

The Role of BPJPH: SWOT Analysis in Strengthening and Maximizing the Sharia Economic Ecosystem in Indonesia

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Abstract

This article takes a massive look at the role of BPJPH in the scope of sharia economics which will be analyzed using a SWOT (Strength, Weaknesses, Opportunity and Treatment) study. This article also examines the necessity for a Muslim to complete all his needs with halal products. Of course, this cannot be separated from BPJPH's role in contributing to strengthening the market for the sharia economic ecosystem in Indonesia. Through a qualitative descriptive method with a SWOT analysis approach to be able to provide a comprehensive picture of BPJPH's strategic position. Data were collected in the following ways: First, literature study was used to review official documents. Second, document analysis was carried out by studying the BPJPH report. The results of this article's study show that the strategic role of BPJPH has contributed to strengthening the sharia economic ecosystem, this can be seen from internal and external positions, internally seen from strength where BPJPH has a strong legal basis strategy, government support, mandatory halal certification, collaboration, as well as facilitation for MSMEs supported by training and cross-institutional coordination to accelerate halal certification. Then there are weaknesses in the form of limited institutional capacity, low halal literacy, inadequate digital infrastructure, and budget limitations, which hamper halal certification efforts. In terms of external factors, there are opportunities in the form of exploiting the growth of the global halal market, government support, digitalization, halal tourism, and synergy with industrial players and the sharia economy. Then there are threats in the form of global competition, negative perceptions of halal regulations, differences in international standards, issues of poverty, and counterfeiting of halal logos, which demand an overall increase in halal quality and literacy.

Keywords: BPJPH, SWOT Analysis and Strengthening the Sharia Economy.

Abstrak

Tulisan ini mengkaji secara masif mengenai peran BPJPH dalam lingkup ekonomi syariah yang mana akan di analisis menggunakan studi SWOT (*Strength, weaknesses, oportunity and treath*). Tulisan ini juga mengkaji tentang keseharusan

seorang muslim dalam melengkapi semua kebutuhan dengan produk halal. Tentu ini semua tidak lepas dari peran BPJPH berkontribusi sebagai penguat pasar ekosistem ekonomi syariah di Indonesia. Melalui metode kualitatif deskriptif dengan pendekatan analisis SWOT agar mampu memberikan gambaran komprehensif mengenai posisi strategis BPJPH. Pengumpulan data dengan cara yakni: *Pertama*, studi literatur digunakan untuk meninjau dokumen resmi, *Kedua*, analisis dokumen dilakukan dengan mendalami laporan BPJPH. Hasil kajian artikel ini menunjukkan bahwa peran strategi dari BPJPH telah berkontribusi dalam penguatan ekosistem ekonomi syariah, ini bisa dilihat dari posisi internal dan eksternal, internal dilihat dari kekuatan dimana BPJPH memiliki kekuatan strategis landasan hukum yang kuat, dukungan pemerintah, kewajiban sertifikasi halal, kolaboratif, serta fasilitasi UMKM yang didukung oleh pelatihan dan koordinasi lintas lembaga untuk akselerasi sertifikasi halal. Kemudian kelemahan adanya berupa keterbatasan kapasitas lembaga, literasi halal yang rendah, infrastruktur digital yang belum memadai, dan keterbatasan anggaran, yang menghambat akselerasi sertifikasi halal. Pada faktor eksternal ada peluang berupa pemanfaatan pertumbuhan pasar halal global, dukungan pemerintah, digitalisasi, pariwisata halal, dan sinergi dengan pelaku industri serta ekonomi syariah. Kemudian adanya ancaman berupa persaingan global, persepsi negatif regulasi halal, perbedaan standar internasional, isu keberlanjutan, serta pemalsuan logo halal, yang menuntut peningkatan kualitas dan literasi halal secara menyeluruh.

Kata Kunci: *BPJPH, Analisis SWOT dan Penguat Ekonomi syariah.*

Introduction

The sharia economic ecosystem is one of the important pillars in encouraging inclusive and sustainable economic development in Indonesia. One sector that supports the development of the sharia economy is the halal industry, which includes various products and services, ranging from food, cosmetics, pharmaceuticals, to tourism. Indonesia, as the country with the largest Muslim population in the world, has extraordinary potential to become the center of the global halal industry. The country with the largest Muslim population in the world, Indonesia has a strategic opportunity to become the center of the global halal industry. However, to realize this vision, systematic efforts are needed to ensure that products circulating in the domestic and international markets meet appropriate halal standards.

Halal products are not only a religious need for Muslims, but have also developed into an internationally recognized quality standard (Nursaid dkk., 2023).

Halal products are products that use Islamic religious rules, so these products are automatically allowed to be used by Muslims (Setiawan & Mauluddi, 2019). Indonesia is known as the largest global consumer of halal food and clothing with a market share of 12.6%. Indonesia still imports halal food to meet its domestic needs, but the country has not yet taken advantage of its huge opportunity as a primary producer and exporter of halal products, including halal culinary delights, in the world. Various halal products include food and beverages, cosmetics, medicines and financial services. As demand increases, many manufacturers and service providers are starting to adopt halal certification as an additional quality standard that can add value to their products. This certification not only ensures compliance with religious rules, but also guarantees that the product is produced in a clean, hygienic and ethical manner (Widayat dkk., 2022).

Then the halal product market has now mushroomed in various parts of the world in recent years. The global report Islamic Economy Report 2020–2021 shares data that Muslim consumers will spend \$2.4 trillion on halal food and lifestyle by 2024. This shows the huge potential of the halal market that can be exploited by manufacturers and marketers. Many non-Muslim countries are also starting to recognize the importance of this market and are developing halal standards and certification to penetrate the global market. However, research results show that the Indonesian Muslim millennial generation still has minimal knowledge about halal products. Therefore, efforts are needed to promote halal knowledge and products to

the Indonesian Muslim millennial generation who are still less aware about halal (Mursalin, 2023).

In this context, the Halal Product Guarantee Organizing Agency (BPJPH) plays a central role. Established through Law Number 33 of 2014 concerning Halal Product Guarantee, BPJPH is responsible for regulating, supervising and managing the halal certification system in Indonesia (Hosanna & Nugroho, 2018). Halal certification is an important instrument in strengthening the competitiveness of Indonesian products, both in local and global markets, especially considering global trends which show an increase in demand for halal products in various sectors, including food, pharmaceuticals, cosmetics and tourism (Nusran, t.t.).

However, implementing policies carried out by BPJPH faces various challenges. At the domestic level, low halal literacy among the public and business actors is still a major obstacle (Menyikapi, t.t.). This halal certification is not just a religious aspect, but is also an instrument to increase the competitiveness of Indonesian products, both in the domestic and global markets. This is especially important in the midst of tight competition with other countries that are also actively developing the halal industry, such as Malaysia and the United Arab Emirates. On the other hand, Indonesia also faces competition from other countries such as Malaysia and the United Arab Emirates which have already developed a mature halal ecosystem (Maulizah & Sugianto, 2024).

Furthermore, through a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis approach, BPJPH's role can be evaluated systematically to identify advantages that can be exploited, weaknesses that need to be overcome, opportunities that can be maximized, and threats that must be anticipated. This article aims to explore the strategic role of BPJPH

in strengthening the sharia economic ecosystem in Indonesia, as well as providing relevant policy recommendations for optimizing the role of this institution.

Research Method

This research uses a descriptive qualitative method with a SWOT analysis approach (Strengths, Weaknesses, Opportunities, Threats). This method was chosen because it is able to provide a comprehensive picture of BPJPH's strategic position in strengthening the sharia economic ecosystem in Indonesia. The SWOT analysis approach allows the identification of BPJPH's internal strengths and weaknesses, as well as the external opportunities and threats facing BPJPH. Then data collection is carried out through several steps. First, literature studies are used to review official documents, such as Law Number 33 of 2014 concerning Halal Product Guarantees, BPJPH annual reports, as well as literature related to sharia economics (Arifudin dkk., 2024). This document provides the legal framework and supporting data to understand the relevant regulatory and policy context (Hosanna & Nugroho, 2018). Second, document analysis was carried out by studying BPJPH reports, academic journals and global reports related to the halal economy, such as the State of the Global Islamic Economy Report 2023/2024 (Kuncorosidi dkk., 2024). Data from this document is used to analyze the dynamics of the global halal market and the challenges faced by Indonesia in developing the halal ecosystem.

The collected data was analyzed using the SWOT matrix. This analysis involves identifying BPJPH's internal strengths and weaknesses based on primary and secondary data. External opportunities and threats are also evaluated by taking into account global market trends, national policies,

and competitive dynamics with other countries in the halal industry. This step aims to formulate a strategy to optimally strengthen the role of BPJPH. It is hoped that the results of this method can provide relevant strategic recommendations for BPJPH to strengthen the sharia economic ecosystem in Indonesia and increase competitiveness in the global halal market.

Results and Discussion

The process of granting halal certificates is based on Law Number 33 of 2014 concerning Halal Product Guarantees, based on article 29 that applications for halal certificates are submitted by business actors in writing to the Halal Product Guarantee Organizing Agency (BPJPH). The application for a halal certificate must be accompanied by business actor data documents, name and type of product and a list of products and materials used and the product processing process (Syafriada, 2016).

Halal inspection is carried out by the Halal Product Guarantee Organizing Agency (BPJPH). To carry out halal inspections, BPJPH has established a Halal Product Institute (LPH) which is tasked with carrying out halal inspections and/or halal testing of products (Article 30 paragraph 1). Article 31 regulates that inspection and/or testing of product halalness is carried out by a halal auditor at the business location during the production process. If there are materials whose halalness is doubtful, they can be tested in the laboratory (Syafriada, 2016).

During an inspection by a halal auditor, business actors are obliged to provide the necessary information to the halal auditor. After (LPH) has finished carrying out its duties of carrying out halal inspections, LPH then submits the results to BP JPH and then BPJPH submits them to MUI to determine the halalness of the product (Article 32). To determine whether a

product is halal or not, the MUI conducts a Halal Fatwa trial (Article 33). The MUI Fatwa Session was attended by experts, elements of ministries/institutions and/or related agencies. The fatwa session decides whether the product is halal no later than 30 days after the MUI receives the inspection results or application from BPJPH. The decision to determine halal is signed by MUI and then submitted to BPJPH to issue a halal certificate (Syafriada, 2016).

If at the halal fatwa hearing, the product is declared halal, then BPJPH issues a halal certificate within a maximum of 7 days from the halal decision from the MUI. On the other hand, if at the MUI halal fatwa hearing it is declared that the product is not halal, then BPJPH returns the application for a halal certificate to the business actor accompanied by reasons. Furthermore, BPJPH must publish the issuance of halal certificates (article 34). Business actors who have obtained a halal certificate from BPJPH are required to include a halal label on product packaging, certain parts or certain places on the product that is easy to see, read and cannot be easily removed, removed or damaged. (Articles 38 and 39). Business actors who do not display halal labels in accordance with the provisions of articles 38 and 39 are subject to administrative sanctions in the form of verbal warnings, written warnings, and revocation of halal certificates. Halal certificates are valid for 4 years from the time the certificate is issued by BPJPH, unless there is a change in composition. Business actors are required to extend their halal certificate at least 3 months before the halal certificate expires. The cost of halal certificates is borne by the business actor, for micro

and small business actors the certification costs can be facilitated by other parties (Article 42) (Syafriada, 2016).

The Halal Product Guarantee Implementation Agency (BPJPH) is an echelon I unit under the Indonesian Ministry of Religion. BPJPH was formed in October 2017 based on the mandate of Law Number 13 of 2014 concerning Halal Product Guarantees. This law states that BPJPH must have been formed no later than 3 (three) years after the JPH Law was promulgated. PP number 83 of 2015 concerning the Ministry of Religion, BPJPH is led by an Agency Head. PMA number 42 of 2016 concerning the organization and work procedures of the Ministry of Religion, the PMA regulates the duties and functions of all fields in BPJPH. KMA No. 270 of 2016 concerning business process maps for the Ministry of Religion is also one of the regulations governing BPJPH.

Based on Law No. 33 of 2014, in administering JPH, BPJPH has the authority to: formulate and determine JPH policies, establish JPH norms, standards, procedures and criteria, issue and revoke halal certificates and halal labels on products, register halal certificates on foreign products , carry out outreach, education, publication of Halal Products, carry out accreditation of LPH, provide training for halal auditors, collaborate with domestic and foreign institutions in the field of JPH implementation.

In organizing JPH, BPJPH collaborates with relevant ministries and/or institutions, halal inspection institutions (LPH), Halal Product Process Assistance Institutions (LP3H), Indonesian Ulema Council (MUI), and the Halal Product Fatwa Committee. BPJH also collaborates to strengthen the implementation of JPH with related stakeholders such as ministries/institutions, regional governments, BUMN, BUMD, universities, business associations, communities, community organizations (ormas),

training institutions, Halal Study Centers and others. -other. In an effort to strengthen JPH implementation, BPJPH also synergizes with various stakeholders. BPJPH has made strategic breakthroughs to accelerate halal product certification and strengthen the halal ecosystem in Indonesia with the aim of realizing Indonesia's dream of becoming the number one center for halal producers in the world. (Natsir dkk., 2022).

BPJPH (Halal Product Guarantee Organizing Agency) has a strategic role in supporting the sharia economic ecosystem in Indonesia, especially through halal product guarantees which are an important element in the halal industry. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). There are many internal and external factors that can be mapped as analysis material to provide strategies for the development of the halal industry in Indonesia. Internal factors include strengths and weaknesses that are owned and literally exist in Indonesia as well as external factors such as opportunities and threats which can be packaged in an analysis known as SWOT (Strengths, Weaknesses, Opportunities, Threats). The various potentials and shortcomings that constitute the position of the development of the halal industry in Indonesia will be analyzed using a SWOT analysis (Natsir dkk., 2022). The following can be used to identify how BPJPH can strengthen and maximize the sharia economic ecosystem.

Strength Analysis

BPJPH has a number of strengths that can be utilized to strengthen the sharia economic ecosystem in Indonesia. First, the existence of BPJPH which is supported by strong regulations in the form of Law Number 33 of 2014 concerning Halal Product Guarantees provides a clear legal basis for the operations of this institution. Second, BPJPH is under the auspices of the

Indonesian Ministry of Religion, which has an extensive network throughout Indonesia and can optimize socialization and public acceptance of the importance of halal certification. Third, BPJPH has collaborated with various parties, including LPPOM MUI and international institutions, which increases the credibility and recognition of Indonesia's halal certification internationally. (Sholihah dkk., 2023). Below is the identification of BPJPH in terms of strength.

Firstly, the Regulatory Mandate, BPJPH has a strong legal basis through Law no. 33 of 2014 concerning Halal Product Guarantees. This provides a legal basis for implementing halal certification in Indonesia (Fajaruddin, 2018). *Secondly, Government Support*, BPJPH is part of the national strategy for sharia economic development which is also strengthened through the National Sharia Economic and Financial Committee (KNEKS) (Arifudin dkk., 2024). *Third, Halal Certification Obligations*, Halal certification is mandatory for food products, beverages, cosmetics, medicines and other goods, creating large market potential that supports the halal ecosystem (Fajaruddin, 2018). *Fourth, Availability of Professional Human Resources*, BPJPH collaborates with the Halal Inspection Institute (LPH) and ulama from the Indonesian Ulema Council (MUI) in the halal certification process (Sholihah dkk., 2023). *Fifth, MSME Facilitation*, the free halal certification program (SEHATI) is an effort to encourage MSME participation in the halal ecosystem (Mya & Handayani, 2023).

In 2024, halal certification facilities will be provided by PPIH to 1,250 small industries, including applying for halal certificates and providing halal supervisor training. With this training, it is hoped that it can produce halal human resources who will oversee the halal product guarantee system (SJPH) in these industrial companies. Industrial companies do not make

halal certification the final goal, but implement a sustainable SJPH process after receiving the certificate. Carrying out joint collaboration between the central government and regional governments in efforts to accelerate halal certification for industrial products. Coordinating data collection and verification of small industries that have potential and are ready to apply for halal certificates via the site saliha.kemenperin.go.id. (Natsir dkk., 2022).

The Ministry of Industry also collaborates with the Halal Inspection Institute (LPH within the Ministry of Industry. The Ministry of Industry already has 17 LPHs spread across various regions in Indonesia, with a total of 100 certified halal auditors.

Weakness Analysis

Even though it has strengths, BPJPH also faces various weaknesses that need to be overcome. One of them is the low level of halal literacy among the public and business actors, which causes many products to not be registered as halal even though they meet sharia criteri (Simbolon & Hidayat, 2021). Apart from that, the halal certification process which requires quite a lot of time and money is also an obstacle for small and medium enterprises (SMEs) to obtain halal certification. Inadequate infrastructure to support halal certification, such as the lack of competent halal auditors, is also a weakness that must be overcome to speed up the certification process (Disemadi & Putri, 2024). Following is the identification of BPJPH in terms of weaknesses.

First, limited institutional capacity, the existence of LPH is not evenly distributed in all regions, making it difficult for small business actors in remote areas to access certification services (Sholihah dkk., 2023). *Second, the Certification Process is Complex*. The halal certification procedure is

considered bureaucratic, especially by MSMEs that have limited resources (Asri & Ilyas, 2022). *Third, Halal Awareness is Uneven*, Education about the importance of halal certification is still limited, especially in rural areas (Sholihah dkk., 2023). *Fourth, lack of digital infrastructure*, the digitalization system for the certification process is not yet fully integrated, slowing down services to business actors. *Fifth, Budget Limitations*, BPJPH often faces limited funds to implement extensive long-term programs (Asri & Ilyas, 2022).

Then, in accelerating the halal industry, BPJPH also faces several weaknesses, including: the halal certification process which takes time, lack of investment/capital in production technology, limitations in international market access and limited distribution networks (Natsir dkk., 2022).

Opportunity Analysis

Indonesia has various opportunities to strengthen the sharia economic ecosystem, especially in the halal sector. First, the increasing global demand for halal products, both from domestic and international markets, provides a great opportunity for Indonesian products to compete in the global market. The Global Islamic Economy Report estimates that the global halal market will grow rapidly in the next few years, and Indonesia has great potential to take advantage of it (Qadri & Malik, 2024). Second, the halal tourism sector which is increasingly popular among Muslim tourists also opens up opportunities for Indonesia to develop sharia-friendly halal tourist destinations. Third, government support in the form of incentives and ease of regulation can accelerate the development of the halal industry

in Indonesia, including through ease of halal certification (Nasrulloh dkk., 2023). The following is BPJPH's identification in terms of opportunities.

First, Global Halal Market Growth, Indonesia has great potential to become the center of the world's halal industry with a market that continues to grow rapidly (Olegovich dkk., t.t.). *Second, Sharia Economic Support*, Synergy with sharia financial institutions and the halal tourism sector opens up opportunities to strengthen the halal-based economy (Maulud & Ismail, 2023). *Third, Digitalization of the Halal Ecosystem*, digital technology can speed up the certification process and increase the efficiency of BPJPH services. *Fourth, Halal Tourism Attractions*, Indonesia has great potential as a halal tourist destination with the support of halal certification for tourism products and services. *Fifth, Collaboration with Industrial Players*, Strategic partnerships with MSMEs, large companies and local governments can expand BPJPH's reach (Asri & Ilyas, 2022).

The national halal industry has the opportunity to become the center of the world's halal industry so that it has potential that needs to be managed well. Opportunities for developing the halal industry in Indonesia include: The rapid growth of the Muslim population both nationally and globally is one of the driving factors for the development of the halal industry, industrial development National halal performance of Indonesian industry continues to increase, rapid growth of Islamic Economy, development of halal lifestyle, development of Halal Product Market Value, growth of OIC Member Trade, participation of Multinational Companies in the Halal ecosystem, opportunities for Halal Market Growth from

developed countries, identification of Halal Products with Universal values, development of Mobile internet Technology.

Threats Analysis

BPJPH and the sharia economic sector in Indonesia are also faced with various threats. Competition with other countries that are more advanced in developing the halal ecosystem, such as Malaysia and the United Arab Emirates, is one of the main threats. These countries already have a halal certification system that is standardized and recognized at the international level, so Indonesia needs to improve the quality and credibility of its certification system (Shalahuddin dkk., 2024). Apart from that, the challenge of withstanding resistance from some business actors who are reluctant to follow halal certification procedures, both due to cost factors and complex bureaucracy, is also a threat that BPJPH must face (Hartini & Malahayatie, 2024). The following is BPJPH's identification in terms of opportunities.

Firstly, Global Competition, countries such as Malaysia, Brunei and Thailand have aggressive strategies in promoting the halal industry.(Olegovich dkk., t.t.) *Secondly, Negative Perceptions about Halal Regulations*, Some business actors see halal certification as an unnecessary additional burden, especially if the procedures are complicated. *Third, non-compliance with international standards*, differences in halal standards between countries can make it difficult to export Indonesian halal products (Maulud & Ismail, 2023). *Fourth Environmental Sustainability Issue*, global consumers are increasingly demanding halal products that are also environmentally friendly, adding to the challenges for business actors. *Fifth*

Threat of Fake Technology, Counterfeiting of halal logos can damage public confidence in products that have been certified halal (Sholihah dkk., 2023).

In accelerating the halal industry, Indonesia also faces several challenges, including: optimizing the Halal Food and Beverage Industry, maintaining the net export strength of the fashion sector, optimizing the halal cosmetics and pharmaceutical sector, lack of literacy, socialization and halal education (Natsir dkk., 2022).

Conclusion

BPJPH plays an important role in supporting the development of the Islamic economy in Indonesia through the implementation of a halal product guarantee system. With a strong legal foundation, this institution is at the forefront of ensuring the quality and halalness of products in circulation. Despite facing challenges such as low public awareness, limited infrastructure and complicated bureaucracy, BPJPH has a great opportunity to grow along with the increasing demand of the global halal market and digitalisation services.

Through strengthening institutional capacity, technological innovation, and collaboration with various stakeholders, BPJPH can encourage the creation of an inclusive and competitive halal ecosystem. With targeted strategic steps, BPJPH not only contributes to domestic economic growth, but also to the vision of making Indonesia the centre of the world halal industry.

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