

THE IMPLEMENTATION OF HALAL CERTIFICATION IN THE CITY OF SINGKAWANG FOLLOWING THE ENACTMENT OF LAW NUMBER 33 OF 2014 REGARDING HALAL PRODUCT GUARANTEES

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ABSTRACT

This research aims to analyse the problems related to the implementation of halal certification in Singkawang City after the enactment of Law Number 33 of 2014 concerning Halal Product Guarantees. This law provides a framework and requirements that producers and business actors must meet to obtain halal certification. Even though this Law has been implemented, challenges and problems still need to be addressed to ensure optimal implementation in Singkawang City. This research is a field type (*Field Research*). The data collection method in this research involves interviews with related parties such as producers, sellers and halal certification institutions. Direct observations were also made of halal certification practices in several food and beverage companies in Singkawang City. The collected data was analysed qualitatively using data reduction techniques, presentation, and conclusion. The research results show that the implementation of halal certification in Singkawang City still faces several obstacles, such as the minimum number of halal certification institutions, lack of outreach and assistance from related agencies and lack of public awareness and understanding of the importance of halal certification. Therefore, efforts are needed to optimise the implementation of halal certification by increasing the number of accredited halal certification institutions, developing training and education programs for producers and the community, and providing financing facilities to facilitate halal certification costs. In conclusion, this research recommends the need for collaborative efforts between the government, halal certification institutions, producers, and the community to maximise the implementation of halal certification in Singkawang City. This effort needs to be made to ensure that halal products in Singkawang City are guaranteed to be halal and can meet the increasing market demand for halal products.

Keywords: *Halal certification, Halal product guarantee, Optimisation, Singkawang*

1. Introduction

Halal food is the central aspect of choosing food products for Muslims (Ulya Fuhaidah Ramlah 2018). Every human being must consume halal and thayyib food in accordance with the word of Allah SWT in Surah Al-Baqarah Verse 168, "*O people, eat what is halal and good from what is on earth, and do not follow the steps of the devil; because indeed the devil is a real enemy for you.*"

This verse clearly emphasises the importance of humans consuming halal and thayyib (nutritious) food (Kusnadi, 2019). Next, there is a warning that humans should not follow Satan's footsteps, which will undoubtedly lead to the valley of error (M. Ghalib, 2017). The food mentioned in this verse implies the importance of the spirit of spiritualism in obtaining and consuming food.

Consequently, it is essential to comprehend the significance of halal food as a fundamental issue regarding the life, religious practices, and survival of Muslims. In Islam, the notion of halal holds considerable importance and encompasses all facets of life, including dietary practices (Ramlan & Nahrowi, 2014). Halal food is a basic need for every

Muslim because the food they consume will affect their health, cleanliness and fitness. According to Islamic teachings, halal food is food that is prepared in accordance with Islamic law; that is, it does not contain prohibited ingredients such as pork, alcohol, and meat from animals that have not been slaughtered according to Islamic law or meat from animals that died due to certain reasons. Apart from that, making and storing food must also be clean and guaranteed to be halal (Suparto et al., 2016).

When Muslims consume halal food, they experience a sense of calmness and comfort, as they are assured that the food maintains their physical health and nurtures their soul and moral principles (Hasan, 2014). Therefore, Muslims need to pay attention to the quality and halalness of the food they consume as part of obedience to Allah and as a form of maintaining the health and fitness of their bodies (Aminudin, 2016). Apart from that, there is also a direct impact of consuming halal food on behaviour: First, maintaining the balance of the human soul, which is essentially pure as if it had just been born into the world. The command to always maintain halal food along with the good deeds that will be carried out to maintain the balance of human nature is in line with the meaning of the surah Al-Mukminun verse 51, "*O messengers, eat good food and do good deeds. Indeed, I am all-knowing of what you do.*"

Second, foster a high fighting attitude in upholding the teachings of Allah and His Messenger on earth. For people who always try to keep their food from haram, it means that they have fought in the way of Allah to a high degree. Third, you can cleanse your heart and protect your tongue from unnecessary conversations. Halal food consumed will grow and develop into flesh, along with an increase in the quality of piety physically and mentally (Khoerunnisa, 2016). Fourth, grow self-confidence before God. People who consume halal food will naturally increase their confidence that Allah is close to them and always listens to their prayer requests (Mukeriana, 2018).

Singkawang, one of the cities in West Kalimantan, is a tourist destination. There are many recreational places in the city of Singkawang, with so many recreational places growing culinary businesses, be it restaurants and eateries, as well as places selling food using carts in the city of Singkawang. Since 17 October 2019, Law No. 33 of 2014 concerning halal product guarantees has officially been implemented nationally, where before the enactment of this law, halal certification was still an appeal, but since it came into force on 17 October 2019, halal certificates are mandatory, in accordance with article 4 Law No. 33 of 2014 states that every product circulating in Indonesia must be halal certified (Karimah, 2015).

Then, the government issued regulations regarding the implementation of halal product guarantees, namely Government Regulation of the Republic of Indonesia No. 39 of 2021 concerning the Implementation of Halal Product Guarantee Article 2 paragraphs (1), (2) and (3) that:

1. Products entering, circulating and traded in Indonesian territory must be halal-certified
2. Products derived from prohibited ingredients are excluded from the obligation to be certified halal.
3. Products, as intended in paragraph (2), must be provided with information that they are not halal

Based on this government regulation, all products entering, circulating, and trading in Indonesia must be halal certified. Products that must be halal certified are food, drinks, medicine, cosmetics, chemical products, biological products, genetically engineered products and consumer goods—used, utilised or utilised. Services, including business

services related to slaughtering, processing, storage, packaging, distribution, sales and serving. Currently, the Indonesian government aims to carry out halal certification, starting with food and beverage products. The obligation for halal certification for food and beverage products starts from 17 October 2019 to 17 October 2024. Minister of Religion Regulation Number 26 of 2019 states this regarding implementing Halal Product Guarantees (Eka Rahayuningsih, 2021).

What is unique about Singkawang City is that the majority of the population is ethnic Chinese; in fact, Singkawang City is nicknamed the City of a Thousand Temples; some also call it the Hong Kong of Indonesia; many culinary entrepreneurs in Singkawang, whose owners are Chinese and non-Muslim. Indeed, efforts have been made by the Indonesian Ulema Council of Singkawang City to socialise halal certification in Singkawang City. IAIN Pontianak postgraduate lecturers held a discussion group forum about halal certification in Singkawang City with culinary entrepreneurs, which is one of the efforts made by several institutions to socialise halal certification in the city of Singkawang.

The government, through the Halal Product Guarantee Organizing Agency or BPJPH for short, has given a grace period of five years, namely from 2019 to 2024, for all food and beverage producers and producers whose purposes are for consumption to process halal certification (Makhtum Ahmad, 2021). It has been almost a year since Law No. 33 of 2014 was enacted concerning halal product guarantees. There are still many problems in the field, both regarding the number of halal certifications, which are still minimal, the knowledge of culinary entrepreneurs, which is still lacking, and regarding costs, which still feel pretty expensive. For MSME entrepreneurs, as well as the limited number of halal auditors, until now, the only halal auditor is LPPOM MUI; this is, of course, a problem that must be resolved together, considering that the government has made law and has made a target that by 2024 all food and beverage producers have been certified halal, even the Ministry of Religion is targeting Indonesia to become the world's halal centre (Peristiwo, 2019).

Indeed, the potential for halal products is huge worldwide; even now, many countries whose populations are not predominantly Muslim, such as Korea, Japan, and others, are competing to provide halal products.

Based on these problems, the researcher will submit a dissertation proposal on implementing halal certification in Singkawang after implementing Law Number 33 of 2014 concerning Halal Product Guarantees.

2. Materials and methods

This study employs a qualitative research approach with a field research design to analyse the implementation of halal certification in Singkawang City following the enactment of Law Number 33 of 2014 concerning Halal Product Guarantees. Multiple techniques were employed to ensure comprehensive data collection.

Semi-structured interviews were conducted with a diverse array of stakeholders, including producers, sellers, representatives from halal certification bodies, and government officials. The primary objective of these interviews was to gather insights regarding the challenges and perceptions associated with implementing halal certification.

Additionally, direct observations were performed at food and beverage establishments in Singkawang City to evaluate their compliance with halal certification requirements. This procedure thoroughly examined product labelling, production processes, and adherence to halal guidelines.

Furthermore, documents, including government regulations, policies, and reports on halal certification, were analysed. This analysis aimed to enhance the understanding of the legal framework and enforcement mechanisms related to the guarantees of halal products.

Then, the data was analysed using a qualitative data analysis approach. The collected data were organised and categorised based on key themes such as challenges, legal awareness, and public perception of halal certification. The information was systematically presented using narrative descriptions and tables to highlight trends and patterns. Next, the findings were interpreted to draw meaningful conclusions regarding the effectiveness and obstacles of halal certification implementation in Singkawang City.

By employing these methodological approaches, the study provides a thorough understanding of the current state of halal certification in Singkawang City and offers recommendations for optimising its implementation.

3. Results and Discussion

3.1 Government Regulations Concerning the Implementation of the Halal Product Guarantee Sector

What is meant by Government Regulations are regulations stipulated by the president to implement laws as they should. In this regard, it can be confirmed that the existence of Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Guarantee Sector is an implementing regulation that was born as a follow-up to the Law. Law Number 33 of 2014 concerning Halal Product Guarantees. So automatically, Government Regulation Number 31 of 2019 concerning implementing Halal Product Guarantees is no longer in effect and has been replaced with Government Regulation Number 39 of 2021 concerning implementing Halal Product Guarantees.

The main characteristic of a country is coercion. This coercive nature is also reflected in implementing halal product guarantees in Indonesia. Remember that all products entering, circulating, and trading in Indonesia must be halal certified. So, from 17 October 2019 until now, the halal certification obligation remains in effect (Mirsa Astuti, 2020). Many policies have been issued, hoping the latest regulations are more suitable for implementing halal product guarantees. The Indonesian government has issued policies related to halal, which aim to improve the concept of implementing halal product guarantees in Indonesia (Musataklima, 2021). Some policies issued include Minister of Religion, Regulation Number 25 of 2019 concerning implementing Halal Product Guarantees. Minister of Religion Regulation Number 22 of 2019 concerning the Halal Food Product Guarantee System. Minister of Religion Regulation Number 23 of 2019 concerning Halal Certification of Food Products

With the latest regulations, it is hoped that halal product assurance in Indonesia can be better and in line with the needs of society and the halal industry. This is also expected to increase public confidence in halal products produced in Indonesia and open wider halal business opportunities.

Government Regulation No. 39 of 2021 concerning implementing the Halal Product Guarantee Sector was issued by the Indonesian government on June 2, 2021. This regulation aims to regulate the procedures and mechanisms business actors must carry out to obtain halal certificates and ensure that the products produced meet standards as determined by the MUI (Indonesian Ulema Council).

Some things regulated in this regulation include determining a halal certification body that the National Standardization Body accredits. Obtaining a halal certificate includes

fulfilling halal requirements for raw materials, production processes and product handling (Endang Irawan, 2020). Supervision and control mechanisms for business actors who have obtained halal certificates, including supervision of the production and distribution of halal products. Sanctions for business actors who violate the provisions of this regulation. This regulation is hoped to improve the quality and safety of halal products produced in Indonesia and protect Muslim consumers who need halal products.

This statement indicates that the regulation aims to improve the quality and safety of halal products in Indonesia and provide protection to Muslim consumers who need halal products. This is important to maintain consumer trust and safety when purchasing halal products in Indonesia and to promote the superiority of Indonesian halal products in the global market (Pujayanti, 2020).

With regulations governing halal production, certification, and labels, producers must ensure that the products meet established standards. This can improve the quality of halal products and ensure they are safe for Muslims. In addition, this regulation can protect consumers who need halal products so that they can buy products with confidence that they are genuinely halal and meet the halal requirements set (Muhammad Anwar Fathoni 2020).

Thus, this regulation can provide significant benefits for the Indonesian halal industry and Muslim consumers around the world. However, these regulations must be applied consistently and closely monitored to ensure that the halal products produced meet high halal standards and can be trusted by consumers (Istikomah, 2021).

Referring to Minister of Religion Regulation no. 4 of 2020 concerning Halal Certification. This regulation regulates the requirements, procedures and procedures for halal certification for products and services circulating in Indonesia. Hopefully, this regulation can improve the quality and safety of halal products produced in Indonesia. Every halal product must undergo a strict and standardised certification process. Manufacturers must ensure that the products they produce meet the halal requirements of the Minister of Religion. This will ensure that the product does not contain haram or non-halal ingredients and is produced using equipment and ingredients that are clean and safe for consumption.

This regulation also protects Muslim consumers who need halal products. Muslim consumers can choose halal products more efficiently and safely because every halal product circulating in Indonesia must have a halal certificate issued by a halal certification agency accredited by the government. Consumers can ensure that their products are genuinely halal and safe for consumption. Thus, it is hoped that this regulation will increase consumer confidence in halal products produced in Indonesia and encourage manufacturers to produce them with guaranteed quality and safety (Permata, 2018).

Consumers must ensure that their products are genuinely halal and safe for consumption. One way to do this is to check the halal label or certification provided by a trusted halal certification body. Consumers can also research manufacturers or brands that produce halal products that they want to buy. Through this research, consumers can determine whether the producer has met the standards and requirements set by a trusted halal certification body (Warto & Samsuri, 2020).

In this case, strict rules and regulations regarding halal products in Indonesia can help increase consumer confidence in halal products produced in Indonesia (Muhammad Adi Riswan Al Mubarak, 2023). With this regulation, producers are also expected to produce halal products with guaranteed quality and safety to strengthen the image and reputation of Indonesian halal products in the eyes of consumers. However, it is also important for the government and halal certification bodies to ensure that the halal certification process is

carried out objectively and transparently and follows strict standards. In this way, consumers can have greater confidence in the halal certification given to their products.

3.2 Implementation of the Halal Product Guarantee Law in Singkawang City

The research results show several factors supporting the implementation of halal certification in Singkawang City. Halal certification is a process of testing and providing a certificate that the product or service is halal, following Islamic law. Several factors supporting the implementation of halal certification in Singkawang City include:

The majority of Singkawang residents are Muslim; according to BPS data, 53 per cent of the people in Singkawang City are Muslim, and 32 per cent are Buddhist. Halal certification is essential for the community to ensure that the food or products consumed are in accordance with the teachings of their religion. The majority of Singkawang residents are Muslim, so halal certification is essential for the community in ensuring that the food or products consumed are in accordance with the teachings of the Islamic religion. Halal certification assesses and labels halal labels to products or food that meet Shariah standards. With halal certification, Muslim people can feel calm and confident that the products or food they consume are halal and in accordance with the teachings of the Islamic religion. Apart from that, halal certification can also help producers market their products to Muslim consumers, who are increasingly paying attention to the halalness of their products (Apap Nazihah, 2020).

Halal certification is essential for Muslim communities because food or products containing non-halal ingredients such as pork, alcohol or derivative products are considered haram and should not be consumed. Therefore, halal certification provides confidence and trust to the Muslim community that the food or products they consume are halal and by the principles of the Islamic religion. Halal certification provides confidence and trust to the Muslim community that the food or products they consume meet halal standards, which are by the principles of the Islamic religion. In the Islamic religion, halal food is essential, and Muslims must pay attention to halal and haram in the food and drinks they consume (Ema Fathimah, Siti Zailia 2017).

Institutions or organisations that carry out halal certification are authorised and trusted to supervise and provide halal labels to products that meet these standards. With halal certification, Muslim people can choose food or products that are according to the beliefs and principles of the Islamic religion without having to worry about non-halal ingredients.

Apart from providing confidence and trust for the Muslim community, halal certification also benefits producers and businesspeople by allowing them to expand the market and attract the interest of Muslim consumers who pay attention to halal food. In some cases, halal certification is also a requirement for producers to be able to sell their products in specific markets where the majority of consumers are Muslim.

Singkawang has many typical culinary delights that are popular among the people, such as basket cakes, dry noodles, and others. With halal certification, these culinary specialities can be recognised and sold throughout Indonesia, even abroad, thereby increasing the economy and tourism potential of the city of Singkawang. Halal certification is essential in increasing the competitiveness of regional culinary products in the national and international markets. With halal certification, the Muslim community has more trust and confidence in these products. Besides that, halal certification guarantees product safety and quality for consumers and can help increase product competitiveness in the market. Singkawang's typical culinary delights, such as basket cakes and dry noodles, if certified halal, can be sold throughout Indonesia and even abroad, thereby increasing the economy

and tourism potential of the city of Singkawang. Tourists who come to Singkawang will be interested in tasting the typical culinary delights that have been certified halal so that it can increase the number of tourists who come and impact the economy of the city of Singkawang. Therefore, it is important for Singkawang speciality culinary businesses to obtain halal certification to recognise the products produced by Muslim communities throughout Indonesia and even abroad. Business actors also need to maintain the quality and taste of their products to continue being popular with consumers.

In the long term, increasing sales of Singkawang culinary specialities recognised as halal can significantly contribute to the local economy and open new job opportunities in the culinary and tourism sectors. Promoting typical culinary delights recognised as halal can also improve the city of Singkawang's image as an attractive culinary and tourism destination.

Halal certification can increase consumer confidence in products produced by local industries, thereby increasing the competitiveness of these products. Halal certification can increase consumer confidence in products produced by local industries and help increase the competitiveness of these products (Muchtar Ali, 2016). Halal certification is the process of assessing and testing products to ensure that the product complies with the standards and requirements required for halal products, namely products permitted in the Islamic religion. In the food and beverage industry, halal certification is essential because the food and beverage products produced must meet halal requirements, such as not containing haram ingredients, such as pork or alcohol. By obtaining halal certification, food and beverage products can show that the product is safe and halal for consumption by Muslim consumers.

In an increasingly competitive global market, consumers increasingly pay attention to halal certification as an important factor in choosing their products. By having halal certification, local products can compete with products from other countries that have been producing halal products for a long time and have internationally recognised halal certification. Therefore, for local industries, halal certification can be an important strategy to increase consumer confidence and product competitiveness. By obtaining halal certification, local industries can show that their products meet internationally recognised halal standards, attracting Muslim consumers who pay attention to the halalness of their products.

In the context of globalisation, many products from abroad enter Indonesia. With halal certification, people can differentiate between halal and non-halal products, so they can choose products that are in accordance with their religious teachings. Globalisation has brought many products from abroad to Indonesia, encouraging demand for halal products. Halal certification is a system used to guarantee that a product or service meets halal requirements by the teachings of the Islamic religion. In the Indonesian context, halal certification is managed by the Halal Product Guarantee Organizing Agency (BPJPH), which was established in 2017. BPJPH is responsible for carrying out halal certification and issuing halal certificates for products that meet the requirements (Tamimah, 2018).

Halal certification is essential for the Indonesian Muslim community because consuming food or drinks that are not halal is a violation of Islamic religious teachings. With halal certification, Muslim communities can differentiate between halal and non-halal products, so they can choose products that are in accordance with the teachings of their religion (Yulfan Arif Nurohman, Rina Sari Qurniawati 2019). Apart from that, halal certification also benefits producers and sellers of halal products because it can increase the competitiveness of their products in the global market and consumer confidence in their products. The Indonesian government requires that all food and beverage products

circulating in Indonesia have halal certification. Thus, implementing halal certification in Singkawang City will help local entrepreneurs and producers market their products throughout Indonesia.

Implementing halal certification in Singkawang City can help local entrepreneurs and producers market their products throughout Indonesia. Since 2019, the Indonesian Government has required that all food and beverage products circulating in Indonesia must have halal certification. Halal certification is a testing and verification process carried out by halal certification bodies accredited by the Halal Product Guarantee Agency (BPJPH) to ensure that the product has met the halal standards that have been set. With halal certification, food and beverage products will be more readily accepted and trusted by the Muslim community because they can ensure that the product meets the halal requirements in accordance with the teachings of the Islamic religion.

In the context of Singkawang City, implementing halal certification can help local entrepreneurs and producers market their products more widely and evenly throughout Indonesia. This can increase the competitiveness of local products and provide better business opportunities for local entrepreneurs and producers in the national market. However, it should be noted that halal certification is needed to market products domestically and globally, which increasingly demands halal and high quality.

The results of the research show that there are several barriers for producers to obtain halal labels on packaged food in West Kalimantan in general and Singkawang City in particular, including:

Lack of Legal Awareness for Packaged Food Producers to Obtain Halal Certificates and Labels Dr Agus, Director of LPPOM MUI West Kalimantan, said. Food producers' lack of legal awareness about registering their products to obtain halal certificates and labels is the main obstacle to obtaining halal certification. Only a few packaged food producers in Singkawang City know the need to obtain halal certificates and labels. Legal awareness of packaged food producers is a significant determinant in obtaining halal certificates and labels. However, currently, the majority of packaged food producers in West Kalimantan, generally Singkawang City in particular, do not yet have the legal awareness to register their packaged food products with LPPOM MUI in order to obtain halal certificates (Agus, 2022).

This lack of legal awareness among food producers hinders LPPOM MUI from carrying out halal certification and labelling of food products in West Kalimantan and Singkawang City. Legally, LPPOM MUI is waiting for applications submitted by producers. Thus, legally, producers must actively register their products with LPPOM MUI.

Lack of Knowledge of Food Producers and Food Sellers Regarding Halal Certificates and Labels. Suppose the knowledge indicator in question is the knowledge of small entrepreneurs in the packaged food sector regarding the content (substance) of regulations regarding halal product certification. In that case, the research results conclude that, of the several food producers and food sellers in Singkawang City, whom the research sample was, no one knows about halal product certification regulations.

H Muhlis, M.Ag as Chair of the Singkawang City MUI, said that the lack of knowledge of food producers and sellers in Singkawang Regency regarding halal certification and labels has led to a lack of interest among food sellers in obtaining halal labels (Muhlis, 2022). The low number of applications for food certification and halal labels is also caused by a lack of knowledge among the public, especially food producers and food sellers in Singkawang City, regarding the procedures for submitting applications for halal certification and labels. Producers and sellers do not have complete knowledge regarding halal label regulations. The low level of knowledge of food producers and sellers regarding halal certification and labels

causes a lack of public desire to register their products to obtain halal certificates and labels. Apart from that, sometimes, due to ignorance, producers often use halal labels without a certificate or permission from LPPOM MUI.

Lack of Socialization of Halal Certification and Labeling. Iqbal, a food producer and trader, said that, from the past until now, there has been no education or outreach regarding certification and procedures for attaching halal labels carried out by the government, the Food and Drug Supervisory Agency, or the MUI (Iqbal, 2020).

The same thing was also conveyed by Rahmat Hidayat, who said that he had registered his product to get a halal certificate and label from LPPOM MUI, not because of the socialisation carried out by the government, the POM Agency or LPPOM MUI, but of his initiative because his product had been sold overseas. So, he needs to include a halal label. Furthermore, Rahmat Hidayat said that up until now, there had never been any LPPOM MUI, Badan POM BPJPH, or other government agencies that had carried out socialisation about halal certification in Singkawang City.

Dr Agus, Chair of the Indonesian Ulema Council (LPPOM MUI) Food, Medicine and Cosmetics Study Institute, West Kalimantan Province, also acknowledged the lack of socialisation regarding certification regulations and halal labels. According to him,

Various factors cause the lack of socialisation regarding the procedures for registering halal certification and labels, including a lack of personnel at LPPOM MUI, limited funds, and the absence of accurate food producer data. Socialisation is not carried out, but its intensity and form are limited.

Legal regulations regarding halal certification and labelling are not yet clear. Dr Agus, who is the Director of LPPOM MUI West Kalimantan, said that there are still many packaged food producers who have not registered their products to obtain halal certificates and labels because there are no strict sanctions against producers who put halal labels that BPJPH does not issue on their products. Having strict sanctions against producers who display halal labels that BPJPH does not issue is very important to ensure the halalness of products and prevent misuse of halal labels. BPJPH has established administrative and criminal sanctions for producers who violate the rules, such as fines, revocation of halal certificates, and criminal prosecution.

However, despite strict sanctions, producers have not registered their products to obtain halal certificates and labels. This can be caused by several factors, such as a lack of understanding of halal certification procedures, the high cost of obtaining a halal certificate, and a lack of supervision of producers who do not register their products.

4. Conclusion

The study's main conclusions may be presented in a short Conclusions section, which may stand alone or form a subsection of a Discussion or Results and Discussion section. A suggestion placed after the conclusion contains a recommendation on the research done or an input that can be used directly.

Halal certification in Indonesia is carried out by the Halal Product Guarantee Agency (BPJPH) and is needed to ensure that Muslim products or services meet established halal standards. Singkawang, as a city with a sizeable non-Muslim population, also carries out halal certification. In Singkawang, LPPOM MUI West Kalimantan is the institution responsible for implementing halal certification. LPPOM MUI West Kalimantan is collaborating with the Centre for Food and Drug Monitoring (BPOM) in Pontianak to examine and evaluate products and services submitted for halal certification.

The halal certification process in Singkawang begins with applying for halal certification online to BPJPH by the product or service owner. Then, LPPOM MUI will conduct an audit to check the ingredients used in the product or service and evaluate the production process or service provision. BPJPH will provide a halal certificate to the product owner or service if the product or service meets all the halal standards set. This certificate can be used as proof that the product or service is halal and can be consumed by Muslims. In this case, product or service owners need to obtain halal certification because it can increase consumer confidence and expand their market share.

Supporting Factors for Implementing Halal Certification in Singkawang City: Public Awareness: Fifty-three percent of Singkawang residents are Muslim, making halal certification an important daily requirement. Therefore, public awareness is important in implementing halal certification in this city. Market Potential: Singkawang has significant potential for halal products for local and export markets. This motivates producers to produce quality and certified halal products.

Factors Inhibiting the Implementation of Halal Certification in Singkawang City: Limited Knowledge: Some producers still have limited knowledge about halal certification, so they think it is unimportant or does not affect their business. Technical Challenges: Some manufacturers face technical challenges in meeting halal certification requirements, such as cleanliness and sanitation, raw materials, and processing. Lack of Understanding of Halal: Some industry players may not fully understand the concept of halal and halal certification, so they are less interested or find participating in the certification process challenging.

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