

LEGAL PROTECTION FOR CONSUMERS AGAINST FOOD PRODUCTS THAT ARE NOT HALAL CERTIFIED BASED ON LAW NUMBER 33 OF 2014

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Abstract. *This study aims to analyze the legal protection provided to consumers against the circulation of food products that are not halal certified based on Law Number 33 of 2014 concerning Halal Product Assurance. The certification process involves three main institutions: the Halal Product Assurance Organizing Agency as the organizing authority, the Halal Inspection Institute as the inspection and testing institution, and the Indonesian Ulema Council as the institution that issues fatwas on halal product certification. Legal protection for Muslim consumers is reflected in the principles of protection, responsibility, and transparency of information, which are strengthened by reporting mechanisms and the imposition of sanctions on violating business actors. This study uses a normative juridical approach with descriptive analysis of legal norms to examine the provisions, enforcement mechanisms, and implications of the Halal Product Assurance Law for consumer protection. The results show that although the Halal Product Assurance Law provides a strong legal basis, its implementation is still hampered by weak supervision, lack of socialization, and limited coordination between institutions. Therefore, it is necessary to strengthen Halal Product Assurance Organizing Agency, increase public awareness, and align halal policies with consumer protection regulations to ensure legal certainty and public trust.*

Keywords: *Consumer Protection; Law Enforcement; Halal Certification; Halal Product Guarantee; Supervision and Law Enforcement.*

1. Introduction

In the current era of globalization, consumer protection of food products has become a crucial issue encompassing not only health and safety aspects but also religious and cultural values, especially for the Muslim community in Indonesia, which constitutes the majority of the population (Masri et al., 2025; Amelia et al., 2025). Indonesia, as the country with the largest Muslim population in the world, faces challenges in ensuring the availability of halal food products, which not only comply with Islamic law but also guarantee the safety, security, and comfort of consumers (Maryanti et al., 2020; Masriani

et al., 2024; Suhartini et al., 2024). Halal certification is not just a religious label; it has evolved into a global instrument that increases product competitiveness in the international market, including in the context of halal tourism and exports (Kharrazi et al., 2024; Effendi et al., 2024). However, the circulation of food products without halal certification remains a serious threat, potentially harming Muslim consumers spiritually and physically, as well as hampering national economic growth (Bariki & Ma'Rifah, 2024; Yuanitasari et al., 2024).

Law Number 33 of 2014 concerning Halal Product Assurance (hereinafter referred to as the Halal Product Assurance Law) emerged as the primary legal basis for addressing this issue, aiming to provide legal certainty for consumers and increase added value for businesses (Hermawan Adinugraha et al., 2023; Zulfa et al., 2023). This law requires halal certification for products distributed in Indonesia, including food products, as a form of preventative protection against the risk of consuming illicit substances (Assagaf et al., 2022; Anggarkasih & Resma, 2022). Based on Article 4 of the Halal Product Assurance Law, products entering, circulating, and traded within Indonesia must be halal certified, except for clearly haram ingredients, which must be labeled non-halal (Maulidia, 2022; Nurhayati et al., 2022). This aligns with the principle of *maslahah* in Islamic law, which emphasizes benefits for society, including increased consumer trust and the growth of Small and Medium Enterprises (SMEs) (Effendi et al., 2021; Azizah, 2022). Furthermore, the Halal Product Assurance Law involves institutions such as the Halal Product Assurance Organizing Agency (*Badan Penyelenggara Jaminan Produk Halal*/BPJPH) and the Indonesian Ulema Council (*Majelis Ulama Indonesia*/MUI) to ensure a transparent and effective certification process (Musataklima, 2021; Luthviati & Jenvitchuwong, 2021).

The importance of halal certification in consumer protection is reflected in various studies highlighting its impact on consumer behavior and markets. For example, halal certification not only provides spiritual assurance for Muslim consumers but also improves access to global markets, particularly for SMEs that dominate the food sector in Indonesia (Hatoli, 2020; Arifin et al., 2020). Amid the pandemic and post-pandemic, consumer awareness of halal products has increased, driven by the need for hygienic and high-quality food safety (Kamil & Hatta, 2025; Saffinee et al., 2025). However, the implementation of the Halal Product Guarantee Law faces various obstacles, such as high certification costs, lack of understanding among business actors, and weak law enforcement (Djamali et al., 2025; Osman et al., 2025). In regions with minority Muslim populations, such as Bali or Manado, local cultural dynamics often influence the acceptance of halal certification, with the interaction between religious norms, state regulations, and community traditions being key factors (Masriani et al., 2024; Hulwati et al., 2025).

Furthermore, related studies show that halal certification contributes to sustainable economic development, including in the processed food industry and gastronomic tourism (Haryati et al., 2024; Mustapa et al., 2025). In Indonesia, where 87% of the population is Muslim, mandatory halal certification has driven the growth of the halal industry, with significant export potential to Organization of Islamic Cooperation (OIC) countries (Hasif, 2025; Wathoni et al., 2025). However, challenges such as contamination of non-halal ingredients in the supply chain and a lack of information transparency remain major issues (Susmayanti, 2024; Hamonangan & Sakti, 2024). Furthermore, a consumer protection perspective includes the right to clear information,

such as the inclusion of non-halal labels on products that do not meet standards, to prevent fraud and ensure informed choices (Fauzi et al., 2024; Azzahrani & Wulansari, 2024).

However, there is a significant research gap in the existing literature. Most studies focus on the implementation of halal certification for SMEs and its economic impact, or on aspects of halal tourism in Muslim-minority areas (Izudin et al., 2024; Suaidi et al., 2025). However, the lack of in-depth research on specific forms of legal protection for consumers against the circulation of non-halal-certified food products, particularly from the perspective of the halal product assurance law, represents a gap that needs to be filled. For example, while several studies discuss law enforcement in general, few analyze enforcement mechanisms against businesses that violate certification obligations, as well as their implications for Muslim consumer rights (Zulfa et al., 2023; Susmayanti, 2024; Hamonangan & Sakti, 2024; Effendi et al., 2024). Furthermore, this gap is increasingly relevant given regulatory changes post-Job Creation Law, which impact the certification process for micro and small businesses (Musataklima, 2021; Yuanitasari et al., 2024). Previous studies also tend to neglect the integration of preventive and reparative aspects of consumer protection, such as administrative and criminal sanctions, as well as the role of the public in reporting violations (Maulidia, 2022; Azizah, 2022). Therefore, further analysis that combines the provisions of certification obligations, forms of legal protection, and enforcement mechanisms is needed to fill this gap (Izudin et al., 2024; Masri et al., 2025; Amelia et al., 2025).

The research problem in this study is: What is the legal protection provided for consumers regarding the distribution of food products that do not have halal certification according to Law Number 33 of 2014? To answer this problem, three research questions were formulated as follows:

RQ1: What are the provisions regarding mandatory halal certification for food products according to Law Number 33 of 2014?

RQ2: What is the legal protection provided for Muslim consumers regarding food products that do not have halal certification?

RQ3: What is the legal enforcement mechanism for businesses that do not fulfill their halal certification obligations?

This study aims to analyze the legal provisions in the halal product assurance law regarding halal certification for food products, the forms of consumer protection, and the enforcement mechanisms, so that it can provide recommendations for stakeholders, including the government, businesses, and consumers. Therefore, this research is expected to contribute to strengthening the implementation of the JPH Law and consumer protection in Indonesia.

2. Research Methods

This research employs a normative juridical approach that focuses on the study of legal norms contained in laws and regulations, specifically Law Number 33 of 2014 concerning Halal Product Assurance (*Undang Undang Jaminan Produk Halal*/UU JPH). This approach

is used to understand how legal provisions regarding halal product assurance are applied in the context of consumer protection. This research is descriptive in nature, systematically outlining the content and substance of these laws and regulations without conducting empirical field testing.

The data used in this research is secondary data obtained from various literature sources. These sources include primary legal materials, such as the Law on Halal Product Assurance (*Undang Undang Jaminan Produk Halal/UU JPH*) and its implementing regulations, which serve as the primary normative basis. In addition, secondary legal materials are used in the form of books, scientific journal articles, and other literature discussing issues related to consumer law and halal certification mechanisms in Indonesia. To complement the analysis, this research also utilizes tertiary legal materials, including legal dictionaries, encyclopedias, and other supporting books that assist in providing conceptual and terminological explanations.

To obtain a comprehensive overview of the implementation of halal product assurance in Indonesia, this study employed a systematic and in-depth literature review as a data collection technique. Data collection activities included the identification, inventory, and review of relevant legal documents. Through this process, various normative provisions and academic interpretations can be more clearly mapped, so that the resulting analysis is not only descriptive but also provides a comprehensive understanding of the dynamics of halal certification regulation and implementation in Indonesia.

3. Results and Discussion

3.1. Provisions on Mandatory Halal Certification for Food Products According to Law Number 33 of 2014

The obligation to certify halal food products in the Indonesian legal system is based on Law Number 33 of 2014 concerning Halal Product Assurance (*Undang Undang Jaminan Produk Halal/UU JPH*). This law marks a significant milestone in the transformation of Muslim consumer protection, from a voluntary to a mandatory certification system. The primary objective of this regulation is not only to guarantee the halal status of products, but also to provide legal certainty for businesses and a sense of security for consumers regarding the products they consume or use daily (Santoso et al., 2022; Amelia et al., 2025; Masri et al., 2025).

Normatively, Article 4 of the Law on Halal Product Assurance states that every product entering, circulating, and traded within Indonesia must be halal certified. This provision affirms the principle that halal certification is not merely a religious preference but also part of consumers' fundamental right to information and legal protection. In the context of food products, this obligation encompasses the entire supply chain from raw materials and production processes, packaging, storage, to distribution and presentation. This article also marks a shift in the regulatory paradigm from a moralistic approach to a positive law that binds all businesses, from micro-scale to large-scale industries.

To ensure legal certainty in its implementation, the halal product assurance law provides a clear institutional structure. Article 6 stipulates that the Halal Product Assurance Organizing Agency (*Badan Penyelenggara Produk Jaminan Halal/BPJPH*) is the government agency tasked with implementing the halal product assurance system, while

Article 12 regulates the role of the Halal Inspection Institution (*Lembaga Pemeriksa Halal*/LPH) as the implementer of product halal inspection and testing. Furthermore, the Indonesian Ulema Council (*Majelis Ulama' Indonesia*/MUI) is authorized to issue halal fatwas based on the LPH inspection results submitted through BPJPH (Article 33). This tripartite relationship demonstrates a collaborative governance model between the government and religious institutions, which also strengthens the legitimacy of certification in the eyes of the public (Effendi et al., 2024; Kharrazi et al., 2024).

Articles 24 and 25 require businesses to fulfill several administrative and technical requirements before and after obtaining halal certification. Prior to certification, businesses must provide accurate, clear, and honest information regarding materials and production processes, separate halal and non-halal product processing locations and equipment, and appoint a halal supervisor as the internal responsible party. Once a halal certificate is obtained, businesses are obligated to display the halal label, maintain the product's halal status throughout its distribution period, and renew the certificate upon expiration. Article 42 stipulates that a halal certificate is valid for four years and must be renewed no later than three months before its expiration. This regulation demonstrates a dynamic legal approach oriented toward the sustainability of the halal assurance system. Businesses' obligations extend beyond administrative aspects to the principle of public transparency. Article 26 stipulates that businesses using haram ingredients, such as pork or blood, are exempt from the obligation to obtain halal certification, but are still required to include the statement "not halal" on product labels. This provision affirms consumers' right to information and serves as a form of preventative legal protection against potential public misinformation. This principle aligns with the principle of transparency in consumer protection law, as stipulated in Law Number 8 of 1999.

The halal certification procedure is explained in stages through Articles 29 to 34. The process begins with a business actor submitting a halal certificate application to the Halal Product Certification Agency (*Badan Penyelenggara Produk Jaminan Halal*/BPJPH) (Article 29), which then assigns the Halal Certification Agency (*Lembaga Pemeriksa Halal*/LPH) to conduct an inspection and/or testing of the product's halal status (Article 30). The inspection is conducted by a halal auditor at the production site, and if any ingredients are questionable, laboratory testing can be conducted (Article 31). The LPH submits the inspection results to the BPJPH, which then forwards them to the Indonesian Ulema Council (*Majelis Ulama' Indonesia*/MUI) for a halal fatwa (Articles 32–33). Once the halal certification is granted, the BPJPH issues a halal certificate (Article 34). This mechanism establishes a systematic chain of responsibility, with each institution having its own validation and control functions, thereby reducing the potential for administrative and ethical irregularities in the certification process (Hermawan Adinugraha et al., 2023; Zulfa et al., 2023; Trishananto et al., 2024).

From an implementation perspective, Article 67 stipulates that the halal certification obligation will be implemented in stages over five years from the enactment of the Halal Product Assurance (*Undang Undang Jaminan Produk Halal*/UU JPH), with priority being given to the food sector. This phase provides room for adaptation for business actors, particularly Micro, Small, And Medium Enterprises (MSMEs). Programs such as Self-Declare and Sehati are government strategies to expand access to halal certification in an inclusive manner (Masriani et al., 2024; Azizah, 2022). However, several studies note that the main challenges in implementing these programs lie in limited information, costs,

and administrative capacity among MSMEs (Assagaf et al., 2022; Anggarkasih & Resma, 2022).

Halal certification policy also has broad economic and social dimensions. In the context of international trade, harmonization of halal standards with other countries such as Malaysia and Brunei Darussalam has boosted the competitiveness of the national halal industry (Fahma et al., 2020; Kamil & Hatta, 2025). Furthermore, increasing gastronomic awareness and increasingly selective Muslim consumer behavior regarding halal products reinforce the urgency of this regulation (Osman et al., 2025; Saffinee et al., 2025). Even in regions with muslim minorities, the acceptance of the halal label demonstrates the expanding value of halal as an indicator of product quality and safety (Hulwati et al., 2025).

From a law enforcement perspective, the halal product certification law provides a set of administrative and criminal sanctions to ensure business compliance. Violations of certification obligations can result in administrative sanctions in the form of written warnings, fines, product recalls, or revocation of distribution permits. Businesses who intentionally falsify halal labels can be subject to criminal penalties. This law enforcement approach is not only repressive but also educational aiming to foster a culture of voluntary compliance with halal regulations (Musataklima, 2021). However, implementation in the field still faces challenges. Nurhayati et al. (2022) found that the compliance rate of producers in Surakarta was only 16%, indicating the need for increased outreach and oversight. The involvement of BPJPH at the regional level, collaboration with local governments, and public participation in reporting uncertified products are key to the system's success. Therefore, the effectiveness of the JPH Law depends heavily on inter-institutional synergy, public education, and simplification of certification procedures without compromising the integrity of the process.

Conceptually, the halal certification provisions in the Halal Product Procurement Law reflect the integration of religious law and positive state law. This regulation internalizes the principle of *maslahah* (public benefit) as the normative basis for protecting Muslim consumers while simultaneously strengthening national economic competitiveness (Bariki & Ma'Rifah, 2024; Hamzah et al., 2024). Its articles illustrate a legal system that not only substantively guarantees the halal status of products but also fosters accountable, transparent, and participatory governance. Thus, the JPH Law serves as a legal instrument to guarantee consumer rights, strengthen the halal industry, and uphold sharia values within the national legal framework.

3.2. Legal Protection for Muslim Consumers for Food Products That Are Not Halal Certified

The legal protection provided to Muslim consumers under Law Number 33 of 2014 concerning Halal Product Assurance (*Undang Undang jaminan Produk Halal*/UU JPH) highlights two main dimensions of protection: preventive and reparative measures, which are intended to ensure legal certainty and protect consumer rights from the potential risks of consuming non-halal products. Preventively, the Law on halal product assurance requires mandatory halal certification for food products through the BPJPH, LPH, and MUI mechanisms, as well as regulating labeling and information disclosure. Reparatively, this law stipulates administrative and criminal sanctions for business actors

who violate these principles, including for failure to include halal or non-halal labels (Articles 26, 38, 56, 57–63).

Article 2 of the Law on JPH emphasizes that the implementation of Halal Product Assurance is based on protection, fairness, legal certainty, accountability, effectiveness, efficiency, and professionalism. The primary focus, namely the principle of protection, is reflected in Article 3 letter a, which emphasizes the purpose of JPH to provide comfort, security, safety, and certainty of the availability of halal products. Thus, this regulation directly protects Muslim consumers from the risks of consuming products that violate Islamic law.

This protection is realized through consumers' right to clear and accurate information. Article 38 mandates the inclusion of halal labels on certified products, both on the packaging and in an easily readable part of the product. Meanwhile, Article 26 paragraphs (2)–(3) require businesses using haram ingredients to include a non-halal statement so consumers can distinguish and avoid such products. This aspect of information transparency is crucial as a preventative measure that reduces the potential for violations and raises consumer awareness.

Public participation is also a crucial pillar of legal protection. Article 53 grants the public the right to report suspected violations, provide education, and monitor halal products. This mechanism is reinforced by Articles 49–52, which emphasize the role of BPJPH in following up on public reports through cross-ministerial coordination. Thus, the JPH system integrates collaboration between the government, the public, and industry to ensure compliance.

In the context of law enforcement, the JPH Law provides tiered administrative and criminal sanctions. Article 27 paragraphs (1)–(2) regulates administrative sanctions in the form of written warnings, fines, and product recalls for businesses that fail to provide a non-halal statement. Meanwhile, Article 56 stipulates penalties for serious violations, such as failing to maintain the halal status of certified products, failing to include a halal label, or failing to separate halal and non-halal product facilities, with the potential for up to five years' imprisonment or a maximum fine of IDR 2 billion. Articles 57–63 expand sanctions with additional penalties, including certificate revocation and publication of court decisions, thus creating a stronger deterrent effect.

Previous studies support the justification for this protection as a response to the weak implementation of the JPH Law, particularly regarding the level of compliance among Small And Medium Enterprises (MSMEs). Amelia et al. (2025) and Masri et al. (2025) emphasize that despite the adequate legal framework for the JPH Law, limited infrastructure and MSMEs' low understanding of halal certification remain significant obstacles. Masriani et al. (2024) add that strengthening sanctions under Article 56 and inter-institutional collaboration are important strategies for improving compliance. This is in line with the findings of Suhartini et al. (2024) who emphasized the importance of intensive outreach and consumer education to make regulations effective.

The role of the Indonesian Ulema Council (*Majelis Ulama Indonesia*/MUI) in issuing halal fatwas also serves as a complementary safeguard, emphasizing collaboration between government and religious institutions (Effendi et al., 2024; Kharrazi et al., 2024). MUI fatwas not only determine a product's halal status but also support information

transparency and legal certainty for consumers. The mandatory certification approach, including a self-declaration mechanism for micro-enterprises, aims to facilitate access for MSMEs and provide consumer convenience (Bariki & Ma'Rifah, 2024; Yuanitasari et al., 2024).

The integration of the JPH Law with derivative regulations such as Government Regulation 31/2019 strengthens consumers' right to information and ensures uniform labeling standards (Hermawan Adinugraha et al., 2023; Zulfa et al., 2023). Although certification costs are a barrier, research shows its benefits in increasing consumer trust, expanding the domestic market, and supporting halal product exports (Assagaf et al., 2022; Anggarkasih & Resma, 2022). Low compliance rates in some regions, such as Surakarta, highlight the need for an approach that integrates regulations with Islamic ethical values to drive compliance (Maulidia, 2022; Nurhayati et al., 2022).

In the context of regional integration, such as the ASEAN Economic Community (AEC), mandatory certification is a crucial mechanism to protect consumers from imported non-halal products, thus ensuring safe consumption across borders (Effendi et al., 2021; Azizah, 2022). Challenges in the pharmaceutical sector highlight cost issues, but for food products, mandatory compliance remains essential to maintaining access to halal certification (Luthviati & Jenvitchuwong, 2021; Musataklima, 2021). The principle of *maslahah* also serves as a foundation for spiritual protection for consumers, supporting compliance that aligns with the public interest (Arifin et al., 2020; Hatoli, 2020).

Comparative studies with countries such as Malaysia emphasize the importance of harmonizing halal standards for international trade, enhancing global consumer protection while expanding export markets (Fahma et al., 2020; Kamil & Hatta, 2025). Gastronomic awareness and halal literacy in modern society further strengthen the justification for mandatory certification, especially among millennials (Haryati et al., 2024; Hasif, 2025; Osman et al., 2025; Saffinee et al., 2025). Even in Muslim-minority areas, acceptance of halal certification demonstrates effective cultural adaptation and social coexistence (Djamali et al., 2025; Hulwati et al., 2025).

Furthermore, protection against non-halal products and information transparency remain key pillars. Enforcing non-halal information prevents fraud and protects consumer rights, including for imported products, which are often suboptimally implemented (Azzahrani & Wulansari, 2024; Izudin et al., 2024; Mustapa et al., 2025). Collaboration between stakeholders, including the government, businesses, communities, and religious institutions, is a key strategy for increasing implementation effectiveness (Susilowati et al., 2024; Suaidi et al., 2025). In the context of halal tourism, the government has an additional role to ensure consumer protection from consuming non-halal products circulating in tourist destinations, while protecting traditional non-halal products maintains a balance between the right to information and local cultural practices (Susmayanti, 2024; Hamonangan & Sakti, 2024; Wathoni et al., 2025).

Overall, the JPH Law not only creates a legal framework to protect Muslim consumers from non-halal-certified food products, but also integrates legal, religious, health, and consumer rights aspects into a single, structured system. Labeling mechanisms, information transparency, public participation, and tiered sanctions form a solid foundation of protection, while empirical literature supports the relevance of implementing this regulation in both domestic and global contexts.

3.3. Law Enforcement Mechanisms for Business Actors Who Do Not Fulfill Halal Certification Obligations

The law enforcement mechanism in Law Number 33 of 2014 concerning Halal Product Assurance (*Undang Undang Penjamin Produk halal*/UU JPH) is designed through supervision and sanctions to ensure business compliance with halal certification for food products, using a multi-level approach from prevention to enforcement. This regulation covers institutional roles, oversight procedures, and types of sanctions, aimed at ensuring compliance without unduly disrupting business activities.

The Halal Product Assurance Organizing Agency (*Badan Penyelenggara Jaminan Produk Halal*/BPJPH) is the primary authority in supervising Halal Product Assurance (*Jaminan Produk Halal*/JPH), as stipulated in Article 49, which states that "BPJPH shall supervise JPH." This supervision covers various aspects as outlined in Article 50, including halal testing laboratories (LPH), the validity period of halal certificates, product halalness, halal labeling, non-halal information, separation of locations, places, and slaughtering tools, processing, storage, packaging, distribution, sales, and presentation of halal and non-halal products, the presence of Halal Supervisors, and other activities related to JPH. This approach ensures holistic oversight, including inspections of LPHs, certificates, labels, and process separation, to prevent food product contamination.

Supervision can be carried out solely by BPJPH or in collaboration with relevant ministries and institutions, such as the Ministry of Health and Trade, as stipulated in Article 51 paragraphs (1) and (2), which state that supervision can be carried out individually or jointly in accordance with statutory provisions. This collaboration increases the effectiveness of supervision, particularly for food products that touch on health and trade aspects.

This demonstrates that supervision is at the core of this mechanism, with the Halal Product Assurance Organizing Agency (*Badan Penyelenggara Produk Jaminan Halal*/BPJPH) serving as the primary authority. Supervision includes inspections of halal testing laboratories (*Laboratorium Pengujian Halal*/LPHs), the validity of halal certificates, the validity of halal labels, and the separation of halal and non-halal production processes, including slaughtering, processing, storage, packaging, distribution, sales, and presentation of products. Inspections also involve the presence of Halal Supervisors and other activities relevant to the JPH. This holistic approach is crucial to prevent cross-contamination that could harm consumers (Maulidia, 2022; Suhartini et al., 2024).

BPJPH supervision can be carried out independently or in synergy with relevant ministries and institutions, such as the Ministry of Health or Trade, thus ensuring cross-aspect oversight, including health and trade aspects of food products (Fauzi et al., 2024; Wathoni et al., 2025). This collaboration increases the effectiveness of supervision, particularly in controlling the circulation of halal products and preventing misuse of labels.

If violations are found, administrative sanctions are applied first. Article 27 paragraph (1) states that business actors who fail to fulfill the obligations under Article 25 may be

subject to a written warning, an administrative fine, or the revocation of their halal certificate. Article 25 covers the inclusion of halal labels, maintaining halal status, separating processes, extending certificates, and reporting changes in ingredients. Article 27 paragraph (2) states that business actors who fail to fulfill the obligations under Article 26 paragraph (2) regarding the inclusion of non-halal information will be subject to a verbal warning, a written warning, or an administrative fine. Article 22 paragraph (1) states that business actors who fail to separate the locations, premises, and equipment of PPH in accordance with Article 21 will be subject to a written warning or administrative fine. Further procedures for imposing administrative sanctions are regulated in a Ministerial Regulation. Recalling products from circulation provides immediate reparation for consumers.

This demonstrates that in the context of administrative violations, the Halal Product Assurance Law provides gradual sanctions to enforce compliance. Business actors who fail to fulfill the obligation to include halal labels, maintain product halalness, or separate production processes will be subject to administrative sanctions in the form of warnings, fines, or certificate withdrawal. This mechanism provides immediate reparation to consumers while minimizing the negative impact on business actors during the remedial period (Hatoli, 2020; Saffinee et al., 2025). Business actors who fail to include a non-halal statement on products containing haram ingredients are also subject to similar administrative sanctions, in accordance with the provisions of the derivative regulation (PP 31/2019) which regulates the procedures for including information (Masriani et al., 2024; Mustapa et al., 2025).

For serious violations, Article 56 paragraph (1) stipulates criminal sanctions for businesses that fail to maintain the halal status of certified products, including a maximum five-year prison sentence or a maximum fine of IDR 2 billion. This mechanism is supported by the role of the public, as stipulated in Articles 53 and 54, which allow the public to conduct outreach, supervision, complaints, or reporting to the BPJPH. Active participation by the public can receive rewards, as stipulated in Article 55. In this context, for serious violations, the enforcement mechanism shifts to criminal sanctions. Criminal penalties, including imprisonment of up to five years or a maximum fine of IDR 2 billion, apply to businesses that fail to maintain the halal status of certified products, fail to include halal labels, or fail to separate halal and non-halal production processes. These criminal sanctions serve as a deterrent, emphasizing the importance of business compliance and integrity in providing halal products (Arifin et al., 2020).

The role of the public is a strategic element in the enforcement mechanism. The public has the right and opportunity to participate by reporting suspected violations, providing education, and monitoring halal products in circulation. This reporting triggered an investigation by BPJPH and supported the principle of *maslahah*, where consumer protection and the public interest serve as the ethical foundation for regulatory implementation (Maulidia, 2022; Nurhayati et al., 2022). To encourage active participation, BPJPH can even provide awards to communities that participate, raising social awareness of halal enforcement.

Enforcement also covers imported products through international cooperation, as regulated in Articles 46 and 47. The government can collaborate internationally in the field of Halal Product Quality Assurance (*Jaminan Produk Halal*/JPH), including Halal Product Assurance development, conformity assessment, and recognition of halal

certificates from foreign institutions with mutual recognition agreements. Foreign halal products must be registered with BPJPH before distribution, and businesses that fail to register are subject to administrative sanctions in the form of product withdrawals, as per Article 48. Under this mechanism, the government can collaborate internationally to recognize halal certificates from foreign institutions that meet national standards. Imported products must be registered before distribution, and violations of registration obligations may result in administrative sanctions in the form of product withdrawals. Enforcement of imported products is particularly relevant in the context of the ASEAN Economic Community (AEC), where cross-border trade flows require uniform halal standards to protect Muslim consumers (Effendi et al., 2021; Azizah, 2022; Zulfa et al., 2023).

Overall, the enforcement mechanism of the JPH Law is multi-level, ranging from prevention through supervision (Articles 49-51), administrative sanctions for minor violations (Articles 22, 25-27, 48), to criminal sanctions for serious violations (Article 56). Several empirical studies support the effectiveness of this multi-level mechanism. Suhartini et al. (2024) emphasize that intensive supervision by BPJPH and interagency collaboration have been shown to improve business compliance. However, Azzahrani and Wulansari (2024) note that import oversight remains weak, making strengthening administrative and criminal sanctions crucial (Hasif, 2025; Kamil & Hatta, 2025). Furthermore, public awareness through consumer reporting and monitoring supports bottom-up law enforcement (Maulidia, 2022; Nurhayati et al., 2022).

Collaboration with the Indonesian Ulema Council (*Majelis Ulama Indonesia*/MUI) in issuing halal fatwas strengthens legal certainty and ensures product compliance with Islamic law, while also facilitating education for businesses and consumers (Fauzi et al., 2024; Wathoni et al., 2025). High certification costs are often a barrier for MSMEs, but sanctions and incentive mechanisms support compliance (Hatoli, 2020; Saffinee et al., 2025). Studies in the pharmaceutical sector demonstrate opposition to certification costs, but for food products, mandatory compliance remains a priority to ensure halal access (Arifin et al., 2020; Masri et al., 2025).

Comparative studies with Malaysia show that harmonizing halal standards increases enforcement effectiveness, especially for imported and exported products, while strengthening certification credibility in the global market (Fahma et al., 2020; Bariki & Ma'Rifah, 2024). Furthermore, consumer gastronomic awareness and halal literacy among millennials strengthen the role of oversight, as consumers become more critical and active in reporting violations (Hamonangan & Sakti, 2024; Izudin et al., 2024; Susilowati et al., 2024; Osman et al., 2025). These findings indicate that enforcement effectiveness is determined not only by formal regulations but also by social dynamics and public participation. Thus, local context is a crucial factor in influencing how halal policies are implemented in different regions.

Law enforcement also adapts to the socio-cultural context. In regions with Muslim minorities, the implementation of halal regulations reflects cultural adaptation and integration of regulations with local practices, thus maintaining fairness and balance (Luthviati & Jenvitchuwong, 2021; Hermawan Adinugraha et al., 2023). Support from derivative regulations, including Government Regulation 31/2019, strengthens product oversight and information mechanisms, while low compliance rates emphasize the

importance of ongoing outreach (Musataklima, 2021; Masriani et al., 2024; Amelia et al., 2025; Mustapa et al., 2025).

Overall, the JPH Law's law enforcement mechanism combines institutional oversight, community participation, tiered administrative and criminal sanctions, and international cooperation. This system not only ensures business compliance but also provides comprehensive protection for Muslim consumers, maintains the integrity of halal products, and accommodates regional and global social, economic, and trade contexts (Hulwati et al., 2025; Kharrazi et al., 2024). This system ensures business compliance, provides direct protection to consumers through corrective and reparative actions, involves the community, and ensures compliance of imported products with national standards and the integrity of the JPH. This system also emphasizes the complementary roles of institutions, oversight procedures, and types of sanctions, thus creating legal certainty and protecting Muslim consumers. This multi-level law enforcement is to ensure business actors' compliance with halal certification obligations without significantly hindering business activities.

4. Conclusion

Based on an analysis of Law Number 33 of 2014 concerning Halal Product Assurance, halal certification for food products is mandatory for every business actor producing, importing, or trading products in Indonesia. This certification process involves three main institutions: the Halal Product Assurance Organizing Agency as the organizing authority, the Halal Inspection Institute as the inspection and testing agency, and the Indonesian Ulama Council as the institution issuing the halal product fatwa. This provision is intended to ensure the separation of halal and non-halal production processes and to ensure the inclusion of the halal label as a means of ensuring consumers' right to information.

Legal protection for Muslim consumers is realized through the principles of protection, responsibility, and transparency of information, supported by a reporting mechanism and legal sanctions for businesses that violate halal certification provisions. Law enforcement is carried out through BPJPH supervision and the application of administrative and criminal sanctions according to the severity of the violation, thereby encouraging compliance and effective implementation of the Halal Product Assurance Law in the field.

From the results of this study, it can be concluded that the Halal Product Assurance Law provides a legal framework based on protection, justice, legal certainty, accountability, effectiveness, efficiency, and professionalism to protect consumers from food products that are not halal certified. However, the effectiveness of its implementation still depends on strengthening supervision, outreach to business actors, and increasing the capacity of the Halal Product Assurance Organizing Agency and inter-agency coordination. It is also recommended that the policy be integrated with the Consumer Protection Law, so that halal product guarantees become part of a more comprehensive consumer legal protection system in Indonesia.

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