



Systematic Review on Indonesia Halal Certification

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The implementation of the law mandates the establishment of a new government agency under the Ministry of Religious Affairs, namely the Halal Product Guarantee Agency (BPJPH), which was previously handled by LPPOM MUI. Halal certification aims to serve the interests of Muslims and support them in practicing their religious teachings. This study aims to examine the development of research on “Halal certification in Indonesia” published by journals on this topic. The data used are secondary data obtained from scientific publications indexed by the Scopus database of 106 documents. This research uses a qualitative method with a bibliometric approach, which is processed using VOSviewer software. The results of the study show that there are 4 research clusters including halal certification system in indonesia, consumer perceptions and halal certification in indonesia, halal cosmetics and halal certification in indonesia, implementation of halal standards and halal certification in indonesia.

Keywords: Halal Certification; Indonesia; Bibliometric; VOSviewer

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INTRODUCTION

The development of the halal industry is now accelerating, no wonder industry players are competing to present their best innovations to take advantage of existing opportunities. Based on the State of the Global Islamic Economy Report 2022 issued by Dinar Standard, Indonesia has successfully ranked fourth in the world of the halal industry. The Indonesian population also contributes to the development of the halal industry, which is the largest consumer of halal products in the world. In line with the rapid growth of the world's halal business, Indonesia is referred to as "The Hidden Treasure" to unlock the huge market potential in the halal industry (Wilson et al. 2013). This is supported by the fact that Indonesia accounts for 12.7% of the total Muslim population (World Population Review 2023). The Indonesian government fully supports the development of the halal industry by passing the Law on Halal Product Guarantee No. 33 of 2014 that every product that enters circulates and is traded in the territory of Indonesia must be halal certified.

The implementation of the law mandates the establishment of a new government agency under the Ministry of Religious Affairs, namely the Halal Product Guarantee Agency (BPJPH), which was previously handled by LPPOM MUI (Sujibto & Fakhruddin, 2023). Halal certification aims to serve the interests of Muslims and support them in practicing their religious teachings (Hong et al., 2020; Koeswinarno, 2020). From the producer side, halal certification can help producers distribute products to a wider range of consumers, especially in Muslim countries (Mohayidin & Kamarulzaman, 2014). Seeing that the global demand for halal products continues to increase, the fulfillment of halal certification is a must as a guarantee to consumers. With halal certification, SME products in particular will gain added value so that it will increase the competitiveness of Indonesian products in the international arena (Ratnasari et al., 2019).

The adoption of halal certification based on the concept of sharia, which is based on Islamic religious beliefs, especially in the food industry, has been recognized as a standard measure of product quality that brings considerable benefits (Rafiki & Wahab, 2016). It is a fact that halal-certified products are one of the fastest growing markets at 8.9% per year with a market volume of US\$2 trillion for food, medicine, cosmetics, fashion, tourism and media (DinarStandard, 2022) This figure does not include the Islamic finance industry which

contributes to the growth of the halal industry This shows that the potential for the implementation of halal certification in the business world is not limited to its function and role in relation to the identity of Muslims, Islam ensures that the interests of all parties in business transactions are safeguarded while balancing profit orientation and community welfare (Abdullah & Ahmad, 2010).

The Indonesian government continues to increase public awareness about the importance of consuming halal products with the launch of the Sehat (Free Halal Certification) program by the Ministry of Religious Affairs. The Sehat program is specifically for micro and small businesses (MSEs), because most of them do not yet have a halal certificate. This program is expected to be a new spark of enthusiasm to rise from the downturn caused by the pandemic, and it is hoped that more MSEs can penetrate the global halal market. With halal certification, the government eroures that busines actors not only meet halal and hygiene requirements, but also increase the positive image of halal product assurance.

From some of the literature on halal certification services, the author tries to review the mapping of the study literature on the topic. This research uses bibliometric analysis to help solve crucial problems in scientific publications, such as mapping the authors of relevant articles, article sources, article publishing organizations, countries/regions and keywords along with their development trends. Therefore, this study specifically aims to conduct a thorough literature review to help academic researchers and practitioners see research gaps to further explore research on halal certification services in the future.

BACKGROUND THEORY

Halal Certification

The word halal comes from the verb "halla", which means lawful, legal, or permitted, while another word for halal is "haram", which means forbidden, which includes everything that is forbidden according to Islamic law (Annabi & Ibidapo-Obe, 2017). The foundation that guides Muslims on halal is clearly stated in the Qur'an, "O you who believe! Eat of the good sustenance We have given you and give thanks to Allah, if indeed to Him you worship." (Al-Baqarah: 172). There are many more Qur'anic verses that state the same principle. The verse implies that there are two conditions that must be met before food is considered suitable for consumption, namely halal (permissible) and thayyib

(good). Both of these require assured processing of foodstuffs along the supply chain. So traceability needs to be applied at all stages, from production to distribution (Rashid & Bojei, 2020). Therefore, halal certification of a product is needed to ensure that all supply chain activities fulfill these two requirements.

Halal certification is a process to obtain a halal certificate through several stages to prove that the ingredients, production process and Halal Assurance System (5JH) meet LPPOM MUI standards (Warto & Samsuri, 2020). After the implementation of the Halal Product Guarantee Law Number 33 of 2014, halal certification is defined as recognition of the halalness of a product issued by the Halal Product Guarantee Agency (BPJPH) based on a written fatwa issued by the Indonesian Ulema Council (MUI). In Indonesia, the institution authorized to carry out halal certification before the enactment of the JPH Law which was carried out voluntarily was the Indonesian Ulema Council (MUI) which was technically handled by the Institute for the Assessment of Food and Drugs, and Cosmetics (LPPOM). Certification of halal products is a series of processes that must be passed by business actors, both individuals and business entities in the form of legal entities or not legal entities to obtain halal certificates (Hakim et al., 2022). Halal certificates are considered a quality control standards that is an important consideration when consumers buy products, especially products made by non-Muslim producers (Oemar et al., 2022).

Previous Study

There have been many empirical studies that discuss halal certification services in the last decade. Abdul et al. (2013) investigated the perception of halal certification among food MSEs in Yogyakarta, Indonesia. MSEs that already have a halal certificate report that the halal certification process is not strict or complicated. MSEs also believe that halal certificates can increase market share and develop their business by instilling consumer confidence in their products, namely providing a sense of security. On the other hand, food MSEs that do not yet have halal certificates consider the halal certification process to be complicated and time consuming. This is also in line with other studies by Prabowo et al. (2015), Viverita & Kusumastuti (2017), Giyanti & Indriastiningsih (2019), Santoso et al. (2021). Some of these studies show that the intention to carry out halal certification is influenced by perceptions related to procedures.

Nusran et al (2018) analyzed the factors that influence halal product awareness in Malaysian Muslim consumers. The results show that religiosity has more influence on behavior than knowledge related to halal and there is a significant difference in respondents behavior between halal food and halal cosmetic products. The findings of this study also show that the awareness of Muslim consumers in Malaysia not only knows how to slaughter according to sharia, but also knows related to the environment, hygiene, animal welfare, and food safety. Research on producer awareness was also conducted in Indonesia, by Oemar et al. (2022) discussing halal awareness of halal food MSEs in West Java Province. The findings show that halal awareness is influenced by halal knowledge and perceived benefits. In addition, halal awareness has a positive effect on the intention to obtain a halal certificate, but intention is not significantly influenced by attitudes towards producing halal food and perceptions of procedures for obtaining halal certification.

The work of Sujibto & Fakhruddin (2023) discusses the understanding of halal and halal certification among non-Muslim business communities in Indonesia, focusing on SME owners. The results showed that the understanding of halal is very limited. Non-Muslim SME business owners revealed that halal certification tends to focus on religious aspects, so they prefer BPOM certification over halal certification because halal does not have a direct impact on them and the non-Muslim community. This shows that knowledge about other aspects of halalness, such as hygiene and health, has not been well socialized in the community. Rafiki & Wahab (2016) examined the relationship between human resources and the acquisition of halal certification. Using logistic regression analysis, the results show that the four variables; perception of owner experience, motivation, training and education have an influence on the acquisition of halal certification. By having the four components of human capital, the owner is able to analyze the right actions to obtain halal certification.

METHOD

This study uses secondary data obtained from scientific publications with the theme "Halal Certification in Indonesia". Data is collected by searching for scientific publications indexed by the Scopus database using the keyword "Halal Certification Indonesia". Then journal articles were selected based on their relevance to the research topic. Total of 106 scientific publications were found on the topic of "Halal

Certification in Indonesia”. The development of publication trends related to this topic was analyzed using the help of VOSviewer software, to be able to visualize bibliometric maps and allow for more detailed analisis. This research uses a descriptive qualitative approach with meta-analysis and literature studies. The qualitative method used with this research is also referred to as a constructive method, where the data collected in the research process will be constructed into themes that are easier to understand. The sampling technique used in this research is purposive non-probability sampling method, which aims to fulfill certain information in accordance with the desired research objectives. Meta analysis aims to integrate previous studies with related topics to evaluate the results of existing studies.

RESULTS AND DISCUSSION

This research discusses “Halal Certification in Indonesia” by utilizing 106 publications of journal articles indexed in Scopus. Bibliometrics is a method used to measure and evaluate scientific performance by taking into account factors such as citations, patents, publications, and other more complex indicators. Bibliometric analysis is conducted to evaluate research activities, laboratories, and scientists, as well as the performance of countries and scientific specializations.

Some of the steps in bibliometric analysis include identifying the background of the research, collecting the database to be used, and determining the main indicators to be used in the research.

This section will deepen the results of the meta-analysis by showing a visual mapping chart that illustrates 106 journals related to “Halal Certification in Indonesia”. In this study, mapping was carried out by analyzing keywords and important or unique terms contained in journal articles. Mapping is a process to identify knowledge elements, configurations, dynamics, dependencies, and interactions between these elements (Khairunnisa, 2020; Rahayu, 2021). The results of network visualization of 106 journals with the theme “Halal Certification in Indonesia” will be explained in more detail in the next section.

Bibliometric Author Mapping

By using bibliometric analysis using VOSviewer software, a mapping of authors who contribute to the field of “Halal Certification in Indonesia” is obtained. The resulting image provides a visual representation of the mapping, the bigger and brighter the point marked in yellow, the more the number of journal publications related to the theme “Halal Certification in Indonesia” that have been published by that author.

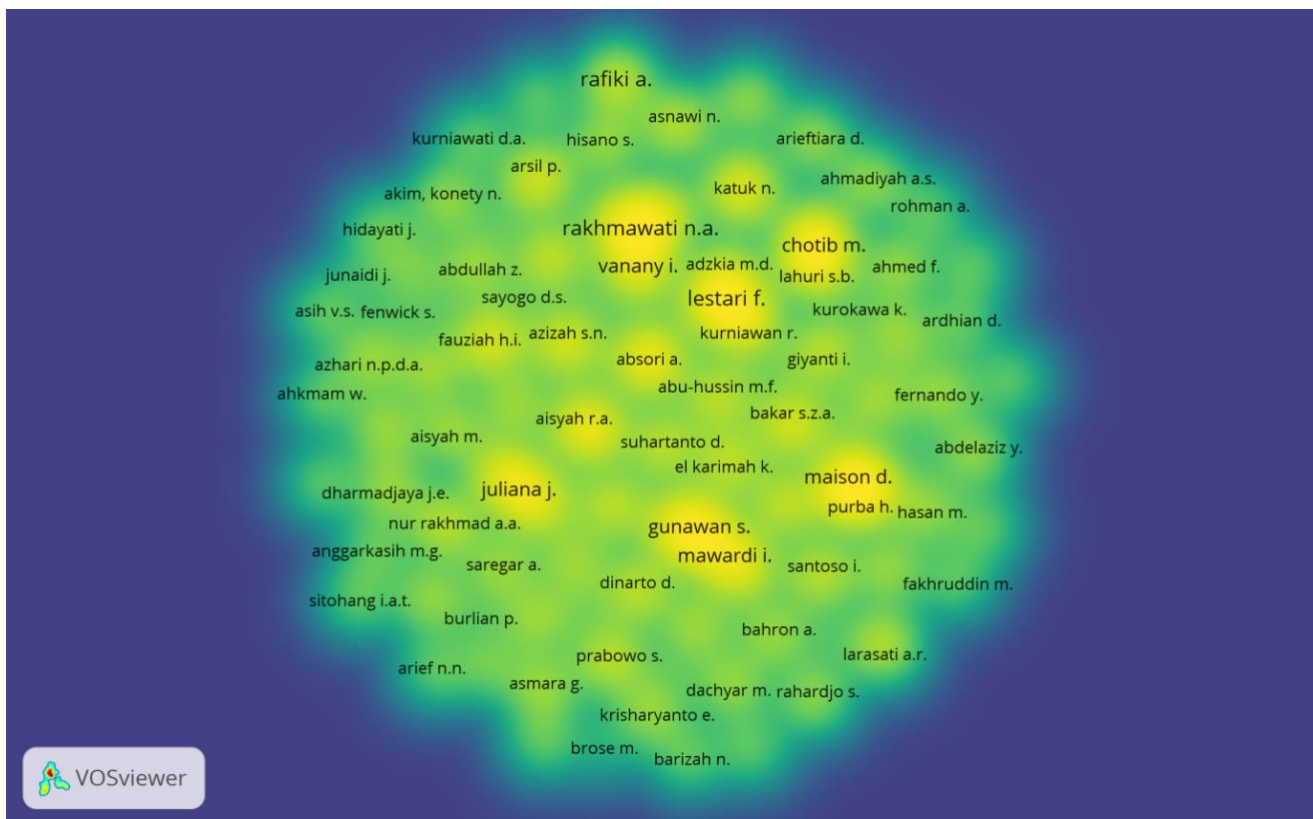


Figure 1. Authors mapping

The figure above explains that the cluster density in the bibliometric map depends on the intensity of the yellow color shown. And the yellow color on the map depends on how many items are related to other items. For this reason, this section is very important to get an overview of the general structure of the bibliometric map that is considered important to analyze. From this, it is possible to identify the authors who publish the most works.

In general, each author or researcher has different tendencies in each publication of their work. On some occasions, an author appears as a single author, but on other occasions the author can write together with other authors or researchers, so that it will affect the density of the cluster and some clusters show different densities. However, authors who have a large enough cluster density identify that the author has

published the most research on the theme “Halal Certification in Indonesia”, when compared to authors whose cluster density is lower, so the results found can be a reference for other researchers in the future. From the results of the analysis, it was found that the authors who published the most publications related to Social “Halal Certification in Indonesia” were Rakhmawati N. A; Gunawan S; Mawardi I; Maison D; Juliana J; Lestari F; Vanani I; Chotib M; Rafiki A; dan Aisyah R. A.

Bibliometric Organization Mapping

In bibliometric analysis, it can be seen where the author’s organization comes from. Thought these results, it can be interpreted which institutions have written the most publications related to “Halal Certification in Indonesia”.

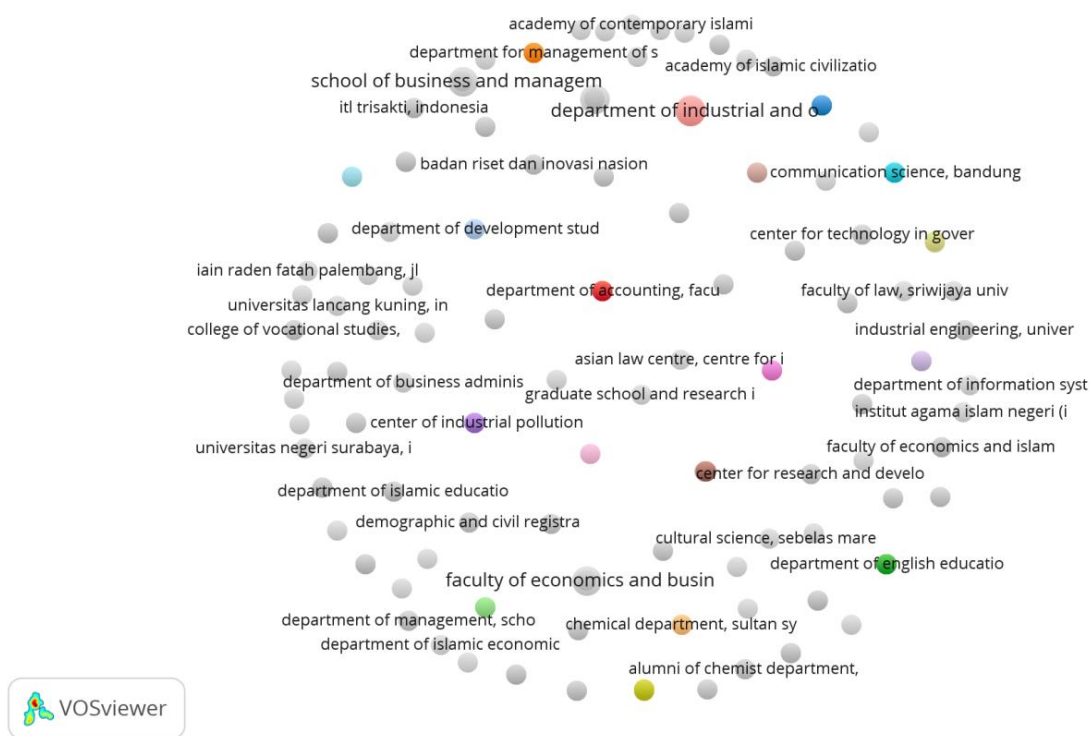


Figure 2. Organizations mapping

Based on the figure above, it can be concluded that the cluster of institutions seen with a large circle indicates the productive level of the institution in contributing to publishing research on the theme “Halal Certification in Indonesia”. The largest number of institutions is calculated from the number of publications and the number of links to other institutions, where an author can write many papers in different journals. Based on the figure, the institutions

that contribute a lot to the research “Halal Certification in Indonesia” are Department of Industrial and Organizational Psychology, Airlangga University, School of Business and Management, Institut Teknologi Bandung Department of Information Systems, Institut Teknologi Sepuluh Nopember; and Faculty of Economics and Business, Airlangga University.

awareness that still considers halal only as a religious issue. The results of this study found that the halal issue is a huge opportunity to increase the strength of the agribusiness economy through strengthening the agriculture-based industry. Halal certification as a comprehensive system to ensure product quality and can be used to achieve an advantage in market competition by meeting the needs of consumers who ask for halal assurance. Products that have been certified halal will be easier to enter international markets that are increasingly accommodating to the values believed by Muslims.

Faidah (2017) examines halal certification in Indonesia from civil society to power relations between the state and religion. The results of his research state that before the enactment of the JPH Law, the halal certification system was under the supervision of the Indonesian Ulema Council (MUI) through the Institute for Food, Drug and Cosmetics Assessment (LPPOM). The MUI fatwa commission is responsible for determining halal products, and halal labels are issued by the Food and Drug Monitoring Agency (BPOM). However, this structure causes weaknesses in LPPOM's position as it does not have the authority to force manufacturers to certify, as halal certification is voluntary and not mandatory. In addition, the function of supervision and enforcement is also weak because there is no legal provision that requires companies to certify their products. However, with the JPH Law, the dualism of halal certification institutions is eliminated and becomes the authority of the Ministry of Religion. This provides a string legal basis for requiring halal certification for products and improving the monitoring and supervision system for halal products.

Akim et al. (2019) describe the shift in the halal certification system in Indonesia from society-centric to state-centric. This study explains in detail the needs of domestic consumers for a legally strong halal guarantee system and the spread of global halal trends, which led to the birth of Law Number 33 of 2014. The law makes halal certification mandatory, not voluntary, whose supervision is carried out through the regulation of LPPOM MUI transferred to the supervision of the Ministry of Religion through the Halal Product Guarantee Agency (BPJPH). The results showed that the state-centered halal certification system has more benefits than the community-centered system implemented in Indonesia before. However it cannot be proven because the new system has not yet been implemented and the supporting infrastructure is not really ready to operate.

Other relevant studies include Wardo & Samsuri (2020) explaining halal certification and its implications for the halal product business in Indonesia, Zulianto & Aslami (2022) explaining the implementation of a halal certification management system for Medan city MSME players; Anggarkasih & Resma (2022) analyzing the importance of halal certification of processed food by SMEs to increase export opportunities; Shalihin & Hidayati (2020) explain the lean service approach to the halal certification service system using cost integrated value stream mapping; Hidayat & Afrizal (2022) explain the application system for checking the status of halal products using Android and Web-based QR-Code; and Park (2016) examines a comparative study of the determination of halal certification policy Key Players between Indonesia and Malaysia.

Cluster 2: Consumer Perceptions and Halal Certification in Indonesia

Research that discusses topics related to cluster two is still quite rare. This proves that there are still many research opportunities to study consumer perceptions of halal certification in Indonesia, given the mandatory halal certification in Indonesia. Among the research related to this topic is Afendi (2020) analyzing the effect of halal certification, halal awareness and product knowledge on purchasing decisions for halal fashion products. This study discusses that in this modern era many companies produce halal-labeled fashion products to increase selling value and increase public awareness of the importance of buying halal-labeled products according to religious law. The results concluded that halal certification has a positive but insignificant effect on purchasing decisions for halal-labeled fashion products. Halal awareness has a positive and significant effect on product purchasing decisions. Product knowledge also has a positive and significant effect on purchasing decisions.

Hudrasyah (2017) examined the relationship between factors that influence the purchase intention of halal products, the case of instant noodle consumption among Muslim students in Bandung. The three factors that influence purchase intention that have been tested are halal awareness, halal certification and personal community perceptions. The results showed that there is a significant relationship between the two independent variables (purchase intention of halal products). It can be concluded that halal awareness does not have a significant relationship to purchase intention. This study is important for products.

Purwanto et al. (2021) analyzed the factors that influence consumer interest in buying halal processed food. The results showed that halal awareness, brand image, halal certification, health reasons, and perceived value have a positive and significant effect on purchase intention. Then research from Rafiki (2019) analyzes the impact, perceptions and challenges due to halal certification case study at Toko Zulaikha. The results of this study explain that Halal certification has a major impact on Zulaikha's business, resulting in increased sales and gaining the trust of Muslim consumers. Today, the owner of Zulaikha has become a successful entrepreneur in the Halal food industry in Indonesia.

Cluster 3: Halal cosmetics and halal certification in Indonesia

There are quite a lot of studies on the topic of halal cosmetics and halal certification, among these studies are Aisyah (2016) explaining consumer demand for halal cosmetics and personal care products in Indonesia. This study indicates that attitudes, subjective norms, perceived behavioral control, and consumer purchase intentions have a positive influence on consumer decisions to buy cosmetics and body care products that have a halal label. By understanding consumer purchasing behavior that can predict the need for halal-labeled cosmetics and body care products, marketers can design appropriate marketing strategies to meet consumer needs. This in turn will encourage the growth of the halal product industry in Indonesia.

Widyanto & Sitohang (2022) investigated the antecedents of Muslim millennials purchase intention for halal-certified cosmetic and pharmaceutical products by extending the theory of reasoned action (TRA) through the inclusion of religiosity (RG), halal knowledge and halal certification as exogenous constructs in addition to TRA subjective norms, with attitude as the mediating variable. The results concluded that attitude fully or partially acts as a link between all exogenous variables. Sense of responsibility and subjective norms do not have a direct and significant relationship with purchase intention, but their influence on purchase intention occurs indirectly through attitude. In addition, knowledge of halal and halal certification also act as partial mediators between purchase intention and attitude. By understanding the relationship between these latent constructs, halal industry players can use these findings to understand the importance of halal aspects in their products, especially halal certification, in the context of Muslim millennials. This allows them to

design appropriate policies and strategies to attract an increasingly potential market share.

Herlina et al (2020) explored what variables influence the halal awareness of Muslim millennials on their decisions in choosing cosmetics/skincare. The background of this study is due to the Indonesian government's policy which has launched all cosmetics circulating in Indonesia must have halal certification in 2019. Therefore, it is important for Muslims in Indonesia to have halal awareness in consuming cosmetics and skincare products. The results showed that Halal Product knowledge has a significant effect on Islamic understanding which indirectly affects the adoption of Halal cosmetics. This means that their knowledge of halal products makes their awareness of halal products also increase.

Other relevant studies are Handriana et al (2021) explaining the purchasing behavior of the millennial female generation towards halal cosmetic products; Widiastuti et al (2023) analyzing the driving factors for switching intentions to use halal cosmetics in Indonesia; Bachtiar (2022) examining halal certification of Indonesian cosmetic products, and Sari et al (2022) analyzing the effect of religiosity and product knowledge on customer loyalty with halal perception as a mediating variable.

Cluster 4: Implementation of Halal Standards and Halal Certification in Indonesia

Research related to the implementation of halal standards and halal certification in Indonesia is still quite rare. Research relevant to this topic includes Ab Latiff et al (2022) examining halal certification procedures on halal pharmaceutical products in Malaysia and Indonesia. This study explains that halal is not only focused on food products or consumer goods, but also includes pharmaceutical products and medicines. As the majority of the population in Malaysia and Indonesia are Muslims, regulations, standards and guidelines in the context of halal pharmaceuticals have been developed by the halal authorities of both countries to ensure that the pharmaceutical industry complies with national and global halal requirements. However, the implementation of regulations, standards and guidelines that have been developed by various agencies can differ and result in various effectiveness and ultimately require a clear understanding. The results show that halal-certified pharmaceutical products are strictly regulated and must be proven halal, safety, quality and effectiveness under the laws in Malaysia and Indonesia. At the same time, these regulations, standards and guidelines, which have

been developed towards the enforcement and improvement of halal medicines in Malaysia and Indonesia, are of great benefit to Muslim consumers in both countries.

Nafis (2019) explains that the concept of halal and haram is a fundamental principle in Islam. In addition to paying attention to the halalness of a product, consumers must also pay attention to the *thayyib* aspect of consuming the product. Therefore, it is important to implement halal certification as a guarantee of product halalness. The Indonesian Ulema Council (MUI) has set halal standards in accordance with Islamic law and acts as a pioneer in halal certification. However, in practice, the halal certification process in Indonesia still faces several obstacles.

CONCLUSION

The results showed that the authors who made the most publications related to Social "Halal Certification in Indonesia" were Rakhmawati N. A; Gunawan S, Mawardi 1, Maison D; Juliana J. Lestari F. Vanani I, Chotib M. Rafika A, and Aisyah R. A. The institutions that contributed the most were Department of Industrial and Organizational Psychology Airlangga University School of Business and Management, Bandung Institute of Technology; Department of Information Systems, Sepuluh Nopember Institute of Technology; and Faculty of Economics and Business, Airlangga University. Then the countries that contribute the most to the research "Halal Certification in Indonesia" are Indonesia, Malaysia and Australia. The results of bibliometric mapping also show 4 research clusters including halal certification system in Indonesia, consumer perceptions and halal certification in Indonesia, halal cosmetics and halal certification in Indonesia, implementation of halal standards and halal certification in Indonesia.

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