

## Legal Protection for Muslim Consumers Regarding Halal Food Certification in Law Number 33 of 2014 (Gazetted)

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### Abstract

**Purpose** – The purpose of this study is to analyse the legal protection for Muslim consumers of halal certified products in Law Number 33 of 2014.

**Method** – This research uses a normative juridical approach, namely research that is focused on legal norms relating to legal protection for Muslim consumers against halal food certification in Law Number 33 of 2014.

**Result** – The existence of various laws and regulations relating to halal labelling on food shows that the regulation is still partial. However, the existence of Law of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Guarantee provides more legal certainty. Business actors who are required to include halal labels on food are one of the moral responsibilities of business actors.

**Implication** – The JPH (Halal Product Guarantee's) Law provides several forms of legal protection for Muslim consumers. However, the implementation of the Halal Product Guarantee's Law still faces several obstacles. To improve legal protection for Muslim consumers, several efforts need to be made, such as increasing socialisation of the Halal Product Guarantee's Law, strengthening BPJPH, and improving coordination between institutions.

### Keywords :

Muslim Consumers;  
Legal Protection; Halal;  
Food Certification



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## INTRODUCTION

Indonesia is a country with a majority Muslim population. This makes the need for halal products a vital need for Muslims. Consumption of halal products is not only limited to physical needs, but also part of obedience to Allah SWT. Halal food certification is an important instrument in providing guarantees and legal certainty for Muslim consumers for the halalness of the products consumed. This is in line with the objectives of the Indonesian state to protect the entire nation and the entire homeland of Indonesia, and to realise social justice for all Indonesian people, as stated in the Preamble of the 1945 Constitution of the Republic of Indonesia.

The halal product process means a series of activities to ensure the halalness of the product including the provision of ingredients, processing, storage, packaging, distribution, sale and presentation of products. (Bhaskara & Purwanto, 2023) As a country with the largest Muslim majority population in the world, Indonesia is a potential base for the market share of halal products and services. With a total Muslim population of 232.5 million, Indonesia is not only a large market share but also a target for world competition, this is due to the high consumptive habits of the people.

However, ironically, as a country with a Muslim majority, Indonesia has not been able to compete as a producer of halal products and services on a global scale. This inability is due to various factors such as policies regarding the halal industry that are not flexible and consistent as well as public awareness itself. This inability is due to various factors such as policies regarding the halal industry that are not flexible and consistent and public awareness itself. so building the halal industry in Indonesia still needs a lot of improvement. Even Indonesia, which occupies the 10th position as a producer of halal products in the world. (Makbul et al., 2023)

The government continues to encourage businesses in Indonesia to produce halal food products in line with the government's plan to target the country to become the centre of the world's halal industry by 2024. (Bambang Hermanu, 2024) Legal protection for Muslim consumers related to food halal certification in Law Number 33 of 2014 is important considering the number of Muslim population in Indonesia which reaches 207.2 million.

Product halalness is a mandatory requirement for Muslim consumers, but there are still many food and beverage products with fake halal labels on the market. (Munir, Fathurrahman, and ... 2020) Consuming halal food and using halal products are not only our needs as individual Muslims. But also humans in general. So, it is no wonder that nowadays people from all religions

and countries are safer, more comfortable and happier if they use ingredients or food that are guaranteed to be halal. (Mursidah & Fartini, 2023).

In The Q.S Al-Baqarah [2:168]

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

*"O mankind, eat of what is on earth as good food, and do not follow the steps of the devil, for he is a clear enemy to you"*

Consumption of halal products is not only limited to physical needs, but also part of obedience to Allah SWT. Therefore, it is important for Muslim consumers to get guarantees and legal certainty over the halalness of the products consumed. Law Number 33 of 2014 concerning Halal Product Guarantee is important to provide legal certainty to Muslim consumers that the food and beverage products they consume are truly halal in accordance with Islamic law. In the law, there are provisions regarding halal certification that regulate the rights and obligations of business actors in producing halal food products. The protection of Muslim consumers on product halalness is also regulated in the Consumer Protection Law, which provides administrative and criminal sanctions for business actors who violate the relevant provisions. (Fartini, 2019)

The Ministry of Religion of the Republic of Indonesia (Kemenag RI) inaugurated the Halal Product Guarantee Agency on Wednesday 11 October 2019. BPJPH is a new body at the Ministry of Religion that has the authority to issue halal certification and supervise every product that is given a halal certificate, with the establishment of BPJPH as a new body at the Ministry of Religion in accordance with article 5 of Law Number 33 of 2014 concerning Halal Product Guarantee, a big good change will occur, especially in the halal product industry. (Muhammad Farich Maulana & Shofiyun Nahidloh, 2023)

Clear evidence of the Indonesian government's commitment to protecting consumers against non-halal products is evidenced by the many laws that have been made and used to regulate the circulation of halal products. Regulations for halal product guarantees are certainly very necessary for all Indonesian people, especially for the Muslim community, as a form of government work and responsibility in ensuring the lives of its people. (Shakilla & Ramli, 2022)

Muslim consumers in Indonesia have the right to obtain halal and guaranteed halal products. This is protected by Law Number 33 of 2014 concerning Halal Product Guarantee (JPH Law). Halal food certification is one form of guarantee of product halalness provided by BPJPH (Badan Penyelenggara Jaminan Produk Halal). This certification is important to

provide certainty to Muslim consumers that the products they consume are halal and in accordance with Islamic law. The benefits of halal certification for producers include, products that have been halal certified will gain more trust in the hearts of consumers because of guaranteed product safety. Then the product has the opportunity to excel in the global market. (Putri Fatmawati et al., 2023)

Due to the majority of Muslims, it is very important for people to know the halalness of a product. The government has helped with regulations made for business actors, with the hope that business actors can certify halal for the food produced so that the products produced are suitable for consumption in terms of halalness with proof of confirmation and certification by the Badan Penyelenggara Jaminan Produk Halal (BPJPH) in accordance with applicable laws so that people can feel safe with what they consume. (Irham Lynarbi et al., 2020) It is said in Islamic law that halal is not only seen from the substance, but also starts during the production process from upstream to downstream until it is free from substances that are prohibited by Islamic law. (Alfiyah Syifa Idztihar et al., 2023)

Thus, legal protection for Muslim consumers regarding halal food certification in Law Number 33 of 2014 is very important to ensure the safety and halalness of the products they consume.

## **METHOD**

This type of research is normative legal research or doctrinal research, which is research conducted by examining library materials or secondary data consisting of primary legal materials, secondary legal materials, and tertiary legal materials using qualitative methods. According to Peter Mahmud Marzuki, all research related to law (legal reserch) is normative. (Peter Mahmud Marzuki, 2011)

The approach of this (normative) legal research is a conceptual approach. The conceptual approach departs from views and doctrines in legal science. By studying these views and doctrines, researchers find ideas that give birth to legal notions, legal concepts, and legal principles that are relevant to the issue at hand. An understanding of these views and doctrines is the basis for researchers in building a legal argument in solving the issue at hand. (Ahmad Ahmad, Muhammad Fachrurrazy, Mia Amalia, Engrina Fauzi, Selamat Lumban Gaol, Dirah Nurmila Siliwadi, 2024)

The data source used is the first primary data source, which is a data source related to and obtained directly from the data source, namely the Al-Qur'an, Hadith, and the Law on Halal Certification. Muslim consumers are

every Muslim who uses goods and / or services available in the community, for the benefit of himself, his family, other people or other living things outside for his own benefit. Article 4 letter a of Law Number 8 of 1999 concerning Consumer Protection clearly states the right to comfort, safety, and security in consuming goods and / or services. Article 8 paragraph (1) letter h of Law Number 8 of 1999 concerning Consumer Protection, hereinafter abbreviated as the Consumer Protection Law, stipulates that business entities are prohibited from producing and / or selling goods and / or services that do not comply with the provisions of the Consumer Protection Law. legal provisions. halal production, as stated in the "halal" statement on the label.

## **RESULT**

### **RESULT OF THE FIRST PROBLEM**

#### **Halal food certification as an instrument of consumer protection**

One of the basic and important needs for humans is food. Then in the matter of food consumption, there are considerations that underlie the food decisions chosen. Sometimes in choosing food, taste becomes the main factor that drives this consumption behaviour, then on the other hand it can be less concerned about the halal aspect.

Muslim consumers guided by Islamic law should pay attention to the halal aspect of the product and hope that every product consumed meets the criteria of halalness according to Islamic law. The fact that this aspect of halal contains spiritual values for a person, therefore Islamic law has set signs or provisions related to halal and haram in the study of food issues. (Faruq Naufaldi Bintoro & Muthoifin, 2024) Indonesia is a country that has the largest quantity of people in the world who are Muslims.

This gives clear demands for the implementation of aqidah by carrying out what is a religious provision and avoiding everything that is prohibited by Islam. One of the provisions of Islamic sharia is to consume all halal and good products (thayib) because it is an important point in Islam. (Eny Latifah & Yusuf Yusuf, 2024)

Halal food certification as an instrument of consumer protection is due to the need to provide assurance to Muslim consumers on the halalness of the products they consume. This is important because Muslim consumers have the right to obtain halal products in accordance with their religious teachings. In the context of Islamic economic law in Indonesia, consumer protection of halal products is not only limited to the halal label contained in the Food Law, but should also include other aspects of economic law, such as trade agreements,

distribution, advertising, packaging, as well as misuse of halal labels. (Azizah, 2017)

This certification indicates that the product has met the halal standards set by authorised institutions. In Indonesia, halal food certification is regulated in Law Number 33 of 2014 concerning Halal Product Guarantee (JPH Law). This law is an important milestone in legal protection for Muslim consumers in Indonesia. Muslim consumers are very concerned about the halal and hygiene aspects of the food, beverages, and other consumer products they use. Therefore, halal certification is a key factor in ensuring that these products comply with halal principles. (Qodir & Muhim, 2024)

Muslim consumers in Indonesia have the right to obtain halal products and guaranteed halalness. Halal food certification is one of the important instruments in protecting these consumer rights and is regulated in Law Number 33 of 2014 concerning Halal Product Guarantee (UU JPH) which is the main legal basis for halal food certification, BPJPH (Halal Product Guarantee Agency) acts as an institution that organises halal certification and halal labels are an important instrument to indicate the halalness of a product.

The Ministry of Religious Affairs began implementing the Halal Product Guarantee Agency (BPJPH) service tariff on 1 December 2021. This decision is regulated in the Decree of the Head of BPJPH Number 141 of 2021 and BPJPH Regulation Number 1 of 2021. The implementation of halal standardisation and assurance related to food and beverages in Indonesia has had a positive impact on various parties, including consumers, business actors, and the government. For consumers, halal standardisation and assurance provide certainty that the food and beverage products they consume are halal. For business actors, halal standardisation and assurance can increase product competitiveness in the global market. For the government, halal standardisation and assurance can encourage the growth of the halal industry. (Reza & Ilham Zainullah, 2024)

The establishment of halal certification and labelling seeks to provide peace of mind to customers while providing peace of mind to producers during the production process. Halal certification and labelling are becoming increasingly important as a result of economic globalisation which is actually to protect consumers. Based on Law Number 33 of 2014 concerning JPH and Law Number 8 of 1999 concerning Consumer Protection, producers are already required to implement halal certification. (Abmi, Fachrurrazy, and Hasan 2024)

The purpose of implementing this ratio is to ensure certainty and transparency of the cost of halal certification services in Indonesia. The BPJPH service tariff consists of two types, namely the main service tariff and the supporting service tariff. The main service tariff includes halal certification of goods and services, accreditation of Halal Examining Institutions (LPH), registration of halal auditors, halal auditor and supervisor training services, and competency certification of halal auditors and supervisors.

Meanwhile, supporting service tariffs include the use of land rooms, buildings, buildings, equipment and machinery, laboratories, and motorised vehicles. The provisions regarding the mandatory halal certification for all these products are contained in Article 4 which states that: "Products that enter, circulate, and are traded in the territory of Indonesia must be halal certified". (Yuanitasari & Kusmayanti, 2024)

The government provides convenience to business actors in the halal food certification process including submitting applications, examining and assessing, determining halalness, and issuing halal certificates and BPJPH implements an online system to facilitate the certification process. With halal certification, Muslim consumers can have confidence that the products they consume have met the established halal standards, so that it is an important part of efforts to protect the rights of Muslim consumers to halal products.

Increase Muslim consumer confidence in products in circulation and strengthen the competitiveness of halal products in the global market. The reality in the field is that there are still many products circulating without halal certification and a lack of understanding of business actors about halal certification. One cannot rely solely on the halal label attached to a product to determine whether the product is halal or haram. From an Islamic perspective, one must understand and recognise whether an item is halal or not halal for consumption. Halal literacy is the ability to distinguish halal and haram goods and services according to Islamic law. One of the techniques that can be done to improve public halal literacy is to promote halal socialisation, especially to business people and MSMEs. (Nufaisa et al., 2024)

Tabel 1. Number of Halal Certificate Issuances by Scale of Business

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Provinsi	mikro	kecil	menengah	besar	jumlah	tahun
Luar Negeri	0	6	14	783	803	2022
Aceh	395	0	0	0	395	2022
Sumatera Utara	911	34	17	53	1,015	2022
Sumatera Barat	1,989	10	1	3	2,003	2022
Riau	1,555	11	1	15	1,582	2022
Jambi	1	2	0	2	1,004	2022
Sumatera Selatan	1,581	3	0	4	1,588	2022
Bengkulu	405	1	0	0	406	2022
Lampung	10,98	38	6	11	11,035	2022
Kep. Bangka Belitung	528	2	0	0	530	2022
Kepulauan Riau	1,263	9	0	9	1,281	2022
DKI Jakarta	5,87	157	97	558	6,682	2022
Jawa Barat	19,419	319	145	461	20,344	2022
Jawa Tengah	18,566	110	33	118	18,827	2022
DI Yogyakarta	3,785	18	5	8	3,816	2022
Jawa Timur	22,738	150	86	212	23,186	2022
Banten	3,7	142	137	236	4,215	2022
Bali	290	22	5	15	332	2022
Nusa Tenggara Barat	672	1	0	0	673	2022
Nusa Tenggara Timur	97	3	0	1	101	2022
Kalimantan Barat	434	1	0	6	441	2022
Kalimantan Tengah	595	1	0	3	599	2022
Kalimantan Selatan	971	7	0	4	982	2022
Kalimantan Timur	1,006	12	5	2	1,025	2022
Kalimantan Utara	127	0	0	0	127	2022
Sulawesi Utara	128	5	3	1	137	2022
Sulawesi Tengah	930	2	0	2	934	2022
Sulawesi Selatan	1,488	14	8	6	1,516	2022
Sulawesi Tenggara	237	1	0	0	238	2022
Gorontalo	293	1	0	3	297	2022
Sulawesi Barat	514	0	0	0	514	2022
Maluku	158	4	0	0	162	2022
Maluku Utara	218	2	0	1	221	2022
Papua	52	0	0	0	52	2022
Papua Barat	31	2	0	0	33	2022
Pusat	390	226	428	1,02	2,064	2021
Aceh	3	0	0	0	3	2021
Sumatera Utara	83	45	44	22	194	2021



Sumatera Barat	420	51	24	5	500	2021
Riau	326	32	33	14	405	2021
Jambi	145	11	11	0	167	2021
Sumatera Selatan	599	74	45	2	720	2021
Bengkulu	14	13	1	0	28	2021
Lampung	176	40	28	6	250	2021
Kep. Bangka Belitung	107	22	0	1	130	2021
Kepulauan Riau	336	21	24	11	392	2021
DKI Jakarta	931	25	9	1	966	2021
Jawa Barat	725	49	45	11	830	2021
Jawa Tengah	1,546	256	44	24	1,87	2021
DI Yogyakarta	153	117	23	7	300	2021
Jawa Timur	1,147	278	181	73	1,679	2021
Banten	630	134	128	43	935	2021
Bali	101	34	32	6	173	2021
Nusa Tenggara Barat	85	26	11	1	123	2021
Nusa Tenggara Timur	3	8	5	0	16	2021
Kalimantan Barat	229	6	3	2	240	2021
Kalimantan Tengah	13	7	7	0	27	2021
Kalimantan Selatan	122	114	27	3	266	2021
Kalimantan Timur	162	10	10	2	184	2021
Kalimantan Utara	62	14	0	3	79	2021
Sulawesi Utara	33	13	8	0	54	2021
Sulawesi Tengah	9	5	1	0	15	2021
Sulawesi Selatan	207	88	33	17	345	2021
Sulawesi Tenggara	9	3	0	0	12	2021
Gorontalo	82	0	1	1	84	2021
Sulawesi Barat	5	0	0	0	5	2021
Maluku	8	1	1	0	10	2021
Maluku Utara	27	2	1	1	31	2021
Papua	8	0	0	0	8	2021
Papua Barat	0	0	0	0	0	2021

<sup>1</sup>Source: <https://satudata.kemenag.go.id/dataset/detail/jumlah-penerbitan-sertifikat-halal-menurut-skala-usaha>

The free service rate does not mean that the halal certification process does not cost money. In the process of implementing halal certification through the self-declaration pathway, there is a service fee for business actors' halal certification applications of IDR 300,000. the fee rate can be budgeted through the APBN, APBD and from facilitators who facilitate MSMEs. (Aslikhah & Farida, 2023) In order to advance halal certification in Indonesia so that a

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<sup>1</sup> [Source of the table](#)

halal product market mechanism is formed, socialisation is needed related to literacy about halal products and halal certification to the public.

The openness of human understanding of the importance of halal certification is still very minimal. Openness of public understanding regarding the importance of the halal label in becoming a form of guarantee for the halalness of products in circulation. So if halal certification has been obtained, micro business actors can expand their target market to the halal market. That way the government can carry out its duties in providing services for halal products and can provide guarantees for the halalness of products circulating in the community. (Arifin, 2023)

Halal product guarantee certification is a consequence of all business actors in Indonesia and is mandatory as a responsibility for consumers for products consumed. (Muhammad aziz, 2017) Halal food certification as an instrument of consumer protection has an important role in realising the guarantee of safe, healthy and quality halal products. Efforts to optimise regulation, education, supervision, and multi-stakeholder cooperation need to be made to increase the effectiveness of halal certification and provide maximum protection for Muslim consumers.

BPJPH also issued a decision on halal certification obligations for micro and small businesses. Micro and small business actors can carry out halal certification obligations if their products are not risky or use materials that have been confirmed halal, have a simple production process, have a maximum annual sales of IDR 500 million, have a Business Identification Number (NIB), have a location, place, and Halal Product Process (PPH) equipment that is separate from non-halal products, have outlets or production facilities at most 1 location, and have been in production for 1 year before halal certification application.

In the case of an application for halal certification with a statement letter from the business actor (self-declaration), the service costs are borne by the service provider taking into account the state's financial capacity. For 2021, the payment amount for the self-declaration service fee component is IDR 300,000 (three hundred thousand rupiah).

However, the amount of these costs will be adjusted to the state's financial capacity in the 2022 fiscal year. In fact, there are still business actors who do not have a halal certificate. This condition is caused by economic

factors. Some economic factors are the high cost of certification and the long time it takes to get a halal certificate. (Iwan Zainul Fuad, 2010)

## **RESULT OF THE SECOND PROBLEM FORMULATION**

### **The Need for Legal Protection for Muslim Consumers**

In Indonesia, especially as a country with the largest Muslim population, it provides an opportunity for the principle of halal to be guaranteed constitutionally, so to provide legal certainty the enactment of Law number 33 of 2014 concerning Halal Product Guarantee. The guarantee of the implementation of Halal Products aims to provide comfort, security, safety, and certainty of the availability of Halal Products for the community in consuming and using Products, as well as increasing added value for Business Actors to produce and sell Halal Products. (Ilham et al., 2023)

One of these basic rights is the phrase 'security', security is not only from the physical product but also from the psychological aspect of consumers. Consumers feel safe that the products they consume do not violate the sharia they believe in so that they feel calm and comfortable as Muslims. Guarantee of halal certainty of food / beverage products, can be realised in the form of halal certificates. So that halal certificates become the obligation of business actors, the right for Muslim consumers. (Djuhrijani, 2023)

Muslim consumers, with the majority of Indonesia's population being Muslim, have special needs and rights when it comes to the consumption of halal products. Legal protection for Muslim consumers is important to ensure that they are protected from products that are not in accordance with Islamic law. Muslim consumers have the right to obtain halal products that are safe and guaranteed halal.

This right is protected by the 1945 Constitution Article 29 paragraph (2) which states that "Negara menjamin kemerdekaan tiap-tiap penduduk untuk memeluk agamanya masing-masing dan untuk beribadat menurut agamanya dan kepercayaannya". The rise of products labeled halal without official certification has the potential to mislead Muslim consumers. Legal protection is needed to prevent fraud and guarantee the authenticity of halal products. Products that are not halal may contain ingredients that are dangerous to health and conflict with religious values.

Legal protection plays a role in maintaining the health and safety of Muslim consumers. Muslim consumers have the right to feel safe and comfortable in choosing and purchasing products. Legal protection can increase the trust and comfort of Muslim consumers in transactions. In Law

Number 18 of 2012 concerning Food article 97 paragraph (1) "Setiap Orang yang memproduksi Pangan di dalam negeri untuk diperdagangkan wajib mencantumkan label di dalam dan/atau pada Kemasan Pangan".

Muslim societies are obliged to implement the Shari'a of Allah, which commands them to pay attention to their food. One way is to start from consuming, using, and selling everything that is definitely halal, more specifically, paying attention to the presence or absence of halal certificates on the products consumed. The indifference of restaurant owners to the importance of halal certificates can be said that they pay less attention to Allah's command to avoid consuming haram and pay attention to their food more selectively, vigilantly, and observantly. (Nasution et al., 2023)

Currently, halal food produced by business people is difficult to control. This is caused by advances in increasingly sophisticated food technology. Determining the halalness of food products requires special expertise. Halal food products are not only based on raw materials but also the production process, storage, packaging, distribution, sales and presentation of the product. Thus, whether food is said to be halal or not is difficult to determine because the process that must be gone through is quite long. (Sulistyowati et al., 2020)

The results showed that the JPH Law has provided legal protection for Muslim consumers regarding halal food certification. However, there are still several obstacles in the implementation of halal food certification. Various efforts to increase the effectiveness of legal protection for Muslim consumers related to halal food certification include; increasing the BPJPH budget, educating and socialising business actors about halal certification and strengthening supervision of products in circulation. As Micro, Small and Medium Enterprises (MSMEs) actors who have majority Muslim consumers can consider the regulations set by the government in accordance with the JPH Law regarding halal labels on each product, the purpose of halal certification is to provide certainty of the halal status of a product, thus consumers do not need to be afraid or worried about what they will consume. With this halal certification is one way to protect Muslim consumers in line with the positive law in Indonesia. (Devi & Mutoharoh, 2023)

The Halal Product Guarantee Act is only intended to provide protection and guarantees to consumers by providing halal certification. Producers also reap the benefits of this law, namely by having legal certainty for all goods produced, so that the UUJPH will have a positive impact on the business world. Halal product guarantees for each product can also provide benefits for

companies, considering that halal-certified products will be more chosen and favoured by consumers so that they can increase sales.

This is not only in demand by Muslims but also non-Muslim communities, because non-Muslim communities assume that halal products are proven to be of high quality and very good for the health of the human body. (Ma'ruf Amin, 2010)

The government has issued Law Number 33 of 2014 concerning Halal Product Guarantee (JPH) which regulates the implementation of halal product guarantees. The Halal Product Guarantee Agency (BPJPH) was formed to oversee and ensure the halalness of products circulating in the community. Products that have gone through the inspection process and declared halal by BPJPH will get a Halal Certificate. It is important to educate and socialise Muslim consumers about their rights and how to choose safe halal products. Although it has been enacted, Law Number 33 of 2014 concerning Halal Product Guarantee has not fully provided legal protection for Muslim consumers against food and beverage products that are not labelled halal.

The implementation of the Halal Product Guarantee Act has not been effective. This is indicated by the fact that there are still many food and beverage products that have been circulated among the public but do not or do not have a halal label. (Ia Hidarya & E. Badrudin, 2024) In addition, the halal certification process is also regulated in Article 4A of Law Number 11 of 2020 concerning Job Creation, the obligation for halal certification is carried out as a form of guarantee and protection for MSMEs. (Widiati & Azkia, 2023)

Currently, BPJPH does not have representation in the regions and is only represented by the Halal Product Guarantee Task Force (Satgas JPH) which is filled by employees of the Regional Office of the Ministry of Religion in each Province. So that the implementation of halal product guarantees is still centralised. The determination of the regional certification service coordinator is regulated in the Decree of the Minister of Religion of the Republic of Indonesia Number B.II/3/33453 dated 10 October 2019. In this Ministerial Decree, an Administrator or Head of Division in charge of halal products at the Regional Office of the Provincial Ministry of Religion is appointed. The Head of this Division will be given additional duties as the coordinator of regional certification services until the establishment of the Regional Halal Product Guarantee Agency. The coordinator of halal certification services in Banten Province is the Head of the Islamic Religious Affairs and Sharia Development Division. (Fatima et al., 2023)

In general, the use of halal labels on products, especially food, is intended to distinguish halal products from non-halal products. In more detail, the halal

label includes the inclusion of halal text or statements on product packaging to indicate that the product concerned has halal product status. To be able to put a halal label on your packaging, you must first have a halal certificate. With the halal logo printed on the packaging, you can be sure that the product is halal and does not contain non-halal ingredients. (Fatima et al., 2023)

Awareness in the context of halal means understanding what is good or allowed to be consumed and understanding what is bad or should not be consumed in accordance with the rules in Islam in the Qur'an and Hadith. (Fadhila & Tricahyono, 2020) So, legal awareness is a condition that arises in a person because of the knowledge and understanding of a particular law so that he can accept the law or vice versa. Forming community habits that are aware and obedient to the law is one of the goals of making rules and norms. If in a country the people have good legal awareness and compliance, the more orderly the life of the community will be and vice versa. (Ratih Rahayu & Akhmad Yusup, 2022)

Overall, the regulation of halal food products in the Food Law is only limited to information regulation because halal labels 'for those required' and food advertisements "halal as required" aim to provide symmetrical information to consumers, before buying and consuming the food products. As Article 96 paragraph (1) states, Food labelling aims to provide correct and clear information to the public about each packaged food product before purchasing and/or consuming food. (Rokayah & Ayu, 2023)

Efforts to ensure consumer protection such as the UUPK as the basis for consumer protection, one of which refers to the objectives, rights and obligations of consumers and producers, Food Law Number 18 of 2012 in Article 97 which regulates the labelling of packaged food, Law Number 69 of 1999 concerning Food Labels and Advertising in Article 10 and Decree of the Minister of Health of the Republic of Indonesia Number 82/Menkes/SK/VII/1996 concerning Halal Marking on Food Labels, issued as an implementer of the Joint Decree of the Minister of Health of the Republic of Indonesia and the Minister of Religion of the Republic of Indonesia Number 427/Menkes/SKB/VII/1985 and Number 68 of 1985 concerning the Inclusion of the Word "halal" on food labels. (Yusandi, 2018)

Various government efforts have been made to protect consumers from the circulation of food products without halal labels, which is also reflected in the Halal Product Guarantee Bill (JPH). JPH is a legal guarantee relating to the

subject as evidenced by a halal certificate, halal registration number, and halal label. Article 3 explains that the implementation of JPH is: (Yusandi, 2018)

- a. Ensure the comfort, safety and security of the public when consuming or using Halal products;
- b. Creating a JPH system to ensure the availability of halal products;
- c. Increase awareness of the importance of JPH;
- d. Strengthening the capacity of economic actors to guarantee halal products;
- e. Increase openness and access to halal product information.

It is very important to have halal labelling so that Muslim and non-Muslim people can distinguish food that is traded in Indonesia must be guaranteed halal, because the majority of the Indonesian State is a Muslim population, so it can be clearly signed that the food is not halal, besides that it also helps and avoids the confusion of consumers who are in a hurry to shop for food. (Ulfa, 2023) Based on the Law of the Republic of Indonesia Number. 33 of 2014 concerning halal product assurance, traders are required to provide non-halal information on products that are considered haram according to Islamic sharia. (Habiburrahman, H., & Novia, 2023)

Legal protection for Muslim consumers is important and urgent to be realised. Structured and comprehensive efforts need to be made to improve the rights and access of Muslim consumers to halal products, as well as to create a conducive halal ecosystem in Indonesia. Although there are some sanctions given if you do not have a halal certificate and include a halal label on food packaging. Although the law threatens very strict sanctions, it is proven that it will not be able to control the behaviour of community members. (Soetandyo Wignjosoebroto, 2008)

## **CLOSING**

The JPH (*Halal Product Guarantee's*) Law provides legal certainty and protects Muslim consumers in choosing halal products. Muslim consumers have the right to obtain clear and correct information about the halalness of products, and business actors are obliged to guarantee the halalness of their products. BPJPH plays an important role in ensuring product halalness and providing sanctions for violations of the JPH Law.

The existence of various laws and regulations relating to halal labelling on food shows that the regulation is still partial. However, the existence of

Law of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Guarantee provides more legal certainty. Business actors who are required to include a halal label on food are one of the moral responsibilities of business actors.

From the side of Muslim consumers, halal labels on food provide inner peace. Islam requires its people to consume halal food. The state has issued Law of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Guarantee as a form of protection for Muslim consumers.

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