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HALAL STANDARDS AND REGULATIONS: IMPLICATIONS FOR PRODUCERS AND CONSUMERS IN LITERATURE STUDIES

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Abstract

This study aims to analyze in depth halal standards and regulations and their implications for producers and consumers. In addition, this study aims to identify and understand the challenges faced by producers in complying with halal standards, as well as their impact on consumer purchasing decisions. This research was carried out using the library research method, using a qualitative approach. The data sources used are secondary data sources, namely collecting and then understanding, and analyzing previous articles, news, and books with relevant topics, be it journal articles or online media, as well as books that discuss halal standards and regulations. The data collection techniques used in this study are literature and documentation. Meanwhile, the data analysis technique applied in this study is a descriptive method. In this study, the limitations of the review are first, the articles or journals used are those published in 2016-2024. The results of the study show that the implementation of halal standards has been proven to have a positive influence on the producers company's internal operations, although then, at the same time they as producers face complex challenges such as the heterogeneity of halal standards, questionable raw materials, unethical practices, communication gaps,

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acceptance variability, human resource management issues, supply chain bottlenecks, and improper Islamic marketing orientation. For consumers, halal standards play an important role in shaping purchasing decisions, especially in the Muslim community. Consumer awareness of halal regulations is not only about recognizing the halal logo or understanding the basic principles of halal. This involves a deeper understanding of the entire halal certification process, the authorities involved, and its implications for product quality and safety.

Keywords : Halal Standards; Halal Regulations; Halal Industry; Manufacturer; Consumer Decision

INTRODUCTION

Halal standards are a set of requirements that must be satisfied to verify that a product or service adheres to Islamic law. This standard covers a variety of topics, including raw materials, manufacturing processes, and product handling and distribution (Permana, 2022). The primary goal of halal standards is to assure Muslim customers that the items they consume do not include materials banned by Islam, such as alcohol, blood, and pig or its derivatives (Mustaqim, 2023)(Fathony et al., 2023). Halal requirements also emphasise the significance of sanitation, health, and ethical manufacturing practices. Thus, halal standards focus not only on the physical content of the product, but also the integrity of its manufacturing process(Mabkhot, 2023).

Halal regulation, on the other hand, is a legal framework created by government authorities or halal certification bodies to implement and enforce halal standards. These regulations can be laws, government regulations, or guidelines that must be followed by manufacturers and distributors of halal products. Halal regulations aim to ensure that halal standards are applied consistently and can be verified through certification and audit processes. With clear and structured regulations, consumers can have more confidence in the halal products they buy, while manufacturers get clear guidance in producing goods and services that are in accordance with the demands of the halal market.

In Indonesia, halal regulations are tightly enforced by Law No. 33 of 2014 on Halal Product Assurance, which requires all items circulated and consumed by Muslims to be halal certified(Kemenag RI, 2024). The Institute for the Assessment of Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM MUI) oversees the law's

implementation and collaborates with the government to develop certification criteria and processes. These restrictions are not only crucial for protecting Muslim customers' rights (Naskhila & Toto Tohir Suriaatmaja, 2023) but they also contribute to increased consumer trust, which can affect purchasing decisions and have a considerable economic impact in both local and foreign markets (Machfudz, 2022).

Halal regulations are governed on an international scale by a variety of groups and organisations dedicated to developing uniform and universally accepted standards. One of the most significant issues in worldwide halal regulation is the diversity of interpretations of Islamic law and local traditions, which can result in variances in halal requirements between nations. To remedy this, organisations such as the Standards and Metrology Institute for Islamic nations (SMIIC) aim to harmonise halal standards by publishing a set of rules and criteria that member nations can accept(BSN, 2023).

Furthermore, worldwide efforts such as the Halal Assurance System (HAS) have been established to provide a framework for manufacturers and service providers to meet halal standards. HAS covers a wide range of topics, including meat processing, food service, and halal assurance system procedures in slaughterhouses (Indrasari et al., 2020). Clear regulations and standards are expected to facilitate cross-border trade of halal products and increase Muslim consumers' confidence in the products they purchase, particularly in the global market where halal certification is becoming increasingly important as a marker of quality and compliance with Islamic law.

Halal standards are critical for manufacturers seeking to access and compete in the global market, where demand for halal products is growing (Purnomo, 2023). These requirements serve as proof of compliance with Islamic law, ensuring that the items supplied are genuine and trustworthy. By adhering to halal standards, manufacturers not only satisfy Muslim consumers' expectations, but also demonstrate their dedication to quality and integrity. This is significant because customer trust is a key resource in business. Furthermore, halal standards assist firms in identifying and managing risks associated with product contamination (Tieman, 2011), which can harm reputation and incur financial losses.

Halal standards assure consumers that the items they buy are consistent with their religious values and beliefs. This is especially significant for Muslim customers who practise halal eating as part of their devotion. Halal regulations also increase openness and make it

easier for customers to make purchase decisions. A clear halal label allows consumers to readily identify items that meet their demands without having to worry about the product's origin or composition (Hidayati & Sunaryo, 2021) (Pratama & Nurcahya, 2022). This gives consumers a sense of security and contentment when they buy things (Romdhoni et al., 2021).

The purpose of this study is to analyze in depth halal standards and regulations and their implications for producers and consumers. This research aims to identify and understand the challenges faced by manufacturers in complying with halal standards, as well as their impact on consumer purchasing decisions. In addition, this study will also explore how halal regulations affect the global trade of halal products and efforts to harmonize halal standards between countries. Thus, this research is expected to provide new insights into the importance of halal standards and regulations in the halal industry, as well as provide recommendations that can help producers and consumers in dealing with the dynamics of the ever-evolving halal market.

METHODS

The approach used in this study is qualitative descriptive. This type of research includes literature research, which is research that in its implementation collects information or data from various books, articles, journals, and reports that are relevant to the research. This type of research relies on literacy and understanding of literature that is relevant to the topic being studied, namely halal standards and regulations. In this study, the limitations of the review are first, the articles or journals used are those published in 2016-2024; This is to keep information and data up to date. Second, the material used as literature was obtained from research in journals that used Indonesian and English. Data was obtained from the Google search engine, Google Scholar, Semantic Scholar and other official websites by typing keywords related to this research topic.

RESULTS AND DISCUSSION

1. Evolution of Halal Standards

The history of the development of halal standards began as a response to the need of Muslim consumers to ensure that the food they consume is in accordance with Islamic

principles. In 1974, the Malaysian Islamic Development Department (JAKIM) initiated the development of halal standards, making Malaysia the first country to develop a strong and comprehensive halal standard (Azam & Abdullah, 2021). Since then, many other countries such as Brunei, Thailand, and Iran have also developed their own halal standards, reflecting the diversity of interpretations and practices in Islam as well as the need to adapt to local social and economic contexts (Azrein et al., 2022) (Akbar et al., 2023).

With the growth of global trade and the increasing demand for halal products, halal standards have evolved into more than just guidelines for food and beverages. This standard now covers a wide range of aspects including processing methods, raw materials, handling, storage, and transportation (Osman, 2023b). This shows the importance of halal standards in ensuring product integrity from producers to consumers. The development of this standard has also encouraged harmonization efforts between countries to facilitate international trade in halal products and strengthen consumer confidence in halal labels (BSN, 2023).

International organizations play an important role in the development of halal standards by providing a platform for cooperation and harmonization of standards between countries. The Organization of Islamic Cooperation (OIC) through the Standing Committee for Economic and Commercial Cooperation (COMCEC) has established the OIC Standardization Expert Group which is tasked with preparing halal standards (SMIIC, 2020). In addition, in 2006, the World Halal Forum tried to establish the International Halal Integrity (IHI) Alliance, an international association that aims to develop global halal standards to maintain the integrity of the halal industry (Abdallah et al., 2021).

These organizations work closely with relevant stakeholders, including governments, the private sector, and other international organizations, to promote the growth of the halal industry in their respective countries. This involves lobbying for policies and regulations that support the development of the halal industry. Thus, the role of international organizations is crucial in ensuring that halal standards remain relevant, widely accepted, and facilitate the trade of halal products in the global market.

Halal certification bodies have an important role in the halal industry by conducting independent assessments, verifications, and supervision of companies and their products regarding compliance with international halal standards. The halal certification process is carried out by an internationally recognized and accredited certification body. Halal

certification bodies have strict requirements for food production, handling, and labeling. Halal-certified products are often also subject to periodic audits and inspections. This ensures higher product quality and increases consumer confidence in halal-certified products(Osman, 2023b). Halal certificates are given to companies that meet the criteria and they are allowed to use the halal mark on their products. This provides consumer confidence and prevents confusion about the halal status of a product (Dede & Febia, 2022)(Purnomo, 2023). In Indonesia, the Institute for the Assessment of Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM MUI) as the first and largest Halal Inspection Agency (LPH) has an undeniable role in halal certification.

There are some differences between halal certification bodies in Muslim and non-Muslim countries, especially in terms of operations, standards, and recognition. In Muslim countries, halal certification bodies are often integrated with sharia-based government legal and regulatory systems. This ensures that the halal standards implemented are in accordance with Islamic principles and are widely recognized by the local Muslim community (Al-Mahmood & Fraser, 2023). Meanwhile, in non-Muslim countries that are secular in nature, halal certification bodies may operate as independent entities with no direct connection to the country's legal system(Turaeva & Brose, 2023). The halal standards implemented may vary and are not always universally recognized, so manufacturers may need to obtain additional certifications to meet requirements in different geographic regions. In addition, in non-Muslim countries, halal certification bodies can also serve as a bridge between Muslim producers and consumers, providing assurance that halal-certified products meet the standards required for consumption by Muslims.

2. International and Regional Halal Standards

International and regional halal standards are important guidelines designed to ensure that products and services meet the requirements of Islamic diet and ethics. This standard covers various aspects, including the processing, storage, packaging, and distribution of halal products. Some of the most recognized and widely recognized international halal standards are Malaysian Standards by JAKIM, Singapore Halal Standards by the Islamic Religious Council of Singapore (MUIS), Indonesian Halal Standards by the Indonesian Ulema Council (MUI), and Halal Standards by the Institute of Standardization and Metrology for Islamic Countries (SMIIC) with the participation of member countries of the Organization of Islamic Cooperation (OIC) (Azam & Abdullah, 2021) (Pauzi, 2017).

These standards aim to create consistency in halal certification and facilitate international trade of halal products.

The following is a comparison of international and regional halal standards, including (Pauzi, 2017) :

Tabel 1. Comparison of International and Regional Halal Standards

Aspects	**International Standards (OIC/SMIIC)**	**Malaysian Standard (JAKIM)**	**Indonesian Standard (MUI)**	**Singapore Standards (MUIS)**
Purpose	Harmonization of global halal standards	Facilitate trade and ensure product compliance	Guarantee products in accordance with Islamic law	Ensuring the halal of products for consumers
Application	Valid for OIC member countries	Applied in Malaysia and internationally recognized	Applied in Indonesia and recognized by many halal certification bodies under WHFC	Applied in Singapore and widely recognized
Confession	Recognized by OIC member countries	Widely recognized, including by non-OIC countries	Recognized by many halal certification bodies under the WHFC	Widely recognized, including by non-OIC countries
Approach	Global standardization and harmonization	Quality and safety of halal products	Strict in the application of Islamic sharia	Quality and safety of halal products

Table 1 shows that the main purpose of international halal standards is to create consistency and facilitate trade between countries, while regional standards focus more on the specific needs of their local markets. The recognition of standards also varies, with some standards being more widely accepted than others. The approaches used in these standards are also different, with some emphasizing quality and safety, while others are stricter in the application of Islamic sharia principles.

At the regional level, halal standards can vary depending on local interpretations of Islamic sharia and market needs. For example, Indonesia's Halal Assurance Standard (HAS) and Malaysia's Malaysian Standard (MS) have gained international importance(Hosen & Lathifah, 2020). These differences in standards can affect trade as manufacturers may need

to comply with more than one set of standards to meet requirements in different markets. Therefore, the harmonization of halal standards is becoming increasingly important to reduce trade barriers and ensure that Muslim consumers around the world can easily identify products that match their beliefs(Annisa, 2022)(Lutfika et al., 2022).

Here is a comparison of raw material, product processing and label requirements between international and regional halal standards (Pauzi, 2017)(Lutfika et al., 2022):

Table 2. Comparison of International and Regional Raw Material, Product Processing and Label Requirements

Aspects	International Standards (OIC/SMIIC)	Malaysian Standard (JAKIM)	Indonesian Standard (MUI)	Singapore Standards (MUIS)
Bahan Baku	Must meet global halal criteria	Must be free from haram and unclean elements	Must be in accordance with Islamic sharia and free from haram elements	Must meet strict halal criteria
Product Processing	The process must avoid contamination with non-halal products	The process must ensure there is no cross-contamination	The process must ensure that the halal of the product is maintained	The process must ensure that the halal of the product is maintained
Label	Must be clear and easy to read, showing halal status	Must have a halal label approved by JAKIM	Must have a halal label approved by the MUI	Must have a halal label approved by MUIS

International standards tend to be more general in their requirements, aiming for global harmonization, while regional standards are more specific and stringent, often tailored to the needs of their local markets. All standards emphasize the importance of avoiding contamination with non-halal products during processing.

3. Halal Standards and Manufacturers

a. Challenges of Compliance with Halal Standards

Manufacturers who strive to comply with halal standards face a variety of complex challenges. The heterogeneity of halal standards, questionable raw materials, unethical practices, poor understanding of Islamic theology, communication gaps, acceptance variability, human resource management issues, supply chain bottlenecks,

and improper Islamic marketing orientation are some of the main challenges identified in research related to compliance with halal standards (Islam et al., 2023)(Halal Food Council USA, 2024)(Al-Mahmood & Fraser, 2023). In addition, when using contract manufacturers to produce halal-certified products, there are often two challenges: formula ownership and a lack of willingness to go through the halal certification process (American Halal Foundation, n.d.).

In addition, inadequate supply chain transparency (Vikaliana & Komala, 2021), The risk of cross-contamination, regulatory compliance that must be ensured, consumer education that needs to be improved, and cost constraints are common obstacles in halal certification(Setyaningsih, 2021). Halal food products are often produced in countries with a non-Muslim majority, increasing the likelihood that they may be haram (banned), adding to the complexity of ensuring compliance with halal standards(Al-Mahmood & Fraser, 2023). By addressing these challenges, manufacturers can navigate the halal certification maze successfully.

Several conflicts may occur between certification bodies and producers regarding the implementation of halal standards. Here are some key points:

1) Differences in Approach: Halal certification bodies may have different approaches to halal assessment, from raw material sourcing, manufacturing processes, to transportation/distribution. This can lead to inconsistencies in the certification process between institutions and manufacturers (Halal Cosmetic Expo, 2020).
2) Lack of Unified Halal Standards: Some Halal Certification Bodies (HCBs) report that the lack of one unified halal standard increases production costs and certification complexity, which is a problem for HCBs and export companies, especially if halal certifiers follow different halal standards (Al-Mahmood & Fraser, 2023).
3) Multiplicitas of Halal Standards: The existence of many halal standards can make it difficult for manufacturers to ensure that their products comply with all applicable standards, especially when the origin or production process of the product is in doubt (Abdallah et al., 2021) (Akbar et al., 2023).

These conflicts are often related to the need for harmonization and uniformity in halal standards to facilitate the certification process and ensure consistent compliance across industries. The government has an important role in overcoming conflicts between certification bodies and producers regarding halal standards. Here are some of the ways the government can play a role:

1) Accreditation Body Regulation: The government can establish an accreditation body that issues their own standards and controls the halal certification body. Organizations claiming to issue halal certification must demonstrate that they are issuing certificates with respect to the standards of a competent accreditation body (World Halal Authority, n.d.).
2) Introduction of Halal Regulations: The government can introduce regulations that require halal certification for various goods and services, as done by the Indonesian government with Government Regulation No. 39 of 2021 concerning Halal Product Assurance (Salama, 2024).
3) Halal Governance Structure: The government can propose a halal governance structure to create a more orderly and transparent halal certification market, which can help in resolving conflicts between the demand and supply of halal certification(Noor & Noordin, 2016).

In this way, the government can help ensure that the halal certification process runs smoothly and in accordance with internationally recognized standards, as well as supporting the interests of Muslim producers and consumers.

b. The Impact of Halal Standards on Production Operations

The implementation of halal standards has been proven to have a positive influence on the company's internal operations(Giyanti et al., 2021). A study conducted on the food sector in Palestine found that halal implementation improves the handling of raw materials, production processes, production capacity, and product quality. This shows that halal standards not only meet religious needs but also improve operational efficiency and effectiveness(Amer, 2024).

Halal standards also play a role in increasing compliance with health and safety regulations and increasing consumer confidence. Halal certification includes aspects of health, organic, eco-friendly, cruelty-free animal welfare, ethics, and fair

trade, all of which have contributed to the popularity and acceptance of the halal concept in all societies2 (Satifa & Haidar, 2023).

While there are many benefits, the implementation of halal standards also presents certain challenges. Research shows that halal standards have a limited influence on product tracking. This shows that there is still room for improvement in the tracking and transparency aspects of the halal supply chain (Amer, 2024).

c. Producers' Strategies in Dealing with Halal Regulations

There are several strategies that can be adopted by producers in dealing with halal regulations. Among them are as follows:

1) Food and cosmetics manufacturers have adopted strategies to raise awareness and education about halal standards in response to halal regulations. This includes employee training on the importance of halal compliance and the development of an internal certification program to ensure that all products meet the set standards(Madjid, 2022)(G et al., 2022).
2) Collaboration with recognized halal certification bodies is an important strategy for producers. Through this collaboration, manufacturers can ensure that their production processes comply with halal guidelines and obtain the necessary certifications to market their products to Muslim consumers (Warto & Arif, 2020).
3) Manufacturers are also innovating in halal supply chains to address regulatory challenges. These innovations include the development of better product tracking and tracing systems, as well as the application of information technology to improve transparency and operational efficiency (Vikaliana & Komala, 2021)(Ernayani & Firman, 2024)(Dilla & Fathurohman, 2021).

In addition, the government also plays an important role in helping producers face halal regulations through various ways, including (Ab Talib et al., 2020) :

1) Regulations: The government establishes clear and detailed regulations to guide manufacturers in the halal certification process and ensure compliance with the set standards. This includes the creation of policies and regulations that support the implementation of halal product assurance.

2) Financial Incentives: The government provides financial incentives such as subsidies, tax exemptions, or other financial assistance to encourage manufacturers to develop and market halal products.
3) Infrastructure and Guidance: The government plays a role in providing the necessary infrastructure, such as halal testing laboratories, as well as providing guidance and encouragement to producers to adopt halal practices in their operations.
4) Education and Human Resources: The government also plays a role in the education and training of the workforce to increase understanding of halal standards and ensure the availability of competent human resources in this field.

In this case, the government has a key role in creating a conducive environment for producers to comply with halal regulations and increase the competitiveness of halal products in the global market.

4. Halal Standards and Consumer

a. Consumer Perception of Halal Certification

Consumer perception of halal certification is very important in determining their purchasing decisions. Research shows that consumers are more likely to trust and feel comfortable using products or services that have halal certification because they believe that the product meets strict halal requirements(Mustaqim & Fazriani, 2023). This shows that halal certification can increase consumer trust in a brand, which in turn can affect brand loyalty.

In addition, halal certification is also considered an indicator of product quality and safety. Consumers associate the halal logo with higher production standards and strict quality control, which makes them more confident in the halal nature of the product (Noor Atikah, 2016). Thus, halal certification is not only important for consumers who comply with Islamic law, but also for non-Muslim consumers who seek assurance of product quality and safety.

However, there are still challenges in consumer perception of halal certification, including confusion regarding the validity and credibility of various certification providers. Research shows that differences between certification providers can lead to doubts among consumers regarding the authenticity of certifications. Therefore, it is important for certification bodies to build a strong

and transparent reputation to ensure that consumers can easily identify and trust the halal logos they see on products.

On the other hand, the perception of non-Muslim consumers towards halal products is influenced by various factors such as attitudes, subjective norms, and perceived behavioral control. A study conducted in Malaysia found that these factors significantly influenced the purchase intention of halal food products among non-Muslim consumers. The study shows that non-Muslims can view halal products well if they believe they are high-quality, safe, and ethically produced(Haque et al., 2015).

Another review of 23 articles published from 2010 to 2020 reported that non-Muslim consumers had a positive purchase intent towards halal food when they met the demand for halal food in accordance with Islamic law. This shows openness to halal products based on their intrinsic qualities rather than religious significance(Hussain et al., 2016).

In addition, brand image has been found to play an important role in influencing the decisions of non-Muslim consumers, even more than halal awareness itself. This underscores the importance of how halal products are marketed and positioned in the minds of consumers(Pratomo, 2023).These findings show that non-Muslim consumers are open to buying halal products when they perceive them as high-quality options that meet their personal standards and beliefs.

Consumer perception of halal certification is a multifaceted issue that includes religious, ethical, and quality considerations. A study among students at the Faculty of Sharia and Law, Islamic Science University of Malaysia, highlighted the important role of halal certification in influencing consumer trust and decision-making. The presence of the halal logo serves as a quick reference for consumers, ensuring the product's compliance with Islamic dietary laws and ethical standards(Noor Atikah, 2016).

The latest research by Kusnandar (2022) explores the analysis of consumer behavior and grouping regarding halal awareness. This shows that consumer perception is greatly influenced by their level of awareness and understanding of what halal certification entails. The study shows that savvy consumers are more

likely to seek halal-certified products, as they associate them with higher quality and safety standards(Dewi Intan Sari et al., 2023).

In addition, the experts' perspective based on consumer perception revealed six main issues: the authenticity of the halal logo, chain of custody (COC), religious significance, materials used, lack of knowledge, and Islamic instructions. These concerns reflect the complexity of consumer expectations and the need for a transparent and rigorous halal certification process to maintain consumer trust in halal-labeled products(Wahidah et al., 2021).

A study published in the Journal of Islamic Marketing analyzed consumer behavior towards halal awareness and found that religiosity and halal awareness significantly influenced purchase intentions, which were further moderated by halal certification. This shows that consumers who are more likely to be religious and aware of halal principles are more likely to be influenced by halal certification when making purchases(Jannah & Al-Banna, 2021).

Another study highlights the relationship between consumers' perception of halal certification and their purchase intent towards halal products. It suggests that consumers consider halal certification as a marker of quality and compliance with Islamic law, which in turn affects their willingness to purchase the product(Kartika et al., 2023).

These examples underscore the importance of halal certification in shaping consumer behavior and the need for a credible and transparent certification process to ensure consumer trust.

b. The Influence of Halal Standards on Purchasing Decisions

Halal standards play an important role in shaping consumer purchasing decisions, especially in the Muslim community. A study published in 2023 found that consumers' knowledge of halal significantly affects purchase intentions. The more consumers know about halal standards, the more likely they are to have a positive attitude towards halal products, which means higher purchase intentions. This shows that education and awareness about halal principles can effectively encourage consumer behavior towards halal products(Amrullah, 2023).

Other research conducted on young Indonesian consumers shows that personal values, beliefs, and standards are very important in shaping halal purchase intentions. A study by Bhutto et al. (2023) emphasizes that personal religious beliefs and an understanding of halal principles greatly determine consumer preferences and choices when it comes to halal food(Pradana et al., 2024).

In addition, the impact of halal labels on food purchasing decisions has been significant, as a study on this issue shows. The presence of halal labels not only influences purchase intent but also directly influences purchase decisions, underscoring the importance of labels as a determining factor for consumers when choosing products(Millatina et al., 2022). These findings highlight the importance of halal certification and labeling in guiding consumer purchases and the potential for businesses to cater to this market by adhering to recognized halal standards.

Consumer awareness of halal regulations is a multifaceted issue that includes religious compliance, product quality, and international standards. A recent study formulated a triple helix model to increase public awareness of halal product consumption and lifestyle. It emphasizes the importance of raising awareness not only as a form of religious observance but also to provide consumer protection, improve product quality, encourage product innovation, and meet international standards. This approach shows that comprehensive education and enforcement of halal regulations can lead to a more informed consumer base that actively seeks and supports halal-certified products(Mardhiyah et al., 2023).

In addition, research shows that subjective norms, perceived behavioral control, and halal awareness significantly influence consumer behavior when choosing halal products. Behavioral analysis and clustering studies revealed that these factors had a positive effect on consumers' decisions to choose halal restaurants, suggesting that increased awareness can lead to more intentional and informed purchasing decisions. The study also highlights the managerial implications in understanding consumer clusters that have evolved with increasing halal awareness(Dewi Intan Sari et al., 2023).

Consumer awareness of halal regulations is not only about recognizing the halal logo or understanding the basic principles of halal. This involves a deeper understanding of the entire halal certification process, the authorities involved, and

its implications for product quality and safety. A study by Universitas Airlangga on increasing public awareness shows that a triple helix model involving government, industry, and academia can effectively improve consumer knowledge. This model promotes collaboration between these entities to develop educational programs, enforce regulations, and innovate products that meet religious and quality standards. Such initiatives could lead to a smarter consumer base that appreciates the comprehensive benefits of halal certification beyond religious adherence.

In addition, behavioral analysis conducted by the Bogor Agricultural University provides insight into how various factors affect consumers' choices regarding halal products. The study found that consumers are influenced by their social environment (subjective norms), their perceived ability to make informed choices (perceived behavioral control), and their level of awareness of halal principles (halal awareness). These factors collectively shape their intention to buy halal products. By identifying consumer groups based on these factors, businesses can adjust their marketing strategies to target specific groups more effectively. For example, a cluster with high halal awareness but low perceived behavioral control can benefit from an educational campaign that empowers them with the knowledge to make confident halal choices.

Studi-studi ini menyoroti kompleksitas kesadaran konsumen di pasar halal dan perlunya upaya strategis untuk meningkatkan pemahaman dan kepercayaan terhadap sertifikasi halal.

c. The Impact of Halal Regulation on Global Trade

Halal regulations have a significant impact on global trade, especially as the demand for halal-certified products increases worldwide. The intersection of religious regulations and international trade law is complex, with national halal measures potentially creating barriers to trade. For example, halal standards and regulations can inadvertently discriminate against imported products or lack transparency, leading to trade disputes under World Trade Organization law. As public halal regulations become more common at the national level, it is crucial to harmonize these standards to facilitate international trade and avoid unnecessary barriers(Johan & Schebesta, 2022).

In addition, the global halal food industry faces challenges that affect trade, such as social distancing and national lockdowns due to the pandemic, which led to reduced global GDP and lower consumer disposable incomes. This situation can increase the risk of halal food fraud as companies strive to meet consumer needs while maintaining financial stability. Despite these challenges, the global Islamic economic report estimates that global Muslim spending on food and beverages is estimated to reach US$1.89 trillion by 2027(Dinar Standard, 2023). This growth represents a significant opportunity for global trade in halal products, provided regulatory measures are effectively managed to support rather than hinder this potential(Murti, 2017). This insight highlights the need for careful consideration of halal regulations in the context of global trade to ensure they support the growth of the halal market while maintaining fair and transparent trade practices.

Halal regulations play an important role in shaping the dynamics of international trade, especially as the global Muslim population grows and the demand for halal-certified products increases. The integration of halal standards into national policies can sometimes pose challenges to global trade, such as creating unnecessary barriers or discrimination against imported goods. A study published in the Journal of International Economic Law examines how domestic halal measures are perceived under World Trade Organization (WTO) law, highlighting the need for a balance between religious regulation and trade law to prevent trade barriers while respecting religious practices(Johan & Schebesta, 2022).

In addition, the urgency for global halal standards is underlined by research that emphasizes the need for integrated standards to maintain the integrity of the halal certification process. The harmonization can encourage a more transparent and fair trade environment for halal products, as discussed in a study from Semarang State University. Establishing consistent global halal standards is essential to support market expansion and ensure consumer confidence in the authenticity of halal products, ultimately benefiting global trade(Sakti, 2023). This scientific article from the Scopus indexed journal describes the complex relationship between halal regulation and international trade, emphasizing the importance of regulatory harmony and transparency to facilitate the growth of the global halal market.

d. Trade Barriers Due to Standard Differences

The diversity of halal standards in various countries presents significant trade barriers, impacting the accessibility and marketability of halal products globally. A study published in Springer highlights how Sanitary and Phytosanitary Measures (SPS) and Technical Barriers to Trade (TBT) measures significantly affect halal food market access. The lack of a unified global halal standard leads to complexity in the certification process, leading to delays and increased costs for manufacturers looking to enter multiple markets. This fragmentation also causes confusion among consumers regarding the authenticity of halal products(Osman, 2023a).

Efforts towards harmonization of global halal standards are essential to reduce these trade barriers. The comparative analysis conducted by the researchers and published in ResearchGate emphasized the need for a common framework that harmonizes different national standards such as SMIIC, Malaysia, Indonesia, and Singapore. Building similarities between these standards can facilitate smoother trade flows, reduce compliance costs, and increase consumer confidence in the integrity of halal products. The study shows that addressing the factors that contribute to equality and diversity among various halal standards is key to achieving this goal (Lutfika et al., 2022).

International trade in halal products often involves navigating a complex regulatory landscape, as illustrated by the case study of Malaysia's halal export market. Malaysia, a Muslim-majority country, has established itself as a global hub for halal products, serving both Muslim-majority and non-Muslim countries. The Malaysian government has implemented strict halal standards and certification processes to ensure the integrity of its halal exports. This commitment to quality has enabled Malaysian halal products to gain a foothold in developing countries, where demand for these products grows with the Muslim population (Mazlan & Hamzah, 2015).

However, the large number of halal standards can pose challenges for exporters. A case study published in the Journal of Ethnic Foods highlights the difficulties faced by food manufacturers when the origin of their products or production processes is uncertain. Halal certification requirements that vary in

different countries can lead to confusion and additional costs for exporters who must comply with several standards. Despite these challenges, Malaysia's strategic approach to halal certification has enabled it to navigate this complexity successfully(Abdallah et al., 2021).

The case of Thailand's emergence in the halal food industry further exemplifies the potential of non-Muslim countries to participate in the global halal market. By understanding and adapting to the diverse standards and expectations of consumers in the halal sector, Thailand has been able to build a rapidly growing halal food industry. This success story shows that with careful strategies and adherence to international halal standards, even non-Muslim countries can become competitive players in halal trade(Mohd Nawawi et al., 2020). This case study underscores the importance of understanding and adapting to international halal standards for successful participation in the global halal market.

CONCLUSION

International and regional halal standards are important guidelines designed to ensure that products and services meet the requirements of Islamic diet and ethics. Halal regulations have a significant impact on global trade, especially as the demand for halal-certified products increases worldwide. The implementation of halal standards has been proven to have a positive influence on the company's internal operations, although then, at the same time they as producers face complex challenges such as the heterogeneity of halal standards, questionable raw materials, unethical practices, communication gaps, acceptance variability, human resource management issues, supply chain bottlenecks, and improper Islamic marketing orientation. The government plays a key role in overcoming conflicts between certification bodies and producers regarding the implementation of halal standards.

For consumers, halal standards play an important role in shaping purchasing decisions, especially in the Muslim community. Consumer awareness of halal regulations is not only about recognizing the halal logo or understanding the basic principles of halal. This involves a deeper understanding of the entire halal certification process, the authorities involved, and its implications for product quality and safety.

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