

Research on Halal Certification in Indonesia

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Guaranteed halal products in Indonesia have been equipped with adequate regulatory tools, starting from the Law to the Regulation of the Minister of Religious Affairs. Unfortunately, the halal certification process has not been running as it should be. The growing public awareness of halal and business actors' enthusiasm regarding halal certificates did not appear to be supported by the organization's readiness and good halal governance. This study aims to determine the developing map and trend of halal certification published by reputable journals. The data were analyzed from more than 55 indexed research publications. The export data is then processed and analyzed using the R Biblioshiny application program to determine the bibliometric map of halal certification research. The result shows that the number of publications on the development of halal certification in Indonesia has increased significantly. The most popular keyword topics are halal, product, and Indonesia. Based on the literature, there are at least 4 aspects of the problem of implementing halal certification in Indonesia, namely: infrastructure aspect, technical, regulatory and inter-relational aspects.

Keywords: Halal Certification; Indonesia; Bibliometric

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INTRODUCTION

Guarantee of halal products in Indonesia is marked by Law Number 33 of 2014 concerning Halal Product Guarantee (JPH Law). After going through a long formulation, almost 9 years, the JPH Law was finally promulgated on October 17, 2014. Unfortunately, the legal force of halal guarantee in Indonesia cannot immediately be operationalized in the field. Derivative regulatory support was issued very late. Government Regulation (PP) Number 31 of 2019, as a derivative-implementation rule of the JPH Law, and Regulation of the Minister of Religious Affairs (PMA) Number 26 of 2019, attended in sequence just before the mandatory halal application requested by one of the articles in this law, namely on October 17, 2019.

Practically speaking, the implementation of halal guarantee (or halal certification) has not gone smoothly. From the organizer's side, the parties have not run synergistically. The Halal Product Guarantee Administration Agency (BPJPH) is still running unsteadily amidst its limited human resources and budget. The Halal Inspection Agency (LPH) has not been established much apart from the new LPPOM MUI, Sucofindo and Surveyor Indonesia. The survey also shows that the readiness of business actors in managing halal certification is quite high, has not been matched by the readiness of equipment and human resources for halal service providers at the district/city level (MoRA Research and Development, 2019).

The relationship between the three parties implementing the halal guarantee also seems less harmonious. Koeswinarno and Iswanto (2020) suspect there is a clash of state power and personal power in the relationship between BPJPH and LPPOM-MUI in the process of implementing the JPH Law. As confirming this, the Halal Council of the MUI strongly criticized BPJPH for not having good halal governance and only targeting large entrepreneurs, and neglecting MSMEs. Even Ikhsan (Indonesian Halal Watch) said that the government had violated the JPH Law and violated Good Corporate Governance principles when establishing Sucofindo as LPH without collaborating with MUI (Indonesian Ulema Council).

The desire to streamline regulations with the drafting of the Job Creation Bill adds to the situation. Whereas several articles in the JPH Law are included as amended by this new law. Although the article on the halal obligation (Article 4) has persisted, the article's amendment regarding certification requirements makes halal matters more administrative than substantive. Director of LPPOM MUI, Lukmanul Hakim, assessed that the Job Creation Law had damaged halal certification's essence.

Due to the stagnation condition of halal guarantee and the chaotic relationship between these institutions, it is necessary to systematically attempt to unravel and organize these problems comprehensively

so that ways of handling them can be hacked. Like tangled yarn, it is necessary to find the thread's end and trace the sequence back to an ordered spool. This research will comprehensively elaborate on implementing halal product guarantees in Indonesia since enacting the 2014 JPH Law to the latest conditions in 2020. By revealing factual problems in a comprehensive and interest-free manner, treatment and solution offers can be found. They can be applied so that the manage the guarantee of halal products is materialized properly.

LITERATURE REVIEW

The word *halal* comes from Arabic, which means permissible, justified, and welcome to be consumed according to Islamic law rules. In contrast, *thayyib* means quality and does not endanger health. All types of products, especially food and beverages, are lawful except for some of the argument's prohibitions (Haque et al., 2018). If it is related to industrial products, *halal* can be interpreted as products allowed to be consumed by a Muslim (Aniqoh & Hanastiana, 2020).

The concept of *halal* refers to the way goods and services are produced and delivered consistently with Islamic or Sharia law. This is to avoid practices and products that are prohibited (*haram*) by Islamic teachings. While *halal* is most often associated with the food production and processing industry, it also applies to pharmaceuticals, health products, tourism, cosmetics, hygiene products, logistics, packaging, etc. (Dubé et al., 2016). This makes the importance of proof and assurance that the product is *halal* for use, namely *halal* certification.

Halal certification is the process of certifying a product or service as stated following Sharia. In assuring Muslim consumers regarding the *halal* quality, the *halal* certification and verification system is a key element. *Halal* certification also guarantees all Muslim consumers that the product complies with sharia law and for non-Muslims that *halal* products are quality products based on the concept of *Halalan Toyayiban* (*halal* and healthy) because they combine Good Manufacturing Practices (GMP) and HACCP (Khan & Haleem, 2016).

Halal products' need continues to increase every year, especially in the *halal* food industry, for the Muslim community's primary needs (Naeem et al., 2019). The awareness of the Muslim community, especially in the role of market consumers to carry out their religious obligations, is also a factor that increases the demand for *halal* food so that it gets great attention in the global market (Asa & Azmi, 2017).

Increasing the Muslim community's awareness to make Islamic law a way of life and the basis for choosing a product is a consideration for producers to use the *halal* certification label to distinguish their products from similar products that are not *halal* on the market. *Halal* assurance is an effort to ensure customer

satisfaction and trust that producers have provided goods that have good hygiene quality, hygienic standards, adequate safety, and nutrition to meet Muslim consumers' needs.

Based on this fact, Muslim consumers have also expressed their desire for imported products labeled halal. They demand imported food to be halal. This phenomenon then causes domestic demand to increase and to meet the need for halal products. Some Islamic countries find it difficult to import foodstuffs from abroad that have not provided halal guarantees (Dubé et al., 2016). Especially for countries that issue regulations, all imported meat must have halal certification or come from factories that the Islamic section has approved of their government.

In Indonesia, for example, the rules regarding food imports that must meet the requirements and not conflict with religion, one of which is the halal requirement for Muslims, which is listed in writing in Law Number 18 of 2012 concerning Food, the Food Law, regulates the labeling of halal products (Kusnadi, 2019). This kind of regulation is feared to impact the obstruction of the global trade business in carrying out imports and exports to areas with strict rules regarding halal assurance.

Moving on from several previous studies, this study intends to complement studies related to halal governance in Indonesia in the latest conditions. Halal governance may be only one of the problems that hinder the implementation of guaranteed halal products in Indonesia. However, the experience of the last two years of researchers conducting research related to halal has often encountered these governance problems. So, continuing and updating the studies of Hudaefi and Jaswir (2019) and Ruhana & Rusydiana (2019), this research needs to be carried out as soon as possible. The study this time carried out a general mapping and deepening of the direct problems of the actors who administer the halal guarantee. So this becomes the significance and urgency of this research.

RESEARCH METHODS

Bibliometric mapping is a research topic in the bibliometric field (Borner et al., 2003). Two bibliometric aspects that can be distinguished are constructing the bibliometric map and the map's graphical representation. In the bibliometric literature, the greatest concern has been with the construction of bibliometric maps. Research on the effect of differences on size similarity (Ahlgren et al., 2003), and they were tested by different mapping techniques (Boyack et al., 2005).

The graphical representation of the bibliometric received less attention. However, some researchers seriously study problems related to graphic representation (Chen, 2003). Most of the articles published in the bibliometric literature rely on simple graphical representations provided by computer

programs. This study uses publication data in papers sourced from the Scopus database with halal certification research in Indonesia. From the search results, 55 published articles were obtained.

Several studies with a bibliometric approach in halal topics have been carried out by researchers. Some of them were carried out by Mostafa (2020) regarding halal food, Rusydiana et al. (2021a) regarding halal hotels, Antonio et al. (2020) regarding the halal value chain, Rusydiana et al. (2021b) on halal tourism, and Laila et al. (2021) regarding the impact of covid-19 on the development of the halal industry in general.

ANALYSIS

The following is a table of documents used in research on the theme of halal product assurance. The number of documents used is 55 documents which are divided into document types, including journal articles (42 documents), Conference papers (6 documents), Conference Reviews (1 documents), Reviews (6 document).

Table 1: Document Type

No	Document Types	Number of Articles
1	Journal article	42
2	Conference paper	6
3	Conference review	1
4	Review	6
	TOTAL	55

Based on the results of the grouping of document types above, the most types of documents that were used as research subjects for the theme of product guarantee were documents in the form of journal articles with a percentage of 76.4% or as many as 42 documents, conference papers with a percentage of 10.9% or as many as 6 documents, Conference Review with a percentage of 1.8% or as much as 1 document and Review with a percentage of 10.9% or as many as 6 documents. This shows that the literature used is quite valid because most of them come from documents in scientific articles.

Average Citation per Year

Furthermore, research is also carried out based on the average citation on papers related to guaranteeing halal products in Islamic economic and financial research, both on average per year and articles. The research carried out on this theme was published for 21 years, from 2011 to 2021. The following table shows that the most published papers related to halal product assurance in Islamic economic and financial research are mostly published in 2020. The number of publications was 17 documents. This can be seen since 2018 that the number of studies has increased every year.

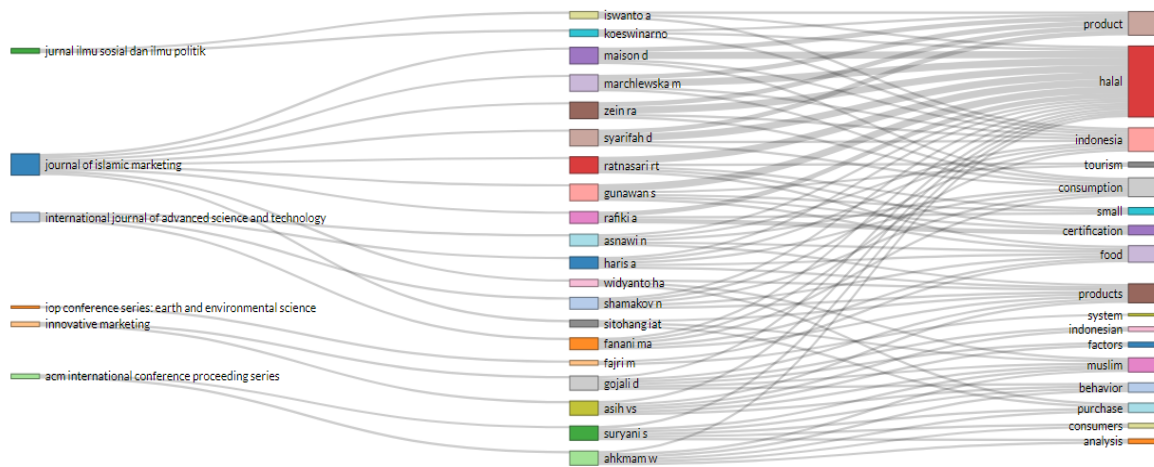
Then, based on the average total citations for each article occurred in 2012 with an average of 28.00 citations, and the average annual total citations occurred in 20014 with an average of 4.17. As for the average annual citation, the study with the highest citation

occurred in 2011. This shows that papers published in 2011 were cited more than any other year on the theme of halal product assurance.

Table 2: Total Citation

Year	N	Mean TC per Article	Mean TC per Year	Citable Years
2011	2	0.50	0.05	10
2012	1	28.00	3.11	9
2013	0	0.00	0.00	0
2014	2	10.50	1.50	7
2015	1	25.00	4.17	6
2016	3	8.00	1.60	5
2017	1	2.00	0.50	4
2018	13	5.31	1.77	3
2019	14	2.07	1.04	2
2020	17	0.94	0.94	1
2021	1	0.00		0
Total	55			

Figure 1: Three Fields Plot



The Three Fields Plot image above is an image consisting of 3 elements: the publication journal, a list of authors, and the themes/topics used. The three elements are connected by a gray plot which is interrelated with each other. Starting from the journal's name, then each journal featuring writers who often contribute to its publication, then each writer displays a topic they often use for research conducted on the theme of guaranteeing halal products in Islamic economic and financial research. The size of the rectangle describes the number of publications associated with each of these elements.

From the picture above, it is known that in the first element, there is 1 journal indexed in the Three Fields Plot, which publishes a paper on the theme of halal product assurance. The top journal that publishes

the most number of papers on the theme of guaranteeing halal products in Islamic economic and financial research in the journal of Islamic marketing is depicted with a dark blue rectangle connected to several authors, namely Maison D, Marchlewska M, Zein Ra, and Syarifah D.

Next, go to the second element in the center of the image, which shows the author's name. Several authors are connected to previous journals, such as Maison D, connected to Islamic marketing journals. The author will also be associated with frequently used topic keywords to the right of the image. Where in this study, there were 20 top researchers enrolled in this plot. The size of the rectangle indicates the quantity of each research publication from each author. In this study, the authors published more on the theme of halal product

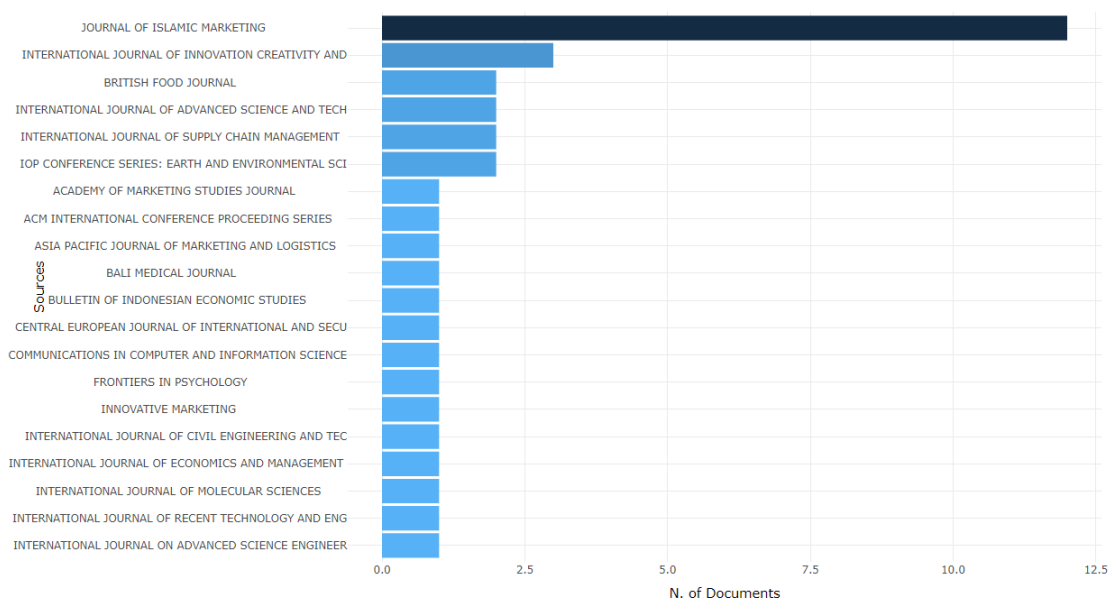
assurance in Islamic economic and financial research, namely Maison D, Marchlewska M, Zein Ra, and Syarifah D. depicted with purple, gray, brown, and light brown rectangles.

Finally, the third element that describes the research topic which is to the right of the image. Each topic is connected with writers who write extensively on related topics. From the results of the image, there are 20 keyword topics listed. Of the various topics that appear, Halal's word is often marked with a red

rectangle. Furthermore, the product is in the second position, which almost all authors often use with the brown rectangle. Meanwhile, Indonesia is in the third position, which almost all authors often use with a pink rectangle. This illustrates that the words halal, product, and Indonesia itself are closely related to guaranteeing halal products in Islamic economic and financial research.

SOURCES ANALYSIS

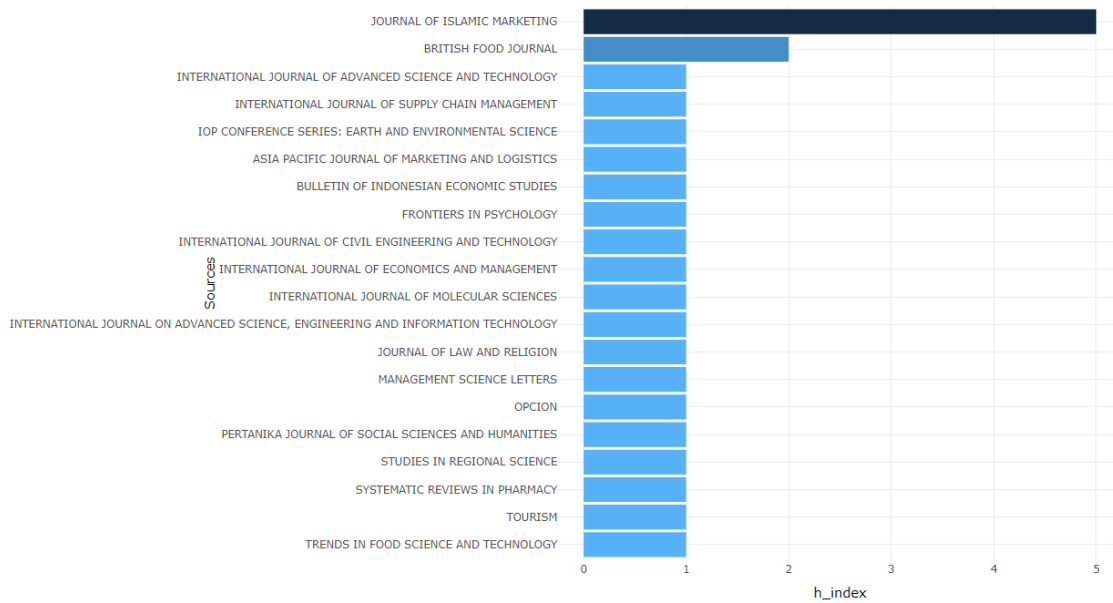
Figure 2: Most Relevant Sources
Most Relevant Sources



The picture above shows the number of research documents published by each journal based on the level of relevance to the theme of halal product assurance in Islamic economic and financial research. The data shows a list of the names of the top journals published and the interval for the number of documents published with a blue bar chart. The darker the blue color shows, the more quantity and relevance of the research theme, the number of documents published by all journals ranges from 0 to 12.5 documents.

Journal of Islamic Marketing is a journal in the top position. The number of published documents of more than 10.0 documents, almost close to 12.5, is displayed in a dark blue bar graph compared to other journal bars. This is because journals are relevant to the themes discussed. Meanwhile, for the journal that occupies the lowest position with the number of issues 2, there are 14 journals marked with a bright blue color. This means that it still lacks in terms of quantity and relevance of the halal product guarantee theme. Also, a total of 20 journals are listed on the most relevant data sources.

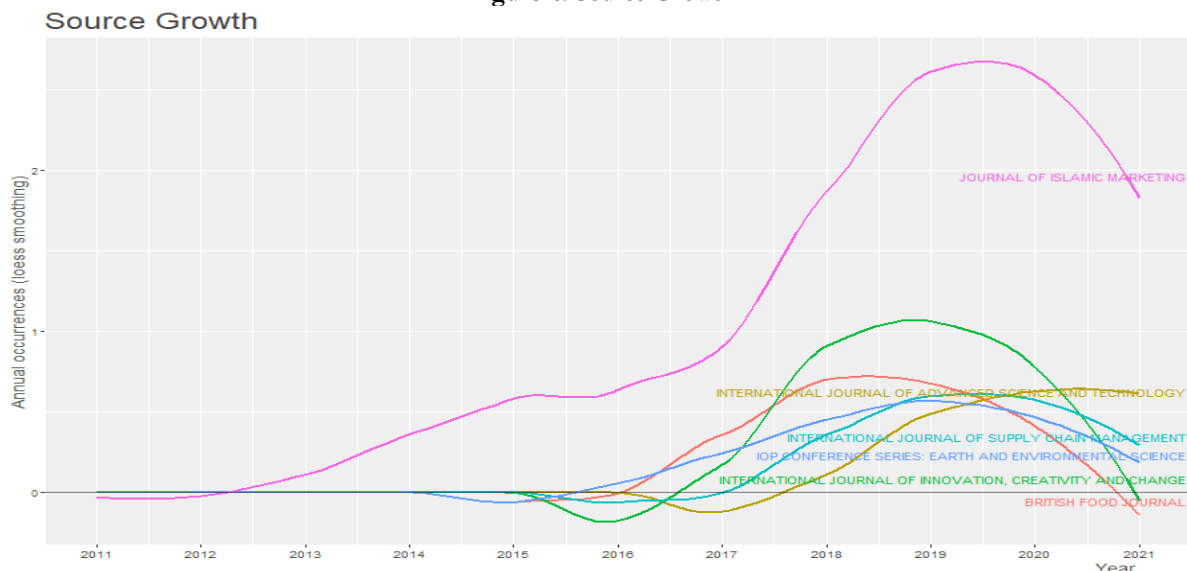
Figure 3: Source Impact
Source Impact



Journal calculations are not only done based on the quantity produced or their relevance. However, this research is also carried out based on each journal's impact that publishes a halal product guarantee by calculating the journal's h index, depicted in a blue bar graph. In addition to showing the h-Index value obtained, the diagram above also illustrates the journal's impact through the blue color shown. The darker the blue on the chart, the greater the impact of the journal.

From the data above, it can be seen that the journal of Islamic marketing is in the top position with an h-index of 5, which is marked in dark blue. Furthermore, in the second position, there is a British food journal with an h-Index value of more than 2. Whereas for journals with an h-Index of 1 there are 18 journals marked with bright blue on the diagram, which indicates the journal's low impact.

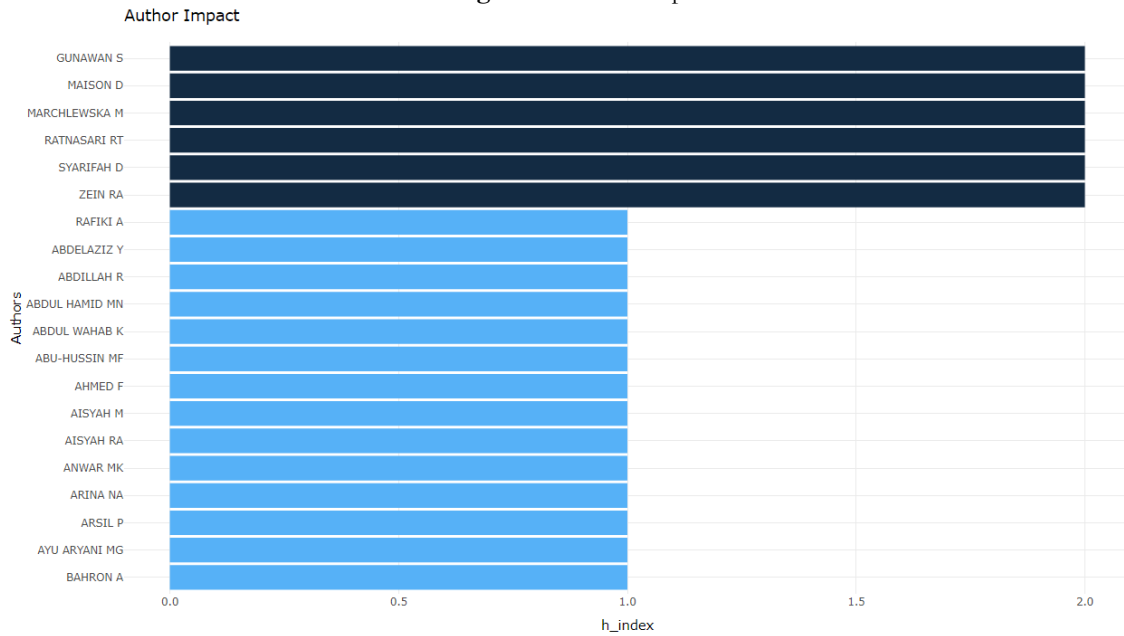
Figure 4: Source Growth



This study also discusses the development of journals that are a source of research on halal product assurance in Islamic economic and financial research. The curve above shows the development of the annual appearance of each journal from 2011 to 2021. Where the curve illustrates that research with the theme of guaranteeing halal products in Islamic economic and

financial research tends to experience growth in its publication, from the curve above, it can be seen that some journals have started to develop since 2017 and have continued to increase, but in the past few years it has continued to decline, such as the Journal of Islamic Marketing.

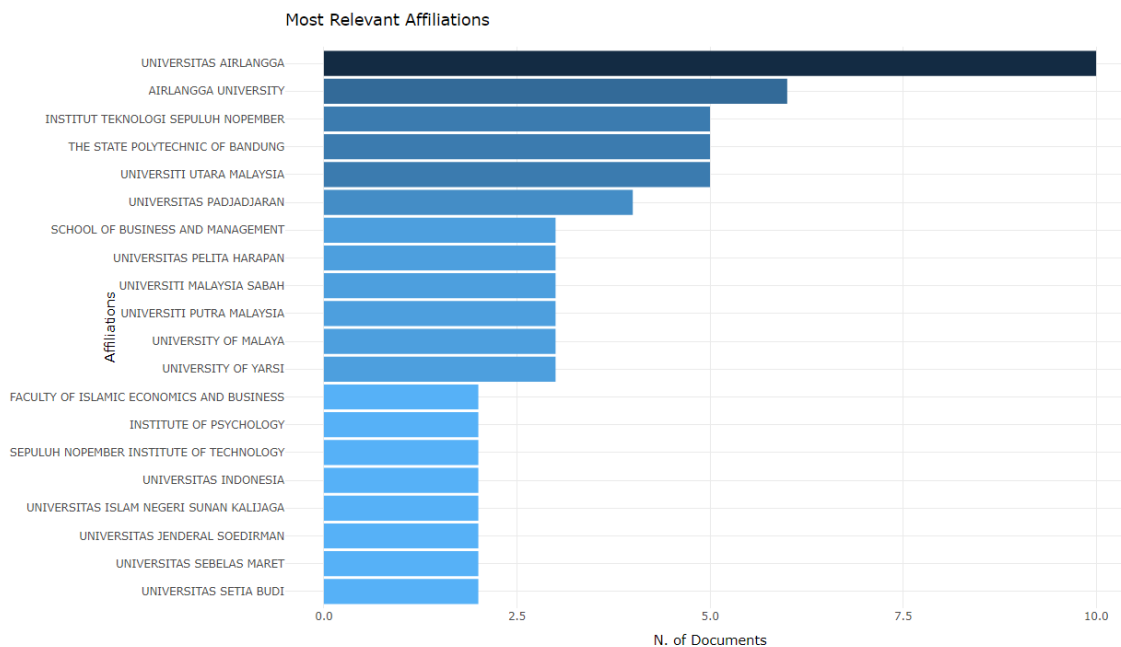
Figure 5: Author Impact



Authors who have published their papers can also be sorted based on their impact based on the h-Index. My h-index values range from 0 to 2.0. My impact magnitude is highlighted in dark blue in the bar chart above. Wherefrom the picture above, it can be seen that the authors with the highest h-Index were obtained by

several 6 authors, namely Gunawan S, Maison D, Marchlewska M, Ratnasari Rt, Syarifah D, and Zein Ra, with the achievement of the number 2.0 marked with a dark blue bar chart color depicting the impact maximum.

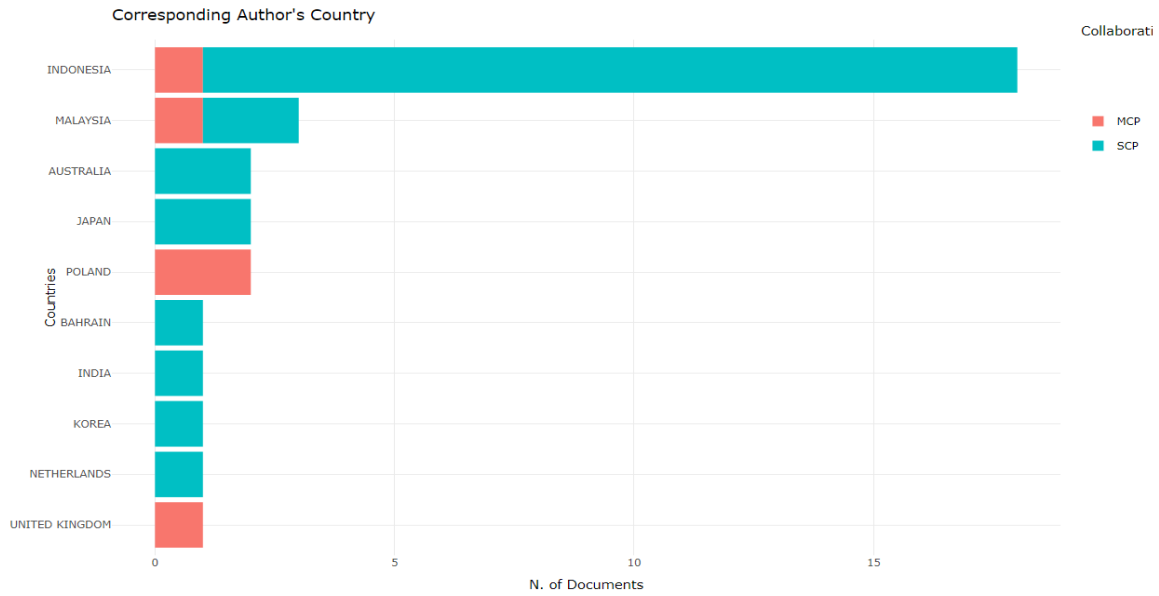
Figure 6: Most Relevant Affiliations



The most relevant affiliation shows the number of research documents with guaranteed halal products in Islamic economic and financial research based on the author’s affiliation. The figure shows the top 20 affiliates and the number of published document intervals with a blue bar chart. The darker the blue indicates, the more

affiliation of the researcher. The number of documents published ranged from 0 to more than 10.0 documents. Airlangga University is the author’s affiliation in the top position with several 10.0 documents. Furthermore, Institute Negeri Sepuluh November, The State Polytechnic Bandung, and Universiti Utara Malaysia were in second place, followed by other affiliates with documents less than 5.0.

Figure 7: Corresponding Author’s Country

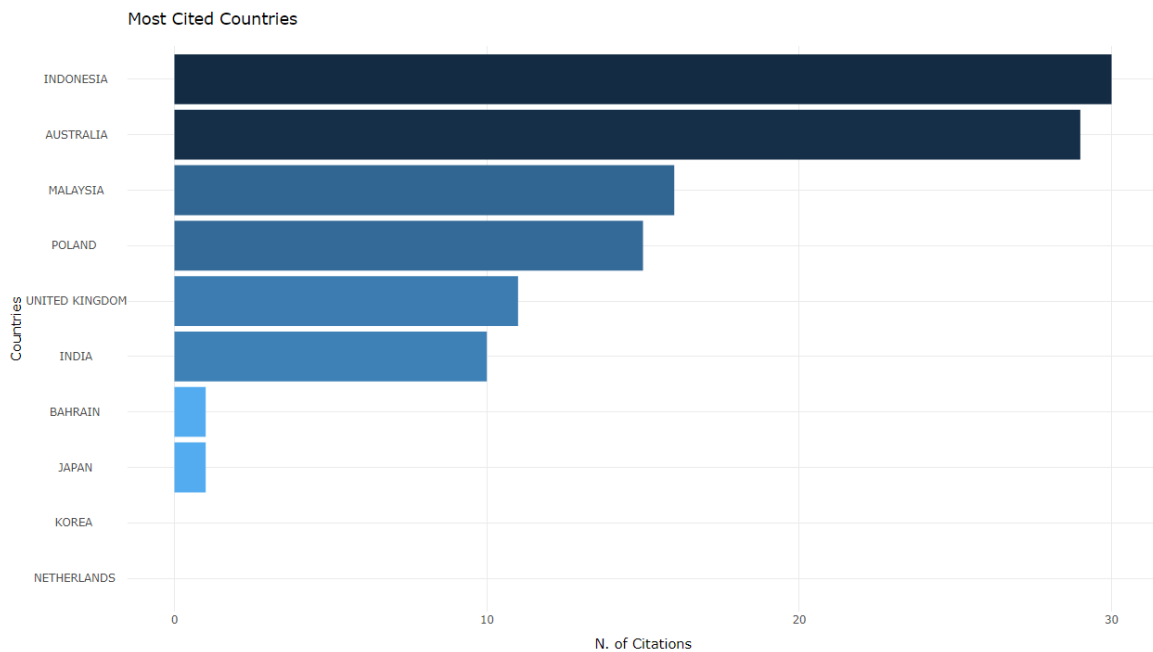


The picture above shows the author’s correspondence countries listed in each article, calculating the total form of collaboration between SCP (single country collaboration) or one country collaboration, not MCP (multi-country collaboration) or collaboration between several countries. There are 2 top countries included in this data, and the document quantity interval between 0 and more than 15 paper documents issued with the theme of halal tourism. The results obtained are that Indonesia ranks first as a country with the highest number of correspondence

authors with more than 15 papers published. Furthermore, Malaysia won second place with less than 5 papers published.

This data shows a need for an increase in the number of published papers on halal tourism in other countries, especially Indonesia, for new, better research. Ideas and innovations for the development of domestic halal product assurance management are expected to produce better output.

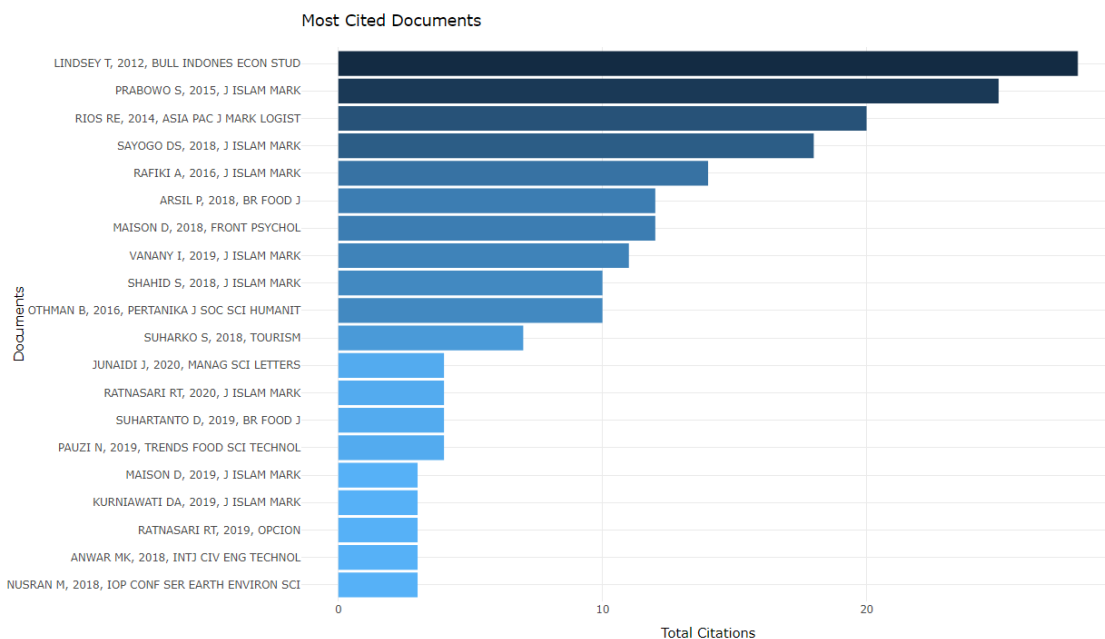
Figure 8: Most Cited Countries



This study also classifies research to guarantee halal products based on the author’s country of origin, which is widely cited. There are several words with several occurrences between 0 and more than 30 occurrences. A number of the top 10 countries listed are marked with a blue diagram showing the comparison of the number of citations and their relevance to the theme of

guaranteeing halal products in Islamic economic and financial research. Based on the graph above, the country with the most cited articles is Indonesia, with 30 citations. They were then followed by Australia and Malaysia with less than 30 citations.

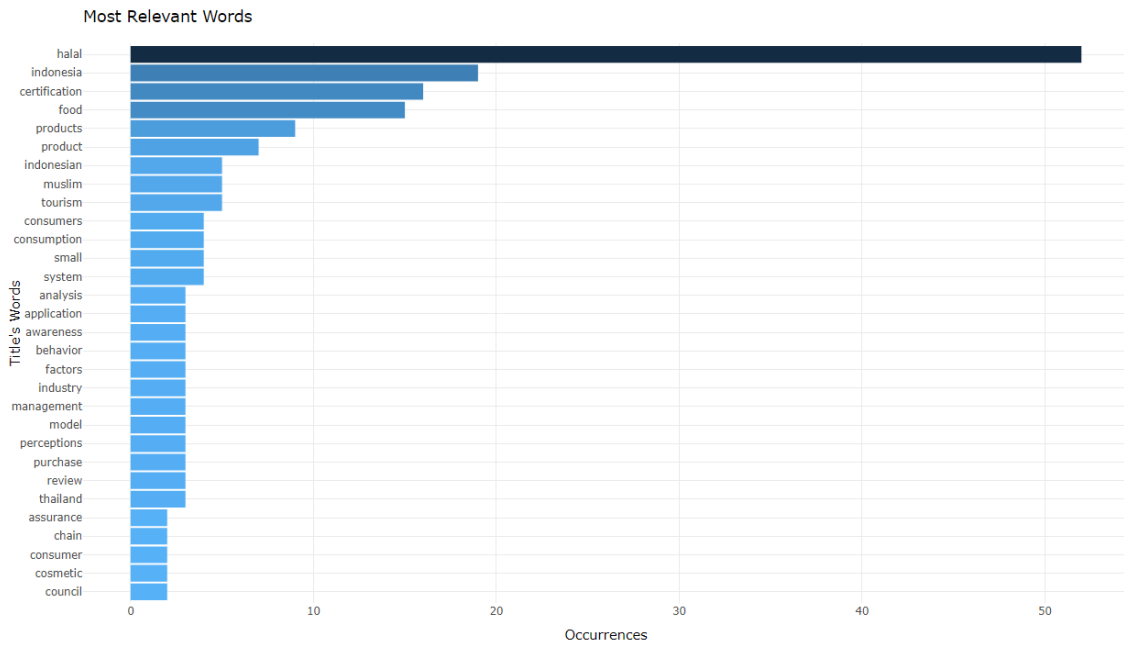
Figure 9: Most Cited Documents



Most cited documents show the sequence of article citation data on the halal product guarantee theme, which contains the author’s name, year of publication, and the journal published in the form of a blue bar chart. The darker the blue, the greater the

number of citations. The numbers shown in the total citations range from 0 to more than 20. It was found that [Lindsey T \(2012\)](#) was the article with the top citations of more than 20 citations. Followed by [Prabowo S \(2015\)](#) and [Rios RE \(2014\)](#) in second and third place.

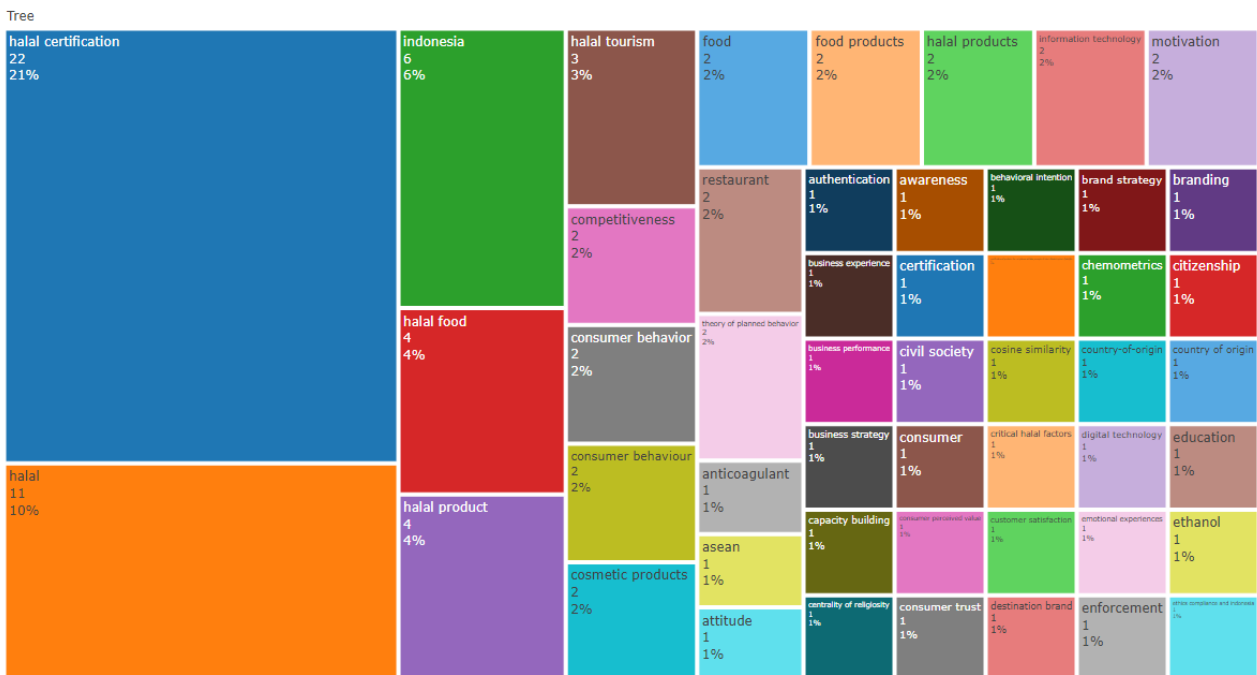
Figure 10: Most Relevant Words



This study also counts the relevant words used in collecting documents that are the study's object, where there are several words with multiple occurrences ranging from 0 to more than 50 times. The top 30 words marked with a blue diagram show the comparison of the number of occurrences of each word usage and their relevance to the theme of guaranteeing halal products in Islamic economic and financial research.

The top word with the highest number of occurrences and the most relevant to the research theme is the word halal, with total usage of more than 50 times, and the most relevant are shown in the dark blue diagram. This illustrates that halal research is closely related to halal products that often appear in research with this theme. Furthermore, in second place in Indonesia with the number of occurrences of less than 20 times.

Figure 11: Word Tree Map

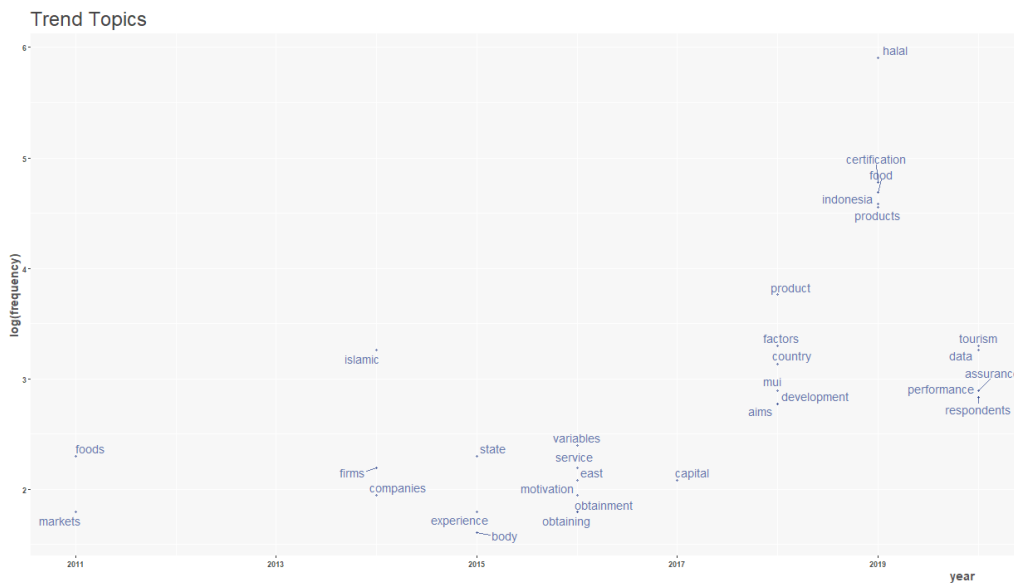


Word TreeMap, Word Cloud, and Clustering above are descriptions of words that often appear in the data set of papers understudy on the theme of halal product assurance in Islamic economic and financial research in various forms. However, the results obtained are different: the words often appear in the halal certificate's first order. Then in second place is the word halal.

Cloud Word displays an overview of words with various sizes according to the number of words that

appear. In terms of placement, the word cloud tends to be random, but the words that dominate are placed in the center to be more visible with their large size. When the Word TreeMap displays words that often appear in a grid similar to an area on the map, the more words appear, the larger the rectangle area. Grouping displays words in the form of colored clusters by paying attention to the relationship between one word and another.

Figure 12: Trend Topics

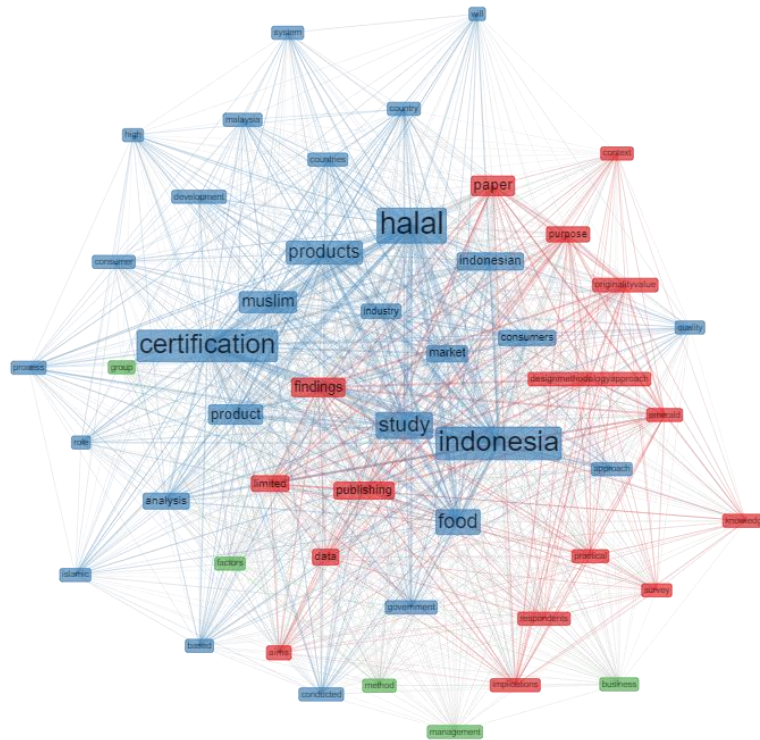


Trending topics are also part of this research, where the picture above shows an overview of the development of the topic from time to time with the division per year. It can be seen what topics have been used for a long time and what topics have been used for a long time. This topic's emergence is also adjusted to the frequency of appearance of the word in research on the theme of guaranteeing halal products in Islamic economic and financial research. The higher the number of words is used and the farther the word is used. The development of the topic of halal product assurance began to experience a significant increase since 2019.

Based on the description of the data above, this topic has been used since 2019 understanding, especially about the theme of guaranteeing halal products in Islamic economic and financial research. Then in 2018, the topic of product and MUI began to emerge. Even though it was a long time ago, the quantity of the three topics that appeared in 2017 is still small. Topics that are widely used in 2019 include certification, food, Indonesia, and products with different quantities, where industry topics are at least under the topic of halal language.

CONCEPTUAL STRUCTURES ANALYSIS

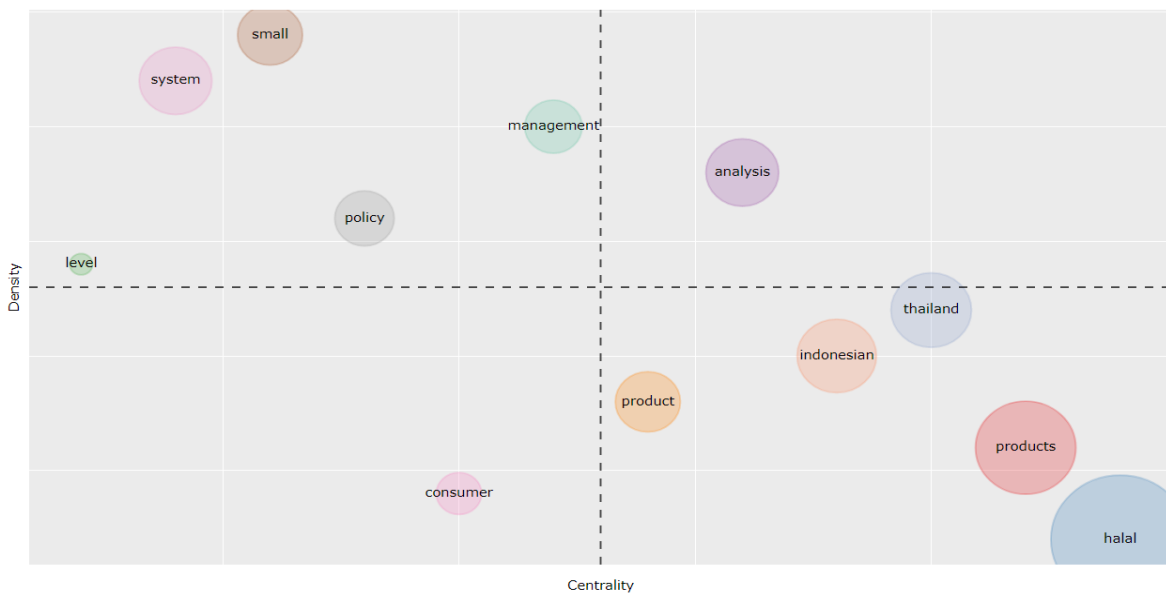
Figure 13: Co-occurrence network



The Word Clustering above is a description of the words that often appear in the data collection of papers studied on the theme of halal product assurance in Islamic economic and financial research in the form of

a network that connects words. Clustering also displays the words in colored clusters to determine grouping by considering the relationship between one word and another.

Figure 14: Thematic map



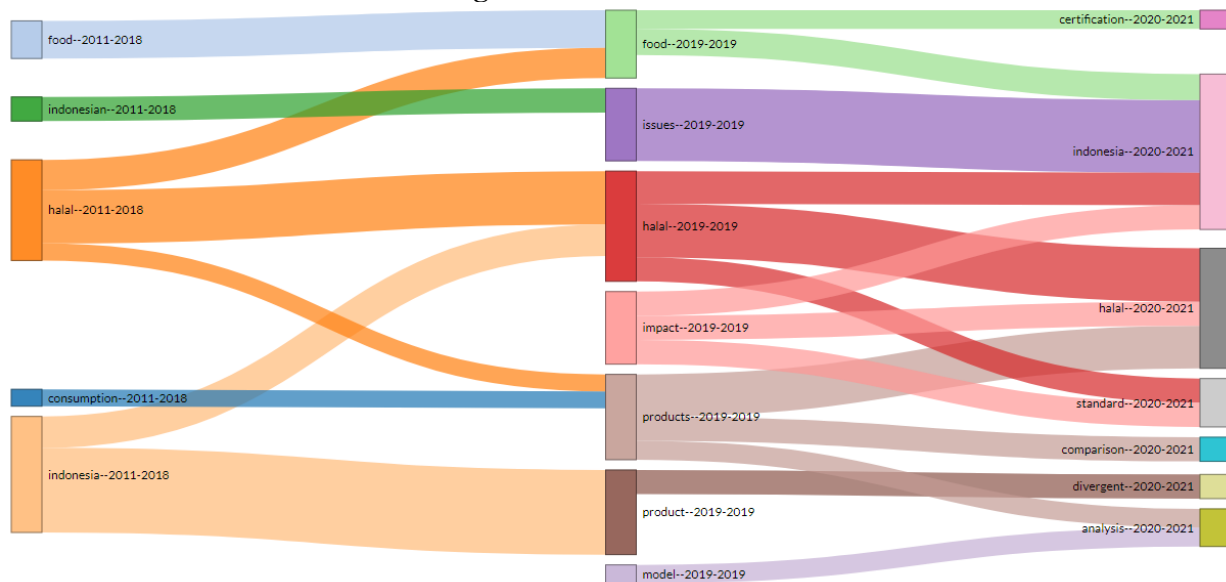
In this study, analysis of thematic maps based on density and centrality was also carried out, divided into 4 quadrant themes as shown in the picture above. These results are obtained from a semi-automatic algorithm by

reviewing the titles of all references to research objects with the addition of relevant keywords other than the author's keywords so that the results can capture deeper variations.

The upper right quadrant is a driving theme characterized by high density and centrality, so it needs to be developed and studied further. Tem in this quadrant includes analysis. Furthermore, the upper left quadrant shows a specific and rare but high developmental theme characterized by high density but low centrality. The themes in this quadrant include small, system, management, level, and policy

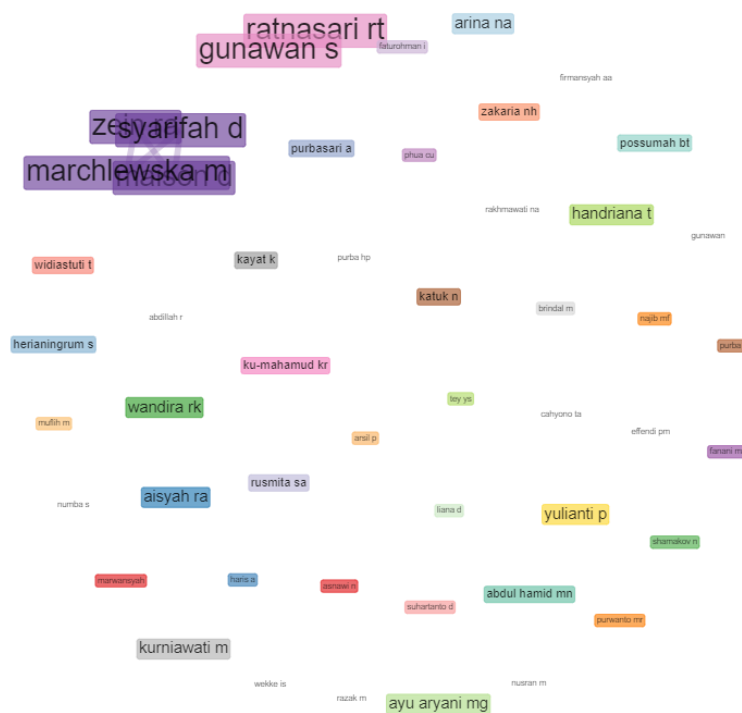
Furthermore, there is a theme in the lower-left quadrant that has been used for a long time but has experienced a downward trend with quite a low centrality. The themes in this quadrant include consumers. Finally, the lower right quadrant is a basic theme characterized by high centrality but low density. The themes in this quadrant include Thailand, Indonesia, products, products, and halal.

Figure 15: Thematic evolution



The theme used in the paper is that the research object continues to change, especially from a recently published paper compared to a paper published for a long time. The evolution of the theme is shown in the image above. Although this research’s theme is the guarantee of halal products, this data shows several widely used sub-themes. The left side shows several themes that were widely used from 2011 to 2018. There are 5 themes listed with different sizes depending on the quantity of use of the theme. The theme “Indonesia” ranks first, followed by the theme “halal” and “food.” The second part of the middle section presents some of the most widely used themes from 2019. Some of the themes that emerged in this period were an evolution from the previously used themes and had relevance in their content.

For example, the ‘product’ theme emerged as a form of revolution from the ‘Indonesia’ theme. This shows that research using the theme of extension is an extension of halal product assurance research, namely halal, and previous research in Indonesia. In this section, the most widely used themes are halal and product. The third or right section shows the most used themes in the period 2020-2021. There are 7 themes listed where the 3 themes are the evolution of the themes that appeared in the previous period, namely the theme ‘Indonesia and halal, which are extensions of several themes shown by colorful grooves.

Figure 16: Collaboration network

The following is a collaboration network or further collaboration between authors of papers on halal value chains' theme. You can see that some are author names in the image above, and some have connections, and some don't. The authors' relationship is indicated by collecting similarities of colors and lines between one name and another. The size of each box also indicates the number of papers published on this theme.

The data above shows cooperation between 41 author clusters, but in this study, there are 2 largest clusters. The first cluster in pink shows the collaboration between Ratnasari RT and Gunawan S. Then the second cluster in purple shows Zein Ra, Syarifah D, and Marchlewska M.

FINDINGS

The issuance of Law Number 33 of 2014 concerning Halal Product Guarantee (JPH Law) in Indonesia indicates that Indonesia is now entering a new phase. The JPH Law regulates the guarantee of halal products to consumers by ensuring that all processes of halal products are guaranteed to be halal (Kusnadi, 2019). Currently, the JPH Law has entered its 6th year since it was promulgated in 2014.

According to the JPH Law, halal product guarantee implementation since 2019 will be held by the Halal Product Guarantee Agency (BPJPH). Halal Certification Standards in Indonesia include (1) Halal or Haram food, medicines, and cosmetics will refer to Islamic law. (2) MUI issues halal fatwa for food,

medicine, and cosmetics. This is the halal standard. (3) LPPOM MUI formulates the Halal Assurance System/HAS 23000 as verification of halal standards in Indonesia.

On the other hand, halal food production becomes a separate business model that can increase the competitive advantage of importing countries, for example, Brazil, which is the largest importer of halal meat for Islamic countries, or Australia and New Zealand, which can provide good quality lamb meat for Canadian Muslims—in comparison, guaranteeing its halalness (Adekunle & Filson, 2020).

The halal food industry in Europe has also continued to develop rapidly in the past few years. Islamic shops that provide halal food are in great demand because the needs suitable for Muslim conditions are still not widely provided in general shops (Boujjoufi et al., 2020). One of the reasons for this development is the increasing demand for halal certification and quality assurance in line with the tourism sector's development (Aniqoh & Hanastiana, 2020). However, halal food development also needs to be balanced with the provision of halal meat in line with the increasing demand for meat in Europe (Lee et al., 2020).

On the other hand, Billah et al. (2020) found that understanding halal food's meaning and urgency influences consumer behavior and their purchase intention about sustainable consumption, so knowledge and education about halal food need improvement. At present, many companies have produced Islamic products, but their business is still related to the

production process, which is not acceptable in Islam (Junusi, 2020). Khan et al. (2020) also stated that a trust-based supply chain such as a halal supply chain is important. Because even though the food substance is halal, the process of getting it is not by the Sharia, then the food is not allowed under the maqashid Sharia (Idris et al., 2020).

Halal food is universal. It can be consumed by anyone, not only the Muslim community. In contrast, the Muslim community cannot consume non-halal food, even though, in fact, non-Muslim consumers rarely buy halal food products (Wibowo et al., 2020). However, the halal food industry still has good prospects in the future. Michopoulou & Jauniškis (2020) stated that halal food began to experience a stable reputation since the beginning of the millennium and has its market.

Meanwhile, specifically related to halal governance, Matulidi et al. (2016), who studied the halal context in Malaysia, found that the halal economy's growth is a stage towards economic prosperity. In making it happen, the government as regulator and related parties need to be involved in synergy. It is confirmed by Safian (2020) that although there are still many imperfections in halal governance from the entrepreneur's side, the clarity of Government regulations can determine the success of halal governance in Malaysia.

In Indonesia's context, Hudaefi and Jaswir (2019) explain the halal governance in Indonesia, including the four elements of governance in the Indonesian context - developing from previous findings by Ahmad et al. (2018). The four things are (i) legislation and regulation, (ii) control management, (iii) inspection and strengthening, and (iv) information, education, and communication. Among the highlights is the ineffective manual / offline governance when registering certification with BPJPH. Also, there is a need to synchronize regulations with the latest field conditions.

Ruhana and Rusydiana (2019) explain the differences in halal governance in Indonesia before and after the JPH Law's issuance in the regional context, the case in Bogor City. From this study, it appears that the JPH organizer, which was originally only one party, namely MUI (with its LPPOM-MUI), now involves the government, namely BPJPH. This study also found a lack of effectiveness in the current certification process, but for the sake of the principle of legal compliance, all parties are obliged to follow it.

The total research results show that the theme of the guarantee of halal research products is more identical to the halal certificate. This can be seen from several results, which show that the words certificate and product are the most commonly used words after the word halal. The concept of halal certification is emerging in the market today, as Muslim consumers worldwide have become more aware of the concepts and principles of Islamic economics and its instruments and products (Abdul Jalil, 2007). This contributes to the exponential

growth of the halal market, which even non-Muslims recognize because of the belief that halal food products are better handled and prepared hygienically (Rosnan et al., 2015).

Furthermore, in the discussion of research with the theme of guaranteeing halal products, there are interesting things that the researchers found, the application of halal certification has been widely used by all over the world, both Muslim and non-Muslim countries. Halal certification is a strategic step implemented by many companies to improve positive business performance. The main traditional markets for halal food are in Asia-Pacific and the Middle East. More than two billion Muslims worldwide and the growing Muslim population have increased the demand for halal products. It was reported that the global market value for halal products was around US \$ 45.3 billion in 2016 and is expected to reach the US \$ 58.3 billion by 2020 (Statista, 2018). The concept of halal has been accepted by many non-Muslim food industries in non-Muslim countries. This is because they consider these concepts and practices following ethical considerations in their business practices (Rosnan et al., 2015). Also, obtaining a halal certificate has been recognized as an effective and significant marketing strategy in increasing customer loyalty, enhancing its image and reputation, and increasing its profit margins (Abdul Jalil, 2007). Halal certification also increases consumer confidence in purchasing decisions (Yunos et al., 2014). Based on the literature study and the results of discussions with several expert respondents, the following are some of the problems faced in the framework of implementing halal certification in Indonesia.

Table 3: Halal certification problems in Indonesia

PROBLEMS	SOURCES
A. INFRASTRUCTURE	
1. Halal service facilities in the area are still lacking	Kosnadi (2019)
2. Human resources for halal certification services are still limited	Anwar et al. (2018)
3. Supporting information technology (IT) is not optimal	Sayogo (2018); Vanany et al. (2019)
4. BPJPH's budget is relatively small	Interview with Prof. Sukoso, 27/7/2020
5. Halal Inspection Agency (LPH) is still small	Anwar et al. (2018)
6. Halal auditors at LPH are still lacking	Anwar et al. (2018)
B. TECHNICAL	
1. Business actors do not understand the halal certification procedure	Anwar et al. (2018)
2. Weak awareness of producers to carry out halal certification	Prabowo et al. (2015)
3. Halal certification costs are seen as expensive, especially by MSMEs (UMKM)	Anwar et al. (2018)
4. The socialization of halal certification is not yet optimal	Rasyid (2019); Prabowo et al. (2015)
C. REGULATION	
1. Derivative regulations are relatively late in issue (PP 2017, PMA 2019)	Regulatory file check/interview 7/2020
2. There is no PMA that explains PMK related to certification rates	Interview with Prof. Sukoso, 27/7/2020
3. The Copyright Law related to halal reduces the halal substance in the JPH Law (more administrative)	Lukmanul Hakim in mass media
4. There is no derivative regulation of PP 39 in 2021	Interview
D. INTER-RELATION	
1. Coordination between halal stakeholders is not good [MUI, LPH & BPJPH]	Anwar et al. (2018), Koeswinarno et al (2020)
2. Halal MRA (Mutual Recognition Agreement) cooperation has not been implemented	Rios et al. (2014); Pauzi et al. (2019) Ruhana (2020)
3. Identification of the halal ecosystem is not optimal	Interview

CONCLUSION

The research was conducted to determine halal product assurance research during the period 2011 to 2021. The 55 documents used in this study indicate that research with the theme of halal product assurance has increased every year. As for the author who often researches the theme of halal product assurance, namely Lindsey T, during his research, he has consistently researched this theme. In comparison, the keywords often used in this research are halal, product, and Indonesia. So that in its development, research on halal product assurance models is increasingly developing and cannot be separated from Islamic economic and financial research. Therefore, this research on the theme of guaranteeing halal products needs to be continuously developed considering that there are still limited studies that discuss the theme of guaranteeing halal products extensively. Based on the literature, there are at least 4 aspects of the problem of implementing halal certification in Indonesia, namely: infrastructure aspect, technical, regulatory and inter-relational aspects.

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