Jurnal Pembaharuan Hukum
Volume 12, Number 2, August 2025
E-ISSN : 2355 – 0481 (Print)
ISSN : 2580 – 3085 (Online)

NAVIGATING THE NEW LANDSCAPE: CONSUMER RIGHTS AND HALAL PRODUCT GUARANTEES IN INDONESIA

Renti Maharaini Kerti
Universitas Trisakti, Jakarta, Indonesia
renti.m@trisakti.ac.id

ARTICLE INFO

Keywords:
Consumer Protection; Consumer Rights; Halal Certification; Halal Product Guarantee; SMEs.

ABSTRACT

Rising public awareness of halal certification and consumer rights in Indonesia has prompted strengthened regulations through Law Number 33 of 2014 on Halal Product Assurance, aiming to ensure compliance with Islamic standards and protect Muslim consumers. This study examines how this law impacts consumer trust, market dynamics, and business readiness, particularly for micro, small, and medium enterprises, while addressing gaps in regulatory enforcement and consumer awareness. Employing a qualitative approach with a descriptive-analytical design, data were gathered through in-depth interviews with stakeholders, including certification bodies, businesses, and consumers, alongside document reviews and observations. Findings reveal that the law enhances consumer confidence in halal product authenticity but imposes significant administrative and financial burdens on small businesses, especially in rural areas, due to centralized certification processes and high costs. Limited consumer understanding of certification procedures and weak oversight mechanisms increase risks of fraudulent labeling. Digitalizing certification processes and integrating halal information into e-commerce platforms can improve transparency and accessibility, though effectiveness depends on institutional capacity and stakeholder collaboration. The study concludes that a balanced, inclusive halal ecosystem requires robust policy support, empowerment of small businesses, and enhanced consumer education to ensure regulatory success and global competitiveness.

A. INTRODUCTION

Indonesia, as the world's largest Muslim-majority nation, faces significant legal challenges in ensuring consumer protection within its rapidly growing halal industry, driven by increasing demand for halal-certified

products across sectors such as food, pharmaceuticals, and cosmetics.[1] With the enactment of Law Number 33 of 2014 on Halal Product Assurance represents a pivotal regulatory effort to standardize halal certification processes, ensuring compliance with Islamic dietary laws while safeguarding consumer rights. This legal framework mandates that all products circulating in Indonesia obtain halal certification unless proven otherwise, aligning with the broader objective of fostering ethical business practices and protecting Muslim consumers.[2] The integration of halal certification with consumer protection laws, such as Law Number 8 of 1999, underscores Indonesia's commitment to creating a robust legal ecosystem that balances religious obligations with market integrity.[3] However, the complexity of implementing these regulations raises critical legal questions about enforcement, accessibility, and their impact on market dynamics.[4]

The study focuses specifically on the intersection of consumer rights and halal product guarantees under the Halal Product Assurance Law, examining how regulatory enforcement affects consumer trust and business compliance, particularly for Micro, Small, and Medium Enterprises (MSMEs). The specific problem addressed is the tension between ensuring consumer protection through mandatory halal certification and the administrative and financial burdens it imposes on MSMEs, which often struggle to meet certification requirements. This issue is critical as it influences market inclusivity and the ability of consumers to access reliable halal products. The study also explores gaps in consumer awareness and regulatory oversight, which undermine the effectiveness of halal guarantees and open opportunities for fraudulent practices. These challenges highlight the need for a balanced legal framework that supports both consumer rights and business sustainability.

Empirical observations reveal a mixed reality in the implementation of halal certification in Indonesia. Reports of fraudulent halal labeling and inconsistent regulatory supervision have eroded consumer trust in some instances, with cases of non-certified products being marketed as halal,

[1] Nur Syamsiyah and Yudhistira Ardana. "Halal industry in Indonesia: Opportunities, challenges and strategies." *IEB: Journal of Islamic Economics and Business* 1, no. 2 (2022): 38.

[2] Ismael Muzamiru nandala and Tawfik Azrak. "Halal Certification: Legal and Ethical Consideration in Islamic Jurisprudence." *International Journal of Islamic Business* 9, no. 2 (2024): 47.

[3] Raphael Odoom, Bedman Narteh, and Richard Boateng. "Branding in small-and medium-sized enterprises (SMEs) Current issues and research avenues." *Qualitative Market Research: An International Journal* 20, no. 1 (2017): 70.

[4] Evi Sopiah, Abdulah Safe'i, Elly Marlina, and Heris Suhendar. "Changes in Halal Product Guarantee Regulations Perspective of Legal Politics and Consumer Rights Protection." *Khazanah Hukum* 6, no. 2 (2024): 124. See too, Suhendro, Suhendro. "Halal Product Guarantee Law on Grab Food application services in Providing Protection to Consumers." *Journal of Law and Sustainable Development* 11, no. 12 (2023): 3.

particularly in rural areas.[5] MSMEs, which dominate Indonesia's economy, face significant barriers due to high certification costs and bureaucratic delays, often leading to market exclusion.[6] For example, interviews with small food producers in Palangka Raya indicate that certification costs can range from IDR 2-5 million, a substantial burden for businesses with limited capital.[7] Conversely, large corporations with greater resources navigate the certification process more easily, creating disparities in market access. The concentration of certification bodies in urban centers further complicates access for rural MSMEs, delaying market entry and reducing competitiveness. These phenomena underscore the practical challenges in translating legal mandates into effective consumer protection and market equity.[8]

Previous studies have explored various dimensions of halal certification, yet significant research gaps remain. According to Usman et al.,[9] consumer purchasing decisions are heavily influenced by trust in halal labels, but their study does not address regulatory enforcement mechanisms. Similarly, Alam and Sayuti[10] emphasize religious commitment as a driver of halal product purchases but overlook the challenges faced by MSMEs in complying with certification laws. Wilson and Liu[11] highlight the economic potential of Indonesia's halal market but fail to examine consumer rights or the administrative burdens of certification. According to Firdaus,[12] integrating sharia financial mechanisms with the halal economy is promising, but his

[5] Mohammad Mominul Islam, Mohamed Syazwan Ab Talib, and Nazlida Muhamad. "Developing theoretical lenses for upstream halal businesses." *Journal of Islamic Marketing* 15, no. 1 (2024): 193.

[6] Adi Saifurrahman and Salina Hj Kassim. "Regulatory issues inhibiting the financial inclusion: a case study among Islamic banks and MSMEs in Indonesia." *Qualitative Research in Financial Markets* 16, no. 4 (2024): 593.

[7] Evi Sopiah, Abdulah Safe'i, Elly Marlina, and Heris Suhendar. "Changes in Halal Product Guarantee Regulations Perspective of Legal Politics and Consumer Rights Protection." *Khazanah Hukum* 6, no. 2 (2024): 133. See also, Nofrianto Harun. "Analysis of Consumer Protection Laws Against Food and Beverage Products That Do Not Have Halal Labels in Gorontalo City." *Estudiante Law Journal* 1, no. 3 (2019): 674.

[8] Prihatini Purwaningsih, Desty Anggie Mustika, and Ady Purwoto. "Adressing Non-Compliance with Halal Product Regulations in Indonesia: Safeguarding Muslim Consumer Rights." *Kanun Jurnal Ilmu Hukum* 26, no. 2 (2024): 232.

[9] Hardius Usman, Chairy Chairy, and Nucke Widowati Kusumo Projo. "Impact of Muslim decision-making style and religiosity on intention to purchasing certified halal food." *Journal of Islamic Marketing* 13, no. 11 (2022): 2270.

[10] Syed Shah Alam and Nazura Mohamed Sayuti. "Applying the Theory of Planned Behavior (TPB) in halal food purchasing." *International journal of Commerce and Management* 21, no. 1 (2011): 10.

[11] Jonathan AJ Wilson and Jonathan Liu. "The challenges of Islamic branding: navigating emotions and halal." *Journal of Islamic marketing* 2, no. 1 (2011): 30. See also, Meina Liu and Steven R. Wilson. "The effects of interaction goals on negotiation tactics and outcomes: A dyad-level analysis across two cultures." *Communication Research* 38, no. 2 (2011): 250.

[12] Cecep Bryan Firdaus. "Integrating sharia financial mechanisms with indonesia's halal economy: Opportunities, challenges, and strategies for sustainable growth." *Journal of Islamic Economic Insights* 1, no. 1 (2025): 16.

analysis does not cover consumer awareness or digital solutions for certification transparency. This study addresses these gaps by analyzing the interplay of regulatory enforcement, consumer rights protection, MSME challenges, and the role of digital transformation in enhancing halal certification processes, offering a comprehensive perspective absent in prior research.

The normative foundation (das Sollen) for this study is rooted in the principles of consumer protection and Islamic law, as enshrined in Law Number 8 of 1999 and Law Number 33 of 2014. These laws establish the right to accurate product information, safety, and ethical business practices, ensuring that Muslim consumers can trust halal certifications. Ideally, the halal certification system should be accessible, affordable, and transparent, with robust enforcement to prevent fraud and ensure compliance across all business scales. This normative framework demands a synergy between legal mandates and practical implementation to uphold consumer rights while fostering an inclusive market. The integration of digital platforms, such as blockchain technology, is proposed as a normative solution to enhance transparency and traceability, aligning with global best practices in halal certification.[13]

The significance of this study lies in its academic and practical contributions to Indonesia's halal ecosystem. Academically, it fills a critical gap by integrating regulatory, consumer, and business perspectives, offering new insights into the challenges of halal certification enforcement. Practically, it provides policymakers with evidence-based recommendations to improve certification accessibility, particularly for MSMEs, and enhance consumer education to boost trust in halal products. The study also supports Indonesia's ambition to become a global halal hub by identifying strategies to align local regulations with international standards. By exploring digital innovations, such as e-commerce integration and blockchain, the study offers practical solutions to enhance transparency and market competitiveness. These contributions are vital for fostering a sustainable and equitable halal economy.[14]

The research addresses several key issues: the extent to which consumer rights are protected under the current halal certification framework, the challenges MSMEs face in obtaining certification, the effectiveness of regulatory enforcement mechanisms, consumer awareness of halal guarantees, and the potential of digital transformation to improve certification processes. These issues form the core of the study's inquiry, aiming to uncover

[13] Maria Ulfa. "Halal Regulation: Halal Self-Declare in Halal Certification." *Journal of Islamic Business Law* 6, no. 2 (2022): 10.
[14] Amelia Tri and Anwar Adem Shikur. "General Risk on Trust, Satisfaction, And Recommendation Intention for Halal Food: Evidence in Indonesia." *Islamic Marketing Review* 1, no. 1 (2022): 7.

the barriers to effective implementation and propose solutions for a more inclusive halal ecosystem. By examining these dimensions, the study seeks to provide a holistic understanding of how legal frameworks, business practices, and consumer behavior intersect in Indonesia's halal market.

The objectives of this study are to analyze the protection of consumer rights within Indonesia's halal product assurance system, examine the challenges faced by MSMEs in obtaining and maintaining halal certification, evaluate the role of regulatory bodies in ensuring effective halal guarantees, assess consumer perceptions and awareness of halal certification reliability, and explore the potential of digital transformation to enhance certification processes and transparency. These objectives guide the study's qualitative approach, ensuring a comprehensive analysis of the legal, economic, and social dimensions of halal product guarantees in Indonesia. The findings aim to inform policymakers, businesses, and consumers, fostering a balanced and globally competitive halal ecosystem.

B. RESEARCH METHODS

This study adopts a qualitative research approach with a descriptive-analytical design to explore the interplay of consumer rights and halal product assurance in Indonesia, interpreting the experiences, perspectives, and regulatory frameworks shaping this landscape. The methodology focuses on understanding the implementation of Law Number 33 of 2014 on Halal Product Assurance by analyzing its impact on consumer trust, business compliance, particularly for Micro, Small, and Medium Enterprises (MSMEs), and regulatory effectiveness. By prioritizing a qualitative lens, the study captures nuanced insights into stakeholder experiences, ensuring a comprehensive examination of legal, social, and economic dimensions. Data collection draws from both primary and secondary sources to provide a robust foundation for analysis, aligning with the study's objective to uncover challenges and opportunities within Indonesia's halal ecosystem.

Primary data were gathered through semi-structured interviews with key stakeholders, including representatives from the Indonesian Ulema Council (*Majelis Ulama Indonesia*/MUI), the halal product assurance agency, business actors involved in halal certification, consumer protection organizations, and individual consumers. These interviews were designed to elicit in-depth perspectives on certification processes, consumer awareness, and regulatory enforcement, with participants selected purposively to represent diverse roles in the halal market. To ensure ethical integrity, informed consent was obtained, and participant anonymity was maintained throughout the research process. Secondary data were sourced from official documents, such as the Halal Product Assurance Law and related regulations, academic literature, and

reports from relevant institutions, providing contextual and historical depth to the study.

Data collection employed multiple techniques to ensure comprehensive and reliable findings. Document analysis of legal frameworks, policy reports, and institutional guidelines further enriched the study's understanding of regulatory mechanisms. Thematic analysis was used to process the data, identifying and coding key patterns related to consumer rights, MSME barriers, and enforcement gaps, ensuring a systematic exploration of the research objectives. Triangulation, combining insights from interviews, observations, and documents, enhanced the validity and reliability of the findings. Qualitative content analysis was applied to regulatory texts to assess their alignment with consumer protection principles, providing a deeper understanding of the legal framework's implications for halal assurance in Indonesia.

C. DISCUSSION

1. Harmonizing Consumer Protection and Halal Product Assurance to Promote an Inclusive Halal Ecosystem in Indonesia

The analysis of consumer rights and halal product guarantees in Indonesia reveals a complex and evolving landscape influenced by regulatory frameworks, market dynamics, and consumer expectations. The enforcement of halal certification, as mandated by Law Number 33 of 2014 concerning Halal Product Guarantee, has significantly shaped the business environment, requiring producers and distributors to comply with stringent certification processes.[15] This regulatory shift reflects the government's commitment to protecting Muslim consumers while also positioning Indonesia as a global leader in the halal industry. However, the implementation of this law has not been without challenges, as businesses, particularly Small and Medium Enterprises (SMEs), face financial and administrative burdens in obtaining halal certification. This dynamic raises concerns regarding the balance between regulatory enforcement and economic inclusivity, as many smaller producers struggle to navigate the bureaucratic requirements.[16]

From a consumer rights perspective, the mandatory halal certification system has strengthened consumer confidence, ensuring that products labeled

[15] Nasrudin Nasrudin and Nina Nursari. "Peran Sertifikasi Halal dalam Penguatan Industri Makanan Halal: Instrumen Perlindungan Konsumen Muslim di Indonesia." *Qanuniya: Jurnal Ilmu Hukum* 2, no. 1 (2025): 16.

[16] Indah Dwi Lestari, Suriansyah Murhaini, and Andika Wijaya. "Sertifikasi Halal: Analisis Hukum dan Impementasinnya Pada UMKM Kuliner di Palangka Raya." *Palangka Law Review* 4, no. 1 (2024): 35-46. See too, Maulana, Tubagus Farhan. "Peran Mui Dalam Sertifikasi Halal Pada Makanan Bagi Masyarakat Muslim." *Jurnal Hukum Statuta* 4, no. 1 (2024): 21.

as halal meet the required religious and safety standards.[17] This legal framework aligns with the fundamental consumer rights outlined in Law Number 8 of 1999 on Consumer Protection, which guarantees the right to accurate product information and the right to safety.[18] The synergy between halal certification and consumer rights law reinforces legal certainty for Muslim consumers, offering a clearer distinction between halal and non-halal products in the market.[19] However, despite these regulatory advancements, gaps remain in enforcement and public awareness. Instances of fraudulent halal labeling and inconsistent supervision by authorities indicate that effective implementation still requires improvements.[20] The ability of regulatory bodies such as the halal product assurance agency and the Indonesian Ulema Council to monitor compliance and penalize violations plays a crucial role in maintaining consumer trust.[21]

The economic implications of mandatory halal certification extend beyond consumer protection and religious adherence, influencing Indonesia's positioning in the global halal market.[22] As the world's largest Muslim-majority country, Indonesia has the potential to become a major player in the halal industry, with growing demand for certified halal products both domestically and internationally.[23] The government's initiative to streamline halal certification processes, such as the digitalization of applications and increased collaboration with business sectors, indicates a progressive effort to enhance efficiency and accessibility.[24] Nonetheless, structural challenges persist, particularly in ensuring that certification costs remain affordable for all

[17] Irwan Aufi, Fajar Azhari Julian, Ahmad Maulidizen, Rifqi Fathin Ariaputra, and Muhammad Fauzan. "The Role of Certification Standards in Shaping Halal Supply Chain Practices: A Qualitative Literature Review." *Journal of Islamic Law and Legal Studies* 1, no. 2 (2024): 83.

[18] Andri Siregar. "Consumer Protection Regarding the Circulation of Non-SNI Certified Electronic Goods from the Perspective of Maqashid Sharia: A Case Study of an Electronics Store in Medan Denai District." *Journal Equity of Law and Governance* 5, no. 2 (2024): 25.

[19] Irwan Aufi, Fajar Azhari Julian, Ahmad Maulidizen, Rifqi Fathin Ariaputra, and Muhammad Fauzan. "The Role of Certification Standards in Shaping Halal Supply Chain Practices: A Qualitative Literature Review." *Journal of Islamic Law and Legal Studies* 1, no. 2 (2024): 83.

[20] Waldemar Gajda. "Legal Foundations for Developing Anti-Fraud Policies in Enterprises: Challenges and Perspectives." *Public Administration and Law Review* 2 (22) (2025): 92.

[21] Tasya Anzellyta and Anis Fittria. "The effectiveness of the halal product guarantee law on business awareness in registration of halal certification in Indonesia." *Walisongo Law Review (Walrev)* 4, no. 1 (2022): 98. See also, Sopiah et al. "Changes in Halal Product Guarantee Regulations." *Khazanah Hukum* 6, no. 2 (2024): 128.

[22] Irwan Aufi, Fajar Azhari Julian, Ahmad Maulidizen, Rifqi Fathin Ariaputra, and Muhammad Fauzan. "The Role of Certification Standards in Shaping Halal Supply Chain Practices: A Qualitative Literature Review." *Journal of Islamic Law and Legal Studies* 1, no. 2 (2024): 83.

[23] Md Siddique E. Azam and Moha Asri Abdullah. "Global halal industry: realities and opportunities." *IJIBE (International Journal of Islamic Business Ethics)* 5, no. 1 (2020): 49.

[24] Anita Rizkia Rahma and Rifqi Ridlo Phahlevy. "Overcoming barriers to improve halal compliance in Indonesia." *Indonesian Journal of Law and Economics Review* 19, no. 3 (2024): 16.

business scales.[25] The tension between maintaining rigorous halal standards and facilitating business growth remains a critical issue that policymakers must address to prevent market exclusion.[26]

Consumer awareness and education are essential components in the effectiveness of halal certification and consumer rights enforcement.[27] Despite the increasing accessibility of halal-certified products, a significant portion of the population remains unaware of the certification process, its significance, and their rights as consumers. Efforts to bridge this knowledge gap through public campaigns, educational programs, and transparent labeling practices could further empower consumers in making informed purchasing decisions. The role of digital platforms in disseminating halal product information also emerges as an important factor, as e-commerce continues to reshape consumer behavior.[28] The integration of halal certification databases with online shopping platforms could enhance transparency and accessibility, reinforcing consumer confidence in digital transactions.

In analyzing the intersection of consumer rights and halal product guarantees, it is evident that Indonesia's regulatory landscape is undergoing a transformation that seeks to balance religious obligations, legal protections, and economic growth. The strengthening of halal certification mechanisms and consumer protection laws reflects a broader national agenda to standardize and regulate the halal industry in a manner that benefits both businesses and consumers.[29] However, the extent to which these measures succeed in achieving their intended goals depends on the effectiveness of regulatory enforcement, the adaptability of businesses, and the level of consumer

[25] Evy Crals and Lode Vereeck. "The affordability of sustainable entrepreneurship certification for SMEs." *The International Journal of Sustainable Development & World Ecology* 12, no. 2 (2005): 175.

[26] Zaki Ahmad, Mohamed Normen Ahamed Mafaz, and Md Mahfujur Rahman. "Harmony in halal: Understanding stakeholder views analyzing products and evaluating policies in Malaysia." *West Science Business and Management* 1, no. 05 (2023): 502.

[27] Thomas Christian Parray and Hamid Husein Mokhtar. "Analyzing Halal Certification Processes, Consumer Behavior, and Regulatory Landscape in Batam City, Indonesia." *Law and Economics* 18, no. 1 (2024): 16.

[28] Wiwin Dwi Ratna Febriyanti. "Penyelenggaran Jaminan Produk Halal dalam Memberikan Perlindungan Hukum Konsumen Muslim di Indonesia Pasca Putusan Mahkamah Konstitusi Nomor 91/PUU-XVIII/2020." *Journal of Law, Society, and Islamic Civilization* 11, no. 2: 92. See too, Adelia Maelani Agustin, Firda Shauma Destiawan, Moch Diki Yulianto, Okta Nurul Gina, Sulis Indriani, and Edi Suresman. "Peran Sertifikasi Halal dalam Melindungi Konsumen Muslim: Tinjauan Hukum Islam dan Hukum Nasional." *Media Hukum Indonesia (MHI)* 3, no. 1 (2025): 249.

[29] Marnita Marnita. "Directions for the development of the halal ecosystem in public policy: a study of Islamic law and legislation in Indonesia." *Al-Ishlah: Jurnal Ilmiah Hukum* 27, no. 2 (2024): 157. See too, Didih Muhamad Sudi. "Bridging Regulatory Diversity: Halal Certification Frameworks in Indonesia, Malaysia, and Singapore and the Road to ASEAN Harmonisation." *Milkiyah: Jurnal Hukum Ekonomi Syariah* 4, no. 1 (2025): 16.

awareness.[30] Addressing these challenges requires a multi-stakeholder approach, involving government agencies, industry players, and consumer advocacy groups to create a sustainable and inclusive halal ecosystem.

As Indonesia continues to refine its halal product guarantee framework, lessons can be drawn from global best practices in countries with well-established halal certification systems. Comparative studies and international collaborations could provide valuable insights into policy improvements and enforcement strategies, ensuring that Indonesia remains competitive in the global halal market.[31] Ultimately, the success of Indonesia's halal product guarantee system will be determined by its ability to maintain regulatory integrity while fostering an inclusive and competitive business environment that upholds consumer rights and religious compliance.

2. Regulatory Framework and Its Impact on Consumer Rights

The implementation of halal product guarantees in Indonesia is fundamentally governed by Law Number 33 of 2014 on Halal Product Assurance, which mandates halal certification for products circulating in the country. This law was established to provide legal certainty for Muslim consumers while also ensuring that businesses comply with Islamic dietary laws. The government, through the halal product assurance agency, oversees the certification process, which requires businesses to undergo rigorous inspections and verification by the MUI before being granted the halal label. The integration of this law with Law Number 8 of 1999 on Consumer Protection reinforces consumer rights by guaranteeing access to reliable product information, safety standards, and ethical business practices.[32]

Despite the strong legal framework, challenges remain in its implementation. Many businesses, particularly small and medium enterprises (SMEs), struggle with the certification process due to high costs, lengthy procedures, and bureaucratic inefficiencies. The burden of compliance raises concerns regarding market accessibility and economic equity, as large corporations with greater financial resources can easily meet certification requirements, while smaller producers' risk being excluded from the formal

[30] Matti Tuominen, Arto Rajala, and Kristian Möller. "How does adaptability drive firm innovativeness?." *Journal of Business research* 57, no. 5 (2004): 502.

[31] Irwan Aufi, Fajar Azhari Julian, Ahmad Maulidizen, Rifqi Fathin Ariaputra, and Muhammad Fauzan. "The Role of Certification Standards in Shaping Halal Supply Chain Practices: A Qualitative Literature Review." *Journal of Islamic Law and Legal Studies* 1, no. 2 (2024): 83. See also, Anita Rizkia Rahma and Rifqi Ridlo Phahlevy. "Overcoming barriers to improve halal compliance in Indonesia." *Indonesian Journal of Law and Economics Review* 19, no. 3 (2024): 16.

[32] Vironika Usmi, Sendy Herlina Nagara, Aurora Majestica, Sry Sukmawati, and Dwi Putri Lestarika. "Hak atas Informasi bagi Konsumen terhadap Labelisasi Halal dan Non Halal pada Industri Kuliner." *Indonesian Journal of Law and Justice* 2, no. 1 (2024): 9.

market.[33] This dynamic could potentially limit consumer choices and create disparities in halal product availability, particularly in rural and underdeveloped regions where SMEs play a crucial role in the local economy. Table 1 summarizes these challenges and their implications, highlighting how certification barriers affect SMEs and limit consumer access to halal products, particularly in rural areas.

Table 1. Challenge-Impact Analysis and Their Corresponding Implications

Aspect	Challenges	Implications
Legal Framework	Strong, but implementation faces challenges	The intended benefits may not be fully realized due to enforcement difficulties
SME Struggles	High certification costs, lengthy procedures, bureaucratic inefficiencies	Many small businesses may fail to obtain certification, limiting their market participation
Compliance Burden	Large corporations have financial advantages in meeting certification requirements	Smaller producers risk exclusion from the formal market, reducing competition
Market Accessibility & Equity	SMEs face greater barriers compared to large businesses	Economic disparities may widen, affecting fair market participation
Consumer Impact	Limited choices due to exclusion of small producers	Potential scarcity of certified halal products in rural and underdeveloped areas
Regional Disparities	SMEs are crucial in rural economies but struggle with compliance	Limited halal product availability may affect local consumers and businesses

Furthermore, the effectiveness of enforcement mechanisms remains questionable, as reports of fraudulent halal labeling and counterfeit certification persist. The lack of adequate supervision and auditing capacity weakens the reliability of the halal certification system, undermining consumer trust.[34] Some businesses continue to operate without proper certification, exploiting regulatory loopholes and consumer ignorance. This issue highlights the necessity of strengthening monitoring mechanisms through stricter enforcement policies, transparent auditing processes, and severe penalties for non-compliance.[35]

[33] Muhammad Yogi Riazmi Putra, Hasnati Hasnati, and Yeni Triana Triana. "Tanggungjawab Pelaku Usaha Rumah Makan Padang Terhadap Perolehan Sertifikasi Halal Di Kota Pekanbaru: Responsibilities of Padang Restaurant Business Actors for Obtaining Halal Certification in Pekanbaru City." *Doktrina: Journal of Law* 5, no. 2 (2022): 218.

[34] Hulman Panjaitan, Andrew Bethlen, Paltiada Saragi, and Tomson Situmeang. "Synergy of Trademark Protection and Consumer Rights: A Legal Analysis on the Prevention of Product Counterfeiting." *JHK: Jurnal Hukum dan Keadilan* 2, no. 5 (2025): 3.

[35] Kolade Olusola Ogunsola, Emmanuel Damilare Balogun, and Adebanji Samuel Ogunmokun. "Enhancing financial integrity through an advanced internal audit risk assessment and

The interplay between consumer rights and halal product assurance also raises concerns about transparency in the certification process. Consumers often lack access to clear and detailed information regarding the halal status of products, particularly for imported goods.[36] While efforts have been made to create digital databases and online verification systems, their accessibility remains limited due to technological gaps and low digital literacy among certain consumer groups. Enhancing transparency through consumer education programs and digital platforms is essential to ensure that consumers can independently verify the halal integrity of products before making purchasing decisions.[37]

Lastly, while Indonesia aspires to become a global halal hub, the harmonization of local halal regulations with international standards remains a work in progress. The government has initiated collaborations with various international halal certification bodies, but discrepancies in certification standards across countries pose challenges for trade and export opportunities.[38] Aligning Indonesia's halal certification with global standards will not only protect domestic consumers but also enhance the competitiveness of Indonesian halal products in the international market.

3. Economic Implications of Mandatory Halal Certification

The economic impact of mandatory halal certification is significant, affecting both producers and consumers. For businesses, obtaining halal certification entails financial and administrative costs that vary depending on the scale and nature of the business. While large multinational corporations can easily absorb these costs, many SMEs face considerable difficulties in meeting certification requirements.[39] The government has introduced subsidies and assistance programs to ease the burden on SMEs, but these initiatives are often insufficient and inconsistently distributed, leaving many small businesses vulnerable to exclusion from formal markets.

governance model." *International Journal of Multidisciplinary Research and Growth Evaluation* 2, no. 1 (2021): 782.

[36] Inda Nurdahniar. "Label Non Halal Sebagai Upaya Perlindungan Hak Konsumen Muslim." *Wacana Paramarta: Jurnal Ilmu Hukum* 20, no. 1 (2021): 38.

[37] Evi Sopiah, Abdulah Safe'i, Elly Marlina, and Heris Suhendar. "Changes in Halal Product Guarantee Regulations Perspective of Legal Politics and Consumer Rights Protection." *Khazanah Hukum* 6, no. 2 (2024): 127.

[38] Yuyut Prayuti. "Muslim Food Consumer Protection Through The Regulation Of Halal Labels In Indonesia." *Jurnal IUS Kajian Hukum Dan Keadilan* 8, no. 1 (2020): 17.

[39] Suud Sarim Karimullah. "Rethinking Halal: Exploring the Complexity of Halal Certification and its Socio-Economic Implications." *Al-Bayan: Jurnal Hukum Dan Ekonomi Islam* 3, no. 2 (2023): 106.

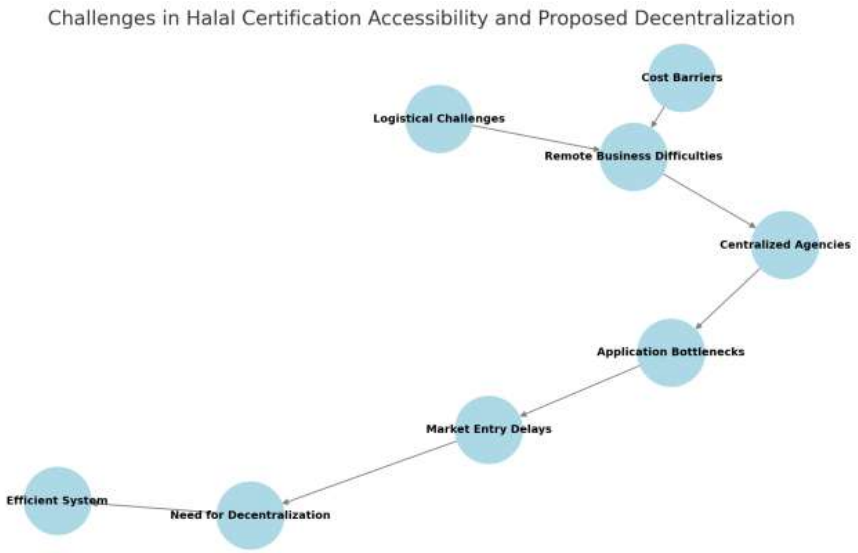


Figure 1. Challenges in Halal Certification Accessibility and Proposed Decentralization

Figure 1 illustrates the interconnected barriers that hinder the halal certification process, particularly for businesses in remote areas. It highlights how certification services pose barriers, prevent market entry, and increase the need for decentralized and regionally accessible certification services. The implementation of halal certification in Indonesia still faces various structural barriers, particularly for small and medium enterprises (SMEs).[40] The high cost of certification is a major obstacle, causing many SMEs to be marginalized from the formal market due to inability to pay.[41] Furthermore, the distribution of certification bodies overseeing major cities creates serious logistical challenges

[40] Tasya Anzellyta and Anis Fittria. "The effectiveness of the halal product guarantee law on business awareness in registration of halal certification in Indonesia." *Walisongo Law Review (Walrev)* 4, no. 1 (2022): 98. See too, Siti Zakiah Abu Bakar, Siti Norhasmaedayu, Mohd Zamani, Mohd Akhir Bin Hj Ahmad, and Endang Prasetyaningsih. "Challenges in the implementation of halal certification among small medium enterprises (SMEs)." *Russian Law Journal* 11, no. 4S (2023): 365. See too, Muthia Sakti and Dwi Aryanti Ramadhani. "Halal Certification of Micro and Small Enterprises' Food Products for Consumer Protection." *Amsir Law Journal* 5, no. 1 (2023): 25. See too, Muhammad Bima and Mohammad Nizarul Alim. "Assessing the Reliability of Halal Certification Implementation: A Qualitative Study on Perceptions of Halal Supervisors and Micro Business Actors." *Journal of Islamic Economic Laws* 8, no. 01 (2025): 83; Asnaini Asnaini, Irwan Abdullah, Miko Polindi, Ahmad Muzakky, and Ayu Yuningsih. "Resistance of Micro, Small, and Medium Enterprise Owners to Halal Labeling Policy within Islamic Law Framework." *AL-IHKAM: Jurnal Hukum & Pranata Sosial* 20, no. 1 (2025): 201.

[41] Ridwan Arifin, Salsabila Fakhriyyah Ar-raidah, and Vania Shafira Yuniar. "Halal product guarantee to the development of small and medium enterprises business in Indonesia." *Jurnal Hukum Islam* 18, no. 1 (2020): 124. See also, Tasya Anzellyta and Anis Fittria. "The effectiveness of the halal product guarantee law on business awareness in registration of halal certification in Indonesia." *Walisongo Law Review (Walrev)* 4, no. 1 (2022): 98; See too, Deviana Yuanitasari, Agus Sardjono, and Heru Susetyo. "Tantangan Regulasi Halal Untuk Pelaku Usaha Mikro dan Kecil: Sebuah Studi Socio-Legal di Kupang Nusa Tenggara Timur." *Acta Diurnal Jurnal Ilmu Hukum Kenotariatan* 6, no. 2 (2023): 256.

for businesses in remote areas. They must incur additional travel costs and deal with long processing times, which reduces incentives to obtain halal certification and lowers market competitiveness.[42] The concentration of bodies in urban areas also creates systemic inefficiencies, as staff shortages and bureaucratic processes slow down permit processing. Centralized systems lead to long wait times for businesses seeking to legally enter the halal market, thus hindering investment and industry growth.[43] To address these issues, decentralizing certification services is an urgent solution. This approach involves establishing certification offices at the regional or district level, speeding up the process, lowering costs, and increasing accessibility.[44] With a more efficient and inclusive system, businesses can participate more broadly in the halal market, while strengthening consumer trust in certified products.

In addition to cost barriers, logistical challenges further complicate the certification process. Businesses operating in remote areas encounter difficulties in accessing halal certification facilities, as inspection agencies are often concentrated in major cities.[45] The centralized nature of certification services creates bottlenecks in the application and approval process, delaying market entry for many businesses.[46] This issue underscores the need for decentralized and regionally accessible halal certification services to ensure a more inclusive and efficient system.[47]

From a consumer perspective, the economic impact of mandatory halal certification is reflected in price fluctuations and market competitiveness. The additional costs incurred by businesses for certification are often passed down to consumers, leading to higher retail prices for halal-certified products. While this price increase is justifiable in terms of quality assurance, it may reduce

[42] Graeme Auld, Benjamin Cashore, Cristina Balboa, Laura Bozzi, and Stefan Renckens. "Can technological innovations improve private regulation in the global economy?." *Business and Politics* 12, no. 3 (2010): 7.

[43] Peter J. May, Samuel Workman, and Bryan D. Jones. "Organizing attention: Responses of the bureaucracy to agenda disruption." *Journal of Public Administration Research and Theory* 18, no. 4 (2008): 520.

[44] Vazquez Melendez, Elena Isabel, Paul Bergey, and Brett Smith. "Blockchain technology for supply chain provenance: increasing supply chain efficiency and consumer trust." *Supply chain management: An international journal* 29, no. 4 (2024): 713.

[45] Wenming Liu and Jingjing Li. "Knowledge dynamics in rural tourism supply chains: challenges, innovations, and cross-sector applications." *Journal of the Knowledge Economy* 16, no. 2 (2025): 6740.

[46] Andri Mulyana, Ahmad Maulidizen, and Fajar Azhari Julian. "Barriers and Drivers of Halal Supply Chain Integration: A Qualitative Analysis of Existing Literature." *Journal of Islamic Law and Legal Studies* 1, no. 2 (2024): 65.

[47] Anita Rizkia Rahma and Rifqi Ridlo Phahlevy. "Overcoming barriers to improve halal compliance in Indonesia." *Indonesian Journal of Law and Economics Review* 19, no. 3 (2024): 16. See too, Mohd Amri Abdullah, Zalina Zakaria, Ahmad Hidayat Buang, and Siti Zubaidah Ismail. "Pensijilan Halal Di Malaysia: Suatu Analisis Pensejarahan Dan Perkembangannya: Halal Certification in Malaysia: An Analysis of Its History and Development." *Journal of Shariah Law Research* 6, no. 2 (2021): 236.

affordability and accessibility, particularly for low-income consumers.[48] This creates a paradox where the policy intended to protect consumers inadvertently limits their purchasing power and access to halal products.

Despite these challenges, mandatory halal certification also presents economic opportunities, particularly in the global halal market. Indonesia, as the country with the world's largest Muslim population, holds enormous potential in the export of halal food, cosmetics, pharmaceuticals, and other consumer goods.[49] The government has actively promoted Indonesia's halal industry through international trade agreements, exhibitions, and bilateral partnerships, aiming to position the country as a key player in the global halal economy.[50] However, to fully capitalize on this opportunity, Indonesia must enhance the efficiency, credibility, and international recognition of its halal certification system.[51]

Lastly, while the economic advantages of halal certification are evident, its success depends on policy adaptability and stakeholder collaboration.[52] Ensuring that halal certification remains inclusive and affordable, while maintaining high regulatory standards, requires continuous dialogue between the government, business sectors, religious authorities, and consumer advocacy groups.[53] This multi-stakeholder approach will be essential in creating a halal certification framework that balances economic growth with consumer protection.

D. CONCLUSION

The implementation of Law Number 33 of 2014 on Halal Product Assurance in Indonesia has significantly shaped the halal ecosystem, enhancing consumer trust in certified products while positioning the country as a potential global halal hub. However, challenges such as high certification costs and bureaucratic inefficiencies disproportionately affect Micro, Small, and

[48] Marnita Marnita. "Directions for the development of the halal ecosystem in public policy: a study of Islamic law and legislation in Indonesia." *Al-Ishlah: Jurnal Ilmiah Hukum* 27, no. 2 (2024): 160.

[49] Supriyadi Supriyadi, Rahma Aulia, Labib Nubahai, Rozanah Ab Rahman, and Rosmah Mohamed. "Legal effectiveness of halal product certification in improving business economics in Indonesia and Malaysia." *Al-Ahkam* 34, no. 1 (2024): 197.

[50] Hasnaa Nur Azizah, Muhammad Arief Ramadhan, Tanaya Fauzia Utami, Nurul Hidayati, and Rashdi M. Casim. "Mutual Recognition Agreements: A Gateway to Global Opportunities or A Pathway of Challenges in Indonesian Economics for Halal Agri-Food Sector." *Halal Studies and Society* 2, no. 1 (2025): 21.

[51] Renzo Mori Junior, Daniel M. Franks, and Saleem H. Ali. "Sustainability certification schemes: Evaluating their effectiveness and adaptability." *Corporate Governance* 16, no. 3 (2016): 584.

[52] Irwan Aufi, Fajar Azhari Julian, Ahmad Maulidizen, Rifqi Fathin Ariaputra, and Muhammad Fauzan. "The Role of Certification Standards in Shaping Halal Supply Chain Practices: A Qualitative Literature Review." *Journal of Islamic Law and Legal Studies* 1, no. 2 (2024): 89.

[53] Andrea Radas. "Inclusive business models as drivers of sustainable growth and social progress." *Journal of Policy Options* 6, no. 3 (2023): 10.

Medium Enterprises (MSMEs), limiting market inclusivity, while gaps in consumer awareness and inconsistent regulatory oversight enable fraudulent labeling practices. This study highlights the critical interplay between consumer rights protection, MSME compliance challenges, and enforcement mechanisms, revealing that regulatory success depends on addressing these barriers to ensure equitable access. Digital innovations, such as e-commerce integration and blockchain technology, offer promising solutions to improve transparency and accessibility, but their effectiveness hinges on robust institutional capacity and stakeholder collaboration. By addressing all research objectives, including consumer perceptions and digital transformation, this study provides a comprehensive analysis of Indonesia's halal certification framework, contributing unique insights into its legal and economic dimensions.

Moving forward, fostering a transparent and inclusive halal ecosystem requires targeted policy interventions and multi-stakeholder engagement. To support MSMEs, policymakers should expand subsidies and establish regional certification offices to reduce costs and logistical barriers, ensuring broader market participation. Consumer education campaigns, integrated with digital platforms like halal product assurance agency online portal, can enhance awareness and empower informed purchasing decisions. Strengthening enforcement through stricter auditing and penalties for non-compliance is essential to eliminate fraudulent practices and maintain consumer confidence. International collaborations to align Indonesia's standards with global halal certification frameworks will further enhance competitiveness, supporting the country's ambition to lead the global halal market. By balancing consumer protection, business sustainability, and regulatory integrity, Indonesia can build a globally competitive halal economy that upholds religious compliance and economic equity.

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