



THE ROLE OF HALAL CERTIFICATION INSTITUTIONS IN ENSURING BUSINESS OPERATORS' COMPLIANCE WITH PRODUCT NAMING REQUIREMENTS IN INDONESIA'S HALAL CERTIFICATION PROCESS

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Abstract: A legal tool known as halal certification attests to a product's halal status and ensures compliance with Islamic law. Implementing halal certification involves more than inspection and testing; it also requires certifying bodies to ensure that business actors comply with product-naming rules during the certification process. The purpose of this study is to investigate human resource development in the halal certification process via the regular and self-declaration pathways established by BPJPH, MUI, and LPH, and to analyse the monitoring of the halal certification mechanism through these two channels. With a statute-based and case-based methodology, this study employs a normative juridical approach. Primary, secondary, and tertiary legal literature found through library research are the sources of the data used. The study's findings indicate that BPJPH, MUI, and LPH conduct more stringent oversight of the halal certification procedure through standard channels, involving Halal Auditors and Halal Supervisors who possess competency certifications in compliance with legal requirements. However, because the self-declaration pathway depends on the business owner's self-declaration and PPH Assistants' confirmation, it is typically more vulnerable to exploitation.

Keywords: *Halal Certification, Halal Certification Institution, Product Naming, Regular Pathway, Self-Declaration Pathway.*

A. Introduction

For all Muslims in Indonesia, halal certification marks are essential because they not only assure that a product is safe to eat but also that its ingredients do not contradict Islamic principles, which could cause suspicion in the community. During the halal certification process, halal certification agencies are essential for determining a product's name and providing information about its halal status. The Indonesian Ulama Council's Fatwa No. 44 of 2020 on the Use of Names, Forms, and Packaging of items that cannot be Halal Certified contains regulations regarding the naming of halal items. These



regulations were established to provide certainty and guidance to the public, especially producers and other business actors involved in products that cannot be certified as halal because they contain elements that conflict with Islamic law. Halal certification is mandatory to protect consumers and facilitate business actors, as recognition from certification bodies is essential in issuing halal certificates (BPJPH Halal, 2024b), as stipulated in Article 1, point 10 of the Regulation of the Minister of Religious Affairs of the Republic of Indonesia No. 26 of 2019 concerning the Implementation of Halal Product Guarantee.

“A Halal Certificate is a recognition of the halal status of a product issued by BPJPH based on a written halal fatwa issued by MUI.”

The Indonesian Ulama Council (MUI), Halal Inspection Agencies (LPH), and the Halal Product Guarantee Agency (BPJPH), a halal certification body, work together to regulate Halal Product Guarantee (JPH) and guarantee the caliber of LPH, Halal Auditors, and Halal Supervisors (Jayanti, 2023). With cooperation among halal certification bodies, consumer confidence in product naming should increase as businesses that have registered their products for halal certification comply. However, some groups of people still have doubts about products certified as halal by certification bodies, because some product names can be ambiguous, carry negative connotations, or relate to things declared haram (Anadya Prames et al., 2025). The controversy surrounding the naming of halal products in Indonesia has sparked debate over the halal certification process carried out by certification bodies, especially since many halal-certified products use names such as "tuyul, tuak, beer, and wine". Halal certification bodies are considered to have made a blunder in processing a product because they differ on product naming, such as the halal regulations issued by the MUI Fatwa Commission and the Halal Product Fatwa Committee (CNN Indonesia, 2024).

The issue of products named "tuyul, tuak, beer, and wine" receiving halal certification labels has sparked debate among the public because it is considered ineffective and inefficient when used on food products, especially since the halal certification has been issued by a halal certification agency on the SiHalal website (Tempo, 2024). The root cause of the problem with halal certification for several products with these names is the self-declaration system, which bases halal certification on independent statements by business operators, with halal status determined by the Halal Product Fatwa Committee (Heriani, 2024). Halal certification without undergoing the halal determination process at the MUI Fatwa Commission and the LPH audit indicates that there is room for regulatory oversight to address weaknesses in the self-declared verification process. Every halal certification body, whether MUI or LPH, has a role in determining the halal status of a product through examination or testing, supervised and published by BPJPH, taking into account the product's name and its suitability. The self-declared route should be applied only to low-risk products to enable more focused coordination among relevant institutions, ensure BPJPH's supervision of LPH is adequate for audits, and minimize the potential for misuse of the self-declared route (Yuanitasari, 2025).

Unlike the self-declare pathway, the regular pathway is a halal certification process carried out in stages, including external inspections or audits by the LPH. It means that every business operator seeking halal certification must meet the requirements set by the halal certification agency, including product halal verification. Product halal verification

is a series of processes aimed at ensuring that products meet all halal requirements and standards in accordance with Islamic law, including verification of ingredients, production processes, and product naming. This regular process is mandatory for all types of businesses, especially for high-risk products, such as products containing animal ingredients or slaughtered products, processed dairy products, products containing gelatin, collagen, enzymes, or rennet, as well as other additives derived from animals (Bikin Halal, 2025). When looking specifically at the two halal certification schemes, the main difference between the regular and self-declare routes lies in the halal verification process for products (Admin, 2024). From these differences, it can be concluded that problems in the product naming process often occur in the self-declaration scheme because this channel requires only a self-declaration from the business operator, which the PPH Assistant then verifies.

Halal Product Process Assistant (PPH), namely a person or individual who has received special training and has the competence to assist business actors, particularly Micro and Small Enterprises (MSEs), in meeting halal certification requirements through self-declaration or business actor declaration mechanisms (Kumparan, 2024). Upon closer examination, cases involving PPH Assistants have frequently occurred during the product naming process, as in the case of Nabidz brand wine submitted on May 25, 2023, through a self-declaration by a PPH Assistant from the Ministry of Religious Affairs' BPJPH. As a result of this issue, several business operators and PPH Assistants were found to have deliberately manipulated the halal certification application data for Nabidz brand grape juice. Furthermore, BPJPH has imposed sanctions on these individuals by revoking the halal certificate number ID131110003706120523 for the grape juice product, effective August 15, 2023, and revoking the PPH Assistant's registration number (Saptohutomo, 2023). Therefore, it is necessary to evaluate the role and performance of PPH Assistants, particularly in verifying product names, so they can fulfil their responsibilities in accordance with MUI Fatwa No. 44 of 2020 on the Use of Names, Forms, and Packaging of Products that cannot be Certified Halal.

In the results of a review of previous studies, the first study discussed the role of halal certification institutions in building a halal ecosystem: challenges and opportunities, which in this study emphasized the important role of halal certification institutions in ensuring that products and services on the market meet halal standards as a form of responsibility of halal certification institutions for product quality that has been indicated as a violation or fraud due to limited resources, both in terms of experts and infrastructure (Japar, Paraikkasi, et al., 2024). The second study discusses the halal status of food products from the perspective of naming according to Islamic law, which focuses on the naming of a product at a restaurant called 'Mie Gacoan' that uses menu items with names such as 'mie setan' and 'es pocong', which can affect their halal status, leading to the rejection of halal certification by the Indonesian Ulama Council (MUI) (Syarif, 2024). The third study discusses the dynamics of the Halal Product Guarantee Agency (BPJPH) in Indonesia, focusing on BPJPH's management of the halal certification process, particularly the self-declare pathway, due to weak supervision and control (Nisa et al., 2024). The fourth study discusses consumer protection against the circulation of non-halal food products. This study focuses on the role of halal certification agencies in building a halal ecosystem by identifying the challenges they face regarding international halal certification standards, transparency, public trust, and resource limitations (Sakti et al.,

2017). The fifth study discusses the issue of self-declared food and beverage products by micro-businesses in Indonesia, focusing on the low awareness among business actors to register their products honestly, as evidenced by the low number of certification applications relative to the available quota (Ashibly, 2025).

According to the review results, there are significant differences between previous studies and this study, which is another new element. This study raises the theme of "the role of halal certification institutions in the compliance of business actors in product naming in the halal certification process", where the primary focus of this study is on monitoring the halal certification mechanism conducted by halal certification institutions and human resource development for the halal certification process through a regular pathway and a self-declaration pathway. Therefore, this study aims to conduct a comprehensive evaluation of the effectiveness of halal certification institutions' supervision in the regular and self-declaration pathways and to explain how human resource development can improve the quality of the halal certification process. Given the research objectives, there is an element of novelty that addresses the problem of product naming in the halal certification process for wine drinks under the Nabidz brand through the self-declare pathway. This case shows the potential for loopholes in the supervision mechanism and in the development of the involved human resources.

Reflecting on this issue, the lack of strict supervision by certification bodies over businesses regarding product naming in the halal certification process creates loopholes for manufacturers to exploit, enabling them to manipulate data. Data manipulation in the halal certification process can occur when business operators give their products names that have the potential to cause misunderstanding, such as naming a grape juice drink 'Nabidz', which can be associated with alcoholic beverages in specific contexts (Pradana, 2023). In an effort to improve the halal certification process for MSMEs, the involvement of all elements of society, business actors, and the strategic role of halal certification institutions are important factors in creating broader and greater opportunities, including in the global market. This effort is intended to encourage business actors to be more compliant with regulations on product naming in the halal certification process, both in the regular pathway, which involves strict inspection, and in the self-declaration pathway, which is intended for low risk. With tighter supervision of halal certification bodies over product naming during the certification process, cases of business actors obtaining halal certification for products that use names and/or symbols that lead to disbelief and falsehood can be minimised so they do not recur (Medistiara, 2024). Based on the background of the above issues, the research questions in this study are: supervision of the halal certification mechanism through regular and self-declared pathways organised by halal certification institutions, and human resource development for the halal certification process through these pathways.

B. Method

In this research method, the author uses normative legal research, focusing on sources such as legislative norms and legal principles. Normative legal research is legal research that focuses on library materials or secondary data, such as binding primary legal materials, secondary legal materials that provide explanations of primary legal materials, and tertiary legal materials that support primary and secondary legal materials (Monteiro, 2023). By using this normative legal research method, the author hopes to

integrate legal theory and reality in the field, so that the application of law can provide certainty, justice, and benefits to society. First, conformity is determined in accordance with the provisions of applicable laws and regulations, namely Law No. 33 of 2014 concerning Halal Product Guarantee and MUI Fatwa No. 44 of 2020 concerning the Use of Names, Forms, and Packaging of Products that cannot be Certified Halal. Second, the study uses legal certainty criteria, namely by assessing that product naming is clearly formulated, unambiguous, and can be applied consistently by authorized halal certification institutions. Third, the study assesses consistency through grammatical, systematic, and conceptual interpretation techniques to understand the meaning of the rules, the relationship between articles, and the legal principles underlying them. Finally, the study examined the rules in practice through a case approach, revealing inconsistencies between the regulations and their implementation.

This study uses two approaches to the problem, namely the statute approach and the case approach. The statute approach is used to examine all regulations and fatwas governing the naming of halal certification products. Meanwhile, the case approach is used to discuss issues and cases related to product naming in halal certification, to identify the provisions applied in practice. Both approaches need to be used because many product-naming cases have sparked debate and controversy in society, so it is essential to analyse them to assess the consistency between the applicable laws and regulations and their implementation. Through the case approach, the study can identify potential gaps in norms, ambiguities in rules, and inconsistencies between regulations and their implementation by certification agencies. The statute approach involves examining all laws relevant to the legal issues being studied (Marzuki, 2016). In contrast, the case approach involves examining cases related to the issue at hand, especially those with a final and binding decision (Amiruddin & Asikin, 2016).

Furthermore, the data sources used in this study include primary, secondary, and tertiary legal materials. Primary legal materials are legal materials that have the highest authority, such as the 1945 Constitution, laws and regulations, jurisprudence, court decisions, and other legal materials that are currently still in force (Susanti & Efendi, 2015). The data sources used in this study are MUI Fatwa No. 44 of 2020 concerning the Use of Names, Forms, and Packaging of Products that cannot be Certified Halal, which serves as the legal basis for naming halal products. Secondary legal materials are legal sources in the form of documents or publications that provide explanations of legal information but lack binding force or are unofficial, such as books, legal journals, and scientific papers, including theses and dissertations (Zainuddin, 2015). In addition, secondary legal materials focus on books, legal journals, and scientific legal writings on Consumer Protection, particularly regarding the Role of Halal Certification Institutions in Product Naming in Halal Certification. Finally, tertiary legal materials are materials that support information on primary and secondary legal materials, such as bibliographies, cumulative indexes, encyclopedias, and legal dictionaries (Suratman & Dillah, 2015).

In line with the data sources used, this study also uses data collection methods in the form of library research, which is carried out by recording and citing various sources, such as books, documents, magazines, newspapers, news, scientific articles, and other information related to the issues and problems being studied. The data analysis is qualitative, prioritising a deep understanding of descriptive legal data and information to interpret their meanings. This study is intended to provide a detailed and systematic

description of matters related to naming in the halal process using the elements of 'tuyul, tuak, beer, and wine'. Not only that, this study also seeks to understand the meaning in laws and regulations and fatwas governing the naming of products in halal certification, compile relevant provisions to build a comprehensive understanding of product naming regulations, assess the suitability of the application of rules by halal certification institutions with the principles of legal certainty and consumer protection, and evaluate the rules when faced with product naming practices in the halal certification process.

C. Result and Discussion

Supervision of the Halal Certification Mechanism through Regular and Self-Declare Pathway, organized by the Halal Certification Agency

As a country with a Muslim-majority population, consumers require halal certification as proof of a product's legal status, evidenced by the issuance of a halal label following inspections (Sakti et al., 2017). These phases involve an evaluation of the halal assurance systems put in place by business actors to ensure compliance with the use of product names, as well as a focus on raw materials and production procedures (Warto & Samsuri, 2020). Product names that violate MUI Fatwa No. 44 of 2020 on the Use of Names, Forms, and Packaging of Products that Cannot be Halal Certified are important because they may lead to misunderstandings and unfavorable impressions. Halal certification is intended to make it easier for customers to understand what is in a product and to confirm that it meets Islamic law's halal requirements, allowing them to feel secure and at ease while consuming it (Hutami, 2025). As the authorities, halal certification institutions, especially BPJPH, MUI, and LPH, must increase their oversight of the halal certification mechanism through regular pathways and a self-declaration pathway to guarantee that product naming in the halal certification process can be carried out transparently and that there are no more instances of product naming that violate Islamic law.

a. Halal Product Guarantee Agency (BPJPH)

BPJPH, the halal product guarantee administrator, issues halal certification in accordance with Law No. 33 of 2014 about Halal Product Guarantee based on written halal fatwas issued by MUI, the Ministry of Religious Affairs (Rachman & Hasan, 2025). Since the Halal Product Guarantee Agency (BPJPH) answers directly to the President of the Republic of Indonesia, it is a non-ministerial government agency (LPNK) with a strategic role. To put in place a mechanism for guaranteeing halal products, the BPJPH was founded. In addition, BPJPH can regulate, facilitate, and oversee the halal certification process, including registration, inspection, issuance of halal fatwas in conjunction with MUI, and formal issuance of halal certifications (BPJPH Halal, 2025a). In general, the BPJPH mechanism for supervising halal certification involves distinct stages for the regular and self-declared pathways (Chasanah & Muzammil, 2024). The supervision of the halal certification mechanism through the regular pathway organised by BPJPH is as follows.

1. The pre-certification stage is the first step in the halal certification process, involving written or online applications submitted to BPJPH via the Halal Information System (SiHalal) website by business actors, along with documents detailing raw materials, production processes, and other supporting information. If the documents are deemed complete and verified, BPJPH has the authority to

assign LPH to conduct inspections and tests to verify the product's halal status. Business owners must provide Halal Auditors with all the information they need to conduct the Halal inspection and testing procedure, which is done by direct observation at the company location. If questionable ingredients are found, Halal Auditors can conduct laboratory tests to confirm their halal status.

2. The certification stage is a series of procedures to formally recognise product conformity, including determining the halal status of products that have undergone inspection and testing by the LPH through Halal Auditors. The LPH submits the inspection and testing results to the BPJPH for forwarding to the MUI to obtain a halal fatwa for products that have passed the stages. The MUI determines product halalness in a halal fatwa hearing involving representatives from relevant ministries and/or institutions. The BPJPH also ensures that the basis for the issuance of halal certification by the MUI complies with regulations and that the product is determined to be halal. However, suppose the halal fatwa session declares that a product is not halal. In that case, the BPJPH returns the halal certification application to the business operator, along with the reasons for the product's non-halal status.
3. The post-certification stage involves business operators supervising the Halal Product Assurance System (SJPH), periodic monitoring by LPH and BPJPH, and routine reporting to ensure products continue to meet halal standards. Business operators are required to report to BPJPH any changes to raw materials, production processes, or other aspects. Conversely, if there are complaints from the public or reports from the LPH regarding changes to the product, the BPJPH, together with the LPH and MUI, may conduct a surprise inspection of the business operator and re-determine the product's halal certification status. Article 42, paragraph (1) of Law No. 33 of 2014 concerning Halal Product Guarantee states,

“The Halal Certificate is valid for 4 (four) years from the date of issuance by BPJPH, unless there is a change in the composition of the ingredients.”

In addition, Article 42, paragraph (2) of Law No. 33 of 2014 concerning Halal Product Guarantee states,

“Business Operators must renew Halal Certificates by submitting a Halal Certificate renewal application no later than 3 (three) months before the Halal Certificate expires.”

On the other hand, the halal certification mechanism through the self-declaration route organised by BPJPH is for low-risk products, such as ingredients and production processes that have been certified as halal. If LPH follows the regular route, it differs from the self-declare route followed by PPH Assistants who are members of a Halal Product Process Assistance Institution (LP3H). MSME products are expected to be able to compete at the national and international levels and withstand fierce competition with overseas halal products thanks to the self-declaration pathway, which provides business actors with special affirmation and makes it easier for them to obtain halal certificates, thereby increasing the added value of their products. The supervision of the halal certification mechanism through the regular pathway organized by BPJPH is as follows.

1. On the other hand, the halal certification mechanism through the self-declaration route organized by BPJPH is for low-risk products, such as ingredients and production processes that have been certified as halal. If LPH follows the regular route, it differs from the self-declare route followed by PPH Assistants who are members of a Halal Product Process Assistance Institution (LP3H). The self-declaration pathway provides special affirmation for MSME actors, making it easier for business actors to obtain halal certificates while increasing the added value of their products, so that MSME products are expected to be able to compete at the national and international levels and withstand stiff competition with halal products from abroad. The supervision of the halal certification mechanism through the regular pathway organized by BPJPH is as follows.
2. The certification stage in the self-declare pathway is the process of determining a product's halal status, carried out by the business operator after completing a series of assistance sessions with P3H. The results of P3H's assistance will be verified and validated by BPJPH through the issuance of a Document Receipt Letter (STTD), which will then be submitted to the Halal Product Fatwa Committee for a fatwa hearing to determine the product's halal status. BPJPH will automatically issue a halal certificate through the SiHalal website after the Halal Product Fatwa Committee issues a halal determination.

b. The Indonesian Ulama Council (MUI)

Both in terms of the Indonesian Council of Ulama (MUI) standards and product halal status, as determined by the Food, Drug, and Cosmetics Assessment Agency (LPPOM MUI), the Indonesian Council of Ulama (MUI) is the body responsible for issuing halal fatwas on products, in compliance with religious law (Islamic sharia) (T. Maulana, 2024). In the halal certification process, MUI, through LPPOM MUI, is authorized to conduct halal checks, inspections, and audits to ensure the halal status of products, with the results then reviewed and determined by the MUI Fatwa Commission (Rismilda et al., 2024). In addition to assisting businesses in registering their products, LPPOM MUI also has other duties, namely: (Khairuddin & Zaki, 2021).

1. Reviewing products by classifying and grouping foods, medicines, and cosmetics available to the public in accordance with Islamic law and halal standards applicable in Indonesia.
2. Researching and compiling guidelines on the production, sale, and use of products such as food, beverages, medicines, and cosmetics, including the operation of restaurants, hotels, meals on ships or flights, and the slaughter of animals to ensure that they remain halal.
3. Submit the inspection and testing results to the MUI Executive Board as material for consideration in determining the product's halal status.
4. Carrying out various activities to establish cooperation with relevant ministries and/or institutions, both domestically and internationally, in an effort to promote Indonesian halal certification on the international stage.

The monitoring mechanism organised by MUI through LPPOM MUI, whether through the regular or self-declaration pathway, follows similar procedures because both involve examining and testing raw materials, production processes, implementation mechanisms, and the human resources involved. The monitoring of

the halal certification mechanism by MUI through LPPOM MUI is as follows (Nadha, 2021).

1. Internal auditors, namely the Halal Assurance System (SJH), require companies applying for halal certification to independently appoint internal auditors to monitor and report on the progress of SJH implementation to LPPOM MUI.
2. LPPOM MUI will verify the implementation of SJH during the audit. If the system is not implemented in accordance with the established requirements, the company will be asked to improve it before the certification process continues. However, suppose the company makes changes or additions to materials, suppliers, or production facilities during the validity period of the halal certificate. In that case, the company and business operators are required to register these changes with LPPOM MUI in advance and obtain approval before implementing them by documenting them in the new material selection procedure, new product development procedure, or new facility development procedure.
3. Approval of materials and facilities is an assessment made by Halal Auditors during inspections at companies by LPPOM MUI. If the mechanisms and procedures are not yet in place and there is no guarantee of their implementation, LPPOM MUI will not issue a halal certificate. If a halal certificate has been issued, LPPOM MUI will conduct unannounced inspections at the company to monitor compliance. If any findings are discovered that could alter the product's halal status, LPPOM MUI will take decisive action. As part of efforts to monitor the implementation of the Halal Assurance System (SJH) at the company, the company is required to submit a report every six months to LPPOM MUI to inform LPPOM MUI of any changes made by the company.

c. Halal Inspection Agency (LPH)

The MUI issues halal fatwas, and the BPJPH issues halal certification based on findings from product testing and inspections conducted by the Halal Inspection Agency (LPH), which is not permitted to issue halal certificates. There are differences between regular halal certification applications and those based on self-declaration, per the Decree of the Head of the Indonesian Halal Product Assurance Agency No. 190 of 2025 on Standard Operating Procedures for Halal Certificate Application Services and Guidelines for Facilitating Halal Certification for Micro and Small Enterprises (Anastasya, 2023). The LPH does not grant halal certification; instead, it provides the MUI with halal fatwas and the BPJPH with halal accreditation based on the findings of product testing and inspections. Regular and self-declared halal certificate applications differ under the Decree of the Head of the Indonesian Halal Product Guarantee Agency No. 190 of 2025, which concerns Standard Operating Procedures for Halal Certificate Application Services and Guidelines for the Implementation of Halal Certification Facilitation for Micro and Small Businesses (Nopriansyah et al., 2025). The difference lies in human resource development: the regular pathway involves LPH as an independent auditor conducting direct inspections and testing, while the self-declare pathway can be submitted independently or with assistance from P3H, an appointed BPJPH body.

1. However, there are similarities in supervising halal certification mechanisms through the regular and self-declared pathways organised by LPH. The

supervision of mechanisms organised by LPH is as follows. During the pre-certification stage, the LPH will examine the documents and calculate the cost of halal product inspection if the halal certification application documents submitted by the business operator through the SiHalal website are deemed complete. However, the application documents for the halal certification are incomplete. In that case, the LPH will inform the business operator of the additional document requirements with a copy to the BPJPH, and the business operator will be given two working days to complete the documents. Conversely, suppose the business operator does not complete the halal certification application documents within the specified time. In that case, the LPH will notify the applicant and the BPJPH through the SiHalal website that the halal certification application cannot be processed.

2. The LPH provides the MUI with a report outlining the findings of the product's halal inspection and testing as part of the certification procedure. The Halal Product Fatwa Committee uses this report as a guide for deciding whether a product is halal. The validator will send the results to the MUI for issuance of the halal certificate if the inspection and testing were carried out in compliance with approved protocols.

Human Resource Development for the Halal Certification Process through Regular and Self-Declare Pathway

To ensure that halal certification is implemented in Indonesia and that the halal certification process complies with Indonesian Ulama Council Fatwa No. 44 of 2020 concerning the Use of Names, Forms, and Packaging of Products that cannot be Halal Certified, product naming is inextricably linked to human resource development. As a bridge between business actors and halal certification institutions, human resource development must be tightened again in conducting qualifications and training because human resource development is key to ensuring the determination of a product's halal status, so that problems regarding naming in the halal certification process do not recur (Japar, Siradjuddin, et al., 2024). The issue regarding Nabidz brand products began when business operators and PPH assistants failed to comply with halal certification requirements and deliberately manipulated data on grape juice products. It became a public issue because it was considered that the human resources for the halal certification process were not qualified in accordance with applicable halal certification standards and mechanisms. Human resource development in the halal certification process through the regular and self-declare pathways differs significantly: the former is conducted by Halal Auditors and Halal Supervisors, while the latter is conducted by PPH Facilitators (Japar, Paraikkasi, et al., 2024).

Human resource development through a regular pathway requires specific competencies, performed by individuals, to examine, supervise, and assess the entire halal certification process to ensure compliance with halal provisions. Specific competencies in the regular pathway have different duties and responsibilities in carrying out their main tasks and functions in halal certification. These differences can be seen in the laws and regulations that underpin halal certification. The differences between Halal Auditors and Halal Supervisors in human resource development for the Halal certification process are as follows.

1. Halal Auditor

A halal auditor is an individual or professional who has the competence, ability, and specialised certification to conduct inspections and assessments of a product's halal status. Based on Article 1 of Law No. 33 of 2014 concerning Halal Product Guarantee,

“A Halal Auditor is a person who can conduct halal inspections of products.”

Halal auditors, under the auspices of the LPH, conduct comprehensive field audits and inspections of raw materials, production processes, and product distribution for businesses applying for halal certification. Not only that, but halal auditors must also ensure that all stages of production comply with SJPH standards so that the audit report can serve as a basis for the MUI to issue halal fatwas and for the BPJPH to issue halal certification. Pursuant to Article 40(4) of Government Regulation No. 31 of 2019 on the Implementation Regulations of Law No. 33 of 2014 on Halal Product Guarantee,

“Halal auditors who have fulfilled the requirements referred to in paragraphs (1) to (3) shall be tasked with:

- a. Check and review the materials used.*
- b. Inspecting and reviewing the product processing process;*
- c. Inspecting and reviewing the slaughtering system;*
- d. Inspecting the product location;*
- e. Inspecting equipment, production areas, and storage facilities;*
- f. Checking product distribution and presentation;*
- g. Checking the halal assurance system Business Operators;*
- h. Reporting the results of inspections and/or testing to the LPH.”*

In carrying out their duties, halal auditors are divided into two categories: internal and external auditors. Overall, the differences between internal and external auditors are not significant, especially in terms of duties and responsibilities. The only difference is where the auditors work. Internal auditors are halal auditors who work specifically for companies that produce products requiring halal certification. The company appoints these auditors, who are part of its internal structure and are responsible for supervising and ensuring that all production processes comply with applicable halal regulations and standards.

Meanwhile, external auditors are halal auditors who work with LPH, an institution that conducts inspections and tests to determine a product's halal or non-halal status. External auditors do not work for a specific production company but rather serve the public by inspecting products from businesses that apply for halal certification. One example of an external auditor that works with LPH is LPPOM MUI. The role of LPPOM MUI is crucial because professional auditors conduct independent halal product inspections and testing (IHATEC, 2021).

The LPH, the institution that oversees halal auditors, has established terms and conditions to ensure that auditors have the quality, competence, and responsibility to assess the halal status of products in accordance with halal certification standards. In carrying out their role, halal auditors appointed by the LPH must meet all

requirements stipulated in the legislation, including a broad understanding and insight into the halal status of products in accordance with Islamic law. Based on Article 40 paragraph (2) of Government Regulation No. 31 of 2019 concerning the Implementation Regulations of Law No. 33 of 2014 concerning Halal Product Guarantee, anyone can become a halal auditor as long as the requirements listed in the legislation have been met and can be proven by a certificate from the MUI. The requirements that halal auditors must meet are as follows.

- a. Indonesian citizen (WNI);
- b. Muslim;
- c. Minimum education of a bachelor's degree in food science, chemistry, biochemistry, industrial engineering, biology, pharmacy, medicine, culinary arts, or agriculture;
- d. Understanding and broad knowledge of the halalness of products according to Islamic law;
- e. Prioritize the interests of the community over personal and/or group interests;
- f. Obtain a certificate from the Indonesian Ulama Council (MUI).

Based on Article 40 of Government Regulation No. 42 of 2024 concerning the Implementation of Halal Product Guarantee, in the appointment of halal auditors, a written request may be submitted to the head of the LPH by attaching the following relevant documents.

- a. Copy of ID card;
- b. Curriculum vitae;
- c. A certified copy of your bachelor's degree;
- d. A certified copy of your Halal Auditor training certificate and/or Halal Auditor competency certificate;
- e. A stamped statement letter prioritizing the interests of the community over personal and/or group interests.

2. Halal Supervisor

A halal supervisor is responsible for overseeing, controlling, and ensuring that all halal product processes within a company comply with halal certification requirements. Based on Article 1 of Law No. 33 of 2014 concerning Halal Product Guarantee,

"A Halal Supervisor is a person responsible for PPH."

In addition to monitoring and controlling operations, halal supervisors also conduct halal certification as part of the government's efforts to safeguard consumers by assuring the halal status of goods traded and circulated in Indonesia. In addition, the scope of halal supervisors can be categorised as broad, as they act as liaisons between companies, LPH, and BPJPH for reporting and monitoring compliance with halal standards. It is this scope that will lead business actors to apply for halal certification, requiring them to appoint halal supervisors. Based on Article 24 of Law No. 33 of 2014 concerning Halal Product Guarantee, there are provisions that business actors must fulfil when applying for halal certification.

"Business operators applying for Halal Certification must:

- a. *Provide accurate, transparent, and honest information;*

- b. *Separate the locations, facilities, and equipment used for slaughtering, processing, storage, packaging, distribution, sale, and serving of Halal and non-Halal products;*
- c. *Have a Halal Supervisor;*
- d. *Report changes in ingredient composition to the BPJPH."*

Unlike halal auditors, who are under the auspices of LPH, Halal Providers are appointed by companies and reported to BPJPH, which is listed as a requirement for Halal Supervisors. Based on Article 28 paragraph (3) of Law No. 33 of 2014 concerning Halal Product Guarantee,

"Halal supervisors are appointed by company management and report to BPJPH."

Halal supervisors share similarities with internal halal auditors in how they carry out their duties and exercise their authority, as they are directly responsible to the company. However, the primary duty of internal halal auditors is to supervise and ensure that all production processes are carried out in accordance with applicable halal standards, while the primary duty of halal supervisors is to assist halal auditors during inspections (Yana, 2024). It reflects that halal supervisors and halal auditors have the exact scope of work, and that the duties and roles of halal supervisors are stipulated in Article 28, paragraph (1), of Law No. 33 of 2014 concerning Halal Product Guarantee.

"The Halal Supervisor, as referred to in Article 24, letter c, shall have the following duties:

- a. *Supervising PPH in the company;*
- b. *Determining corrective and preventive actions;*
- c. *Coordinating PPH;*
- d. *Assisting the LPH Halal Auditor during inspections."*

In addition, the duties and responsibilities of halal supervisors are detailed in Article 59 of Government Regulation No. 42 of 2024 on the Implementation of Halal Product Guarantee.

"In carrying out the duties referred to in Article 58 paragraph (1), the Halal Supervisor is responsible for:

- 1. *Implementing SJPH;*
- 2. *Developing a PPH plan;*
- 3. *Implementing PPH control risk management;*
- 4. *Proposing material substitutions;*
- 5. *Proposing the cessation of production that does not meet PPH requirements;*
- 6. *Preparing PPH supervision reports;*
- 7. *Conducting reviews of PPH implementation;*
- 8. *Preparing materials and samples for inspection by Halal Auditors;*
- 9. *Presenting evidence and providing accurate information during the inspection process by Halal Auditors."*

In accordance with Article 28, paragraph (2) of Law No. 33 of 2014 concerning Halal Product Guarantee, anyone can become a halal supervisor provided that they meet two main requirements, namely being Muslim and having a broad understanding of sharia law regarding halal. Based on Articles 60 and 61 of Government Regulation No. 42 of 2024 concerning the Implementation of Halal Product Guarantee, these requirements are not merely administrative formalities, but rather professional standards that must be met by undergoing training and/or certification of halal supervisor competency. Participants who pass the halal supervisor training are entitled to receive a Training Completion Certificate (STTP) and a halal supervisor competency certificate. Halal supervisor training is conducted by BPJPH in collaboration with universities and/or other accredited training institutions in accordance with the provisions of laws and regulations. Business actors may dismiss halal supervisors if their position and status no longer meet the requirements as halal supervisors, they pass away, resign, are proven to have violated the code of ethics, conduct, and/or company discipline, and are found guilty of a criminal offense punishable by five years imprisonment or based on a final and binding court decision (Hulwanullah, 2022).

3. PPH Assistants

Human resource development through self-declaration is carried out by PPH assistants who have received special training to ensure that all documents submitted by business actors comply with applicable regulations, especially those related to raw materials, production processes, and product distribution (Mahmud, 2023). A PPH assistant is in charge of assisting micro and small business owners in meeting the requirements for the halal certification process. According to Article 1 of the Republic of Indonesia No. 20 of 2021, Regulation of the Minister of Religious Affairs, Halal Certification for Micro and Small Business Operators,

“PPH assistance is an activity that assists micro and small business actors in meeting the requirements for product halal certification.”

The PPH assistant is responsible to BPJPH for submitting all inspection and testing results. However, in general, the PPH assistant is tasked with ensuring the accuracy, verification, and validation of business operator data before submitting halal certification applications, checking SPJH compliance, and providing recommendations to BPJPH on product halal statements that meet the standards (Kumparan, 2023). Suppose Halal Auditors and Halal Supervisors are under the auspices of non-ministerial government agencies. In that case, the same cannot be said for PPH Assistants, who Islamic religious institutions or Islamic community organisations appoint. Government agencies or business entities may also appoint PPH Assistants, but they must have a partnership with a legal Islamic institution or organization and/or a university. Anyone can become a PPH assistant if an Islamic community institution or organization conducts a recruitment drive for PPH assistants. Based on the Decree of the Head of the Halal Product Guarantee Agency No. 8 of 2024 concerning Guidelines for the Development of Halal Product Process Assistance Institutions and Halal Product Assistants, members of the public who wish

to become PPH assistants must meet the following requirements and conditions (BPJPH Halal, 2025b).

1. Indonesian citizen (WNI);
2. Muslim;
3. Possesses broad knowledge and understanding of Islamic law regarding product halal certification, as evidenced by a P3H training certificate.
4. Minimum educational qualification of an MA/SMA graduate or equivalent;
5. Committed to performing duties as a PPH Assistant, as evidenced by an integrity pact document.

The MUI plays a central role in ensuring halal products in Indonesia, extending beyond issuing halal fatwas to include supervising every element of the halal certification process, including product naming. Legal certainty regarding the halal status of a product is regulated in Law No. 33 of 2014 concerning Halal Product Guarantee, which requires every manufacturer to obtain halal certification for their products in accordance with halal standardisation (T. F. Maulana, 2024). In maintaining quality in naming during the halal certification process, MUI, as a halal certification institution, plays a crucial role in ensuring that product names do not contain meanings or symbols that contradict Islamic teachings or refer to haram products such as 'tuyul, tuak, beer, and wine', which could mislead Muslim consumers and imply the use of prohibited ingredients. The MUI Fatwa Commission not only assesses ingredients and production processes but also provides recommendations to businesses whose product names may cause misperceptions or conflict with Islamic law. Suppose product names still conflict with Islamic law. In that case, the MUI will educate businesses on the importance of product naming in the halal certification process through seminars, written guidelines, or by collaborating with halal certification agencies.

The strategy implemented by MUI and BPJPH to prevent the recurrence of errors in product naming following the Nabidz wine beverage case has become a catalyst for both institutions to improve and reaffirm the halal certification mechanism. Efforts that can be made include strengthening standards and updating SOPs for halal certification, particularly regarding product naming verification in both regular and self-declared channels (BPJPH Halal, 2024a). The update includes implementing stages such as name screening, compiling a list of prohibited terms, including names synonymous with alcoholic beverages, and establishing procedures for returning files if product names are deemed incompatible with Islamic law. In addition, MUI and BPJPH are also increasing the capacity of human resources, including Halal Auditors, Halal Supervisors, and PPH Assistants, through intensive training, the development of new modules that emphasise sensitivity to product naming, and collaboration between institutions to ensure a balanced understanding of naming in the halal certification process and technical aspects of the inspection process. Furthermore, BPJPH has tightened the self-declaration mechanism to prevent loopholes that could lead to product identity errors through strict verification by PPH assistants, random audits after certificates are issued, and the imposition of administrative sanctions on businesses that use names that contradict Islamic law. Post-certification supervision has also been strengthened through cooperation between BPJPH, MUI, and LPH to conduct routine monitoring, evaluate

products in circulation, and recall or revise certificates if naming violations are found (Admin, 2025).

D. Conclusion

Through the halal certification process, Indonesians, especially Muslims, can be assured of a product's halal status. Additionally, the agency can ensure that business actors comply with product-naming guidelines throughout the halal certification process. The halal certification process includes a review of the SJPH and product names to make sure they do not contravene MUI Fatwa No. 44 of 2020 on the Use of Names, Forms, and Packaging of Products that Cannot Be Halal Certified, in addition to stressing the process. The three leading organizations that strategically support the halal certification process are BPJPH, MUI, and LPH. These three halal certifying bodies each have distinct roles and authority. For instance, by creating policies and granting certificates in accordance with MUI fatwas, BPJPH plans and manages halal certification.

Additionally, MUI, through LPPOM MUI, is responsible for conducting halal audits, research, and product evaluations before issuing halal fatwas. Finally, LPH is responsible for hiring certified halal auditors to conduct on-site examinations and testing to confirm the product's halal certification. Product naming in the halal certification process is closely related to human resource development, which is an essential element in maintaining the validity and effectiveness of Indonesia's halal product assurance system. Human resource development is crucial to ensuring that all stages of halal certification are carried out in accordance with MUI Fatwa No. 44 of 2020 regarding the Use of Names, Forms, and Packaging of Products that cannot be Halal Certified, from raw materials and production processes to product distribution. The regular pathway's human resource development focuses on Halal Auditors and Halal Supervisors who have in-depth knowledge of the halal status of products.

In contrast, the self-declare pathway focuses on PPH Assistants who help micro and small businesses meet the requirements of the halal certification process. In addition to conducting audits and inspections, the LPH, which oversees Halal Auditors, is also responsible for reporting product test results to the MUI and BPJPH. In contrast, Halal Supervisors serve as internal supervisors within companies to ensure that all production processes comply with SJPH. Before helping micro and small businesses satisfy halal certification standards, PPH Assistants must finish training and earn a certificate of competence.

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