

## **Analysis Research Trends on Barriers to Halal Label Registration in Indonesia: A Literature Review**

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**Abstract:** This research investigates research trends related to obstacles in registering halal labels in Indonesia. This research is a literature review. The analysis uses a systematic literature review method. Data sources include journal articles, research reports and government publications from 2019 to 2024. A literature search was carried out through major academic databases with relevant keywords, followed by a selection and synthesis process of the data obtained. The search is carried out with the help of the Publish or Perish program. Through an in-depth literature review, this study identifies the main factors that hinder the halal registration process and evaluates their impact on various stakeholders. The obstacles identified include costs, bureaucratic complexity, awareness and understanding of business actors, and the capacity of halal certification institutions. These findings offer insights that can help stakeholders formulate effective interventions to increase the number of halal label registrations, which is crucial for meeting domestic and global market needs and increasing the competitiveness of Indonesian products.

**Abstrak:** Penelitian ini menyelidiki tren penelitian yang berkaitan dengan kendala-kendala dalam pendaftaran label halal di Indonesia. Penelitian ini merupakan kajian literatur. Analisis menggunakan metode review literatur yang sistematis. Sumber data meliputi artikel jurnal, laporan penelitian, dan publikasi pemerintah dengan rentang tahun 2019 sampai 2024. Pencarian literatur dilakukan melalui database akademik utama dengan kata kunci yang relevan dan diikuti dengan proses seleksi dan sintesis data yang diperoleh. Pencarian dilakukan dengan bantuan program Publish or Perish. Melalui kajian literatur yang mendalam, studi ini mengidentifikasi faktor-faktor utama yang menghambat proses pendaftaran halal dan mengevaluasi dampaknya terhadap berbagai stakeholder. Kendala yang teridentifikasi meliputi masalah biaya, kompleksitas birokrasi, kesadaran dan pemahaman pelaku usaha, serta kapasitas lembaga sertifikasi halal. Temuan ini menawarkan insight yang dapat membantu pemangku kepentingan dalam merumuskan intervensi yang efektif untuk meningkatkan angka pendaftaran label halal, yang krusial untuk memenuhi kebutuhan pasar domestik dan global serta meningkatkan daya saing produk Indonesia.

## **INTRODUCTION**

The word of *Halal* comes from the Islamic religious term, namely, everything permitted according to the Islamic religion (Khan et al., 2020). "*Halal*" comes from Arabic, meaning "permitted" (Ariyono et al., 2023). *Halal*, in terms of food, means food that is permitted according

to Islamic law (Junaidi, 2021). According to the official definition, *halal* food is food that is free from any components that Muslims are prohibited from consuming according to Islamic law (*Shariah*). *Halal* products meet Sharia requirements and do not contain any prohibitions regarding ingredients or other ingredients. Muslim consumers today are more sensitive and aware of the "*halal*" label (Delfina et al., 2023). Awareness of the *halal* label is the level of knowledge that Muslim consumers have to search for and consume *halal* products by Islamic law. The high level of awareness will make *halal* products the final choice for what to eat, drink or use. *Halal* labeling of a product is one of the provisions stipulated in Indonesia, especially with most of its population being Muslim.

Indonesia, as a country with a Muslim majority, should be the country with the most dominant *halal* label registration. Many businesses still need to register the *halal* label, especially micro and medium businesses that produce food (Prayuti, Yuyut, 2023; Wulandari & Hasan, 2023). This phenomenon is a challenge for all parties who have been pushing for the labeling of products in Indonesia, including MSMEs. *Halal* labels for MSMEs aim to protect Muslim consumers and maintain trust in MSME products. The certainty of *halal* products provides Muslim people with comfort in worshipping because *halal* products affect the daily life and afterlife of a Muslim. Article 4 of Law Number 33 of 2014 concerning *Halal* Certification (JPH) has determined that products entering, circulating and being traded in Indonesian territory must be *halal* certified. Many MSME products still need a *halal* label, especially ready-to-eat products without packaging, which do not contain a *halal* label. Some products even have a *halal* label on the packaging without an MUI certification number (Azizah, 2022).

As a country with the largest Muslim population, Indonesia has great potential in the *halal* industry. However, there are significant challenges in the *halal* label registration process, which is detrimental to local business actors and export potential. This study aims to collect and analyze data related to the obstacles faced by business actors and the factors that influence them. Problems with *halal* product labels are often characterized by the attitude of business actors who tend to be unaware and are more focused on profit. Apart from that, the lack of government attention and consumer response to *halal* products also means that many MSMEs still need to register their products to be labeled *halal*. Therefore, this research aims to discover the obstacles to *halal* labeling, especially for MSME products.

## METHOD

This research is a literature review. The analysis uses a systematic literature review method. Data sources include journal articles, research reports and government publications from 2019 to 2024. A literature search was carried out through major academic databases with relevant keywords, followed by a selection and synthesis process of the data obtained. The search was carried out with the help of the Publish or Perish program (Figure 1). The collected literature is then critically analyzed on the research design and what causes the need for more interest in registering *halal* labels by small and medium enterprises.

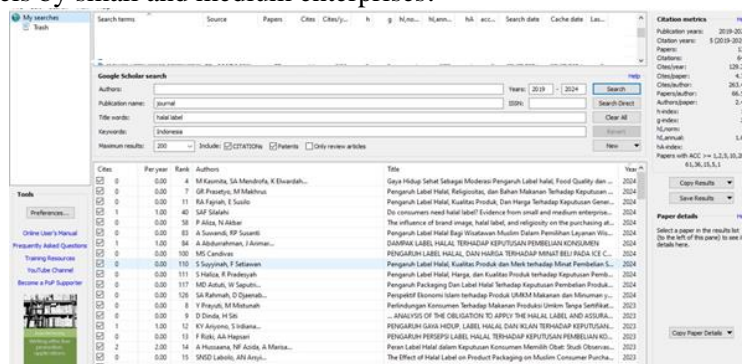


Figure 1. Display of the Publish or Peris screen when searching for literature regarding obstacles to registering a *halal* label

The collected literature is then critically analyzed on the research design and what causes the lack of interest in registering hala labels by small and medium-sized industries.

## RESULTS AND DISCUSSION

Table 1. Various research studies that are the causes of the lack of interest in registering *halal* labels in Indonesia

NO	WRITER'S NAME	YEAR	TYPES OF RESEARCH	CAUSES OF THE LOW <i>HALAL</i> LABEL
1	Shofiyatus Zaqiyah, Laily Muzdalifah	2023	Quantitative research uses primary data types	Buyers need to be aware of the importance of the <i>halal</i> label. Buyers only pay attention to price matches and do not pay attention to promotions as a reference when making purchase transactions. One of the promotional indicators includes the presence of a <i>halal</i> label (Zaqiyah & Muszdalifah, 2023).
2	Eclipse Risqi Prasetyo, Makhrus	2024	Quantitative research	Buyers must know the importance of the ingredients they want in Japanese food production so that buyers can submit the level of <i>halalness</i> of a product to the decision of the Indonesian Ulema Council, which handles food ingredients in Indonesia (Prasetyo, 2024).
3	Tri Pungki Astuti, Ratmono, Nani Septiana	2023	Associative research	Consumer knowledge of <i>halal</i> ingredients and <i>halal</i> labels still needs to be higher. Consumers only focus on the <i>halal</i> logo and <i>halal</i> writing on the packaging, so they don't pay attention to other aspects (Pungki Astuti & Septiana, 2023).
4	Siska Harumningrat Wulandari, Dony Burha Noor Hasan	2023	Qualitative research	Business actors are not interested in and need to understand the importance of <i>halal</i> labels on their processed products. The low interest is caused by business actors assuming that the <i>halal</i> registration process is complicated. Meanwhile, this low understanding is caused by low education and environmental factors. Apart from that, consumers (surrounding communities) also need to fully understand the concept of <i>halal</i> (Wulandari & Hasan, 2023).
5	Mochammad Celvin Laroibafih	2020	Qualitative research	Consumer awareness still needs to be higher when consuming snacks without a <i>halal</i> label on the product. Because most consumers only pay attention to low prices, delicious food and good packaging. So, they need to pay attention to the impact of these food products (Laroibafih, 2020).
6	Amir Fauzi Hasibuan, Nur Ahmadi Bi Rahmani, and Rahmat Daim Haraha p	2023	Quantitative research	There still needs to be more awareness among buyers of the importance of the <i>halal</i> label. Most people buy a product because they see the taste and don't look at the label. Most of them buy it because they are curious to follow developments in trends.
7	Andreas Suwandi, Susanti, Raditya Pratama	2024	Quantitative research	There still needs to be higher awareness among tourism managers regarding the amount of production and quality of tourism services labeled <i>halal</i> . There is still a need to standardize tourism products labeled <i>halal</i> (Suwandi & Susanti, 2024).
8	Rahmawati, Rahmawati, Mahyarni, Mahyarni, Trian Zulhadi	2023	Quantitative research	<i>Halal</i> tourism has yet to be widely known by MSMEs, the government and local tourism industry players (Rahmawati et al., 2023).
9	Asep Hendi Suhendi, Yat Rospia Brata, Ida Farida, Fahmi Z. Lubis	2023	Normative legal research with a statutory approach and a conceptual approach.	Produce needs to bend consumers' need for more awareness and knowledge regarding the importance of having a <i>halal</i> label on a product (Suhendi et al., 2023).
10	Zahrotul Uliya, Trian Zulhadi, Mahyarni	2023	Quantitative research	<i>Halal</i> labels do not influence consumers' decisions to buy Wardah products. This shows that consumers need more

NO	WRITER'S NAME	YEAR	TYPES OF RESEARCH	CAUSES OF THE LOW <i>HALAL</i> LABEL
				awareness of the importance of <i>halal</i> products (Uliya et al., 2023).
11	Abdurrahman, Annisaa'Fithrah, Juli Arimar, Laili Qomariah	2024	Field research (field research)	Lack of outreach to consumers regarding the importance of <i>halal</i> labels on products. This socialization will increase consumer confidence in MSME products (Abdurrahman et al., 2024).
12	Delfina Dinda, Hamidah Siti, Yuliati	2023	Library research	Lack of regulations from the government regarding more complete regulations for implementing <i>halal</i> labels. Apart from that, there has yet to be widespread outreach from the government to the public and business actors regarding the objectives and benefits of the <i>Halal</i> Product Guarantee Law (Delfina et al., 2023).
13	Suyyinah, Firman Setiawan	2024	Quantitative research	Not all Muslim consumers pay attention to the <i>halal</i> label on the Artha skincare products they purchase (Arifin & Rizaldy, 2023).
14	M. Zaenal Abidin	2023	Quantitative research	Consumers still need to understand the importance of <i>halal</i> labels on the food products (GoFood) they purchase. Consumer purchasing interest is not influenced by <i>halal</i> labels on food products (GoFood) (Zaen, 2023).
15	Addiarrahman, Erwin Saputra Siregar, and Fitri Andriyani	2023	Quantitative-descriptive research.	Consumers must be more selective when buying cosmetics that are not registered with BPOM. Some consumers only look at suitability on the face without first considering whether a product is safe (Addiarrahman et al., 2023).
16	Aliza's daughter, Nashr Akbar	2024	Quantitative research	Not all manufacturers know about the importance of the <i>halal</i> label on the cosmetic products they produce (Aliza, 2024).
17	Elsa Mawarni, Dhiyanda Eka Pratiwi, Safiratuazzahra, Anggi Yani Siagian, Indriani Adha, Dinda Putri Nabila, Leni Yunita, Rani Sundari, Muhammad Akbar Zico, Widhea Suci Adetia, M. Faisal Husna, Disna Anum Siregar	2023	Qualitative research	Not all MSME players understand the importance of the <i>halal</i> label and the procedures for registering for <i>halal</i> certification. Therefore, outreach is needed from the government and related agencies (Mawarni et al., 2023).
18	Yevy Januarti Rosuda and Ahmad Samingan	2023	Quantitative research	Consumers do not consider the <i>halal</i> label when buying Wardah cosmetics. This shows that consumers still need to gain more awareness of the importance of the <i>halal</i> label when purchasing Wardah cosmetics (Yevy Januarti Rosuda & Ahmad Samingan, 2023).
19	Nurul Ismainy Putri, Agustina Mutia, Ogi Saputra	2023	Quantitative research	Muslim consumers in Jambi City do not care about the presence of a <i>halal</i> label when purchasing Pempek Dua Putri. Apart from that, the owner of MSME 2 Putri also needs to pay attention to the importance of <i>halal</i> labels on their products (Putri, 2023).
20	Yuyut Prayuti, Mistunah	2023	Library research	Consumer protection for food produced by MSMEs without <i>halal</i> certificates and labels has yet to be based on applicable regulations. Thus, efforts are needed from related parties to increase consumer awareness and understanding of <i>halal</i> food and provide incentives to MSMEs to obtain <i>halal</i> labels and certificates for their products (Prayuti, Yuyut, 2023).
21	Reza Ayu Fajriah, Edi Susilo	2024	Quantitative research	<i>Halal</i> labels do not influence purchasing decisions, so the presence or absence of <i>halal</i> labels is not the main factor influencing purchasing preferences among gen-z. This shows that consumers need to gain more of the

NO	WRITER'S NAME	YEAR	TYPES OF RESEARCH	CAUSES OF THE LOW HALAL LABEL
				importance of <i>halal</i> labels on products (Fajriah & Susilo, 2024).
22	Monyka Dayu Astuti, Winda Saputri, and Taufik Nur Muftianto	2024	Quantitative research	Manufacturers must pay attention to product packaging that complies with <i>halal</i> label provisions. A <i>halal</i> label influences consumer purchasing decisions (Astuti, 2024).
23	Chilmia Nurul Fatiha, Agustina Sawitri, Rina Mariana U.	2023	Analytical observational research	The government has not strictly supervised the circulation of medicinal products. Several medicines still do not have a <i>halal</i> label in general circulation (Fatiha et al., 2024).
24	Novia Maulina, Fathia Faza R, Nabila Asha Rahmita, Yuan Tamara	2022	Descriptive research	The government needs to carry out strong supervision over the circulation of health supplements in the community. There are still various kinds of supplement products that do not have <i>halal</i> certification in circulation (Maulina et al., 2022).
25	Elvira Fitriyani Pakpahan, Roy Saputra Manalu, Kerisna Sukma Adji Serimbing, Rona Indara, MS Alfarisi	2023	Descriptive research	There is no protection or regulation from the government for producers and consumers regarding BPOM on cosmetic products. The government must increase supervision, implement strict law enforcement against violations, and increase public awareness of consumer rights and the risks of using unsafe cosmetic products. With good collaboration between producers, consumers, law enforcement officials and the government, a safer environment can be created for consumers and producers in the cosmetics industry.
26	Sophie Nazwah Irawan, Fendi Saputra	2023	Quantitative research	Not all consumers understand the importance of the <i>halal</i> label. They still need to gain awareness of the importance of having a <i>halal</i> label on their cosmetic products (Nazwah Irawan & Saputra, 2023).
27	Muhammad Sayyid Candivas, Syahfitri Ismawati, Salsabila Nasywa Syifathania, Tantry Lestari, Novia Mandasari, Tiyan Fatkhurrokhman	2023	Quantitative research	Mixue companies must still pay attention to the fact that every packaged item must always have a <i>halal</i> name (Candivas et al., 2023).
28	Kurniawan Yunus Ariyono, Sukma Irdiana, Mohammad Noor Khairullah	2023	Quantitative research	Some consumers need to care about the existence of a <i>halal</i> label on the cosmetic products they use (Ariyono et al., 2023).
29	Maya Kasmita, Syah Abadi Mendrofa, Khairiah Elwardah, Deny Gunawan Susandi, Farida Akbarina	2024	Quantitative research	Manufacturers need to increase their awareness of <i>halal</i> labels to increase consumer confidence in the products they purchase (Kasmita et al., 2024).
30	Chosinawarotin, Khofifa Nurlailiy	2023	Qualitative research	Consumers and local communities still need to understand the importance of <i>halal</i> certification for the products they use. There needs to be outreach from the government and related parties to explain to the public (Chosinawarotin, 2023).
31	Nurudin	2023	Quantitative research	Manufacturers must increase cosmetic products' attractive <i>halal</i> labels to increase consumer confidence. Also, having an attractive <i>halal</i> label can increase consumer interest in buying (Nurudin, 2023).
32	Siti Aisyah Rahmah, Djaenab Djaenab, Fatmawati Fatmawati	2024	Qualitative research	Producers and consumers have not emphasized the importance of <i>halal</i> labels on MSME food and beverage products. Consumers only care about the cleanliness and honesty of producers in making products and are not

NO	WRITER'S NAME	YEAR	TYPES OF RESEARCH	CAUSES OF THE LOW <i>HALAL</i> LABEL
				concerned with whether or not there is a <i>halal</i> label (Rahmah et al., 2024).
33	Safa Haliza1, Riyan Pradesyah	2024	Quantitative research	Manufacturers must always increase awareness of the <i>halal</i> labels of their products to attract consumers' buying interest in Fast Moving Consumer Goods (FMCG) products (Haliza & Pradesyah, 2023).
34	Labolo, Sultan Nanta Setia Dien, Alfansyuri, Nurul Arsyi, Khairani, Novita	2023	Quantitative research	Not all manufacturers understand the importance of <i>halal</i> certification for their products. Not all manufacturers maintain product quality by maintaining product <i>halal</i> (Labolo et al., 2023).
35	Ni'matus Saadah, Sokhikhatul Mawadah, Muhammad Fauzi	2023	Quantitative research	Consumers do not attach importance to a <i>halal</i> label when purchasing LeMonilo products. This shows that consumers do not care about a <i>halal</i> label and leave the level of product <i>halal</i> to the government (Saadah et al., 2023).
36	Nur Hidayati, Hadi Sunaryo	2021	Qualitative research	Manufacturers must always increase their knowledge of the importance of <i>halal</i> labels on their products (Hidayati & Sunaryo, 2021).
37	Anisa Fitriani	2023	Quantitative research	Consumers must increase their knowledge and awareness of the importance of <i>halal</i> labels on over-the-counter medicinal products (Fitriani, 2023).
38	Suci Nur Utami	2021	Quantitative descriptive research	Consumers of local food products in the Brebes Regear must know the importance of <i>halal</i> product labels (Utami, 2021).
39	Fitriani Rizki, Ajeng Andriani, Hapsari	2023	Quantitative research	Java bakery producers are expected to improve the quality of <i>halal</i> products and labeling. In this way, it will be able to attract consumer interest (Rizki & Hapsari, 2023).

### The Importance of the *Halal* Label

*Halal* is everything permissible to do. Islam pays great attention to the concept of *halal* in all aspects. Be it in aspects of work, food, drinks, etc., food and drinks that are *halal* and good also have a good impact on the body. A Muslim is obliged to consume *halal* and good food and drinks. So, a Muslim must know the concept of *halal*. *Halal* food and drinks are permitted by Islamic Sharia law (Novianti et al., 2021). *Halal* food and drinks in Indonesia already have *halal* labeling from LPPOM MUI.



Figure 2. *Halal* label image

The MUI *halal* label shows that a product is not a haram product and has gone through stages by LPPOM MUI (Napitasari, 2018) so that it will provide benefits when consumed/used. The *halal* label must be known by all levels of society, especially the Muslim community. Society must also be responsible, including producers, consumers, and the government. Producers and consumers must be aware of the importance of the *halal* label. Indonesian producers and consumers still need to be aware of the importance of having a *halal* label on a product (Suhendi et al., 2023). So, the government must introduce the *halal* label so the general public knows it better. Apart from that, strict supervision from the government is also needed.

### **Causes of Low *Halal* Labels in Indonesia**

Several aspects influence the low level of *halal* labels in Indonesia. From the literature analysis, several main obstacles faced by business actors in registering *halal* labels in Indonesia are:

#### ***Awareness and Understanding***

There needs to be more information and understanding between business actors regarding the concept and benefits of *halal* certification, resulting in a lack of initiative to obtain a *halal* label. Awareness is a condition where you know and understand your situation (Bashir, 2020). Caring is attention to other things/people (Astawa & Sudibia, 2021). *Halal* awareness and concern can be determined by whether or not a Muslim understands the meaning of *halal* itself. A Muslim who already has *halal* knowledge is expected to be able to apply it in everyday life. According to research (Prasetyo, 2024), food ingredients do not influence purchasing decisions for Japanese food in Banyumas. This shows that consumers still need more awareness and concern about whether the food they buy is *halal*.

##### **1. Consumer**

Most consumers (students) need to pay more attention to the presence of *halal* labels when buying snacks. Consumers only pay attention to price, good taste, attractive packaging, and following trends. Students need to think about the impact it can have on the benefits of the body (Laroibafih, 2020). This is also confirmed by research conducted by (Hasibuan et al., 2023) that consumers buy products only because they are curious to follow developments in trends and are curious about the taste. Apart from that, consumers only care about cleanliness and the honesty of producers in making products and are not concerned with whether or not there is a *halal* label (Rahmah et al., 2024).

Research conducted by (Uliya et al., 2023) shows that consumers do not pay attention to *halal* labels when purchasing Wardah products. This is also in line with research conducted by (Arifin & Rizaldy, 2023) that not all Muslim consumers pay attention to the *halal* label on the Artha skincare products they purchase. Consumers are not selective when choosing cosmetic products that are registered with BPOM. Most consumers only pay attention to the suitability of the face if they pay attention to the distribution permit of the product (Addiarrhman et al., 2023).

Consumer knowledge of *halal* aspects still needs to be improved. Consumers only focus on the *halal* logo and *halal* writing on the packaging. So, consumers need to pay more attention to aspects of *halal* ingredients and other knowledge of *halal* labels (Pungki Astuti & Septiana, 2023). Most consumers still need to learn more about the importance of *halal* labels on the food products they purchase (GoFood). This causes consumer purchasing interest to be independent of the presence of a *halal* label (Zaen, 2023). Consumers also need to learn about the importance of *halal* labels on medicinal products in circulation. Consumers must increase their knowledge and awareness of the importance of having a *halal* label on over-the-counter medicinal products so that they do not endanger their health (Fitriani, 2023). Most consumers buy a product just because they follow trends on social media. Of course, consumers need to pay attention to the existence of the *halal* label before buying a product.

##### **2. Producer**

Business actors must have the interest and understanding to register their processed products. The low interest of producers is due to the perception that the *halal* registration process

is very complicated. The cause of this assumption is environmental factors, and most producers have low education (Wulandari & Hasan, 2023). This is also confirmed by research conducted by (Mawarni et al., 2023) that not all MSME players understand the importance of the *halal* label and the procedures for registering *halal* certification. Therefore, outreach is needed from the government and related agencies to introduce the importance of the *halal* label to all elements of society. Another obstacle faced by manufacturers is cost. High costs are a major obstacle, especially for MSMEs needing more financial resources.

Not all manufacturers understand the importance of *halal* certification for their products. So, not all producers maintain product quality by maintaining product *halal* (Labolo et al., 2023). Manufacturers must always increase their knowledge of the importance of *halal* labels on their products (Hidayati & Sunaryo, 2021). Manufacturers must always increase awareness of the *halal* labels of their products to attract consumers' buying interest in Fast Moving Consumer Goods (FMCG) products (Haliza & Pradesyah, 2023). Manufacturers also need to improve the *halal* quality of products (Rizki & Hapsari, 2023) and the attractive appearance of *halal* labels to increase consumer interest in buying (Nurudin, 2023). Business owners need to increase their awareness of *halal* labels to increase consumer confidence in the products they purchase (Kasmita et al., 2024).

Besides medicines, health supplements and cosmetics without *halal* labels are still widely circulated. Various health supplement products not labeled *halal* are still widely circulated among the general public (Maulina et al., 2022). Apart from that, the government also needs to supervise the circulation of cosmetics in a society strictly. This requires collaboration between producers, consumers and the government to create a safe environment in cosmetics (Pakpahan et al., 2023).

### ***Bureaucratic Complexity***

Long and complex bureaucratic processes often make it difficult for business actors and increase the duration and costs of obtaining certification. The government and related officials should socialize the *halal* label to the wider community. Based on research conducted by (Abdurrahman et al., 2024) shows that consumers have yet to receive yet to receive socialization regarding the *halal* label. So, researchers provide outreach to the public to increase public trust in MSME products. The public and consumers have yet to learn the objectives and benefits of the *Halal* Product Guarantee Law (Delfina et al., 2023). There needs to be outreach from the government and related parties to explain to the public the importance of *halal* product labels (Chosinawarotin, 2023).

The government must still provide complete regulations for implementing *halal* labels (Delfina et al., 2023). The government should differentiate between *halal* and non-*halal* products and strictly supervise product distribution permits. Apart from that, the government must also require Muslim consumers to use products that are labeled *halal*. MSME products without *halal* labels are still widely circulated among the public, so consumer protection for MSME products not labeled *halal* is yet to be based on the *Halal* Product Guarantee Law (Prayuti, Yuyut, 2023). There are still medicines without *halal* labels circulating widely among the general public (Fatiha et al., 2024). This is because the government has yet to carry out strict supervision. The distribution of medicines without *halal* labels will certainly endanger the health of the general public.

## **CONCLUSION**

This study shows that coordinated efforts between the government, certification bodies, and business actors are needed to overcome obstacles to *halal* label registration. Recommendations include simplifying bureaucratic procedures, subsidizing certification costs, increasing awareness and education, and developing the capacity of certification bodies. These findings have significant implications for developing policies and business practices to facilitate increased *halal* label registration.



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