

Legal Responsibility on Halal Labeling of Packaged-Processed Food in Bangkalan

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Abstract:

Halal food is a profitable business not only in Muslim-majority countries but also in non-Muslim countries. Indonesia is a country with the largest Muslim population in the world, but Indonesia's position is only limited to the market and has not yet become an actor. The industry is the result of the development of a halal supply chain where the production of goods or services from upstream to downstream has halal standards and certification. In Indonesia, the number of halal certifications does not match the number of MSMEs, for example in Bangkalan. No less than 166,768 units of micro, small and medium enterprises are located in Bangkalan absorbing a workforce of approximately 210,003 people. The applicable procedure in granting this halal label permit is based on the halal certificate issued by the MUI. Many products of Micro, Small, and Medium Enterprises include a halal label without having a halal certificate. This study aims to find out the factors that cause MSME producers of processed food in Bangkalan not to have halal certification and identify the legal responsibility of Packaged-Processed Food MSME producers for halal labeling. The research was conducted by observing primary data in Bangkalan and then interviewing the MSMEs.

Keywords: halal certification; halal labeling; legal responsibility

Introduction

Halal certification is a written fatwa of the Indonesian Ulema Council (MUI) which states the halalness of a product under Islamic law. Halal Product Assurance Law number 33 of 2014 Article 4 states that "All products including food and pharmaceutical products must be certified halal".¹ The fact that the realization of the constitution has not yet been fully implemented, the certificates that should be owned by consumers for the cleanliness and halalness of food products are ignored.

¹ Republik Indonesia, "Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal" (2014).

In the view of Islam, halal certification is part of Islamic business ethics. The economic system in the view of Islam has internal control or is generated by faith in the hearts of Muslims and makes companions for it. Sharia economics aims to meet the needs of human life prescribed by Allah SWT. Humans need to live with a religious and human pattern of life so that they can carry out their obligations to God, themselves, and the environment as well as fellow human beings. Islam also teaches its people to consume good and halal food as stated in the Qur'an surah Al-Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطَوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

O mankind, eat what is lawful and good from what is on the earth, and do not follow the steps of the devil; for verily the devil is a real enemy to you.

From the verses that have been mentioned above, it means the command of Allah SWT. To his people to eat halal food is an absolute command that must be fulfilled, but in these letters, it is also mentioned along with the word "tayyib" which means good and quality so that the food consumed by Muslims is not only halal but also good and of good quality. Given the command to consume halal and good food, halal consumption became a basic need for Muslims in Indonesia. Providers of needs which in this case will be met by producers, which in this case refers to MSMEs, are required to ensure their products are halal and good. So this should be an opportunity for MSMEs to compete to fulfill it because the halal certification can provide added value, not only for health but also for economic value.

Small and Micro Enterprises in the food and beverage sector itself are one of the important pillars in the economic condition of the community, especially in the superior food and beverage sector. Almost in every area, there are businesses in the types of food and beverages, starting with the existence of food entrepreneurs who open their businesses to the concepts of markets, food courts, and tours, which exist in many areas and places. In addition, in the context of the enactment of Law no. 33 of 2014 regarding the Halal Product Guarantee, the food, and beverage sector is the sector that is the first step in the availability and guarantee of halal products, one of which is taken through the halal certification mechanism.²

Certification is a systematic testing activity to find out whether a product produced by a company has complied with halal provisions or not. The result of this certification activity is the issuance of a halal certificate which indicates that the product has met the halal rules. The output of the issuance of a halal certificate is the inclusion of a halal label on products produced in the form of packaging. The provision of halal certificates through food labels and advertisements on MSME food products is a source of information for consumers about a food product because consumers cannot directly meet with business actors. However, it can also

² Ahmad Makhtum, "Pemetaan Potensi Sertifikasi Halal Pada Sektor Produk Makanan Dan Minuman Unggulan Di Kabupaten Bangkalan," 2021, 218.

be used as a consideration for consumers to make choices and make comparisons of food with other food products in terms of composition, net weight, price, and others before buying and making choices.

The basis for the application of a halal certificate along with a halal label is a manifestation of the fulfillment of the consumer's right to obtain the product of his choice. Consumers need to be free from products that do not inform ingredients or treatments that are not permitted by religion (haram). Technological developments in the processing, packaging, and marketing of goods and/or services today make a labeling system necessary. Without certificates and labels (marks) it is difficult for consumers to recognize the raw materials, compositions, and processes that the product goes through.

Many products of Micro, Small, and Medium Enterprises (MSMEs) include a halal label without having a halal certificate, whereas the applicable procedure in granting this halal label permit is based on the halal certificate issued by the MUI. Public knowledge of food, medicine, or other products related to halal is quite high, but awareness to verify goods that are guaranteed to be halal is still low. The certainty of the correctness of the halal label is obtained through the halal certification issued by LPPOM MUI. The purpose of including a halal label with a halal certificate is to increase market share and sales volume, meet demands and provide satisfaction to consumers, improve product quality, and meet the interests and convenience of consumers, especially Muslim consumers.

In some previous research, the responsibility of business actors to consumers regarding food safety is by making demands against food business actors who produce and sell dangerous food, namely by proving the fault of the business actor with the principle responsibility based on error or by imposing the risk of error on business actors by using the principle of absolute responsibility.³ The issuance of halal certificates through food labels and advertisements on MSME food products is a source of information for consumers about a food product because consumers cannot directly meet the perpetrators. However, it can also be used as consideration for consumers to make choices and make comparisons of food with other food products. BPOM has a responsibility to protect consumers by monitoring, researching, and testing drugs, food, and cosmetics which will later be reported on the risk ingredients that are critically peeled off for food products. For MSME business actors who do not carry out safety and quality assurance procedures for food products, they may be subject to criminal sanctions as stipulated in Article 134 and Article 140 of Law no. 18 of 2012 concerning Food. MSME food products that have been in circulation and do not meet the sanitation requirements as required in

³ Aulia Muthiah, "Tanggung Jawab Pelaku Usaha Kepada Kunsemen Tentang Keamanan Pangan Dalam Perspektif Hukum Perlindungan Konsumen," *Jurnal Maranatha* Vol. 7 No. 2, no. 2016 (2016).

Article 4 paragraph 1 of PP No. 86 of 2019 concerning Food Safety will be subject to sanctions in the form of criminal sanctions in Article 135 of Law no. 18 of 2012.⁴

In some regency, the inclusion of halal labels in food stalls has not been widely carried out by food stall owners. However, from the results of the questionnaire data processing, it can be seen that customers believe that food stalls in Makassar have provided halal food raw materials and processing according to Islamic law. Although there are still many people who eat in Makassar who do not include halal labels, customers still believe that halal labeling in food stalls can guarantee protection to consumers in the form of halal guarantees on food raw materials, halal guarantees in the processing of food raw materials, as halal guarantees on food products of food stalls in Makassar.⁵ In Ponorogo, HAS education has a significant effect on the readiness of halal certification registration partially. Partially, the socialization of SJH has a significant effect on the readiness for the registration of halal certification. Simultaneously, SJH education and socialization have a significant and positive effect on the readiness to register for halal certification.⁶

Methodology

This research is qualitative research with field studies,⁷ Abdurrahmat Fathoni states that field research is research carried out in the field or at the research location, a place chosen as a location to investigate objective symptoms as occurring at that location, which is also done for the preparation of scientific reports.⁸ This study uses primary and secondary data sources. The primary data in this study were taken directly by researchers from research subjects who experienced events related to halal labeling. The research subjects in this study who were intended as primary data sources were called informants and resource persons and were selected purposively, which was based on the researcher's consideration that the person concerned had relevant data and was willing to provide information. Secondary data obtained from library research consisting of: (a) Primary Legal Materials: Law Number 18 of 2012 concerning Food, Law Number 36 of 2009 concerning Health, Law Number 8 of 1999 concerning Consumer Protection, Regulation Government Number 69 of 1999 concerning Food Labels and Advertising, Presidential Instruction of 1991 concerning Improvement of

⁴ Debora, "Tinjauan Hukum Atas Produk Pangan Usaha Mikro Kecil Dan Menengah Yang Tidak Bersertifikat Halal," 2020.

⁵ Nurmala Sari, "Analisis Pelabelan Halal Produk Makanan Sebagai Perlindungan Konsumen Muslim Di Makassar" (Skripsi, Makassar, Universitas Muhammadiyah Makassar, 2020).

⁶ Selfiana Devi, "Pengaruh Edukasi Dan Sosialisasi Sistem Jaminan Produk Halal Terhadap Kesiapan Pendaftaran Sertifikasi Halal IKM Di Kabupaten Ponorogo" (Skripsi, Ponorogo, IAIN Ponorogo, 2020).

⁷ Dudung Abdurrahman, *Pengantar Metodologi Penelitian Dan Penulisan Karya Ilmiah* (IKFA PRESS, 1998).

⁸ Abdurrahmat Fathoni, *Metodologi Penelitian & Teknik Penyusunan Skripsi* (Jakarta: Rineka Cipta, 2011).

Guidance and Supervision of Processed Food Production and Distribution, Law Number 33 of 2014 concerning Guaranteed Halal Products, Joint Decree of the Minister of Health and Minister of Religion of the Republic of Indonesia Number: 427/Menkes/SKB/VIII/1985 Number 68 of 1985 concerning the Inclusion of "Halal" on Food Labels, Decree of the Minister of Health of the Republic of Indonesia Number: 82/Menkes/SK/I/1996 concerning the Inclusion of the words "Halal" on Food Labels, as amended by Decree of the Minister of Health of the Republic of Indonesia Number: 924/Menkes/SK/VIII/1996 concerning Amendments to the Decree of the Minister of Health of the Republic of Indonesia Number 82/Menkes/SK/1996, Joint Decree (SKB) of the Minister of Religion and an Minister of Health Number: 472/Menkes/SKB/VIII/1985 and Number: 68/1985 concerning the regulation of the words "Halal" on food labels. (b) Secondary Legal Materials: Legal materials that provide explanations and instructions regarding primary legal materials such as reference books, legal journals, and research results of scientific papers relevant to this research, and (c) Tertiary Legal Materials: supporting legal materials that include materials that provide instructions and explanations of primary and secondary legal materials, namely in the form of dictionaries, encyclopedias.

The data in this study were collected using in-depth interview techniques and document studies. In-depth interviews were conducted between the researcher and the informants and resource persons mentioned in the previous section. In this interview, the researcher prepares an interview guide to guide the interview to fit the research topic, but it is not applied rigidly as it is written. The document study technique is a study of the contents of documents that are relevant to the research theme. The documents reviewed cover all types of secondary data sources mentioned above. Data analysis uses the Miles and Huberman model which consists of data reduction, data presentation, and conclusion. The data analysis process begins with searching documents regarding halal certification and labeling.⁹ The next step is to conduct interviews with resource persons to obtain data related to halal labeling of processed food products in Bangkalan

Result And Discussion

Halal food is food that does not contain elements or materials that are haram or prohibited for consumption by Muslims, whether related to food raw materials, food additives, auxiliary materials, and other auxiliary materials, including foodstuffs processed through a process of genetic engineering and food irradiation, and whose management is carried out by the provisions of Islamic religious law.¹⁰ Foods that can be said to be halal must meet three criteria, namely:

⁹ Miles M.B & Huberman A.M, *Analisis Data Kualitatif. Terjemahan Oleh Tjetjep Rohendi Rohidi* (Jakarta: Universitas Indonesia, 1992).

¹⁰ Republik Indonesia, "Peraturan Pemerintah Nomor 69 Tahun 1999 Tentang Label Dan Iklan Pangan" (1999).

1) The substance is halal. Halal food according to its substance is food that is halal for consumption and has also been stipulated as halal in the Al-Qur'an and Hadith. 2) Halal by obtaining it. Halal food by obtaining it means that it is obtained in a good way, such as buying food, farming, getting gifts, and so on. Food will be haram if the food is obtained by way of vanity because it can harm others and is prohibited by Islamic law. 3) Halal by way of processing. Halal food by way of processing, namely all food is halal and will be haram if the processing is not at the same age as religious law. There are so many foods that are halal in origin, but improper processing causes these foods to become haram.¹¹

Indonesian halal food products are ranked second in the world based on the State of the Global Islamic Economy (SGIE) Report 2022 released by DinarStandard, March 31, 2022. Indonesia only lost to Malaysia in the halal food and beverage category.¹²



Figure 1:
The State of the Global Islamic Economy Recap¹³

The SGIE 2022 also notes a number of significant progresses that has been made by the Government of Indonesia. These progresses include adjustments to the Halal Product Assurance regulations in order to speed up, simplify and clarify processes, reduce processing time, and facilitate halal certification for micro and small businesses. The Indonesian government, through BPJPH, is also considered to have taken various steps to strengthen the halal food ecosystem.¹⁴

¹¹ GW Qomaro, R Dewi, N Nasrulloh, "Consumer Protection And Inclusion Of Halal Labels On Bangkalan Msme Food Products," in *Challenges and Opportunities for Developing the Halal Ecosystem Through Synergy of Islamic Financial Institutions*, 2020.

¹² SGIER, "State of the Global Islamic Economy Report 2022," *DinarStandard*, 2022.

¹³ ISEF, "SGIE Report 2022 Makanan Halal Indonesia Peringkat Dua Dunia," 2022, <https://isef.co.id/id/blog-id/sgie-report-2022-makanan-halal-indonesia-peringkat-dua-dunia/>.

¹⁴ Sugeng Pamuji, "Makanan Halal Indonesia Ranking Dua Dunia, Kemenag: Kita Menuju Nomor Satu," 2022, <https://kemenag.go.id/read/makanan-halal-indonesia-ranking-dua-dunia-kemenag-kita-menuju-nomor-satu-zeoly>.

Legal Provisions for Food Circulation in Indonesia

Food is the most important basic human need and its fulfillment is part of the human rights of every Indonesian people. Food must always be available in a sufficient, safe, quality, nutritious and diverse manner at a price that is affordable by the people's purchasing power and does not conflict with the religion, belief, and culture of the community. To achieve all that, it is necessary to organize a food system that provides protection, both for those who produce and consume food. Article 1 Number (1) of Law No. 18 of 2012 concerning Food, hereinafter abbreviated as UUP, states, "Food is anything that comes from biological sources and water, both processed and unprocessed, which is intended as food or drink for human consumption, including food additives, food raw materials, and other materials used in the process of preparing, processing, and or making food or beverages."¹⁵

Advances in food technology at this time must be watched out for because many raw materials and additives are used to produce processed food. In addition, awareness of the halal aspect was not fully implemented. In procedures, halal is not only concerned with the use of materials but also means of distribution, transportation, and storage.¹⁶ The government requires the use of labels as a form of information to consumers on a food product. A food label is any information regarding food in the form of pictures, writings, a combination of both, or other forms that attached to food, inserted into, affixed to, or part of food packaging.¹⁷

Business Actors who produce Food domestically for trade, including Food MSMEs and IRTP are required to include labels inside and/or on Food Packaging, either written or printed using the Indonesian language, and contain at least information regarding product name, list of ingredients used/ composition, net weight or net content, name, and address of the party producing or importing, halal for those required, date and code of production, expiration date, month and year, distribution permit number for processed food, the origin of certain food ingredients, provisions other requirements that must be met on food labels, claims on labels.¹⁸

Food that is required to include food labels is food that has gone through the final packaging process and is ready to be traded and does not apply to packaged food in front of the buyer. Government Regulation Number 69 of 1999 provides exceptions for a) Food whose packaging is too small so that it is impossible to include all the information in question; b) Food that is sold and packaged directly in front of the buyer in small quantities; c) Food sold in large quantities (bulk).

¹⁵ Republik Indonesia, "Undang-Undang No.18 Tahun 2012 Tentang Pangan" (2012).

¹⁶ Sofyan Hasan, *Sertifikasi Halal Dalam Hukum Positif (Regulasi Dan Implementasi Di Indonesia)* (Yogyakarta: Aswaja Pressindo, 2014).

¹⁷ Republik Indonesia, Peraturan Pemerintah Nomor 69 Tahun 1999 tentang Label dan Iklan Pangan.

¹⁸ BPOM, "Peraturan Kepala Badan Pengawas Obat Dan Makanan Nomor. HK.03.1.5.12.11.09955 Tahun 2011 Tentang Pendaftaran Pangan" (2011).

UU no. 18 of 2012 concerning Food and its implementing regulations has stipulated minimum information which is at least listed on the food label. The thing that is of concern in the regulation is that the information contained in the label is guaranteed to be true and not misleading.¹⁹ One of the provisions in the regulation related to this is when a food product carries a "halal" label, by then business actors are responsible for the truth. The truth of a "halal" label statement is not only proven in terms of raw materials, food additives, or auxiliary materials used but must also be proven in the production process.

Business actors apply the "halal" label to all their food products. In essence, a food producer should only include halal labels on the food that has been tested for safety. Many business actors do not renew the halal certificate, but still include the halal logo issued by the MUI and BPOM on food products. Importer business actors also still include the halal logo from the country of origin even though what applies in Indonesia is the logo of the MUI and BPOM. Another problem that is mushrooming is the inclusion of a halal logo but does not have an MUI halal certificate and approval for the inclusion of a halal logo from BPOM.

Producers as business actors have the obligation and responsibility to take part in creating and maintaining a healthy business atmosphere that supports the development of the national economy as a whole. It is charged with responsibility for the implementation of these duties and obligations. Responsibility as a producer can be seen from at least 2 aspects: a) Responsible for creating a healthy business atmosphere, both between business actors and between business actors and the consumer community. By complying with these prohibitions, things that cause market distortions, unfair competition, and things that have the potential to damage the structure of national economic life can be avoided. Thus, the wheels of national development can run well. This means that it is the duty, obligation, and responsibility of every business actor to always make it happen. b) Responsible for protecting the consumer community, both individually and as a whole from the possibility of harm to consumers and their property, this also meant the duty to maintain the welfare of the people through the provision of good, healthy, and quality needs is also a responsibility producer as entrepreneurs. Producers as business actors have responsibility for all forms of losses suffered by consumers due to using or consuming their products that cause losses.²⁰ The principle of responsibility is a very important subject in the study of consumer protection law. In cases of violation of consumer rights, caution is needed in analyzing who should be responsible and how far the responsibility can be charged to the related parties.²¹

Halal Labeling on Packaged-Processed Food MSME Products in Bangkalan

¹⁹ Badan Ketahanan Pangan Kementrian Pertanian, "Kerangka Regulasi," 2015, bkp.pertanian.go.id.

²⁰ Janus Sidabalok, *Hukum Perlindungan Konsumen Di Indonesia* (Bandung: PT. Citra Aditya Bakti, 2010).

²¹ Inosentius Samsul, *Perlindungan Konsumen, Kemungkinan Penerapan Tanggung Jawab Mutlak* (Jakarta: Universitas Indonesia, 2004).

Based on the results of observations on some producers in Bangkalan, processed food produced by MSMEs is in the form of liquid drinks, powder drinks, dried herbs, pastries, dry snacks, various chips, various crackers, and bakery products. The processed food criteria are classified in the following diagram:

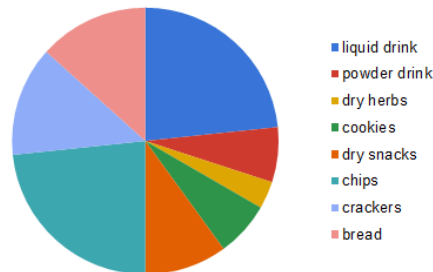


Figure 2:
Classification of Samples of Packaged-Processed Food Business Actors in Bangkalan

Of the 30 samples, only 5 producers already have a halal certificate from the MUI. All producers who have halal certificates have given official halal labels to their products, but there is one bread producer that does not yet have halal certificates and has put an official halal label on its products. In previous research on consumer understanding of halal certification, there was a correlation between the level of education and respondents' knowledge of their knowledge of halal certification.²² In this study, 33.3% of business actors understand halal certification. 50% of the sample admitted that they only knew, 13.3% stated that they had heard of it, while the other 3.3% stated that they did not know anything about halal certification.

Business actors get information about halal certification from Instagram, WhatsApp status, television, and some of them see the existence of halal certificate numbers on other products. 40% of the existing processed food products do not include any information on the packaging. The remaining 60% include at least the brand and product name. The inclusion of information on food production is important because food products are products that need attention to their composition and eligibility period because they will be consumed and processed in the body. In Law Number 8 of 1999 Article 8 paragraph (1) concerning consumer protection regulates actions that are prohibited for business actors. The prohibition on producing and trading goods without labels or information is contained in the letter (i) paragraph 1 article 8 of Law number 8 of 1999.

Although producers do not yet have a halal certificate, 63.3% of business actors state that the halal label on food products is a product advantage. 15% of business actors doubt whether consumers are more interested in buying food products labeled halal because even without a halal label, their products are still purchased by consumers. After all, consumers understand that the products that are circulated must be halal even without a halal label. However, 83.3% of business

²² Galuh Widitya Qomaro, "Sertifikasi Halal Dalam Persepsi Konsumen Pada Produk Pangan Di Kabupaten Bangkalan" 03/No.2 (Desember 2018), <https://doi.org/10.35127/kbl.v3i2.3412>.

actors still believe that the halal label is a guarantee of product quality and safety because they understand that consumers feel assured of the safety of the products they consume with the existence of the halal label.

The presence or absence of halal labels on several Packaged-Processed Food products in Bangkalan that are sampled does not erase the belief of business actors that the quality of food products is the reason consumers decide to buy a product. The better the quality of food products, the more consumers' interest in buying a product increases. The quality of a product is very important for consumers or customers. The existence of a halal label may be able to increase the productivity of food products. Productivity is used as a measure of the success of an MSME industry in producing goods and services. Producing food products that are labeled halal can increase the income of MSME actors.

The existence of a halal label has increased sales results. Halal labels are considered to be able to increase the number of customers. Food products that have a halal label are not only sought after by Muslim customers but also non-Muslims. In the aspect of customer hospitality, providing good service will make customers repurchase the product. In addition, working with repeat customers can help improve product marketing.

A business actor who produces halal food should know the process of making food according to Islamic law. In this study, 97% of business actors already understand this but the rest say they produce packaged drinks according to a proper cooking process. Customers are interested in buying the product because it is guaranteed to be halal. This is not only judged by the presence of a halal label on the product but also by the understanding of business actors about the halalness of their products. The presence of a halal label on a product provides information about product quality and assurance. Quality, quality & halal assurance are things you always pay attention to when buying food products.

Article 4 letter C of the Consumer Protection Act states that one of the rights of consumers is the right to correct, clear and honest information regarding the conditions and guarantees of goods and/or services.²³ Based on the results of interviews, 16.6% of business actors stated that they were allowed to include a halal logo before obtaining halal certification as long as the materials used were derived from halal goods. This is what causes many business actors to provide fake halal labels on their products. Fake halal labels are attached to product packaging that has not yet received a halal certificate.²⁴ Unfortunately, only 26.6% of Packaged-Processed Food businesses in Bangkalan are aware of legal sanctions if producers label processed food products as halal even though they haven't get halal certification. If consumers doubt the halalness of the product, business actors will argue that they will show the process of processing materials to become ready-to-consumme products in front of consumers. Other business actors claim that the testimony of other customers can be proof that their products are safe for

²³ Republik Indonesia, "Undang-Undang Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen" (1999).

²⁴ Galuh Widitya Qomaro, "Product Liability Dan Perlindungan Konsumen Terhadap Produk Berlabel Halal Palsu," *Jurnal Pamator* Vol 12 No 2, no. 2019 (2019).

consumption. Only 3.3% stated that they would try to take care of filing a halal certificate for their products.

When the consumers suffered material or physical loss as a result of consuming the product, all Packaged-Processed Food UMKM business actors in Bangkalan stated that they were willing to be responsible for consumer losses. The forms of responsibility of business actors include replacing them with new products, returning money payments, and helping consumers with medical expenses. So far there have been no major losses, one of the losses experienced by consumers of Roti whose toppings are sticky with the packaging before it reaches the consumers' hands, seller replace them with new products. By the provisions of Article 19 of the Consumer Protection Law which stipulates that manufacturers and/or distributors in general, provide compensation for damage, pollution, and/or consumer losses due to consumer goods and/or services produced or traded, provided that the compensation can be in the form of refund or replacement of goods and/or services of a similar or equivalent value, or health care and/or compensation by the provisions of the applicable laws and regulations. Compensation must have been given 7 (seven) days from the date of the transaction.²⁵

The businesses of Packaged-Processed Food producers in Bangkalan in ensuring the quality of food products are by choosing raw materials of good quality, carrying out the production process according to religious provisions, separating products that are suitable or not for sale, and ensuring hygiene in the entire process until the product arrives to the consumer's hands. Based on the results of interviews, business actors are reluctant to register their products to get halal certificates because of the long procedure so they don't have time to take care of it, business actors' lack of understanding of the registration process flow, limited understanding of business actors regarding the function of halal certification, and personal factors of business actors who really do not want to register the product.

The government continues to encourage the development of the halal industry in Indonesia. One of the commitments made is by accelerating the implementation of halal certification for micro and small business actors. They will receive facilitation in the management of the halal certification process by the government through budget allocations prepared by ministries, institutions, local governments, as well as BUMN, and the private sector.²⁶ 43.3% of Packaged-Processed Food businesses in Bangkalan do not know if there is assistance from the department of cooperatives and SMEs to apply for free halal certification. As many as 26.6% of Packaged-Processed Food business actors in Bangkalan have participated in the socialization of the application for halal certification but until now they are still not interested in applying for halal certification for their products.

Indonesia has very good and promising prospects for halal food. Communication, publication, socialization, and education to all important

²⁵ Republik Indonesia, Undang-Undang Nomor 8 tahun 1999 tentang Perlindungan Konsumen.

²⁶ Kementerian Keuangan, "Akselerasi Sertifikasi Halal Upaya Pemerintah Mengembangkan Industri Halal," 2022, <https://www.kemenkeu.go.id/publikasi/berita/akselerasi-sertifikasi-halal-upaya-pemerintah-mengembangkan-industri-halal/>.

stakeholders need to be improved for the advancement of the halal ecosystem and to make Indonesia the largest center for halal products in the world.

Conclusion

The obligation of business actors to always have good intentions in carrying out their activities means that business actors are responsible for creating a healthy business climate to support national development. This is a public responsibility carried out by a business actor. Consumers have the right to ask for responsibility if there is a loss suffered by the producer. This research is expected to be a reference for the government to continue to carry out massive socialization and guidance to business actors related to the acceleration of halal certification of food products. For business actors and consumers to always pay attention to their rights and obligations in business activities. In addition, guidance assistance from the Non-Governmental Consumer Protection Institute (LPKSM) also plays a role in educating consumers and business actors to continue to fulfill obligations according to their respective roles.

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