

ECONOMIC IN ACHIEVING SDGs: EMPOWERING HALAL CERTIFICATION FOR INCREASING TRADE, INDUSTRY AND INVESTMENT

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Abstract

Basically this research raises the issue Indonesia had potential for halal industry in Global. The purpose of research to see achievement halal certification based on mandatory Law 33 year 2014. Products that enter, circulate, and trade in the territory of Indonesia must be halal certified. The implementation halal certification regularly and self-declare scheme. The research used data collection qualitative method by interview, observation, documentation, and Focus Group Discussion. The research result refers the period halal certification data on two years ago. The impact halal certification to make Indonesian halal products globally competitive, also open wider market access, and attract demand from export destination countries. Halal certification will increase the export value of halal products, which in turn will contribute positively to Indonesian trade balance. The research conclusion has principle discovered positive impact significant of cooperation, openness and accountable.

Key-word: halal certification, Mandatory, self declare

Introduction

Halal is currently a trend not only in Indonesia, as well as Asia but also at the world level. In Islam, everything that is allowed is (halal) to be consumed unless specifically prohibited (Haram), as in (Al Quran, Hadiths, Ijma' and Qiyas). Halal is universal "HALALAN THOYYIBAN (Hygiene, Health and Wholesome)".

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ
الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ ﴿١٦٨﴾

"O mankind, eat of the lawful and good things of the earth and do not follow the steps of the devil. Indeed, he is a real enemy to you". (QS. Al-Baqarah: 168).

Halal can be defined as a quality standard that complies with Islamic Shariah law and is used in every activity carried out by Muslims (Bohari, Cheng and Fuad, 2013). Halal products and services are chosen by Muslims as a form of obedience to Islamic Shariah law. Although halal is closely related to Muslims, it does not mean that consumers of halal products only come from Muslims.

Halal certification is needed to make Indonesian halal products globally competitive, can also open wider market access, and attract demand from export destination countries. Halal certification will increase the export value of halal products, which in turn will contribute positively to Indonesia's trade balance.
(<https://www.ekon.go.id/publikasi/detail/597/komitmen-pemerintah-wujudkan-indonesia-jadi-pusat-produsen-halal-dunia>)

The quality of halal products, or commonly known as Halalan Thoyyiban, is a reason for non-Muslims to use halal products (Samori, Salleh and Khalid, 2016) because there is a guarantee of hygiene, safety, and product quality for the entire production chain (from farm to plate).

Halal certification in Indonesia has entered a quarter of a century. However, in a long period of time, the management of the halal product assurance system was felt to be less intense compared to Malaysia and Thailand. According to Peristiwo (2019) and Prabowo (2015), Indonesia's competitiveness position in ASEAN halal agro-industry development is fifth, higher than the Philippines. In extrinsic or institutional factors, Indonesia is only superior to market potential factors, halal certification systems, certification bodies and availability of raw materials, while for logistics infrastructure, government commitment and policies, and international and domestic advocacy capabilities, Indonesia is below other countries.

According to Vice President KH Ma'ruf Amin at the opening of the 2021 Indonesia Industrial Moslem Exhibition (ii-Motion) Indonesia has a great opportunity to become the world's largest producer and exporter of halal products. With the largest Muslim population, reaching 229 million people. This figure is 87.2% of Indonesia's population of 276.3 million or 12.7% of the world's Muslim population.

Even though in 2020 there was a Corona Virus Disease 2019 (Covid-19) pandemic which resulted in a decrease in global Muslim spending by 8%, Indonesia managed to rank 4th in the Global Islamic Indicator. Data from The State of The Global Islamic Economy Report (SGIE Report) 2020-2021 recorded that in 2018 Indonesia was still ranked 10th, in 2019 it rose to 5th place and in 2020 Indonesia rose to 1st place. This is reinforced by the Islamic Finance Country Index (IFCI) data in the Global Islamic Finance Report 2021 Indonesia won first place, with the strength of the most dynamic Islamic social finance sector among all countries in the world. This IFCI achievement is expected to support the development of Indonesia's Islamic finance industry to continue to grow, as part of the global economic plan to support post-pandemic economic recovery and strengthen Indonesia's positioning as the world's largest halal food producer and national economic driver (<https://kominfo.go.id/content/detail/30857/> and <https://www.bi.go.id/id>).

The Indonesian government began to realize that Indonesia has enormous potential and opportunities to enter the halal product industry globally, considering that Indonesia is a country with the largest Muslim population in the world and the support of the regulation of Law No. 33 of 2014 concerning Halal Product Guarantee further strengthens Indonesia in realizing its vision "Halal Indonesia for the World Community" (Fatimah, E. (2017).

Laws and Government Regulations on Halal Product Guarantee have experienced dynamic dynamics, starting from Law No. 33 of 2014 concerning Halal Product Guarantee, Law No. 11 of 2020 concerning Job Creation Law, Government Regulation (PP) No. 39 of 2021 concerning the implementation of Halal Product Guarantee, there has been a very significant change in the duration of the Halal Certification process from 61 days to 21 days. Regulation of the Minister of Religious Affairs No. 20 of 2021 concerning Halal Certification for Micro and Small Enterprises (MSEs) supported by Regulation of the Minister of Religious Affairs No. 20 of 2021 No. 22 of 2023 concerning the regulation of free halal certification for micro and small enterprises based on the Halal Scheme Self-Declare statement / statement. Regulation of the Head of the Halal Product Guarantee Agency (BPJPH) No. 57 of 2022 concerning the SJPH Manual (Halal Product Guarantee System) for Self-Declare halal certification, and Decree of the Head of BPJPH No. 57 of 2022 concerning verification and validation instruments. So there are two patterns of halal certification, namely regular and Self-Declare. The difference is that regular halal certification will be in contact with the Halal Examining Agency, if Self-Declare priority free halal certification is enough with statements. (Source BPJPH 2023: Halal Product Guarantee Legislation)

The obligation of halal-certified food and beverage products on October 17, 2024, requires the government to strengthen strategies and synergies with all parties including the community. The Free Halal Certification Program (SEHATI) is a form of seriousness of the Halal Product Guarantee Agency (BPJPH) to accelerate halal certification of food and beverage products for micro and small businesses. The program, which was initiated in 2021, in 2023 targets the facilitation of 1 million halal-certified products. In early August 2023, this target has been met and needs to get an additional

government budget again so that the target of 10 million halal certificates in 2024 can be met (Maryati, T., Syarief, R., & Hasbullah, R. (2016).

Halal Product Process Assistance (P3H) together with the Halal Product Process Assistance Institution (LP3H) are at the forefront in conducting socialization and education to business actors to meet the standard of self-declaration of product halalness (Self-Declare) as a requirement to obtain a halal certificate for halal products with low risk. A total of more than 65,488 halal assistants registered at BPJPH and joined 213 LP3H spread across Indonesia are ready to help business actors to meet halal standards. As of August 21, 2023, there have been 2,303,244 halal certified products issued by BPJPH. (OLAP data, 2023) Good governance of LP3H and P3H is the main key to maintaining the quality of professional assistance so that the Halal Product Fatwa Committee formed and established by the Minister of Religion can work properly. From the results of the evaluation conducted by BPJPH, there are still many errors in filling and implementing assistance that have the potential to create misuse of assistance for personal gain. LP3H should provide continuous and continuous assistance and guidance in order to maintain the quality of assistance and the ethics of assistance in accordance with regulations. (Source BPJPH: Guidelines for Strengthening the Performance of LP3H and P3H, 2023)

The role of halal assistants, especially those from religious instructors, has a strategic role, considering that they are in direct contact with the community. The role of extension workers who previously focused on the role of worship and Islamic society, with the revitalization program of the Religious Affairs Office (KUA), their role was expanded, including in the halal field. So that their participation as halal assistants becomes a booster of halal certification in the regions. However, this is not yet the right solution, considering that many religious instructors are old and lack literacy in electronic devices as a means of digital assistance. (Source BPJPH: Guidelines for Strengthening the Performance of LP3H and P3H, 2023)

As a fostering institution, the Halal Product Process Assistance Institution (LP3H) is required to play an extra role in providing guidance, assistance, up scalling the acceleration of strategies and monitoring assistance. With a total of 213 LP3H registered at BPJPH, the quality and distribution of halal assistants throughout Indonesia must be able to improve the quality of assistance services and the output of halal product halal statement assistance. BPJPH data, in 11 (eleven) Provinces, Bali has 1 (one) LP3H, West Nusa Tenggara 5 (five) LP3H, East Nusa Tenggara has 1 (one) LP3H, North Sulawesi has 2 (two) LP3H, Central Sulawesi has 2 (two) LP3H, South Sulawesi has 11 (eleven) LP3H, Southeast Sulawesi has 3 (three) LP3H, Gorontalo has 2 (two) LP3H, West Sulawesi has 1 (one) LP3H, Maluku has 2 (two) LP3H, North Maluku has 2 (two) LP3H, Papua has 2 (two) LP3H, and West Papua has 2 (two) LP3H. The performance of these LP3Hs needs to be monitored, guidance and assistance on governance as a halal companion fostering institution. (Source: BPJPH, 2023).

Methodology

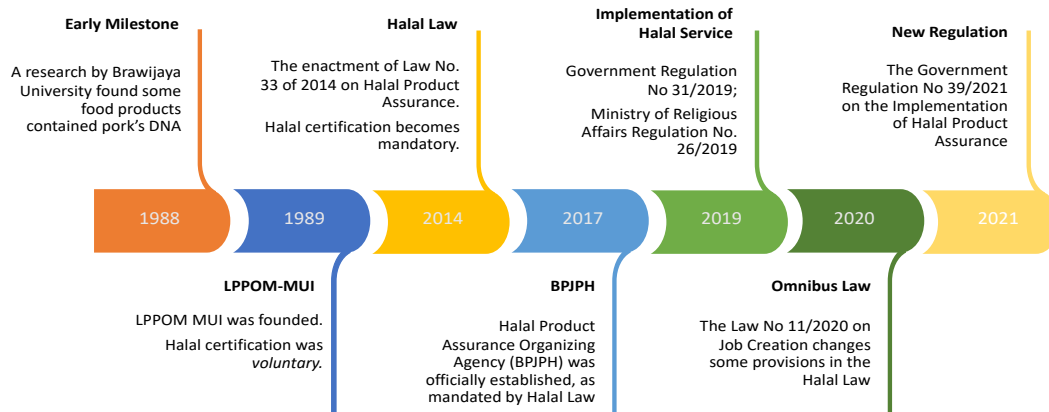
This research takes a locus in Gorontalo Province, using a combination of qualitative and quantitative methods, by testing the hypothesis of data on the Halal Product Process Assistance Agency (P3H) and Halal Product Process Assistance (P3H) in Gorontalo Province, with 2 P3H Institutions and 500 P3H with verified product data as of March 2023 of 1,753 products, and as of September 8, 2023 of 6,405 verified products. Halal Certificates that have been issued are 4,736 Halal Certificates. The data was obtained through the OLAP application and data verification in the field in the period March to August 2023. Qualitative method using primary data with Function Analysis Designing Curriculum (Dacum Method), with 4WH: why, by

whom, where, when and how the output results. This is in accordance with the duties and functions of BPJPH at the Central, Provincial levels: Provincial Ministry of Religious Affairs Office through the Provincial and Regional Halal Task Force: District / City Office of the Ministry of Religion through the Halal Task Force. Data is obtained by conducting a data filling survey as a report that is analyzed weekly, for six months starting from March to August 2023, by making observations per week through OLAP Data. In addition to observations, online meetings were also held three times to find out the level of difficulty in the field in addition to minimizing errors in the field. Field fact finding was carried out on September 6-8, 2023, meeting directly (having an audience asking questions listening to lessons learned) Head of the Provincial Halal Task Force, Head of the Regency / City Halal Task Force, LP3H NU Gorontalo and its P3H as many as 100 P3H, LP3H Muhammadiyah Gorontalo and its P3H as many as 100 P3H. In addition, he also met the ranks of Higher Education, Banking (BRI), Provincial Government, Regency / City Government, Gorontalo Provincial Office of Industry and MSMEs, Gorontalo Regency / City Office of Industry and MSMEs, Micro Business Actors who have obtained halal certificates, Micro Business Actors who will submit free halal certification registration Self Declare.

Results and Discussion

Indonesia's Halal Law and Regulation has dynamic, starting milestone the evident of a researcher Prof Tri Sutanto, Brawijaya University do testing for the campus canteen to find some food products contains pork's DNA in 1988. It made not to satisfy of Indonesian people who has majority muslims. The government, in case Ministry of Religious Affairs pointed MUI via LPPOM MUI was founded, and halal certification was voluntary, it is on 1989. Halal Law, the enactment of Law No. 33 of 2014 on Halal Product Assurance, Halal Certification becomes mandatory starting 2014. Based on Law No. 33 of 2014 that the maximum three years after the Law was declared, as soon as possible to form the institution to handle Halal Product Assurance, its name Halal Product Assurance Organizing Agency, in bahasa Badan Penyelenggara Jaminan Produk Halal (BPJPH). BPJPH was declared on October 11, 2017. Halal Product Assurance Organizing Agency (BPJP) was officially established, as mandated by Halal Law. Implementation of Halal Service, Government Regulation No. 31 of 2019, and Ministry of Religious Affairs Regulation No. 26 of 2019, the implementing of halal product assurance. It is 2019, and BPJPH run quickly in all aspects but there was new policy of Omnibus Law, based on The Law No. 11 of 2020 on Job Creation which changes some provision in the Halal Law, 2020. The substitute the Government Regulation No. 31 of 2019 was The Government Regulation No. 39 of 2021 on the Implementation of Halal Product Assurance. It was short time for halal certification process from 61 days to 21 days. The New Era Halal Certification process in Indonesia, as figure 1.

HALAL HISTORY IN INDONESIA



Source BPJPH, Figure 1: Halal History In Indonesia

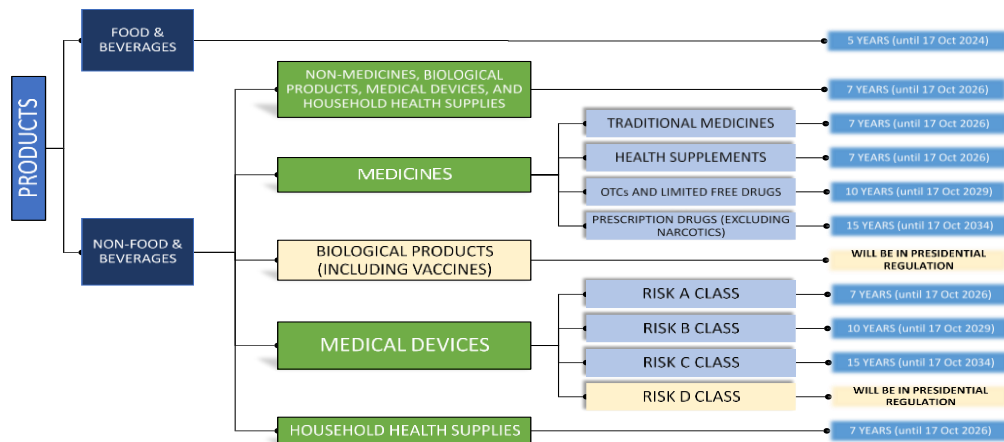
BPJPH in carrying out its duties is not alone but cooperates with related Ministries, Halal Examining Institutions, MUI Fatwa Field, Universities, LP3H, P3H, Fatwa Committee, Banking, Islamic Religious Organizations / Institutions, Community (Civil Society), Provincial / Regency / City Government, Business / Industrial World (DU-DI), Foreign Halal Institutions (LHLN), E-Commerce (Digital Platform), can be seen in Figure 2:



Source BPJPH, Figure 2: Halal Ecosystem, Relation and Networking

Phasing halal certification of Food and Beverages, starting on October 17, 2019 up to 5 years until October 17, 2024. It will be next year. Phasing halal certification Non- Food and Beverages starting on October 17, 2021 but depend on products type which has many variants.

Figure 3:



Source BPJPH, Figure 3: Phasing for Halal Certification

Targeting halal certification 2024 is ten billion. Success story of halal certification was increasing significantly, update status reached on October 31, 2023 were 2.817.219 Products. We can see below this reach target was ten billion in 2024, figure 4:



Source BPJPH, Figure: 4 Target of Indonesia Halal Certification in 2024

The Halal Product Process Assistance Agency (LP3H) is an institution tasked with assisting and supervising the processing of halal products. The main task of LP3H is to ensure that all stages of production, from processing raw materials to distribution, are carried out in accordance with applicable halal standards and regulations. In this case, LP3H acts as a partner for producers in maintaining the halalness of their products. Strengthening the performance of LP3H referred to in these guidelines includes: a. LP3H assistance in accelerating halal certification; b. Supervision of P3H performance in providing halal assistance; c. Strengthening the performance of the Provincial and District / City halal task forces. D. Strengthening halal certification by involving halal certification stakeholders.

Forms of LP3H Strengthening Activities, among others: Coordination of halal certification and halal industry development with the Provincial Ministry of Religion, Kab./Kota and Regional Government; Coordination and visits to LP3H and the P3H community in carrying out accelerated halal certification; Monitoring the performance and governance of assistants and assisting institutions in conducting halal certification; Industrial center visits in carrying out the halal certification process; Portrait of community responses related to understanding halal certification and ease of identification of halal products. Strengthening the performance of LP3H focuses on assisting the governance of LP3H, P3H and the Provincial and Regency / City Halal Task Force and making the public understand the obligation of halal certification on October 17, 2024. While the target object is to accelerate halal certification until 2024.

Halal Product Process Assistance (P3H), must meet the requirements, among others: Indonesian citizens, Muslims, have broad insight and understand the sharia regarding product halalness, and have a certificate of training for the Halal Product Process / PPH facilitator. Halal Product Process Assistance Mechanism, namely: PPH assistance is carried out to Micro and Small Business Actors who meet the criteria, by verifying and validating the halal statement by Business Actors including halal product ingredients and processes. The assistant checks the material documents and asks for the composition of the ingredients, if there is a mismatch, the assistant takes corrective action against the ingredients. In conducting verification and validation P3H examines PPH documents, requests PPH schemes; and conducts field verification, if it meets halal standards the product provides recommendations to BPJPH, (Regulation of the Minister of Religion of the Republic of Indonesia, Number 20 of 2021: Halal Certification for Micro and Small Business Actors).

Halal Certification Progress of Gorontalo Province

As of September 6, 2023

Target	8.731	Halal Certificate (SH)	Persentase
Number of Registrations	5.600	Submission	64%
SH Issued	2.725	SH	31%

Progress per District/City

AREA	SUBMISSION	SH ISSUED	PRESENTASE
Gorontalo City	2.251	921	41%

Bone Bolango District	1.243	493	40%
Gorontalo District	1.014	451	44%
Boalemo District	496	158	32%
Gorontalo Utara District	294	108	37%
Pohuwato District	267	78	29%
Total	5.565	2.209	40%

Performance of LP3H NU Gorontalo Province

P3H Certified and Distribution in LP3H NU Gorontalo Province

No	District/City	Total (132)
1.	Gorontalo City	45 persons
2.	Gorontalo District	39 persons
3.	Boalemo District	27 persons
4.	Pohuwato District	25 persons
5.	Bone Bolango District	46 persons
6.	Gorontalo Utara District	9 persons

Number who passed the training	191 persons
Those who have done mentoring	132 persons
Not yet assisted	59 persons
SH Submissions as of Sept 6, 2023	2305 Submissions
SH Issued	950 SH (42%)

Performance of LP3H Muhamadiyah Gorontalo Province

P3H Certified and Distribution under LP3H Muhamadiyah Gorontalo Province

No.	Name of District/City	Total (204)
1.	Gorontalo City	47 persons
2.	Gorontalo District	90 persons
3.	Boalemo District	7 persons
4.	Bone Bolango District	37 persons
5.	Pohuwato District	10 persons
6.	Gorontalo Utara District	13 persons

Number who passed the training	204 persons
Those who have done mentoring	159 persons
Not yet mentored	45 persons
SH Submissions as of Sept 6, 2023	2,976 Submissions
SH Issued	1,446 SH (50%)

P3H achievements under LP3H NU Gorontalo

Top 3 P3H as of September 6, 2023

No.	Name of P3H	Total Submissions	SH Issued	Persentase
1.	Yance Said S.Ag	247	67	27 %
2.	Halima Lakoro	106	14	13 %
3.	Widyawati Hulopi	95	14	36 %

P3H achievements under LP3H Muhamadiyah Gorontalo

Top 3 P3H as of September 6, 2023

No.	Name of P3H	Total Submissions	SH Issued	Persentase
1.	Alfira Felianda	361	162	47 %
2.	Salma Mouduta	260	121	46 %
3.	Sakina T.Harun	264	108	43 %

Invoice Submission to BPJPH

No.	Name of LP3H	Qty SH	Total	Description
1.	LP3H NU Gorontalo	885 SH	Rp.154.875.000,-	Juli-Sep 2023
2.	LP3H Muhamadiyah Gorontalo	1.176 SH	Rp.201.684.000,-	Jun-Ags 2023

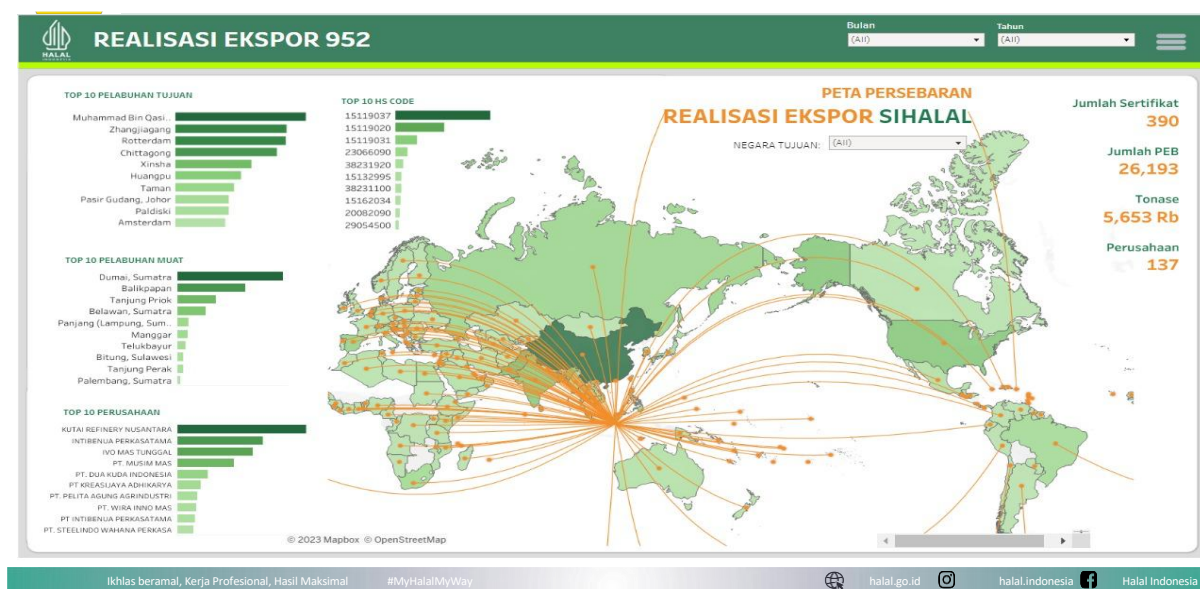
The level of difficulty experienced by LP3H NU Gorontalo and LP3H Muhammdiyah, among others: The existence of P3H that is less massive and productive in conducting Self-Declare; Frequent Server / network disruptions both Risk-based OSS and SIHALAL Applications; There is a slow process of verification and issuance of Halal Certificates at the Fatwa Committee level; Decreased enthusiasm for P3H to carry out the mentoring process to business actors; Encourage the acceleration of verification of Self-Declare submissions at the Fatwa Committee level so that it can accelerate and issue Halal Certificates; SH comes out with a long time, often gets a reprimand from PU who is impatient plus SIHALAL which often Errors also OSS; There are still some areas that often experience signal difficulties; there are still and appear to be read in the application there are P3H that are not active, because the signal factor is also mastery in IT is not optimal and other devices are less supportive not compatible.

The solution taken by LP3H NU Gorontalo and Muhamadiyah Gorontalo, by forwarding communication to BPJPH regarding what happened in the field, asking BPJPH to be on time according to the 21 working day procedure, asking BPJPH to pay attention to the level of difficulty as written above, coordinating with the local DPMPTSP, providing motivation to P3H, communicating to the Fatwa Committee about the delay in the process at the Fatwa Committee.

BPJPH, continues to monitor day to day progress by providing assistance to the Provincial and Regency / City Halal Task Force Teams, as well as LP3H and P3H. For P3H who are not yet active, training and debriefing are provided, briefing on how to build cooperation and mutual openness between P3H officers who are already active with those who are not active, with a note that interpersonal harmony is built while maintaining quality in halal

certification, there is no structural irritation considering that P3H are Islamic religious instructors, each of which has a territorial zone in carrying out their duties in the field. The important role of LP3H and P3H in the success of the Self-Declare scheme Halal Certification target of 1 million products for 2023, and 10 million products for 2024.

Halal certification greatly supports economic improvement. Halal certification has a major impact on trade between countries, as well as increasing the production of halal products by business actors. Currently, micro and small business actors are encouraged to certify their products with the aim that they will be able to upgrade because their products not only rotate in the local market but continue to the national, regional and international levels. Halal Certification already has a Harmonized System code (HS Code 952), and has realized the export of Halal Products with HS Code 952 to 10 ports of destination from 10 ports of departure and 10 companies that export. Conditions illustrate companies that have exported halal products with the Halal Certificate code (HS Code 952), in Figure 5:



Source BPJPH, Figure: 5 Realization of Halal Product Exports with HS Code 952

Conclusion

If examined thoroughly, the existence of BPJPH provides great benefits for the community in building a halal culture, especially ensuring the safety of consumed products, reassuring the public from sensitive issues and protecting domestic products from global competition. We hope that there will be useful knowledge development for academics through research, community service and scientific publications related to free halal certification with the Self-Declare scheme.

Halal is currently a trending topic not only in Indonesia but also internationally. Halal is the golden bridge to support the improvement of the economy, trade, industry and investment. Therefore, all products, especially the products of micro and small businesses, are encouraged to be halal certified so that they will be able to compete in national, regional and international markets. Furthermore, the products of Micro and Small Enterprises are expected to be able to improve the global economy. The government through the Halal Product Guarantee Agency (BPJPH) encourages cooperation with Ministries / Institutions as well as other related units to

support Self-Declare halal certification. So that the increase in exports of processed food products by micro and small business actors can penetrate market share by paying attention to quality, quantity, sustainability, traceability according to halal standards. The role of LP3H and P3H continues to be improved, optimizing the performance of LP3H and P3H greatly supports the success of free halal certification (SEHATI) with the Self-Declare scheme.

Halal Certification in Indonesia is a basic pillar for the development of Indonesia's halal industrial center. This is in accordance with government programs related to the development of the halal industry, where an important supporting component is human resource capability which includes knowledge, skills, wisdom, creativity, awareness, achievement, experience and ability. The concept of complete research really supports the Dacum Method. For this reason, in realizing Indonesia's position as a world producer of halal food, the Indonesian government is taking strategic steps in developing halal food product industrial areas simultaneously and collaboratively through strengthening the halal product industry, establishing halal industrial areas, as well as halal zones within industrial areas. which has existed. It is hoped that with the development of the Indonesian halal industry, the production capacity of Indonesian halal products can increase significantly and dominate the market share both domestically and internationally, as well as being of higher quality and globally competitive. It is hoped that the growing and developing halal industrial area will attract many global investors to make Indonesia a global hub for world halal products. Halal Indonesia for the World, and halal economy will establish.

Recommendation

1. To strengthen the performance of LP3H and P3H Companies in Gorontalo
2. To encourage Islamic Higher Education and Higher Education in Gorontalo to take participants be LP3H
3. To socialization, education to the public to take participants be P3H Companies
4. To build halal awareness the people belonging the halal certification
5. Halal Research, halal community, and halal scientific publication.

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Source: BPJPH, 2023. Number of LP3H and P3H in 11 Provinces registered at BPJPH

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