims but also non-Muslim customers, since non-Muslim people think that halal products are proven to be of high quality and are very good for the health [4].

2. Halal Certificate in the perspective of Ease of Doing Business

Ease of Doing Business (EODB) is an index established by the World Bank to rank global countries based on the level of ease of doing business. The better the EODB is applied directly, the more it shows the Government's efforts in creating a conducive climate for starting a business. There is an assessment indicator in the EODB, which can be linked to the halal certification process, regarding the management of various permits that need to be done to start a business. This indicators is a measurement for a country to have the ease of doing business.

The improving EODB rating indicates that the economic and social conditions are also improving. So far, there have been at least 4 (four) attempts by the Government to continue to encourage the ease of doing business in Indonesia. First, improving regulations in various sectors. Second, efforts to speed up service time standards by simplifying procedures. Third, conduct socialization related to regulations that can encourage ease of doing business in Indonesia. Then fourth, improving services through a system online, such as by implementing an online single submission (BKPM, in <https://www.investindonesia.go.id/id/artikel-investasi/detail/ease-of-doing-business-di-indonesia-terus-membaik>).

EODB is the standard in business convenience. As explained in the previous point, the drawback of halal certification is a long and complicated process, which is contrary to the principle of ease of doing business. A long and complicated process is quite influencing the running of the business. As explained above, the current halal certification process is still categorized as not meeting EODB standards, it causes quite a long time and presents obstacles to businessmen in running their business. Therefore, the halal certification process should be made more effective and efficient in order to fulfill the principles of the EODB itself.

In terms of efficiency and effectiveness, the process of the Halal Certification stages at each institution tends to take quite a long time. Moreover, this certification process is also not free. Mustolih argues that these processes are not in line with the principle of ease of doing business (EoDB), which demands a business process that is fast, low cost, and

efficient in order to compete with other countries. In the explanation of HPA Law Article 2 letter c, the principle of efficiency and effectiveness in the Halal Certification process, the organizing institution is obliged to focus on objectives, to have efficiency by minimizing the use of resources. This is done in a fast, simple method, and at an affordable cost.

D. How to Optimize the Implementation of Halal Certification

Based on the problems described above, various efforts can be made by the Government, businessmen, and society. Efforts to optimize halal certification that meet consumer needs and business interests of producers include the following:

1. Strengthening regulations that support halal-certification obliged business

In order to strengthen regulations regarding Halal Certification in Indonesia, several improvements are needed, namely:

a. Simplification of the Halal Certification Process

Currently, the Government is drafting The Omnibus Law/Law of Job Creation (RUU Cipta Kerja), which brings several changes to the articles in Law No. 33 Year 2014 of Halal Product Assurance. Although currently the Omnibus Law still has pros and cons, this bill can be an alternative effort to simplify the Halal Certification process in Indonesia. As an effort to simplify the process, the Job Creation Bill will have several changes on HPA Law, including: a) the existence of article 4A; b) amendments to Article 29; c) amendments to Article 30; d) amendments to Article 31.

The Article 4A of the Job Creation Bill it is stated that the obligation to conduct Halal Certification for MSME actors is sufficiently based on statements from MSME players [10]. The statement referred to in this case is a statement from the UMK which is based on the halal standard as determined by the BPJPH (The Omnibus Law RUU Cipta Kerja, 2020).

Meanwhile, Article 29 of the HPA Law explains that businessmen apply for a Halal Certificate in the form of a written application aimed at BPJPH. In the Omnibus Law RUU Cipta Kerja, the provisions regarding submitting an application for a Halal Certificate are added to the rules regarding the verification period for the application. Thus in its amendment, the third paragraph of this article states that BPJPH verifies the application for Halal Certificate with a maximum period of 1 (one) working day. By shorting the time limit, it can simplify the Halal Certification process, especially for this stage.

In Article 30 paragraph (1) of HPA Law, it is stated that the Halal Inspection Agency (LPH) is stipulated by BPJPH to conduct inspection and testing of the halalness of a product. Then, paragraph (2) of Article 30 explains that the process must be carried out for a maximum of 5 (five)

working days starting from when the application documents from businessmen are declared complete by BPJPH. The Job Creation Bill shortens the maximum time for BPJPH to determine the LPH, which is only 1 (one) working day counted when the application documents from businessmen are declared complete and meet the requirements (The Omnibus Law RUU Cipta Kerja, 2020). Then, another amendment plan in The Omnibus Law is the addition of provisions in Article 31 paragraph (1) of the Halal Product Guarantee Law, by create maximum time limit for carrying out the inspection and/or testing process for the halalness of the product, which for 15 (fifteen) working days.

However, the plans for several changes and improvements to articles related to the Halal Certification process have not only had a positive impact in the form of optimization efforts in this process. This draft regulation also provides the possibility of negative impacts. There is the possibility of disadvantage which will arise from accelerating the time for halal certification. With the shorter time, it is possible that the process is conducted in a hurry to pursue the target time acceleration, thus causing the error in process. Since HPA Law aims to guarantee the standard of halalness, all processes must comply with the Shari'a. So In order to conduct a process related to the provisions of the Shari'a, a precautionary principle is needed to be conducted so that an error does not occur. If one does not fully implement the shariah principle in halal certification process, it can harm Muslim customer.

b. Cost Facilities for Micro and Small Entrepreneur

Article 44 paragraph (1) of the HPA Law stipulates that the costs for conducting the Halal Certification processes will be borne by businessmen who apply for Halal Certificate. However, paragraph (2) then regulates that if the businessmen is a micro and small business, then other parties can provide Halal Certification fee facilities. Amendments to Article 44 of the HPA Law in the Omnibus Law make a significant difference regarding the cost responsibilities in the Halal Certification process. Omnibus Law regulated that if those who apply for Halal Certification are micro and small businessmen, then there is no charge.

Additionally, a problem that many businessmen have complained about is the high cost of conducting the Halal Certification process. Regarding Halal Certification, according to BPJPH, fees are still charged as stipulated by the Government. However, this fee is a fee that is charged only when making a Halal Certificate for the first time for all businessmen, including MSEs. Thus, for the extension of Halal Certificates that are already owned by businessmen, the principle of facilitating Halal Certification financing is applied

by special parties for micro and small businessmen as mandated by Article 44 of Halal Law Product Guarantee.

2. Provide socialization on the urgency of halal certification for consumer and businessman

Nowadays, only a few consumers in Indonesia are aware of their rights as consumers. In addition, not all Muslim consumers aware of the halal and haram status of the products they consume. Therefore, to support the halal industry, halal awareness in society needs to be improved. Changing Muslims' mindset about Halal products can be conducted through education and marketing, for both entrepreneurs and consumers. There are several channels to raise halal awareness, such as advertising, campaigns, courses, and training conducted by government and halal agencies [4].

Indeed, the socialization and education for all stakeholders (both for consumer and businessmen) regarding the Halal Product Guarantee Law and halal product issues is essential. Socialization and education can be an explanation of the urgency of halal products and the urgency of information regarding the halal or haram status of the product, which is indicated by the presence of a halal label non-halal information on the product. This socialization and education also aim to form smart consumers who can supervise the halalness of products circulating in the market. Consumers must also be educated on what legal remedies can be taken when their rights to information are not fulfilled. By education, Muslim consumers will be aware of the importance of halal labels and the halal logo. If consumers are aware of their rights, then the function of consumer supervision of products that are produced and circulated by producers will run well. Thus, any violations of consumer rights that harm consumers can be reported, and manufacturers may be subject to sanctions. Additionally, the rising awareness of halal in Muslim society can diminish the 'Kulu-halal' mindset, thus increasing demand for halal products. The demand from Muslim consumers, in the end, can attract manufacturers to comply with halal certification requirements due to the potential profit from halal products.

In addition, the information regarding the halal status of products circulated in the market needs to be distributed broadly. For instance, BPJPH, as the authorized agency of Halal Certification, can publish a list of products that Halal Certified and non-halal products. That way, information regarding the halal or non-halal status of the product can be easily accessed by consumers and prevent false halal claims made by businessmen.

3. Halal certification training to various businessmen

Training has an essential meaning in economic development (Smith, 1999). By providing direct training to businessmen is an effective way to provide education. Management of a training

program is no different from managing other programs. However, the management of the training program was underestimated and not taken as seriously as a physical development program. This is due to the low awareness and understanding of those responsible for the training program (Shafritz and Russel 1997).

According to Article 23 HPA Law, in training businessmen have the right to (1) Socialization, education, and information about the halal product guarantee system, (2) guidance in the production of halal products, and (3) get services to obtain halal certificates efficiently, quickly, non-discriminatory, and affordable. Therefore, to optimize regulations regarding halal products, training on halal certification can be carried out for businessmen, including MSMEs. The training was conducted to provide information about the importance of halal certification, the procedures for obtaining halal certification. In addition, training is a guide for businessmen to understand that halal certification is not only expecting benefits in doing business but also in order to meet community needs related to their religious beliefs and health needs.

The implementation of guaranteed halal products will not be carried out optimally without the cooperation and support from the community. The community can play an active role by monitoring the products in circulation, paying attention to the validity period of the halal certificate on the product purchased, the inclusion of halal and non-halal logos on the packaging. Besides that, customers can also participate in conducting socialization or training on guaranteed halal products in the surrounding environment, such as family and workplaces [5].

V. CONCLUSION

From the discussion above, it can be concluded that:

1. Regulations on halal certification in Indonesia before the enactment of Law no. 33 Year 2014 of Halal Product Assurance does not guarantee legal certainty related to halal certification in a product. The regulations related to halal, which are spread in several laws and regulations, do not comprehensively discuss the issue of halal. In addition, the related laws regarding halal issues have different norms in their implementation, thus creating disharmony between regulations that could harm consumers. The existence of the Halal Product Assurance Law provides comprehensive regulations regarding halal products and provides legal certainty for Muslim consumers. However, the Halal Product Guarantee Law has not accommodated the interests of consumers and entrepreneurs in business yet. This problem is complemented by changes in

the Job Creation Bill as one of the solutions to accommodate not only the interest of entrepreneurs but also consumers.

2. There are several strategies to optimize the application of halal certification that accommodates both consumers and entrepreneurs' interest. This effort must be implemented by the synergy between the Government, Businessmen, and Consumers. These efforts include a) Strengthening regulations that support the consumers and producers' interests, among others by (1) simplifying the halal certification process; (2) facilitate the processes and subsidized cost of halal certification for Micro and Small businessmen; b) provide socialization about the urgency of halal certification for consumers and businessmen; and c) halal certification training for businessmen, including MSMEs.

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