



## Legal Security Regarding Labels and Certification of Halal Food Products Based on Law Number 33 of 2014 Concerning the Assuredness of Halal Products

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**Abstract:** Concerning the food consumed, there are factors that influence the decision to consume the food. Sometimes, in choosing food, taste is the main factor that drives this consumption behavior; on the other hand, it can be less concerned with the halal aspect. Muslim consumers guided by Islamic law should pay close attention to the halal aspect of the product and hope that every product they consume fulfills the halal criteria. Paying attention to the MUI halal label on food product packaging is one way to determine whether a product is safe and halal. But unfortunately, not all people are equipped with knowledge about the halalness of a product to gain the benefit and pleasure of Allah SWT. The purpose of this is to do this considering that not all Muslims understand that what they consume is not halal according to sharia law. Besides that, it is also necessary to provide understanding, affirmation, and knowledge to producers to protect the rights of Muslim consumers. As a country with the largest number of Muslims in the world, producers should be more concerned with achieving the safety and comfort of Muslim consumers. The most important thing for producers to know is that halal certification and labeling are not only for the safety of Muslim consumers but also provide economic benefits for producers.

**Keywords:** Halal, Food Products, Understanding

### INTRODUCTION

For one person, the main and most important point is food (whether raw or processed). Man chooses food in a variety of shapes and for a variety of reasons; different locations have different aspirations. It feels, so give it a unique characteristic in every food to be consumed. Consumers also consider factors related to food security when selecting foods to consume, one of which is the halal factor of the food product.

Because followers of the Islamic religion dominate a portion of Indonesian society, they have strict rules in terms of food selection, mandatory notice types, and what constitutes halal in a food. On the aspect of halal, this contains spiritual values for someone because

Islamic law has set signs or provisions related to halal and haram in the study of problem foods.

At the moment, many products are circulating in Indonesia that are not clearly halal, despite the fact that consuming halal food is required by law. Halal products have become a societal requirement. Because that guarantee elevates halal products and draws the attention of the government,

Halal-certified products have become a must-have for all consumers, particularly Muslims. That product, however, is not food, medicine, or other consumable goods. Because of that guarantee, halal products will gain importance and garner national attention. According to the 1945 Constitution of the Republic of Indonesia, the State is obligated to protect all Indonesian people and all spilled Indonesian blood, as stated in the Introduction, and to embody general well-being.

Ingredients and food are processed in the food industry using various techniques and methods that use development knowledge and technology to create a ready-to-consume product. However, it should be noted that halal certification does not apply to a large portion of the world's food and technology industries. This raises concerns that, in the face of regional, international, and global free trade, Indonesia will be flooded with food and products containing or contaminated with prohibited elements. In techniques such as processing, storage, handling, and packaging, ingredients that are dangerous preservatives for health or ingredient extras that contain Haram elements that are forbidden in Islam are used.

Halal certification is an ethical business that should be run by the producer to provide the consumer with a halal guarantee. Aside from providing a halal guarantee to consumers, halal labels provide economic profit to producers, including: (1) an increase in consumer trust because the product is guaranteed halal; (2) having a USP (unique selling point); (3) being able to penetrate the global halal market; (4) increasing the marketability of products on the market; and (5) being a low-cost investment compared to the potential revenue growth.

Islam defines halal and haram in the Koran and Hadith. A critical point in Islam is when it becomes legal. It becomes not only a connection between men but also a connection with God. Consuming what is lawful and avoiding what is unlawful is part of one's worship as a Muslim and shows obedience to the religion they profess. Products that promote inner peace and security, such as food, cosmetics, and medicines, are all desired by every Muslim. The consumer should be confident that the product is free of unclean substances and has been manufactured legally.

The importance of attempting to consume Halal products must be matched by each consumer's attitude toward making a more selective choice of product to consume via action preference decision purchase. Aside from food halal labelling, there are a number of other factors that may influence consumer preference in the purchase of a food import product, such as income and price.

Paying attention to the MUI halal label on the packaging of the food product is one simple way to know that something is safe and legal. Unfortunately, not all members of the public have been educated about halal products, allowing them to reap the benefits and pleasures of Allah SWT. Still, there is a lack of concern for halal products, as well as a lack of knowledge and understanding among consumers about MUI-certified halal products. This study aims to make consumers more selective in choosing products to consume through preference-driven purchase decisions, particularly in food imports, in order to promote halal consumption. Aside from food Halal labelling, a variety of other factors, such as food import, income, and product prices, may influence consumer preference in product purchases.

Constitution Number 33 of 2014 Concerning the Guarantee of Real Halal Products (UUJPH) He emphasized how he urged internal halal-haram issues in chain production from perpetrator effort until up to hand consumers and consumed by consumers, where party

intermediaries such as distributors, sub-distributors, wholesalers, and retailers play roles before up to hand consumers' end.

The enactment of UUJPH aims to provide consumers with legal certainty regarding the consumption of food and goods. Whereas the presence of UUJPH provides guidance on how to process, produce, and market products to public consumers, as well as how to make information about halal products available to consumers.

With halal certification, UUJPH provides consumers with more than just protection and assurance. Producers are also reaping the benefits of this law, which applies to all goods produced with certainty, so UUJPH will have a positive impact on the business world. Guaranteeing halal products for every product can be beneficial for companies; products that are halal certified will be more selected and liked by consumers, so that could boost sales. This is not only popular among Muslims but also among non-Muslims, because the general public and non-Muslims believe that proven halal product quality is very beneficial to human health. 2 According to the context, researchers face two major formula problems, namely: 1) Has UUJPH already complied with the consumer food aspect protection law, particularly for public religious Muslims? 2) How do the mechanisms for label application and filing, as well as Halal certification, function for producers?

## **FINDINGS AND DISCUSSION**

A halal certificate is a letter statement issued by the Central Indonesian Ulema Council (MUI) or Province regarding the halal status of a product, such as food, drink, medicine, and cosmetics produced by the company after being researched and declared halal by LPPOM MUI. Certification is published by holder authorities. Halal products are MUIs that are legally handled by the Research Institute for Food, Drugs, and Cosmetics (LPPOM). For consumers, halal certificates have a number of functions. First, it protects the Muslim consumer from consuming non-halal food, drugs, and cosmetics; second, it calms the consumer's mind, heart, and soul; third, it protects the soul and body from the negative effects of illicit products; and fourth, it provides assurance and legal protection. Halal certificates serve a variety of functions for manufacturers. First, as a producer accountable to consumer Muslims, remember Halal issues are part of the fundamental life of Muslims; Second, improve consumer trust and satisfaction; Third, improve image and power competitive companies; and Fourth, as a tool for marketing as well as expanding network area marketing; and Fifth, give profit to the manufacturer with Halal issues. Upgraded competitiveness and turnover in production and sales

Guarantee maintenance Halal products aim to provide the public with the convenience, security, safety, and certainty of halal product availability, as well as an upgrade mark plus for the perpetrator's effort to produce and sell halal products. Although already enforced, Act Number 33 of 2014 concerning Constitution Guarantee Halal Products (UUJPH) does not fully protect Muslim consumers against product Halal food and drink because the Constitution is not yet effective and has an effectiveness validity of 5 years after endorsement, which is 2019, according to Article 66 of the Law Number 33 of 2014 concerning Guarantee Halal Product.

This still leaves many consumers of food and drink, both domestic and imported, who have not yet been labelled halal or whose halal certificates on food and drink packaging cast doubt on the truth. This demonstrates that the perpetrator still has a low obligation to follow the provisions of the law and obtain a halal certificate.

The Government Republic of Indonesia has responded positively to the issue of halal products, particularly those related to food, medicine, and cosmetics, by publishing a number of regulations and legislation. However, regulations were created in a way that was partial, inconsistent, impressed with overlapping, and not systemic, so that technically, they could not

yet create a strong and lawful umbrella. Specific could tie a problem halal product to producers (actors' businesses) or guarantee it to consumers. This is why there is no guarantee certainty governing law regarding Halal products, even though the need for guaranteeing Halal products will become an inevitability and an urgency, particularly in terms of consumer protection and the global trade scene.

Halal Certification Authority Before Law Number 33 of 2014 concerning Halal Product Assurance (Halal Product Guarantee Law), there were several institutions that became stakeholders regarding product halal issues, namely: 1) The Fatwa Commission of the Indonesian Ulema Council (MUI) as halal fatwa giver and halal certificate holder. 2) The Institute for the Assessment of Food, Drugs, and Cosmetics (LPPOM) views MUI as a product halal researcher from a scientific perspective. (3) The Food and Drug Supervisory Agency is the issuer of halal labelling permits. 4) The Ministry of Religion as the party that makes policies, conducts outreach, and educates the public, and other related Ministries.

Protection of the consumer is very important in Islamic law. Consumer protection, according to Islam, is not a connection between the civil and private sectors, but rather a concern for the public at large, even a connection between man and Allah SWT. In a draft Islamic law, body protection is linked to connection, both vertically (man with Allah SWT) and horizontally (man with another human). Protecting humans and society is already an obligation for a country in Islam, so protecting consumers on appropriate items with Islamic rules must be done with focus and seriousness. A review of their products, goods, and services is critical to protecting top Muslim consumers, at least in part because of several factors, including: First, the majority of Indonesian consumers are already Muslims; otherwise, Islamic law protects them from all types of product-appropriate goods and services. According to the facts, the Islamic society (Muslim consumers) must be protected in terms of the quality of goods and services as well as the level of halal goods and services provided by the actor. Second, the Indonesian government has made concerted efforts to safeguard the Muslim majority. Consumer protection is a right of citizens, who, on the other hand, have a state obligation to protect residents of their country, specifically Halal and good products.

According to Law No. 8 of 1999 concerning Protection of Consumers, in Article 4 (a), it is mentioned that the right consumer has the right to convenience, security, and safety in consuming goods and/or services. This chapter shows that every consumer, including Muslim consumers who are the majority in Indonesia, has the right to get a convenient item to consume.

One that is easy for Muslim customers to understand is that the goods are not against the rules of deep religion; another term is "halal." In the same article, point (c) mentions that consumers are also entitled to true, clear, and honest information about the conditions and warranties of goods and/or services. This will give you an idea that the halal information provided by the company is either correct or has been tested, especially first. With this company, no one could claim in a plausible manner that the product is halal until its halalness was determined through testing.

Every Muslim desires security and serenity when using a product, whether it is food, medicine, or cosmetics. because the consumer requires certainty that the product used does not contain anything that is not halal and is also manufactured legally. There is certification as well as halal labelling; isn't it intended not only to bring inner peace to Muslims but also to bring peace to the manufacturer? Halal certification and labelling are becoming increasingly important in the global economy to protect Muslim consumers. The obligation on producers to provide Halal certification is based on Food Law No. 7 of 1996 and Consumer Protection Law No. 8 of 1999. Despite this, many producers of food or unfinished goods apply for and receive halal certification. Essentially, no halal certification benefits not only profitable

consumers but also manufacturers. Consumer trust and loyalty will grow as a result of halal products. Besides that, if the product is halal, then the market can reach all circles, both Muslim and non-Muslim.

## CONCLUSION

Halal certification is a requirement for the government and state to provide belief, which will make customers feel safe because form protection will be provided specifically for Muslim customers. However, Halal certification granted to producers is not limited to mere labels; products containing elements that are not in accordance with Islamic religious law may be removed from circulation and even denied permission to circulate. Aim for done, keeping in mind that not all Muslims understand that what they are consuming is not yet Shari'a-compliant. In addition, producers must provide Muslim consumers with understanding, affirmation, and knowledge in order to protect their rights.

As the country with the world's largest Muslim population, we already place a higher value on Muslim consumer safety and convenience than producers do. The most important thing for producers to understand is that Halal certification and labeling are not only for the safety of Muslim consumers, but also for profit. Halal certification and labeling are ethical businesses run by producers to protect the rights of Indonesian Muslims.

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