

SYNERGY AND COLLABORATION BETWEEN GOVERNMENT AND PRIVATE INSTITUTIONS IN BUILDING HALAL ECOSYSTEMS IN INDONESIA

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Abstract

This study aims to analyze and criticize the synergy and collaboration of government agencies and private institutions such as universities, social organizations, educational foundations, and others in building a halal ecosystem through the free halal certification program (SEHATI) with the Self Declare pathway. The implementation of halal certification involves many parties and government agencies because it relates to regulations, budgets, and others. Therefore, there needs to be cross-sectoral synergy and collaboration between ministries, local governments, and the private sector in accelerating the development of the halal ecosystem in Indonesia. This research method uses descriptive qualitative with a normative juridical approach. Data collection was carried out by observation and in-depth interviews with institutions participating in the free and regular halal certification program. The results of this study illustrate that in implementing halal certification, BPJPH as an institution that has the authority according to the mandate of the law has a big role in implementing halal certification in Indonesia. However, in practice, the BPJPH institution synergizes and collaborates more with private institutions such as universities, educational foundations, community organizations (ormas), and associations, compared to cross-sectoral fellow government agencies and local governments in the halal certification program.

Keywords: *synergy; ecosystem; halal; BPJPH; government.*

Abstrak

Penelitian ini bertujuan untuk menganalisa dan mengkritisi sinergitas dan kolaborasi lembaga pemerintah dan lembaga swasta seperti perguruan tinggi, organisasi kemasyarakatan, yayasan pendidikan, dan lainnya dalam membangun ekosistem halal melalui program sertifikasi halal gratis (SEHATI) dengan jalur Self Declare. Pelaksanaan sertifikasi halal melibatkan banyak pihak dan antar lembaga pemerintah karena berkaitan dengan regulasi, anggaran, dan lainnya. Oleh karena itu, perlu ada sinergitas dan kolaborasi lintas sektoral antar kementerian, pemerintah daerah dan swasta dalam mengakselerasi pengembangan ekosistem halal di Indonesia. Metode penelitian ini menggunakan kualitatif deskriptif dengan pendekatan yuridis normatif. Pengumpulan data dilakukan dengan observasi dan wawancara secara mendalam pada lembaga-lembaga yang berpartisipasi dalam program sertifikasi halal gratis dan regular. Hasil penelitian ini memberikan gambaran bahwa dalam pelaksanaan

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sertifikasi halal, BPJPH sebagai lembaga yang memiliki kewenangan sesuai amanah undang-undang memiliki peran besar dalam pelaksanaan sertifikasi halal di Indonesia. Namun demikian, dalam praktiknya lembaga BPJPH lebih banyak bersinergi dan kolaborasi dengan lembaga swasta seperti perguruan tinggi, yayasan pendidikan, organisasi kemasyarakatan (ormas), asosiasi, dibandingkan lintas sektoral sesama lembaga pemerintah dan pemerintah daerah dalam program sertifikasi halal.

Kata Kunci: *sinergitas, ekosistem, halal, BPJPH, pemerintah.*

مستخلص

تهدف هذه الدراسة إلى تحليل وانتقاد التأزر والتعاون بين الوكالات الحكومية والمؤسسات الخاصة مثل الجامعات والمنظمات الاجتماعية والمؤسسات التعليمية وغيرها في بناء نظام بيئي حلال من خلال برامج شهادة الحلال الهجائي (SEHATI) مع مسار الإعلان الذاتي. يشمل تطبيق شهادة الحلال العديد من الأطراف والهيئات الحكومية لأنها تتعلق باللوائح والميزانيات وغيرها. لذلك، يجب أن يكون هناك تأزر وتعاون عبر القطاعات بين الوزارات والحكومات المحلية والقطاع الخاص في تسريع تطوير النظام البيئي الحلال في إندونيسيا. تستخدم طريقة البحث هذه الطريقة الوصفية مع منهج قانوني معياري. تم جمع البيانات من خلال المراقبة والمقابلات المتعمقة مع المؤسسات المشاركة في برامج شهادات الحلال الهجائي والمنتظم. توضح نتائج هذه الدراسة أنه في تنفيذ شهادة الحلال، فإن BPJPH كمؤسسة لديها السلطة وفقاً لولاية القانون لها دور كبير في تنفيذ شهادة الحلال في إندونيسيا. ومع ذلك، من الناحية العملية، تتعاون مؤسسة BPJPH وتتعاون بشكل أكبر مع المؤسسات الخاصة مثل الجامعات والمؤسسات التعليمية والمنظمات المجتمعية والجمعيات، مقارنةً بالوكالات الحكومية الزميلة عبر القطاعات والحكومات المحلية في برامج شهادة الحلال. الكلمات الرئيسية: التأزر؛ النظام البيئي؛ الحلال؛ الحكومة.

A. INTRODUCTION

Indonesia is a Muslim majority country and has a very large population of 275,773,800 people in 2022.¹ This demographic bonus has made Indonesia a market share for world halal products because so far Indonesia has been the largest consumer of halal products in the world.² Even Kearney Indonesia's President Director of Global Management, Shirley Santoso stated that Indonesia is a country that contributes most to the Southeast Asian halal industry.³ Ironically, with a Muslim majority population, Indonesia is still unable to become a player or producer of halal products in the world even though its domestic market is very

¹ "Badan Pusat Statistik," diakses 14 Februari 2023, <https://www.bps.go.id/indicator/12/1975/1/jumlah-penduduk-pertengahan-tahun.html>.

² Abdul Rachman et al., "The Urgency of Halal Tourism Literacy in Responding to Rejection of Halal Tourism in Indonesia," *Afkaruna: Indonesian Interdisciplinary Journal of Islamic Studies* 18, no. 1 (26 Juli 2022): 54–79, <https://doi.org/10.18196/afkaruna.v18i1.12770>.

³ "Pangsa Pasar Makanan Halal RI Terbesar di Dunia | Finansial," *Bisnis.com*, 8 Oktober 2021, <https://finansial.bisnis.com/read/20211008/231/1452042/pangsa-pasar-makanan-halal-ri-terbesar-di-dunia>.

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large.⁴ Even according to KH. Ma'ruf Amin as well as Vice President of the Republic of Indonesia stated that Indonesia as a country that has the largest Muslim population in the world, reaching 229,000,000 people, makes Indonesia a large market for Muslim products.⁵ This confirms that in terms of market share, Indonesia has good prospects in the development of halal products because it is supported by demographics and human resources.⁶

The sharia economic ecosystem assessed includes several sectors, namely Islamic finance, halal food/beverages, modest fashion, pharmaceuticals and cosmetics, Muslim-friendly travel, media, and recreation.⁷ The development of the halal industry in Indonesia is experiencing growth because Indonesia is proclaimed to be a producer of halal products and the world's center for halal.⁸ Based on data from The State of the Global Islamic Economy Report 2022, Indonesia has succeeded in occupying the second position in the world's halal food and beverage industry after previously being ranked 4th in halal food producers.⁹ Indonesia is still lagging behind Malaysia, Saudi Arabia and the United Arab Emirates, and Malaysia is still ranked first in the world.¹⁰ This shows the seriousness of the government to work on regional and even global halal market share.

The development of the halal industry in Indonesia is due to several factors including the existence of policies and regulations in the form of the Halal Product Guarantee Act (JPH) No. 33 of 2014, Presidential Regulation No. 83 of 2015 concerning the Minister of The Religious Affairs, Government Regulation No. 31 of 2019, Regulation of the Minister of The Religious Affairs (PMA) No. 42 of 2016 concerning the Organization and Work Procedure of the Minister of The Religious Affairs, Regulation of the Minister of The Religious Affairs (PMA) No. 39 of 2018 concerning BPJPH Financial Management, Decree of the Minister of

⁴ Ferry Khusnul Mubarak dan Muhammad Khoiril Imam, "Halal Industry in Indonesia; Challenges and Opportunities," *Journal of Digital Marketing and Halal Industry* 2, no. 1 (30 April 2020): 55–64, <https://doi.org/10.21580/jdmhi.2020.2.1.5856>.

⁵ Lidya Julita Sembiring, "Wapres Ingin RI Jadi Pusat Industri Produk Halal di Dunia," CNBC Indonesia, diakses 15 Maret 2023, <https://www.cnbcindonesia.com/syariah/20211219090708-29-300321/wapres-ingin-ri-jadi-pusat-industri-produk-halal-di-dunia>.

⁶ Setiawan Budi Utomo et al., "Promoting Islamic financial ecosystem to improve halal industry performance in Indonesia: a demand and supply analysis," *Journal of Islamic Marketing* 12, no. 5 (1 Januari 2020): 992–1011, <https://doi.org/10.1108/JIMA-12-2019-0259>.

⁷ Yunes Ramadan Al-Teinaz dan Hani Mansour M. Al-Mazeedi, "Halal Certification and International Halal Standards," dalam *The Halal Food Handbook* (John Wiley & Sons, Ltd, 2020), 227–51, <https://doi.org/10.1002/9781118823026.ch15>.

⁸ Muhammad Khozin Ahyar, "Halal Industry and Islamic Banking: A Study of Halal Ecosystem Regulation in Indonesia," *Journal of Finance and Islamic Banking* 2, no. 2 (9 Maret 2020), <https://doi.org/10.22515/jfib.v2i2.1929>.

⁹ "State of the Global Islamic Economy Report 2022," diakses 14 Februari 2023, <https://www.dinarstandard.com/post/state-of-the-global-islamic-economy-report-2022>.

¹⁰ Fikri Farhan dan Bayu Sutikno, "The Acceptance of Halal Food Products Among Non-Muslim Consumers in Indonesia," *Journal of International Food & Agribusiness Marketing*, no. Query date: 2023-03-15 10:13:46 (2022): 1–22, <https://doi.org/10.1080/08974438.2022.2067281>.

Finance No. 3/KMK.05/2019 concerning Determination of BPJPH in the Minister of The Religious Affairs as a Government Agency implementing the BLU Financial Management Pattern, the Minister of The Religious Affairs Regulation No. 26 of 2019 concerning Implementation of JPH and other regulations.¹¹ This regulation is a concrete step by the government to accelerate and simplify the process of halal products in Indonesia and one of them is to provide free halal certification facilities for micro and small businesses (UMK) known as SEHATI.¹² The program was implemented to accelerate the increase in the number of MSEs that are halal-certified and to build a halal ecosystem in Indonesia.¹³

The Government of Indonesia through the Halal Product Assurance Organizing Agency (BPJPH) of the Minister of The Religious Affairs has made a program to accelerate halal certification for MSEs with certain criteria through the SEHATI program (free halal certification) with a mechanism for halal declarations for business actors (self-declare).¹⁴ The Minister of The Religious Affairs of the Republic of Indonesia, Yaquut Cholil Qoumas stated that the Free Halal Certification (SEHATI) program has three advantages, namely First, the program is representative of the Minister of The Religious's Affairs concern for Muslims in Indonesia because the Minister of The Religious Affairs participates in the protection of Muslim citizens to be able to consuming halal products. The second is that the SEHATI program is a form of concern for the Government in strengthening MSEs in terms of product halalness so that they get added value and are competitive for the products they produce. The third is that the SEHATI program is one of the assets for MSE products to be able to penetrate the international market by accelerating access to penetration of halal products.¹⁵

The free halal certification program has been carried out by BPJPH since the first semester of 2022 by opening registration for the first phase of 25 thousand Free Halal

¹¹ Nurjaya et al., "Halal Tourism in Indonesia: Regional Regulation and Indonesian Ulama Council Perspective," *International Journal of Criminology and Sociology* 10 (22 Februari 2021): 497–505, <https://doi.org/10.6000/1929-4409.2021.10.58>.

¹² Ahmad Havid Jakiyudin dan Alfarid Fedro, "SEHATI: Peluang Dan Tantangan Pemberian Sertifikasi Halal Gratis Bagi Pelaku Umk Di Indonesia," *Al-Mustashfa: Jurnal Penelitian Hukum Ekonomi Syariah* 7, no. 2 (7 November 2022): 182–94, <https://doi.org/10.24235/jm.v7i2.10666>.

¹³ Elif Pardiansyah, Muhammad Abduh, dan Najmudin, "Sosialisasi Dan Pendampingan Sertifikasi Halal Gratis (Sehati) Dengan Skema Self-Declare Bagi Pelaku Usaha Mikro Di Desa Domas," *Jurnal Pengabdian Dan Pengembangan Masyarakat Indonesia* 1, no. 2 (9 November 2022): 101–10, <https://doi.org/10.56303/jppmi.v1i2.39>.

¹⁴ Irham Lynarbi et al., "Analisis Pengaruh Lahirnya U.U No. 33 Tahun 2014 Tentang JPH Dan Terbitnya PP No. 31 Tahun 2019 Tentang JPH Terhadap Keputusan Melakukan MoU Dan Perjanjian Kerja Sama Calon LPH Dengan BPJPH," *INTERNATIONAL JOURNAL OF SOCIAL, POLICY AND LAW* 1, no. 1 (1 Desember 2020): 88–110, <https://doi.org/10.8888/ijospl.v1i1.53>.

¹⁵ Kementerian Agama, "Ini Tiga Kelebihan Program Sertifikasi Halal Gratis UMK," diakses 4 Maret 2023, <https://kemenag.go.id/read/ini-tiga-kelebihan-program-sertifikasi-halal-gratis-umk>.

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Certification (SEHATI) quotas.¹⁶ At this stage, the quota of 25,000 was quickly filled and closed on July 11, 2022. Furthermore, BPJPH reopened registration for Free Halal Certification (SEHATI) for the second stage on August 24 2022 for 324,834 MSE actors. The second phase of the SEHATI program refers to the Decree of the Head of the Halal Product Guarantee Agency No. 122 of 2022 concerning Technical Guidelines for Facilitation of Free Halal Certification for Micro and Small Enterprises in 2022. Registration is done via the ptsp.halal.go.id page to register for SEHATI facilitation. Stage 2 which is done electronically. The Free Halal Certification Program (SEHATI) will also continue in 2023 and will open on January 2, 2023 with a fairly large quota of 1 million quotas for MSEs throughout Indonesia spread across 34 provinces and open throughout the year.¹⁷ Below is a graph of the quota for the Free Halal Certification program (SEHATI) offered to MSEs in Indonesia.

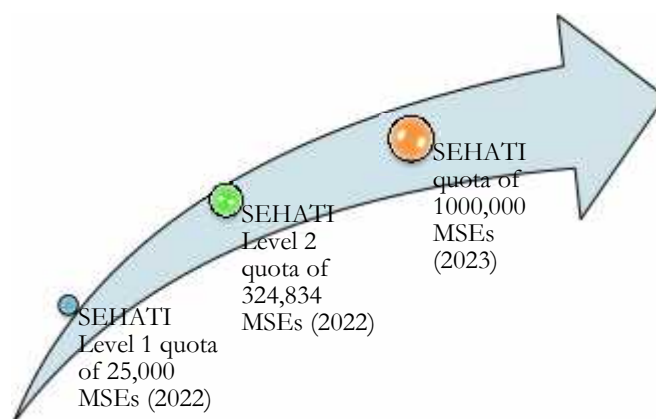


Figure 1. Graph 1.0 SEHATI Program Quota 2022-2023 (Source: <http://www.halal.go.id/>)

Lucky Nugroho in his research on Halal Tourism Business Ecosystem in the Maqasid Syariah Perspective stated that the halal tourism business ecosystem can be used as one of the priority strategies for government programs to attract foreign tourists to come to Indonesia through improving services and infrastructure. This research explains that it is important for the government to create a halal ecosystem. Therefore, the role of the central government and local governments is very important to participate in creating a halal ecosystem in Indonesia so there is a need for synergy and collaboration between government agencies, especially institutions under the Minister of The Religious Affairs to participate in the success of the SEHATI program to increase the number of MSMEs that are halal certified. Likewise the role of local governments in supporting the halal certification program by creating an accelerated

¹⁶ Kementerian Agama, “Kemenag Buka Sertifikasi Halal Gratis Bagi 300 Ribuan UMK, Cek Syaratnya,” diakses 14 Februari 2023, <https://kemenag.go.id/read/kemenag-buka-sertifikasi-halal-gratis-bagi-300-ribuan-umk-cek-syaratnya-jp5m9>.

¹⁷ “Dashboard Kinerja Lembaga Pendamping · Metabase,” diakses 19 Desember 2022, <http://olap.halal.go.id/public/dashboard/a0ce06f5-a2d9-4d4d-8c19-4fe4eb80e7ee>.

halal certification program for MSMEs in the regions. The irony is that not all regions participate in actively and massively supporting the halal certification program.¹⁸

Robi Krisna and Mohammad Yusuf stated in their research the Halal Ecosystem Improvement Study Reviewed of Halal Product Regulations Halal that the Government is responsible for implementing Guaranteed Halal Products (JPH). To carry out the implementation of JPH, a Halal Product Assurance Organizing Agency (BPJPH) was formed which is located under and is responsible to the Ministry of Religious Affairs, BPJPH can form representatives in the regions. This illustrates that BPJPH which is domiciled at the center is not sufficient to manage and manage the implementation of halal certification throughout Indonesia, which has a very large number of business actors. Therefore, this research confirms that it is not enough for the halal ecosystem to be just BPJPH, but for all departments under the Minister of The Religious Affairs in the regions to participate in supporting and assisting BPJPH in accelerating the halal product certification program in all regions in Indonesia.¹⁹

Criticism of Muhammad Khozin Ahyar and Muhammad Yusuf Perkasa Wibowo in their research Halal Industry and Islamic Banking: A Study of Halal Ecosystem Regulation in Indonesia states that the JPH (Halal Product Assurance) Law, and the requirements for Halal certification, have not included finance as one of the assessment requirements or indicators. in halal product certification. Financial indicators must be able to become one of the indicators in halal product certification because finance is one of the initial sources (upstream/input) for the creation of halal products. This research illustrates that so far the synergy and collaboration carried out by BPJPH has only been with LPH, LP3H, and P3H which are affiliated with educational institutions, universities, and other private sectors in carrying out halal certification in Indonesia. The BPJPH collaboration does not involve Islamic financial institutions even though Islamic finance is the initial source of creating halal products. Therefore, the halal ecosystem needs to involve Islamic financial institutions.²⁰

The research above explains that the synergy and collaboration between institutions, especially those under the Minister of The Religious Affairs, is still low. Likewise, the cooperation between the central government and regional governments in accelerating the increase in the number of business actors, especially MSMEs, is not significant. Therefore,

¹⁸ Lucky Nugroho, Wiwik Utami, dan Caturida Meiwanto Doktoralina, "Ekosistem Bisnis Wisata Halal Dalam Perspektif Maqasid Syariah.," *Perisai : Islamic Banking and Finance Journal* 3, no. 2 (30 Oktober 2019): 92–104, <https://doi.org/10.21070/perisai.v3i2.1964>.

¹⁹ Robi Krisna dan Mohammad Yusuf, "Halal Ecosystem Improvement Study Reviewed of Halal Product Regulations Halal," *International Journal of Research and Review* 10, no. 2 (2023): 339–59, <https://doi.org/10.52403/ijrr.20230243>.

²⁰ Ahyar, "Halal Industry and Islamic Banking."

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this research is important to be conducted to be able to analyze and criticize the synergy and collaboration of government agencies and private institutions that have been carried out by BPJPH in accelerating the fulfillment of the SEHATI program quota for MSMEs throughout Indonesia. Building a halal ecosystem in Indonesia is one of the strategies to accelerate the implementation of halal certification in Indonesia, BPJPH is obliged to be able to collaborate with various parties, both local governments, private institutions, educational foundations, universities, associations, Islamic financial institutions, and others. Cross-sectoral synergy and collaboration between ministries, local governments, and Islamic and private financial institutions in accelerating the development of the halal ecosystem in Indonesia.²¹

B. DISCUSSION

1. *The Development of the Halal Concept in the World*

The halal industry is experiencing a positive trend and is developing significantly not only in Muslim countries but in several non-Muslim majority countries.²² This development is due to an increase in demand for halal products around the world.²³ M. Umer Chapra said that Islam provides space for its followers to focus on the economic sector by consuming all the necessities of human life including halal products, halal food and beverages, halal lodging, contracts such as murabahah, mukhabarah, muja'rah, takaful, ijarah, wadiah, qardul hasan and others.²⁴ Halal is an obligation that must be followed by Muslims. Hatem El-Gohary stated that religion has an impact on the mentality, values and behavior of its followers. It means that Islam is not only a religion of worship but also a religion of muamalah.²⁵ Therefore, in muamalah, Islam requires its followers to eat halal and tayyib (good) food. This obligation becomes an order to be obeyed as explained in the Al-Qur'an and Hadith.

Halal products are not only a concern for Muslims but for all people in the world. The relationship between halal and Islam has created an extraordinary and unique value. Halal is lawful, permissible, unpolluted, profitable and required by Islamic Law. Halal products are in great demand by all people. Halal products do not only belong to Muslims but can also be

²¹ Fitria Esfandiari et al., "Pendampingan Akad Dan Sertifikasi Halal MUI Serta Edukasi Jaminan Produk Halal Pada Minuman Cangloh Di Mergosono Kota Malang," *Jurnal Dedikasi Hukum* 1, no. 2 (28 Agustus 2021): 87–99, <https://doi.org/10.22219/jdh.v1i2.17607>.

²² Mutimmatul Faidah, "Exploring Muslim Tourist Needs at Halal Spa Facilities to Support Indonesia's Sharia Tourism," *The International Journal of Religious Tourism and Pilgrimage* 9, no. 1 (2021): 118.

²³ Faradina binti Ahmad, Muhammad Zaly Shah, dan Zuhra Junaida Binti Ir Mohamad Hus Hamid, "Exploring the Halal meat cartel case," *Halal Logistics and Supply Chain Management*, no. Query date: 2023-03-05 22:45:25 (2022): 122–31, <https://doi.org/10.4324/9781003223719-13>.

²⁴ Anindya Aryu Inayati, "Pemikiran Ekonomi Islam M. Umer Chapra" 14, no. 2 (2013).

²⁵ Hatem El-Gohary, "Halal Tourism, Is It Really Halal?," *Tourism Management Perspectives* 19 (1 Juli 2016): 124–30, <https://doi.org/10.1016/j.tmp.2015.12.013>.

consumed by non-Muslims. Halal items are eaten by Muslims as well as non-Muslims. There are already many halal places to eat in several countries with Muslim minority populations, such as Canada, South Korea, Japan, the United States, Taiwan, New Zealand, Thailand, Singapore and other countries.²⁶ This indicates that the halal concept applies to all human beings in the world and is very good for human consumption because the halal concept provides protection for anyone, both in terms of health and benefits.

The idea of Halal in all parts of life has been felt by all individuals, both in terms of welfare and business so that there has been an expansion in consuming Halal goods, such as an increase in the number of Halal-certified inns, cafes, restaurants, food, drinks that are guaranteed Halal and halal travel.²⁷ Halal is used in food, beauty care products, recipes, design, medicine, pharmaceuticals and even the travel industry. The world's Muslim population is as much as 20% - 25% of the total human population in the world. This number is equivalent to the number of Muslims as much as 2 billion spread across several countries. Halal consumption in the world has grown significantly because it is supported by the very large demographics of the world's Muslims, even in 2024 the level of consumption of Muslims in the world will reach USD 3.2 trillion.²⁸

2. Indonesian Halal Ecosystem

Halal certification has the aim of protecting the Muslim community in Indonesia from haram products because Islam requires its followers to consume halal goods and leave unlawful products.²⁹ This provision is also based on the 1945 Constitution of the Republic of Indonesia, Article 29 paragraph (2), namely that the state guarantees the freedom of each resident to embrace their own religion and to worship according to their religion and beliefs. Likewise with Law No. 8 of 1999, Article 4 letter c concerning protection of consumers who are entitled to correct, clear and honest information regarding goods and or services.³⁰

²⁶ Abdalla Mohamed Bashir, "Effect of Halal Awareness, Halal Logo and Attitude on Foreign Consumers' Purchase Intention," *British Food Journal* 121, no. 9 (2 September 2019): 1998–2015, <https://doi.org/10.1108/BFJ-01-2019-0011>.

²⁷ Hendri Hermawan Adinugraha et al., "Halal Tourism in Indonesia: An Indonesian Council of Ulama National Sharia Board Fatwa Perspective," *The Journal of Asian Finance, Economics and Business* 8, no. 3 (2021): 665–73, <https://doi.org/10.13106/jafeb.2021.vol8.no3.0665>.

²⁸ Salaam Gateway, "State of the Global Islamic Economy 2019/20 Report," Salaam Gateway - Global Islamic Economy Gateway, diakses 23 Mei 2022, <https://salaamgateway.com/specialcoverage/SGIE19-20>.

²⁹ Sharifah Zannierah Syed Marzuki dan Wan Kalthom Yahya, *The Emergence Of Global Halal Business 2nd Edition (UiTM Press)* (UiTM Press, 2020).

³⁰ Nur Kasanah dan Muhammad Husain As Sajjad, "Potensi, Regulasi, Dan Problematika Sertifikasi Halal Gratis," *Journal of Economics, Law, and Humanities* 1, no. 2 (9 Oktober 2022): 28–41, <https://doi.org/10.21154/jelhum.v1i2.1196>.

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Abdul Rachman in his research "Desain Baru Logo Halal Badan Penyelenggara Jaminan Produk Halal; antara Urgensi, Seni, dan Esensi" stated that public awareness of the importance of halal in every product to be consumed is part of consumer protection.³¹ One of the public awareness in choosing halal products is to check the halal logo on the product to be consumed because the halal logo is representative of the halalness of a product.³² Therefore, enforcement of halal product guarantees will not be optimal without the cooperation and support of the community. Communities can play an active role by monitoring products in circulation. The public can pay attention that the halal certificate of the purchased product is valid and the packaging contains halal and non-halal logos.³³ Halal certification appears as an alternative to protect consumers by using Islamic teachings as the foundation. In fact, it is not only the halal logo that is important for consumers to identify halal products, but also awareness of halal.³⁴

In order to support the increasing number of halal certifications in Indonesia, of course there must be a halal ecosystem in Indonesia consisting of regulators, business actors, educational institutions, and the community.³⁵ The halal ecosystem in Indonesia begins with public awareness to be able to increase self-protection from haram products.³⁶ The halal ecosystem in Indonesia is also supported by the government by making regulations in the form of laws, government regulations, ministerial regulations, ministerial decrees, BPJPH head decisions and regional government regulations in the form of governor regulations and the like.³⁷ The halal ecosystem in Indonesia is also supported by the establishment of the BPJPH

³¹ Abdul Rachman, Maemunah Maemunah, dan Mariya Ulpah, "DESAIN BARU LOGO HALAL BADAN PENYELENGGARA JAMINAN PRODUK HALAL; ANTARA URGENSI, SENI, DAN ESENSI," *El-Buhuth: Borneo Journal of Islamic Studies*, 29 Juni 2022, 245–62, <https://doi.org/10.21093/el-buhuth.v0i0.4700>.

³² Arif Afendi, "The Effect of Halal Certification, Halal Awareness and Product Knowledge on Purchase Decisions for Halal Fashion Products," *Journal of Digital Marketing and Halal Industry* 2, no. 2 (30 Oktober 2020): 145–54, <https://doi.org/10.21580/jdmhi.2020.2.2.6160>.

³³ Zulfiqar Ali Jumani dan Sasiwemon Sukhabot, "Behavioral Intentions of Different Religions: Purchasing Halal Logo Products at Convenience Stores in Hatyai," *Journal of Islamic Marketing* 11, no. 3 (20 Mei 2020): 797–818, <https://doi.org/10.1108/JIMA-07-2018-0112>.

³⁴ Yukichika Kawata, Sheila Nu Nu Htay, dan Ahmed Syed Salman, "Non-Muslims' Acceptance of Imported Products with Halal Logo: A Case Study of Malaysia and Japan," *Journal of Islamic Marketing* 9, no. 1 (5 Maret 2018): 191–203, <https://doi.org/10.1108/JIMA-02-2016-0009>.

³⁵ Stewart Fenwick, "Eat, Pray, Regulate: The Indonesian Ulama Council and The Management of Islamic Affairs," *Journal of Law and Religion* 33, no. 2 (Agustus 2018): 271–90, <https://doi.org/10.1017/jlr.2018.23>.

³⁶ Agus Purwanto et al., "The Role of Brand Image, Food Safety, Awareness, Certification on Halal Food Purchase Intention: An Empirical Study on Indonesian Consumers," *Journal of Industrial Engineering & Management Research* 2, no. 3 (21 Mei 2021): 42–52, <https://doi.org/10.7777/jiemar.v2i3.144>.

³⁷ Melissa Aulia Hosanna dan Susanti Adi Nugroho, "Pelaksanaan Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal Terhadap Pendaftaran Sertifikat Halal Pada Produk Makanan," *Jurnal Hukum Adigama* 1, no. 1 (19 Juli 2018): 511, <https://doi.org/10.24912/adigama.v1i1.2155>.

agency which is tasked with administering halal certification in Indonesia. In addition, the halal ecosystem can be formed in an integrated and comprehensive manner between one institution and other institutions such as the Halal Examination Agency (LPH), Halal Product Process Assistance Institution (LP3H), Indonesian Ulema Council, and other non-governmental organizations concerned with the growth and development of the halal industry. in Indonesia.

The halal ecosystem in Indonesia continues to develop along with the growth of halal products and increasing public awareness of the importance of halal so as to make halal a lifestyle.³⁸ According to Mastuki, the development of the halal ecosystem will be wider and more varied because it covers all aspects such as halal food, halal tourism, halal cosmetics, halal pharmaceuticals, halal fashion, pilgrimage, umrah, endowments, zakat and others. Halal food has a potential of IDR 2,300 trillion, Muslim fashion has a potential of up to IDR 190 trillion. While halal tourism is in the range of IDR 135 trillion, Hajj and Umrah are IDR 120 trillion.³⁹

3. Halal Ecosystem Regulation and Policy in Indonesia

Indonesia is a country that has a majority Muslim population. Protection for citizens is a state obligation including protection of the halalness of a product.⁴⁰ To guarantee and protect Indonesian citizens who are Muslim in consuming halal products, the government made regulations and policies for halal certification by issuing Law No. 33 of 2014.⁴¹ This regulation is very necessary as a regulation for all stakeholders, both consumers, producers and the government. The regulation is also a standard of quality and behavior accepted by society with the aim of protecting the public interest.⁴²

Law No. 33 of 2014 has been ratified by the DPR RI and must be implemented by all parties involved. One of the mandates of the law is the transition of the institution authorized to carry out the halal certification process, namely from LPPOM MUI to BPJPH. LPPOM MUI is

³⁸ Abdul Aziz Nugraha Pratama, M. Luthfi Hamidi, dan Edi Cahyono, "The effect of halal brand awareness on purchase intention in indonesia: the mediating role of attitude," *Cogent Business & Management* 10, no. 1 (2023), <https://doi.org/10.1080/23311975.2023.2168510>.

³⁹ "Artikel - BPJPH," diakses 4 Maret 2023, <http://halal.go.id/artikel/15>.

⁴⁰ Desi Indah Sari, "Perlindungan Hukum Atas Label Halal Produk Pangan Menurut Undang-Undang," *Repertorium: Jurnal Ilmiah Hukum Kenotariatan* 7, no. 1 (30 Mei 2018): 1–14, <https://doi.org/10.28946/rpt.v7i1.264>.

⁴¹ Panji Adam Agus, "KEDUDUKAN SERTIFIKASI HALAL DALAM SISTEM HUKUM NASIONAL SEBAGAI UPAYA PERLINDUNGAN KONSUMEN DALAM HUKUM ISLAM," *Amwaluna: Jurnal Ekonomi dan Keuangan Syariah* 1, no. 1 (31 Januari 2017): 150–65, <https://doi.org/10.29313/amwaluna.v1i1.2172>.

⁴² Krisna dan Yusuf, "Halal Ecosystem Improvement Study Reviewed of Halal Product Regulations Halal."

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an institution established by MUI.⁴³ While MUI is a non-governmental organization. BPJPH is an institution under the Minister of The Religious Affairs and is a government agency. It is this fundamental change that makes all regulations, policies, provisions even related to the halal logo as one series in the Guarantee of Halal Products in Indonesia. However, LPPOM and MUI remain institutions that play a role and participate in the halal certification process.⁴⁴

There are many new policies in the law on guaranteeing halal products. The halal certification policy in Indonesia can be said to be late compared to Malaysia. Therefore, in order to support and accelerate halal product guarantees in Indonesia, the government together with the Indonesian people form a halal ecosystem by involving stakeholders. The halal ecosystem in Indonesia involves many parties that are interrelated and support each other. The existence of halal certification bodies such as BPJPH, LPH, LP3H, MUI and others is very important in ensuring that the products and services consumed by Muslims are halal. Synergy and collaboration in the implementation of halal certification is very important because to accelerate the increase in the number of halal certification for business actors, both MSEs and other business actors.⁴⁵ MSEs halal product certification needs to be improved on an ongoing basis in line with increasing public awareness to use halal products.⁴⁶ The following is regulatory and policy data related to synergy and collaboration between institutions participating in the implementation of halal certification in Indonesia;

Table 1. Government Regulations and Policies on Halal Certification in Indonesia

No	Regulations	Information
1	Indonesian Act No. 33 of 2014 on Guarantees for Halal Products	The first regulation regarding Halal Product Assurance
2	Indonesian Act No. 11 of 2020 concerning Job Creation	Amend Law No 33 of 2014
3	Government Regulation in lieu of Law No. 2 of 2022 concerning Job Creation (Perppu)	Government Regulation in lieu of law Concerning Job Creation (Perppu)
4	Government Regulation No. 39 of 2021 concerning Implementation of the Halal Product Guarantee Field	Government Regulation regarding Halal Product Assurance
5	Regulation of Minister of The Religious Affairs (PMA) No. 20 of 2021 concerning Halal Certification for UMK Actors	Regulation of the Minister of The Religious Affairs regarding halal certification for MSEs or what is known as Free Halal Certification (SEHATI) and Halal Product Process Assistance (LP3H and P3H)
6	Regulation of Minister of The Religious Affairs (PMA)	Regulation of the Minister of The Religious

⁴³ Esfandiari et al., “Pendampingan Akad Dan Sertifikasi Halal MUI Serta Edukasi Jaminan Produk Halal Pada Minuman Cangloh Di Mergosono Kota Malang.”

⁴⁴ Abdul Rachman, “Halal Branding; A Religious Doctrine in the Development of Islamic Da’wah,” *Journal of Digital Marketing and Halal Industry* 2, no. 2 (30 Oktober 2020): 133, <https://doi.org/10.21580/jdmhi.2020.2.2.6149>.

⁴⁵ M.A. Muhammad, A.B. Elistina, dan S. Ahmad, “The Challenges Faced by Halal Certification Authorities in Managing the Halal Certification Process in Malaysia,” *Food Research* 4, no. S1 (10 Februari 2020): 170–78, [https://doi.org/10.26656/fr.2017.4\(S1\).S17](https://doi.org/10.26656/fr.2017.4(S1).S17).

⁴⁶ Fitri Rafianti, Robi Krisna, dan Erwin Radityo, “Dinamika Pendampingan Manajemen Halal Bagi Usaha Mikro Dan Kecil Melalui Program Self Declare,” *Jurnal Sains Sosio Humaniora* 6, no. 1 (30 Juni 2022): 636–43, <https://doi.org/10.22437/jssh.v6i1.19732>.

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	No. 26 of 2019 concerning Implementation of Halal Product Guarantees	Affairs regarding the implementation of halal product guarantees in Indonesia
7	Regulation of Minister of The Religious Affairs (PMA) No. 2 of 2022 concerning International Cooperation for Guaranteed Halal Products	Regulation of the Minister of The Religious Affairs cooperation between institutions related to halal product guarantees
8	Decree of the Minister of The Religious Affairs No. B.II/3/33453 of 2019 Regarding Appointment of Regional Certification Service Coordinators	Decree of the Minister of The Religious Affairs regarding the Regional Halal Task Force
9	Decree of the Secretary General of the Minister of The Religious Affairs No. 80 of 2019 concerning the Duties of Coordinators and Regional Halal Certification Service Task Forces	Decree of the Secretary General of the Minister of The Religious Affairs regarding the Regional Halal Task Force
10	Decree of the Head of the Halal Product Assurance Organizing Agency No. 12 of 2020 Concerning Procedures for Implementing BPJPH Halal Certification Services	Decision of the Head of BPJPH regarding the Regional Halal Task Force
11	Decree of the Head of Halal Product Assurance Organizer No. 65 of 2022 Determination of PPH Companion	Decision of the Head of BPJPH regarding the Halal Product Process Assistance Agency (LP3H) and Halal Product Process Assistance (P3H)
12	Instruction of the Minister of The Religious Affairs No. 1 of 2023 concerning Halal Certification of Products and Canteens in the Ministry of Religious Affairs's Work Unit Environment on February 8, 2023	Instructions conveyed by the Minister of The Religious Affairs to certify business actors in the canteen

Source: Processed from BPJPH, Law No. 33 of 2014, Law No. 11 of 2020, PP No. 39 of 2021, Instruction of the Minister of The Religious Affairs No. 1 of 2023

4. Institutional Collaboration in the Halal Ecosystem in Indonesia

BPJPH is an official state institution under the Minister of The Religious Affairs of the Republic of Indonesia which is given the authority to carry out halal certification in Indonesia.⁴⁷ The position of BPJPH is mandated by Law No. 33 of 2014 which is chaired by the Head of the Agency (Kepban). As a government agency under the Ministry of Religious Affairs, it should be fully supported by other institutions under the Ministry of Religious Affairs, but in reality BPJPH builds more synergy and collaboration with educational institutions, universities, community organizations, associations, especially in accelerating the Free Halal Certification program (SEHATI). Muhammad Anwar Bashori as the Head of the Department of Islamic Economics and Finance of Bank Indonesia stated that to develop the domestic Halal Industry, cooperation between the government and halal industry players is needed.⁴⁸ Collaboration is carried out between institutions so that they can synergize together in developing the halal industry in Indonesia so that it can improve the global economy.⁴⁹

⁴⁷ Hayyun Durrotul Faridah, "Halal Certification in Indonesia; History, Development, and Implementation," *Journal of Halal Product and Research (JPHR)* 2, no. 2 (21 Desember 2019): 68–78, <https://doi.org/10.20473/jhpr.vol.2-issue.2.68-78>.

⁴⁸ "Program Kerja Prioritas KNEKS - April 2022," Komite Nasional Ekonomi dan Keuangan Syariah, diakses 12 Februari 2023, <https://knks.go.id/berita/439/program-kerja-prioritas-kneks-april-2022?category=3>.

⁴⁹ Yuli Agustina et al., "Performance of Indonesian restaurants: An analysis of halal supply chain management," *Reinforcement of the Halal Industry for Global Integration Revival*, no. Query date: 2023-03-05 22:45:25 (2022): 92–96, <https://doi.org/10.1201/9781003324492-15>.

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Collaboration is an effective strategy in increasing the number of halal-certified business actors.⁵⁰ Many business actors in the fields of food, beverages, fashion, cosmetics, medicines have not been certified halal. To optimize the number of halal-certified business actors by collaborating and synergizing with several institutions that have different roles in accelerating halal certification in Indonesia.⁵¹ The collaboration that was built is a concrete step in building cooperation in the implementation of halal certification. This collaboration is in accordance with the theory developed by Roucek and Warren which means working together to achieve common goals and is a process that is the most basic.⁵² By collaborating between government and private institutions in implementing halal certification in Indonesia, it will accelerate the increase in the number of business actors who are halal certified.⁵³ Below are the components of institutions that collaborate and synergize in implementing halal certification in Indonesia, namely:

Table 2. Institutions in the Halal Ecosystem in Indonesia

Institution	Authority
Halal Product Assurance Organizing Agency (BPJPH)	<ol style="list-style-type: none"> 1) Manage the halal product assurance system and supervise halal certification bodies. 2) Make regulations and policies in the halal certification process, serve halal certification registration, verify products submitted for halal certification. Conducting guidance and supervision as well as evaluation for the implementation of halal product guarantees. Issuing halal certificates along with halal labels.
Halal Inspection Agency (LPH)	Examine and/or test the halal product submitted for halal certification. This inspection is carried out by a halal auditor owned by LPH
Indonesian Council of Ulama (MUI)	Has the authority to determine the halal product through a halal fatwa meeting. This halal stipulation, both related to standards and product halalness
Regional Halal Task Force (Satgas Halal Daerah)	Based on the Decree of the Ministry of Religious Affairs No. B.II/3/33453 of 2019, Decree of the Secretary General of the Minister of The Religious Affairs No. 80 of 2019, Decree of the Head of the Halal Product Assurance Organizing Agency No. 12 of 2020
Halal Product Process Assistance Institution (LP3H)	<ol style="list-style-type: none"> 1) Institutions that train and supervise the assistants in the process of halal products (P3H) 2) Conducting evaluation and coaching to assistants in the process of halal products (P3H) 3) Disburse incentives to accompany the halal product process (P3H) provided by BPJPH
Halal Product Process Assistant (P3H)	<ol style="list-style-type: none"> 1) Providing assistance in the halal certification process with a mechanism for self-declaring business actors from MSME actors

⁵⁰ Rahmayati Rahmayati, "Islamic Banking Synergy As Halal Industry Development In Indonesia," *Proceeding International Seminar of Islamic Studies* 1, no. 1 (2019): 299–308.

⁵¹ Akim Akim et al., "The Shifting of Halal Certification System in Indonesia: From Society-Centric To State-Centric," *MIMBAR: Jurnal Sosial Dan Pembangunan* 35, no. 1 (24 Juni 2019): 115–26, <https://doi.org/10.29313/mimbar.v35i1.4223>.

⁵² Kenneth Roberts, *Sociology: An Introduction* (Edward Elgar Publishing, 2012).

⁵³ Norasekin Ab Rashid dan Jamil Bojei, "The relationship between halal traceability system adoption and environmental factors on halal food supply chain integrity in Malaysia," *Journal of Islamic Marketing* 11, no. 1 (2019): 117–42, <https://doi.org/10.1108/jima-01-2018-0016>.

	2) Carry out the process of verifying and validating halal statements by Business Actors. PPH Facilitator must begin with Determination of Halal Certified Obligations for UMK actors based on Statements of Business Actors
MSEs and Companies	<ol style="list-style-type: none"> 1) Business actors/entrepreneurs who obtain Halal Certification services whether in the SEHATI program or not. 2) Business actors/entrepreneurs are required to provide detailed information about raw materials, production, marketing, distribution and others when filling out the SJPH Manual 3) Business actors/entrepreneurs applying for halal certification for the products they produce
Associations and Non-Governmental Organizations	<ol style="list-style-type: none"> 1) Become an independent supervisor in the halal ecosystem and provide information to the public about halal and haram products. 2) Promote halal products and assist companies in fulfilling halal certification requirements
Public	Consuming products and services that have received halal certification from BPJPH

Source: processed from BPJPH, Law No. 33 of 2014, Law No. 11 of 2020, PP No. 39 of 2021

5. Institutional Synergy and Collaboration in the Halal Ecosystem in Indonesia

In terms of collaboration and synergy between institutions, BPJPH has done well, namely recruiting various institutions, both universities, educational foundations, mass organizations, associations, and so on as Halal Product Process Assistance Institutions (LP3H) so that it has been successful in serving MSEs who want to get a free halal certification service (SEHATI). To accelerate the achievement of the number of halal certifications, BPJPH also recruits Islamic Religious Extensionists in 34 Provinces to become Assistants for Halal Product Process (P3H) by conducting training. Another policy is the issuance of Instruction of the Minister of The Religious Affairs No. 1 of 2023 concerning Halal Certification of Products and Canteens in the Ministry of Religious Affairs's Work Unit Environment on February 8, 2023.

The implementation of halal certification, both regular and free, carried out by BPJPH as an institution that has the authority in accordance with the mandate of the law has a big role in the implementation of halal certification in Indonesia.⁵⁴ However, in practice the BPJPH institution synergizes and collaborates more with private institutions such as universities, foundations, religious organizations, compared to cross-sectoral fellow government agencies and local governments in the halal certification program.⁵⁵ BPJPH recruited Halal Product Process Assistance Institutions (LP3H) and Halal Product Process Facilitators (P3H) in

⁵⁴ Muhamad Nadratuzzaman Hosen dan Fitriyani Lathifah, "Comparison of Halal Certification in Several Countries toward Halal Standard of Indonesia:," dalam *Proceedings of the 1st International Conference on Recent Innovations* (International Conference Recent Innovation, Jakarta, Indonesia: SCITEPRESS - Science and Technology Publications, 2018), 201–10, <https://doi.org/10.5220/0009921502010210>.

⁵⁵ "Lembaga Pemeriksa Halal PTKIN Rencanakan Sertifikasi Jutaan UMKM," <http://diktis.kemenag.go.id/>, diakses 22 Mei 2022, <http://diktis.kemenag.go.id/v1/berita/lembaga-pemeriksa-halal-ptkin-renencanakan-sertifikasi-jutaan-umkm>.

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increasing the number of MSEs who have halal certification. The number of Companion Institutions for Halal Product Process (LP3H) is 172 institutions and the number of Assistance for Halal Product Process (P3H) is 42,533 people.⁵⁶ Collaboration was also carried out by recruiting Halal Inspection Agencies (LPH), which currently number 30 institutions. This amount is still not enough to serve all business actors in Indonesia.

Halal certification organized by BPJPH is a concrete form of the Ministry of Religious Affairs in protecting consumers because halal products are synonymous with quality and hygiene.⁵⁷ So, do not be surprised if the growth of halal products continues to increase, even becoming a global lifestyle (halal lifestyle).⁵⁸ However, when compared to the number of business actors in Indonesia, which is 64.2 million people, the number of business actors with halal certification is still relatively low. According to the Head of BPJPH M. Aqil Irham, the number of halal-certified business actors as of June 8 2023 was 725 thousand halal-certified products and 405 thousand of them came from the MSME sector.⁵⁹ This indicates the need for aggressive synergy and collaboration to accelerate the growth of halal-certified business actors. Based on research by KNEKS and the Halal Science Center IPB in 2021, shows that 85 percent of RPH (slaughterhouses) do not yet have a halal certificate.⁶⁰ This confirms that the achievements of business actors and related institutions that are halal certified are still low, so that cooperation is needed with various parties, between agencies and ministries, even with the private sector.

The success of the halal certification program is not only the task of BPJPH and the Ministry of Religious Affairs, but all institutions related to halal certification, such as KNEKS, Ministry of Tourism, Ministry of Trade, Ministry of Industry, Ministry of Health, Ministry of Agriculture, Ministry of State-owned Enterprises (BUMN), Ministry of Cooperatives and Small and Medium Enterprises and Regional Government, community organizations, associations, institutions and other companies related to halal products. The involvement of companies in the halal ecosystem is very important, even based on the research of Md Mahfujur Rahman and Mohd Shahril Ahmad Razimi on *Halal Biotechnology*

⁵⁶ "Pendampingan PPH," diakses 2 Maret 2023, <https://info.halal.go.id/pendampingan/>.

⁵⁷ Fachrurazi Fachrurazi et al., "Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image," *Journal of Islamic Marketing*, no. Query date: 2023-03-15 10:13:46 (2022), <https://doi.org/10.1108/jima-09-2021-0289>.

⁵⁸ Fatkur Huda dan Arin Setiyowati, "Halal Lifestyle: A Study of Revitalizing Islamic Consumption of Middle Class Muslims" (1st UMSurabaya Multidisciplinary International Conference 2021 (MICon 2021), Atlantis Press, 2023), 186–94, https://doi.org/10.2991/978-2-38476-022-0_20.

⁵⁹ "29,2 Juta Produk Belum Bersertifikat Halal," *ekonomi*, diakses 28 Juni 2023, <https://www.cnnindonesia.com/ekonomi/20230608121245-92-959223/292-juta-produk-belum-bersertifikat-halal>.

⁶⁰ "LPPOM: 85 Persen Rumah Potong Hewan Belum Sertifikasi Halal," *Republika Online*, 29 Mei 2023, <https://republika.co.id/share/rve3za490>.

Products: Halal Supply Chain Compliance and Integrity Risk Author Links Open Overlay Panel that many biotechnology companies have changed their production processes to comply with the halal supply chain (HSC).⁶¹ Halal products with the application of contemporary biotechnology must meet Islamic Sharia compliance requirements. Likewise with Hezlin Shadan et al's research on *The Development of the Halalan Toyyiban Warehouse Performance Measurement System Model and Its Usability* that halal logistics has an important role in ensuring the halalness of a product.⁶² Therefore, companies engaged in logistics must implement halal logistics in the supply chain to ensure product halalness.

The Ministry of Religious Affairs has an important role in coordinating with all institutions under the Ministry of Religious Affairs to assist and support BPJPH in organizing the free halal certification program.⁶³ This important role of the government is strengthened by the results of research conducted by Lucky Nugroho on *the Halal Tourism Business Ecosystem in the Maqasid Syariah Perspective* which explains that it is important for the government to create a halal ecosystem.⁶⁴ Therefore, the role of the central government and local governments is very important to participate in creating a halal ecosystem in Indonesia so there is a need for synergy and collaboration between government agencies, especially institutions under the Ministry of Religious Affairs to participate in the success of the SEHATI program to increase the number of MSMEs that are halal certified.⁶⁵

Institutional synergy under the Ministry of Religious Affairs to support BPJPH is still considered not optimal because BPJPH has so far collaborated more with the private sector in administering halal certification in Indonesia, especially the Free Halal Certification (SEHATI) program even though it is based on Ministry of Religious Affairs policy that in every region

⁶¹ Md Mahfujur Rahman dan Mohd Shahril Ahmad Razimi, "Chapter 16 - Halal Biotechnology Product: Halal Supply Chain Compliance and Integrity Risk," dalam *Innovation of Food Products in Halal Supply Chain Worldwide*, ed. oleh Nina Naquiah Ahmad Nizar, Siti Aimi Sarah Zainal Abidin, dan Aishah Bujang (Academic Press, 2023), 195–204, <https://doi.org/10.1016/B978-0-323-91662-2.00016-8>.

⁶² Hezlin Shadan et al., "Chapter 17 - The Development of Halalan Toyyiban Warehouse Performance Measurement System Model and Its Usability," dalam *Innovation of Food Products in Halal Supply Chain Worldwide*, ed. oleh Nina Naquiah Ahmad Nizar, Siti Aimi Sarah Zainal Abidin, dan Aishah Bujang (Academic Press, 2023), 205–19, <https://doi.org/10.1016/B978-0-323-91662-2.00003-X>.

⁶³ Abdul Rachman Abdul dan Ashar Johnsan Khokhar, "Role of Indonesian Council of Ulama in Hal 1 Certification and Product Guarantee," *Journal of Islamic Thought and Civilization* 13, no. 1 (26 Mei 2023), <https://journals.umt.edu.pk/index.php/JITC/article/view/2444>.

⁶⁴ Nugroho, Utami, dan Doktoralina, "Ekosistem Bisnis Wisata Halal Dalam Perspektif Maqasid Syariah."

⁶⁵ Suharko Suharko et al., "Institutional Conformance of Halal Certification Organisation in Halal Tourism Industry: The Cases of Indonesia and Thailand," *Tourism: An International Interdisciplinary Journal* 66, no. 3 (28 September 2018): 334–48.

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there is a Task Force (Task Force) Halal.⁶⁶ The existence of the Regional Halal Task Force (Satgas) needs to be evaluated because it is not optimal in assisting the implementation of halal certification, instead what is happening in the field is that there are more private institutions such as educational foundations, universities, mass organizations which are engaged in assisting MSME actors compared to the Regional Halal Task Force that was formed by the Ministry of Religious Affairs. In addition, collaboration between institutions under the Ministry of Religious Affairs, especially representative offices in each region, is still not maximal in helping BPJPH's performance even though the Ministry of Religious Affairs has many regional offices in every district/city and province in Indonesia. If the representative offices of each region are maximized in assisting BPJPH, it will be able to increase the number of halal certifications in Indonesia.⁶⁷ In practice, private institutions which are LP3H cooperate with several regional offices of the Ministry of Religious Affairs in several regions in Indonesia.⁶⁸

Research conducted by Robi Krisna and Mohammad Yusuf Halal Ecosystem Improvement Study Reviewed of Halal Product Regulations Halal states that the government has an important role in the implementation of Guaranteed Halal Products (JPH).⁶⁹ MSMEs in Indonesia. According to Robi Krisna, BPJPH needs to have a representative office in each region so that it can reach all MSMEs in areas with poor internet access. BPJPH as an institution that is mandated by law to carry out halal certification is inadequate and incapable due to limited human resources and employees to administer and manage the implementation of halal certification throughout Indonesia, which has a very large number of business actors.⁷⁰ Therefore, this study corroborates that the halal ecosystem is not enough for just BPJPH at the central level but requires the establishment of BPJPH representatives in each region and even requires strong cooperation in each department under the Ministry of

⁶⁶ Norliza Katuk et al., "Halal certification for tourism marketing: the attributes and attitudes of food operators in Indonesia," *Journal of Islamic Marketing* 12, no. 5 (1 Januari 2020): 1043–62, <https://doi.org/10.1108/JIMA-03-2020-0068>.

⁶⁷ Ririn Noviyanti, "Neo Hisbah Institution: Capturing the Halal Supervision Mechanism at Badan Penyelenggara Jaminan Produk Halal (BPJPH) Indonesia," *Iqtishodia: Jurnal Ekonomi Syariah* 5, no. 1 (31 Maret 2020): 32–39.

⁶⁸ Lutfi Hidayati et al., "The Role of LP3H in Increasing the Economic Value through Assistance with Halal Certification," *Indonesian Journal of Islamic Economics and Business* 8, no. 1 (12 Juni 2023): 46–54.

⁶⁹ Krisna dan Yusuf, "Halal Ecosystem Improvement Study Reviewed of Halal Product Regulations Halal."

⁷⁰ Rahmat Husein Lubis, "BPJPH Halal Certification Opportunities in Indonesian Sharia Tourism in the Perspective of Maqashid Asy-Syari'ah," *International Conference on Islamic Studies (ICIS)*, 2022, 800–808.

Religious Affairs in the regions to participate in supporting and assisting BPJPH in accelerating the halal product certification program in all regions in Indonesia.⁷¹

The halal ecosystem cannot be maximally fulfilled if there is no collaboration and great synergy between the central government, regional governments, ministries, MUI, LPH, LP3H, business actors, associations, mass organizations, Islamic financial institutions, and others.⁷² This means that ecosystems can be carried out with multi-stakeholder collaboration and synergy. Even research on *Halal Industry and Islamic Banking: A Study of Halal Ecosystem Regulation in Indonesia* which has been conducted by Muhammad Khozin Ahyar and Muhammad Yusuf Perkasa Wibowo states that it is necessary to include indicators of halal assessment and certification in the field of Islamic finance because finance is the initial source of creating halal products.⁷³ The synergy and collaboration carried out by BPJPH is not only with LPH, LP3H, and P3H which are affiliated with educational institutions, universities, and other private entities in carrying out halal certification in Indonesia but also needs to collaborate with Islamic financial institutions to accelerate the growth of business actors who are halal certified.⁷⁴

Synergy and collaboration must begin with internal consolidation and coordination and communication between the Ministry of Religious Affairs and then the private sector. Collaboration and synergy can encourage innovation and creativity, as well as enable the combination of various perspectives and experiences to achieve better solutions in implementing halal certification in Indonesia, including collaborating with Islamic financial institutions and international institutions.⁷⁵ Of course, this cooperation and collaboration are carried out by applying the principles of prudence and good corporate governance principles such as the principles of accountability, transparency, and fairness. Collaborative collaboration between the government, both the central government and local governments, or between ministries, Islamic financial institutions, and business actors, is very important to be

⁷¹ Akim Akim et al., "The Shifting of Halal Certification System in Indonesia: From Society-Centric To State-Centric," *MIMBAR: Jurnal Sosial Dan Pembangunan* 35, no. 1 (24 Juni 2019): 115–26, <https://doi.org/10.29313/mimbar.v35i1.4223>.

⁷² Aminudin Yakub dan Fitriyani Zein, "Halal Certification in Government and Non-Governmental Organizations: A Comparative Analysis of Indonesia, Malaysia, and Thailand," *Jurnal Cita Hukum* 10 (30 April 2022), <https://doi.org/10.15408/jch.v10i1.25747>.

⁷³ Ahyar, "Halal Industry and Islamic Banking."

⁷⁴ Juan Carlos Martín, Carmen Orden-Cruz, dan Slimane Zergane, "Islamic Finance and Halal Tourism: An Unexplored Bridge for Smart Specialization," *Sustainability* 12, no. 14 (Januari 2020): 5736, <https://doi.org/10.3390/su12145736>.

⁷⁵ Johari Ab Latiff, Syahrizal Abbas, dan Muhammad Siddiq Armia, "A Study on Halal Certification Procedure: Progressive Transition Towards Halal Pharmaceutical Products in Malaysia and Indonesia," dalam *Selected Proceedings from the 1st International Conference on Contemporary Islamic Studies (ICIS 2021)*, ed. oleh Nur Nafhatun Md Shariff et al. (Singapore: Springer Nature, 2022), 3–12, https://doi.org/10.1007/978-981-19-2390-6_1.

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carried out in earnest to encourage the halal business climate to be more developed so that there is an increase in the national economy because Indonesia is a large market for the halal industry, especially in the internet era, many digital companies are competing in the halal industry segment, such as fashion, halal food, halal cosmetics, halal medicines, halal drinks, and so on.⁷⁶

C. CONCLUSION

The synergy and institutional collaboration in accelerating the halal certification program carried out by BPJPH is still not maximized because BPJPH has so far collaborated more with the private sector in implementing halal certification in Indonesia, especially the Free Halal Certification (SEHATI) program. BPJPH as an institution that is given the authority to carry out halal certification in Indonesia is considered to be still unable to serve a very large number of business actors and is spread across all regions in Indonesia. In practice, BPJPH synergizes and collaborates more with private institutions such as universities, educational foundations, community organizations, and associations, compared to cross-sectoral fellow government agencies and local governments in the halal certification program. Therefore, a strategy is needed to be able to build a halal ecosystem so that it can help and support BPJPH to be able to actively and massively accelerate the halal certification program. One of the strategies in building a halal ecosystem is to optimize institutions under the Ministry of Religion, not only by making the Halal Task Force (Satgas) effective but by mobilizing and encouraging all stakeholders under the Ministry of Religion. In addition, there needs to be active collaboration between government agencies, the central government, local governments, ministries, and other institutions to participate in increasing the number of halal certifications in every region in Indonesia. Synergy and collaboration also need to be carried out with business actors, both MSMEs and companies and associations related to halal products. There needs to be cooperation with Islamic financial institutions and international institutions in collaborative halal industry programs. Cross-sectoral and cross-agency synergy and collaboration between ministries, regional governments, associations, Islamic financial institutions, the private sector, international institutions, and the public are carried out to accelerate the development of the halal ecosystem in Indonesia so that Indonesia can become a Global Halal Industry Center.

⁷⁶ Naeli Mutmainah et al., "Global Awareness Of Halal Products In Indonesia In Era 4.0," *Al-Amwal : Jurnal Ekonomi Dan Perbankan Syari'ah* 14, no. 1 (7 Juli 2022): 14–34, <https://doi.org/10.24235/amwal.v14i1.9657>.

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