Original Article

Development Of The World Halal Industry Halal Guarantee System In Its Development In Some Countries

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Abstract:

This article discusses the development of halal guarantee systems in several countries and its implications for the global food and beverage industry. With increasing consumer awareness of halal products, demand for halal products continues to increase significantly. Therefore, countries that have large Muslim populations or significant export markets to Muslim-majority countries have developed comprehensive halal assurance systems. This article examines some of the approaches taken by countries such as Malaysia, Indonesia, Turkey and the United Arab Emirates in building and managing their halal assurance systems. Apart from that, the economic, social and political implications of this halal guarantee system are also discussed. Through this analysis, this article provides insight into how the halal guarantee system plays a role in driving the growth of the food and beverage industry in an increasingly developing global market.

Keywords: Halal Guarantee System, Development, Country, Global Market

Introduction

In the increasingly growing era of globalization, the need for food safety and halal products has become a major focus for consumers throughout the world, especially for Muslim communities who practice the principles of their religion in their daily lives. (Nahlah et al., 2023) Halal, which literally means "permissible" or "in accordance with Islamic law," does not only cover aspects of food and beverages, but also extends to various sectors, including pharmaceuticals, cosmetics, and tourism. The halal guarantee system has become very important in guaranteeing compliance with halal principles and ensuring the products produced meet the standards set by the Islamic religion. Different countries have adopted different
approaches in the development and implementation of their halal assurance systems, which is reflected in the diversity of halal regulations and certification around the world.

This article aims to explore the development of halal assurance systems in several countries that have significant Muslim populations or strong economic influence on global markets. Through an in-depth look at the approaches taken by countries such as Malaysia, Indonesia, Turkey and the United Arab Emirates, we will highlight the evolution of halal assurance systems, the challenges faced and the implications for the food and beverage industry in an increasingly complex global market. By understanding the role and impact of the halal assurance system, we can identify opportunities and challenges in meeting consumers' increasing demands for halal products in the contemporary era (Affendi et al., 2022).

Method

The method used is more emphasis on analytical and descriptive approaches to describe and analyze the development of halal guarantee systems in various countries. The method used is Data Collection. Data will be collected through literature studies which include scientific journals, books, government reports, and news sources related to the halal guarantee system in the countries studied.

Comparative Analysis. The data obtained will be analyzed comparatively to understand the differences and similarities in the approach and implementation of halal guarantee systems in countries such as Malaysia, Indonesia, Turkey and the United Arab Emirates. This method will provide a solid framework for exploring and analyzing halal assurance systems in various countries, as well as their implications for the food and beverage industry holistically. (Sugyono, 2016). In the article about "Halal Guarantee Systems in Their Development in Several Countries," the theoretical basis can include several concepts and theories that are relevant to understanding the dynamics of the halal guarantee system and its impact on the food and beverage industry. Here are some theoretical foundations.

Halalan Tayyiban Theory

Islamic Economic Theory is a theoretical basis that understands economic concepts in the context of Islamic values and principles, including halal and haram in the production, distribution and consumption of goods and services. The concept of "halal" not only means "permissible," but also "tayyib," which means good, clean, and beneficial. The Qur’anic verse that underlies this concept is QS. Al-Baqarah (2): 168:

يُلْهِبُهَا النَّاسُ كُلُّها مَمَّا فِي الْأَرْضِ حَلَّةً طَيِّبًا وَلا تَتَبَيَّنَوا حُلُوطَاتِ الشِّيْطَانِ إِلَّا أَنْ أَتْلِمَ عَنَّهُمْ

It means

O people, eat some (food) on earth that is halal and good and do not follow the steps of Satan. Indeed, for you he is a real enemy.

Muamalat Fiqh Theory (Islamic Transaction Law)

Fiqh Muamalat is a branch of Islamic law that regulates relationships and transactions between individuals. The principles in Fiqh Muamalat include the prohibition of riba (interest), gharar (uncertainty), and maysir (gambling). halal
guarantee system, these principles underline the importance of honesty, transparency and fairness in the production and sales process of halal products. The implications of this include ensuring that products labeled halal truly comply with recognized standards. (Syaripudin & Zamzam, 2023). Concept istihsan is a principle in Islamic law that allows exceptions from a general rule to achieve justice or greater benefits. In a halal context, this can mean using certain methods that may not be common but are necessary to achieve better halalness. The implications of the halal guarantee system can apply istihsan in overcoming the challenges of modern technology and production, as long as the basic principles of sharia are maintained. Concept ijtihad is an effort made by ulama to issue a fatwa or explanation of sharia law that is not explicitly mentioned in the Qur’an and Hadith. Ijtihad is needed in new situations that have no precedent in classical texts. Implications: Developing and adapting a halal guarantee system in the modern era requires ijtihad to answer new challenges and ensure that halal products remain relevant and in line with current developments.

Concept: Maqasid al-Shariah is the aim and purpose of Islamic law which aims to safeguard five basic things: religion, soul, reason, lineage and property. Halal certification plays a role in maintaining health (soul), preventing dangerous consumption (reason), and ensuring the economic sustainability of Muslims (wealth). Implications: The halal guarantee system helps protect consumers from products that can harm them physically and spiritually, and supports economic sustainability through the halal industry. (Mauludin & Uddarojat, 2024). According to (Amalia & Hidayah, 2020) Referring to regulatory theory, especially in the context of food regulation and food safety, to understand the government’s role in developing and implementing a halal guarantee system. The first Islamic economic institution in Indonesia was represented by sharia banking as a pioneer in implementing a real and legal Islamic economic system. To meet the needs of the community in realizing a sharia-compliant banking system, the government has covered the possibility of implementing an Islamic banking system in Indonesia. Law no. 21 of 2008 concerning Sharia Banking has become a solid foundation for the existence of sharia banking in Indonesia. In Indonesian government regulations regarding food labels and advertising, every producer or import of products must have a halal certificate for their products.

This theory can help in understanding the role of the halal guarantee system in the economic development of countries that rely on the export of halal products. According to (Adamsah et al., 2022) Based on research results, it is known that with the enactment of Law Number 33 of 2014 concerning Halal Product Guarantees, there are guarantors and legal certainty regarding Halal product guarantees. To become a major player in the global halal industry, we need full support from the government. In order to focus more on the goals and development of the halal industry in Indonesia, a halal industry roadmap must be created immediately. The existence of the National Sharia Finance Council (KNKS) is also expected to contribute to the development of Indonesia’s halal industry. This theory is relevant for understanding the policy making process related to the halal guarantee system, including the factors that influence policy and its implementation. According to (Ibrahim & Fauziah, 2023) significant efforts are needed to stimulate the revival of the Indonesian halal product sector, make the local halal product industry grow and develop rapidly, and maintain the balance of global halal product trade.
Refers to innovation theory, especially in the context of innovation in the food and beverage industry to meet increasingly stringent halal standards and growing consumer demands. (Quoquab et al., 2020) said that significant efforts are needed to stimulate the revival of the Indonesian halal product sector, enable the local halal product industry to innovate and grow rapidly, and maintain the balance of global halal product trade. This research conducts an in-depth review of existing halal certification systems in various countries and analyzes the economic, social and cultural implications of these policies. According to (Islam et al., 2023) in the article title Challenges of Halal Standards and Halal Certification for Islamic Marketing, this means Challenges of Halal Standards and Halal Certification for Islamic Marketing. Says that Findings indicate that the challenges facing halal standards and certification consist of heterogeneity, questionable raw materials, unethical practices, poor understanding of Islamic theology, communication gaps, acceptance variability, resource management problems, supply chain barriers, and Islamic marketing orientation which is incorrect. challenges, marketing problems, and poor brand positioning greatly hinder the growth potential of the halal industry. Qualitative Quranic verses must satisfy Islamic academics, certification boards, manufacturers, halal marketers, and researchers to complete halal standards and certification-based challenges. (Setyaningsih, 2022) All stakeholders must understand the insights that emerge from the general and specific challenges facing the halal industry to synthesize relevant and prescriptive verses of the Koran as a strategic tool. Stakeholders must think more about future challenges related to halal standards and certification regarding price, place and promotion because current certification only focuses on products.

This study investigates the impact of the halal certification system on halal food exports from Malaysia, focusing on marketing aspects and related business strategies. According to (Muda et al., 2020) with the title The effect of halal certification on financial performance of halal food companies in Malaysia. This means the effect of halal certification on the financial performance of halal food companies in Malaysia. Saying that in mainstream markets that have a majority Muslim population, halal is always an effective choice. Today, businesses that best understand these emerging markets with their complex customer bases and all the issues related to certifications and standards will likely be the most successful. Therefore, the researcher's aim is to study how halal certificates affect the financial performance of companies that sell halal food and drinks and how the financial performance of these companies can be assessed based on the level of customer satisfaction. This framework determines the components that will influence overall financial performance. Empirical studies support most of the hypotheses (H1, H2, H3, H4, H5, H7, and H9), but two hypotheses (H6, and H9) are not verified. The results also show that implementing halal certification has a positive effect.

According to (Sudarmono, 2022) there are three things in preparing. One of the tasks is to prepare a Halal Product Guarantee System Manual (SJPH) and submit it to BPJPH via the SEHATI route at a cost of Rp. o. Business actors who violate the implementation of the Halal Product Guarantee (JPH) will be subject to administrative sanctions in the form of: (1) Written warning. (2) Administrative sanctions. (3) Revocation of Halal certification and/or (4) Termination of product from distribution. Optimize the AEC moment to encourage the development of the MSME sector. Development of high quality organic halal products. We have also
developed halal food events globally. This shows that halal certification has a positive impact in strengthening the Indonesian economy, increasing its competitiveness with other countries.

This research explores the factors that influence purchase intentions of halal brands, including the influence of religiosity, and provides insight into consumer behavior regarding halal products. According to this research (Susilawati et al., 2023) shows that religiosity partially influences the desire to buy something, and religiosity has a positive and significant impact on the desire to buy halal goods that do not include food. In addition, the hypothesis that Perception of the Halal Label influences the desire to buy halal goods is also accepted. Therefore, the perception of the halal label is positive and significantly influences the desire to purchase halal goods that do not include food. The significance level of Religiosity and Perception of the Halal Label on Purchase Intentions is significant, with a significance level of 0.000 lower than 0.05. Apart from that, it was found that the f-count value was 118.210 and the f-table value was 3.1504, so that the f-count was greater than the f-table or 118.210 was greater than 3.1504. This shows that perceptions of the halal label and religiosity influence purchase intention simultaneously.

This study evaluates trends and challenges in the halal tourism industry in Malaysia, including the role of the halal guarantee system in developing tourism segments that comply with Islamic principles. This research discusses the challenges and prospects for the development of the halal industry, including issues related to the halal guarantee system and efforts to expand the global market for halal products.

Results and Conclusions

Discussion

Malaysia; 1) Halal Guarantee System Malaysia has a highly structured and internationally recognized halal guarantee system through Jabatan Progress Islam Malaysia (JAKIM). Halal certification from Malaysia is widely accepted in the global market. 2) Economic Impact This system has increased Malaysia’s exports of halal products, making it one of the leaders in the global halal industry. 3) Challenges The main challenges include maintaining consistent halal standards amidst increasing global demand and adapting regulations to developments in new food technology.

Indonesia; 1) The Indonesian Halal Guarantee System implements the Halal Product Guarantee Law which requires all products circulating in the domestic market to be halal certified. The Halal Product Guarantee Organizing Agency (BPJPH) is responsible for this certification. 2) Social and Economic Impact This initiative has strengthened domestic consumer confidence and increased the competitiveness of Indonesian products in the global halal market. 3) Challenges Implementation of this system faces logistical and cost challenges for small and medium enterprises (SMEs) in obtaining halal certification.

Türkiye: 1) Türkiye’s Halal Assurance System has several institutions that issue halal certification, such as GIMDES and TSE. The country is focused on improving halal standards that are recognized throughout the world. 2) Economic Impact Halal certification has helped increase exports of Turkish food and beverage products to Muslim-majority countries. 3) Challenges Harmonizing standards between various certification bodies and increasing consumer awareness about the importance of halal certification is still a major challenge. United Arab Emirates (UAE); 1) Halal Guarantee System: The UAE has developed a Halal National Mark
through the Emirates Authority for Standardization and Metrology (ESMA) to
guarantee the halalness of products. 2) Economic Impact: This system helps the
UAE become a center for halal trade in the Middle East region, attracting
investment and increasing exports. 3) Challenges: Maintaining high standards and
ensuring compliance from global manufacturers is an ongoing challenge.

The development of halal guarantee systems in various countries shows
significant progress in ensuring the halalness of products circulating in local and
international markets. Countries such as Malaysia, Indonesia, Turkey and the
United Arab Emirates have developed strong halal assurance systems, which
contribute to increased consumer confidence and economic growth through the
export of halal products. However, each country faces unique challenges in
implementing and maintaining halal standards. In Malaysia and Indonesia, the
main challenges relate to increasing demand and costs of certification. In Türkiye
and the United Arab Emirates, harmonization of standards and ensuring
compliance of various manufacturers is a critical issue. Overall, the halal guarantee
system plays a vital role in the development of the global halal industry. To continue
to develop, it is important for these countries to overcome existing challenges,
innovate in technology and certification processes, and increase consumer
awareness and education about the importance of halal products.

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