

**Rethinking Halal: Exploring The Complexity Of Halal Certification And Its
Socio-Economic Implications**

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Abstract

Halal certification has become a major highlight on the global stage, especially in line with the rapid growth of the halal product market. This study aims to thoroughly review the concept of halal and explore its important implications in the social and economic spheres, as well as challenges and opportunities in halal certification. This study is a literature study conducted with a comprehensive literature analysis approach. This literature analysis includes the process of Investigation, data collection, and in-depth analysis of various literature sources that are relevant to the subject of study. The results of this study highlight that halal certification is a complex and diverse process with significant social and economic impacts. The different certification processes in other countries and organizations pose substantial challenges in global trade but also open up great opportunities in the halal product market. In the social dimension, halal certification plays an important role in maintaining Muslim communities' religious beliefs and values but also poses a risk of discrimination against non-Muslim communities in this economic sphere. The main challenges that need to be addressed include harmonizing global standards and preventing abuse in the halal certification process. Meanwhile, the economic opportunities associated with halal products remain large, particularly in line with the growing global demand.

Keywords: *Halal Certification, Social and Economic Impacts, Challenges, Opportunities*

Abstrak

Sertifikasi halal telah menjadi sorotan utama dalam panggung global, terutama seiring dengan pesatnya pertumbuhan pasar produk halal. Kajian ini bertujuan untuk mengulas ulang konsep halal secara menyeluruh dan menggali implikasi pentingnya dalam ranah sosial dan ekonomi, serta tantangan dan peluang dalam

sertifikasi halal. Kajian ini merupakan studi pustaka yang dilakukan dengan pendekatan analisis literatur yang komprehensif. Analisis literatur ini mencakup proses penyelidikan, pengumpulan data, dan telaah mendalam terhadap berbagai sumber pustaka yang relevan dengan subjek kajian. Hasil kajian ini menyoroti bahwa sertifikasi halal adalah sebuah proses yang kompleks dan beragam yang memiliki dampak signifikan dalam aspek sosial dan ekonomi. Proses sertifikasi yang berbeda-beda di berbagai negara dan organisasi menimbulkan tantangan signifikan dalam perdagangan global, namun juga membuka peluang besar di pasar produk halal. Dalam dimensi sosial, sertifikasi halal memegang peranan penting dalam menjaga keyakinan dan nilai agama masyarakat Muslim, namun juga menimbulkan risiko diskriminasi terhadap komunitas non-Muslim dalam ranah ekonomi ini. Tantangan utama yang perlu diatasi meliputi harmonisasi standar global dan pencegahan penyalahgunaan dalam proses sertifikasi halal. Sementara itu, peluang ekonomi yang terkait dengan produk halal tetap besar, khususnya sejalan dengan pertumbuhan permintaan global yang terus meningkat.

Kata Kunci: *Sertifikasi Halal, Dampak Sosial dan Ekonomi, Tantangan, Peluang*

INTRODUCTION

The practice of halal certification, which refers to the process of certifying that a product or service complies with the principles of the Islamic religion, has become the focus of increasing global attention in recent decades.¹ Halal certification is a rapidly evolving practice and has an increasingly important impact worldwide.² "Halal," which means "permissible" in Arabic, refers to products, services, and practices that conform to Islamic teachings. Halal certification verifies that a product or service complies with Islamic principles and can be consumed or used by Muslims.³ Originally related to food and beverage, halal certification covers various sectors, including pharmaceuticals, cosmetics, tourism, and finance.

¹ Sariwati Mohd Shariff and Nurul Akma Abd Lah, "Halal Certification on Chocolate Products: A Case Study," *Procedia-Social and Behavioral Sciences* 121 (2014): 104-12, <https://doi.org/10.1016/j.sbspro.2014.01.1112>.

² Norliza Katuk et al., "Halal Certification for Tourism Marketing: The Attributes and Attitudes of Food Operators in Indonesia," *Journal of Islamic Marketing* 12, no. 5 (2021): 1043-62, <https://doi.org/10.1108/JIMA-03-2020-0068>.

³ Bashir Ammar Hakim Hakim, Anisa Syahidah Mujahidah, and Aam Slamet Rusydiana, "Sentiment Analysis on Halal Certification," *Harmoni* 21, no. 1 (2022): 78-93, <https://doi.org/10.32488/harmoni.v21i1.609>.

The importance of halal certification is not only limited to religious aspects. It also has significant social and economic implications. The rapid growth in Muslim populations worldwide has increased the demand for halal products and services.⁴ As a result, manufacturers and service providers from various countries are racing to obtain halal certification to access this potential market. In other words, halal certification has become a strategic key in today's global economy. Not only are halal products sought after by Muslims but also by consumers from various religious backgrounds who are increasingly aware of the quality, safety, and added value that halal products offer.⁵ This creates significant business opportunities for companies committed to producing products and services that meet halal certification standards.

Halal certification has become one of the key elements in international trade in this era of globalization. Countries and companies worldwide feel the need to ensure their products meet halal standards to compete in an increasingly complex global market.⁶ This reflects a shift in global consumption patterns, where Muslims and consumers seek halal products and services from various religious backgrounds who are increasingly conscious of quality, safety, and sustainability. However, halal certification poses several challenges, especially in harmonizing global standards. Halal certification practices can vary

⁴ Seyed Mehrshad Parvin Hosseini, Maryam Mirzaei, and Mohammad Iranmanesh, "Determinants of Muslims' Willingness to Pay for Halal Certified Food: Does Religious Commitment Act as a Moderator in the Relationships?," *Journal of Islamic Marketing* 11, no. 6 (2020): 1225-43, <https://doi.org/10.1108/JIMA-02-2018-0043>.

⁵ Mahlil Bunaiya, Aufa Islami, and Suud Sarim Karimullah, "Optimization of Productive Ziswaf by Ziswaf-Based Minimarkets (Case Study of Alif Point Mart Minimarket in Padang City)," *Imara: JURNAL RISET EKONOMI ISLAM* 6, no. 1 (2022): 13-25, <https://doi.org/10.31958/imara.v6i1.5661>.

⁶ Rosa E. Rios, Hernan E. Riquelme, and Yasser Abdelaziz, "Do Halal Certification Country of Origin and Brand Name Familiarity Matter?," *Asia Pacific Journal of Marketing and Logistics* 26, no. 5 (2014): 665-86, <https://doi.org/10.1108/APJML-03-2014-0046>.

significantly between different countries and certification bodies, creating uncertainty in international trade and complexity in regulation. This can hinder work, make it difficult for manufacturers to understand other certification requirements, and create additional costs that impact product and service prices.

In addition to its impact on international trade and global markets, halal certification has profound implications on social and economic levels. Halal products often symbolize identity and culture for Muslim communities worldwide.⁷ In addition, halal certification practices can affect how Muslim communities participate in the economy and society. It creates economic opportunities for Muslim communities, including those in Muslim minority countries, and can contribute to local economic development. However, it is also important to acknowledge issues associated with halal certification practices. Misuse or fraud in the certification process can harm consumers and undermine the integrity of halal practices. This raises questions about ethics in certification practices and the need for greater scrutiny.

This study aims to explore the complexity of halal certification and its impact in social and economic contexts. The aim is to provide an in-depth understanding of aspects of halal certification and identify opportunities and challenges in practice. This study is relevant in the face of economic growth and a growing Muslim population. In addition, the study also reveals how certification and other labels affect consumer and market behavior. With a better understanding of halal certification, we can improve our practices, ensure conformity to religious values, meet consumer needs, and support sustainable economic and social development.

⁷ Stephen Wilkins et al., "The Acceptance of Halal Food in Non-Muslim Countries: Effects of Religious Identity, National Identification, Consumer Ethnocentrism and Consumer Cosmopolitanism," *Journal of Islamic Marketing* 10, no. 4 (2019): 1308-31, <https://doi.org/10.1108/JIMA-11-2017-0132>.

RESEARCH METHODS

This study is a literature study conducted with a comprehensive literature analysis approach. In this context, literature analysis refers to the process of investigating, collecting, and researching in depth various sources of literature relevant to the study topic. This research method relies on information and knowledge published in multiple literature sources, such as journal articles, books, research reports, conference papers, and other relevant sources.⁸ This literature analysis will cover various aspects of halal certification, including changes and challenges faced in halal certification practices. In addition, this literature analysis will also explore the social and economic implications associated with halal certification. This includes the impact on international trade, the economic development of Muslim communities, and the social and cultural aspects of halal certification practices. Thus, this study will combine relevant literature sources to develop a comprehensive understanding. This comprehensive literature analysis will serve as the basis for formulating the findings of this review and identify knowledge gaps that may need further study in the context of halal certification and its implications in social and economic aspects.

⁸ Suud Sarim Karimullah, "Empowering Youth: Social Transformation and Islamic Law's Impact on Child Rights," *VARIA HUKUM* 5, no. 2 (2023): 153-69, <https://doi.org/10.15575/vh.v5i2.28209>.

RESULTS AND DISCUSSION

Halal Certification Process and Criteria

The halal certification process is a complex and very important step in ensuring that products meet strict halal requirements by Islamic principles.⁹ Halal certification is about meeting technical needs and respecting and understanding the religious and cultural values important to the Muslim community. The certification application process begins with the application for certification by the manufacturer or brand owner of the product to the authorized halal certification authority. This is the first step that shows manufacturers' commitment to producing products that comply with halal principles. This application must be completed with all relevant information about the product and the production process.

After the application is accepted, the certification authority will review the documents. They will evaluate all submitted papers, including the list of ingredients used in the product, the production process, and the product label. The review of this document is aimed at ensuring that all information provided complies with the requirements established by the certification authority. One of the key stages in the halal certification process is the factory audit. A team of auditors appointed by the certification authority will directly visit the production facility to inspect the production process, equipment, and work practices. They will ensure that the established halal principles carry out all production steps.

The certification authority will also inspect all materials used in the product. It includes examining the main, auxiliary, and other materials that may be used in the production process. These ingredients must come from halal sources and be processed by established guidelines. The slaughtering process

⁹ Jawad Alzeer and Khaled Abou Hadeed, "Halal Certification of Food, Nutraceuticals, and Pharmaceuticals in the Arab World," *Handbook of Healthcare in the Arab World*, 2021, 765-87, https://doi.org/10.1007/978-3-030-36811-1_36.

must follow Islamic principles if the product contains animal ingredients. It involves halal slaughter by a competent Muslim. Slaughtering and processing animals must be closely monitored to ensure compliance with halal rules.

Once the product meets all the established halal criteria, it will be given a label or mark indicating its status. This Label usually lists the halal certification number issued by the certification authority. It helps consumers easily identify halal products in the market. The halal certification process does not end with halal labeling. The certification authority will continuously monitor the production and distribution of products to ensure that there are no violations of the certification requirements. If necessary, periodic testing of the product and additional inspections can be carried out. In addition, halal certification usually has a certain validity period. After the expiration of the certification period, manufacturers must renew their halal certificates by reapplying and undergoing a recertification process. This is important to ensure that products comply with strict halal standards over time.

One important aspect of halal certification is that it helps build consumer confidence.¹⁰ Muslim consumers can be assured that the products they consume meet strict halal standards, which gives them certainty about the quality and adherence to the principles of their religion. It also gives manufacturers an edge in market competition. By following this process, manufacturers can ensure that their products meet strict halal requirements by Islamic principles and are acceptable to Muslim consumers worldwide. Halal certification is about

¹⁰ Zainalabidin Mohamed, Mad Nasir Shamsudin, and Golnaz Rezai, "The Effect of Possessing Information about Halal Logo on Consumer Confidence in Malaysia," *Journal of International Food & Agribusiness Marketing* 25, no. sup1 (2013): 73-86, <https://doi.org/10.1080/08974438.2013.800008>.

meeting technical standards and respecting and understanding the religious and cultural values that are so important to the Muslim community.

The entire certification process must be by Islamic Sharia law. This includes the selection of auditors who understand halal principles, careful monitoring, and slaughter procedures that comply with halal regulations. Halal certification usually has a certain validity period. After the expiration of the certification period, manufacturers must renew their halal certificates by reapplying and undergoing a recertification process. This is necessary to ensure the products remain compliant with halal standards. In addition to complying with Islamic principles, the product must comply with the laws of the country or region where it is sold. This includes legal requirements such as health labels, food safety, and other applicable regulations.

Strict halal certification criteria and meticulous processes are essential to ensure that the products consumed by Muslims conform to halal principles.¹¹ It also helps build Muslim consumer confidence and opens up opportunities for manufacturers to access a large and potential market for halal products. The more countries and producers invest in halal certification, and the more significant the role of certification authorities will be in ensuring strict adherence to halal principles. Halal certification criteria may vary in different countries and certification bodies. This is due to differences in the interpretation of Islamic principles and geographical and cultural conditions. For example, halal animal slaughter methods can differ between different countries. Therefore, manufacturers who want to enter the global market must understand the specific requirements of their target countries.

Along with the growth of the halal market, there is increasing awareness about social and environmental responsibility. Producers seeking halal certification must adhere to sustainable and ethical production practices. The

¹¹ Ismail Abd Latif et al., "A Comparative Analysis of Global Halal Certification Requirements," *Journal of Food Products Marketing* 20 (2014): 85-101, <https://doi.org/10.1080/10454446.2014.921869>.

halal certification process is not just one time but requires continuity in maintaining compliance with halal criteria. Manufacturers must ensure that their entire supply chain always complies with halal certification requirements. The halal certification process is not just an administrative step but a commitment to respecting Islamic principles and meeting the growing needs of Muslim consumers. By understanding and adhering to strict halal certification criteria, manufacturers can ensure that their products can be recognized as legitimate and acceptable by Muslim consumers worldwide. Halal certification is not only about technical aspects but also about respect for religious and cultural values and the economic and social contributions that can be made to the global community. With awareness and adherence to strict halal criteria, the halal market continues to grow and provides significant business opportunities for manufacturers worldwide.

Social and Economic Impact of Halal Certification

Halal certification has been instrumental in raising public awareness of halal principles. Muslim consumers can now easily identify products that conform to their regulations. It provides benefits in the form of wider consumer choices and helps meet their needs without compromising religious beliefs. Non-Muslim communities also benefit from this increased awareness, which can result in an understanding and appreciation of cultural and religious diversity. The economic impact of halal certification is significant. The halal certification industry has grown rapidly, creating new jobs and business opportunities. Producers from different countries are vying for halal certification to export their products to markets with a large Muslim population. This increases product exports and generates significant revenue for countries that invest in

halal certification. Despite its many benefits, halal certification has also caused controversy.

Some non-Muslim groups may feel compelled to follow religious rules not part of their faith. This can create social tensions between different religious and cultural groups. Issues such as surcharges imposed on producers and consumers can also be a source of stress. Halal certification also creates job opportunities for individuals interested in this field. This includes work within testing laboratories, certification bodies, and halal consultants. In addition, related industries such as food, cosmetics, and tourism are also experiencing growth to meet the growing market demand for halal products and services.

Governments often have a significant role to play in regulating halal certification. They can develop policies and regulations to ensure products or services meet established halal standards. In some cases, governments may promote halal accreditation as part of their economic strategy to attract investment and trade with Muslim-majority countries. It can also affect its social impact, such as regulating certification rates or incentivizing producers to obtain halal certification.

Education and public awareness are also key factors in understanding the social impact of halal certification. The more people who understand halal principles and benefits, the greater the potential for consumers to seek halal products and services. Therefore, halal certification education and promotion campaigns can positively impact people's awareness and understanding of the issue. In addition, halal certification creates a bridge between religion and business. It allows companies to understand and respond to the needs of Muslim consumers. However, it also presents ethical questions about how profits can be derived from religious beliefs. Some businesses may seek halal certification without a genuine commitment to halal principles, which raises integrity issues in the industry.

In the era of globalization, halal certification not only has a social impact at the local level but also the international level. It is related to international trade and diplomatic relations. Countries that want to export their products to the Muslim market must meet halal certification requirements, which can affect the dynamics of relations between countries. Halal certification continues to evolve. Along with the development of technology and science, testing methods and certification processes are becoming more sophisticated. It can also have social impacts, such as changes in people's perceptions of halal products that are increasingly sophisticated in their testing and monitoring.

The social impact of halal certification is a very complex and multidimensional subject. A careful academic analysis should consider the various factors that influence the implementation of halal certification in society. It involves cultural, religious, economic, political, and technological aspects that all interact and shape their impact. In addition, it is important to explore the views and experiences of different communities in different contexts to gain a more holistic understanding of the implications of halal certification. With a better understanding of these social impacts, governments, businesses, and communities can work together to develop more effective and sustainable approaches to managing the worldwide halal certification phenomenon.

Considerations regarding the economic impact of halal certification are particularly relevant when discussing its social implications. The economy is one of the most important aspects of modern people's lives, and halal certification has become a significant economic factor in recent decades. In this discussion, we also explore the economic impact of halal certification and the way it affects social aspects. The halal certification industry has grown rapidly in response to the demand for products and services that meet halal standards,

including establishing specialized testing laboratories, certification companies, and supervisory bodies that employ many people. The growth of these industries creates new job opportunities, reduces the unemployment rate, and positively impacts local economic development.

Halal certification also opens the door to export for countries with producers and producers interested in meeting global market demand. Many countries, especially in Asia and the Middle East, have invested in halal certification as part of their economic strategies. By doing this, they enable local products to reach an increasingly large global market that requires halal products. This brings significant economic benefits in the form of export growth and the flow of income into the country. In addition, halal certification can encourage innovation in products and services. Manufacturers must adapt to halal principles, which can promote the development of safer and healthier products and improve quality control. This can positively impact society since people can access higher-quality, safer products. However, there are also negative economic impacts to consider.

The halal certification process can add to production costs for manufacturers, such as testing and certification administration costs. These additional costs are often transferred to the consumer through higher product prices. This can affect people's purchasing power, particularly those with limited budgets, and raise questions about the accessibility of halal products. The government's role in regulating halal certification can also have a significant economic impact. The government may issue regulations to control certification costs, set reasonable tariffs, or incentivize producers to obtain halal certification. In this regard, the government plays an important role in shaping how the community feels about the economic impact of halal certification. The economic impact of halal certification can also have a secondary effect on society. For example, if the halal certification industry is growing rapidly, the education and training sector for a workforce skilled in halal can also expand.

This creates additional job opportunities and helps improve people's quality of life.

In addition to the positive impacts discussed earlier, several implications and challenges need to be considered when considering halal certification socially and economically. Halal certification requires strict supervision and enforcement to ensure manufacturers' compliance with halal standards.¹² This can challenge governments and regulatory bodies, which must ensure that certification practices are strictly compliant with existing provisions. Lack of adequate supervision can compromise the integrity of halal certification and result in products that are not truly halal on the market. Halal certification has also become a commercial business, with many companies involved. While business competition is a good thing, there is a potential for abuse. Some companies may seek halal certification without a real commitment to halal principles, which can threaten the certification's integrity. Therefore, strict regulation and transparency in the certification process are essential.

Challenges and Opportunities in Halal Certification

One of the main challenges in halal certification is compliance with strict standards set by halal authorities, such as certification bodies and ulema. This standard covers various aspects, from raw materials to production processes and equipment. High compliance with these standards is the key to obtaining halal certification. However, meeting all these requirements can be complicated and time-consuming. Producers must carefully review all aspects of their

¹² Yunes Ramadan Al-Teinaz and Hani Mansour M Al-Mazeedi, "Halal Certification and International Halal Standards," *The Halal Food Handbook*, 2020, 227-51, <https://doi.org/10.1002/9781118823026.ch15>.

production and commit to meeting established halal standards to avoid confusing consumers.

Consumer confusion about halal products is another problem in the halal certification industry. Especially in the complex global market, consumers are often confused about which products are halal. This is due to the vagueness of the definition of halal and the variety of halal standards used in different countries. This kind of confusion can create uncertainty and hinder the development of the halal product market. In addition, the halal certification process can be expensive, especially for small and medium-sized producers with limited resources. Certification costs include audits by halal certification bodies, periodic renewal of certificates, and production modifications necessary to meet halal requirements. This can hamper the ability of small producers to compete in an increasingly tight market.

In some cases, halal certification bodies may face limited human and financial resources that can manage the high demand for certification. The inability to provide certification services quickly can lead to delays in issuing certificates, which can affect manufacturers' marketing and production plans. In addition, halal certification is related to the production process and the logistics and distribution of halal products.¹³ Reaching halal products to different markets worldwide can be a logistical challenge. It involves managing a rigorous supply chain to ensure product integrity during transportation, storage, and handling.

In addition to the various halal standards in different countries, there are differences in the interpretation of halal principles by various certification bodies and scholars. This can be a serious challenge for manufacturers operating in the global market, as they must understand and comply with regulations and interpretations that vary by country or region. This can result in

¹³ Zulfikar Hasan, "Making Indonesia as Integrated Halal Zone and World Halal Sector Hub Through the Implementation of Halal Supply Chain," *Journal of Islamic Economic and Business Research* 1, no. 1 (2021): 1-14, <https://doi.org/10.18196/jiebr.v1i1.11529>.

additional complexity and higher costs to obtain halal certification. The halal certification process also involves an in-depth audit of the entire supply chain and production process. This consists of tracing raw materials, production supervision, separation of production tools, and careful inspection processes. This intensive audit process can require significant resources and disrupt day-to-day operations, especially if manufacturers do not meet strict halal standards. The need for thorough compliance in every aspect of production can be a challenge for producers unfamiliar with halal requirements.

This can be a serious challenge if manufacturers need to change their raw materials or production processes to meet halal requirements. Changes like these can require significant investments in new equipment, employee training, and production adjustments. In addition, these changes can affect the product's taste, quality, or characteristics, which can affect consumer acceptance. Halal regulations may also change from time to time due to developments in understanding the Islamic religion and various market requirements. Manufacturers need to monitor these changes and be prepared to adapt to regulatory changes, which can affect production processes and certification costs.

Manufacturers operating in global supply chains may face additional challenges in ensuring that all their suppliers meet halal requirements. Monitoring and ensuring compliance throughout the supply chain, especially if it operates in multiple countries, can be a very complicated job. In addressing these challenges, manufacturers need to understand the importance of a long-term commitment to halal principles, investment in related understanding and training, and good cooperation with halal certification bodies. In addition, manufacturers can see this challenge as an opportunity to improve the quality

of their products, develop new products that comply with halal principles, and expand their market share in rapidly growing market segments. With a wise and comprehensive approach to halal certification, manufacturers can meet the growing demand for halal products and services.

In some industries, competition in halal products can be very fierce. Many manufacturers vie for halal certification and market their products to Muslim consumers. This can pressure prices and profits, especially if production costs are higher to meet halal requirements. Manufacturers must have a strong marketing strategy and be able to differentiate their products in the market to remain competitive. Obtaining halal certification is just the first step. Manufacturers must also maintain and maintain ongoing compliance with halal standards. This involves regular monitoring, employee training, and changes that may be required in day-to-day operations. Maintaining this compliance requires discipline and continued investment.

Halal certification is also related to food safety issues because halal products must be free from contamination with haram or unclean ingredients. This requires strict control and monitoring during production, storage, and distribution. Errors in maintaining product hygiene and safety can result in the revocation of halal certification and significant reputational losses. On a global scale, there is great diversity in the interpretation of halal principles. For example, some countries may have a more liberal approach to some aspects, while others are more restrictive. This can create uncertainty for manufacturers who want to enter the global market and have to adapt to various local requirements.

There is debate among manufacturers about whether they should adopt an exclusive approach to halal products or try to make their products conform to various dietary and religious requirements. Choosing a sole method can lead to a stronger focus on Muslim markets and limit opportunities outside those markets. On the other hand, an inclusive approach can expand market share but

may require compromises in adherence to halal principles. In the face of challenges in halal certification, manufacturers need to adopt wise and sustainable strategies. This involves a strong commitment to compliance with halal codes, ongoing monitoring, appropriate training and infrastructure investment, and a deep understanding of the market and local requirements. Although the challenges in halal certification can be significant, the business opportunities within the growing halal market can provide sufficient incentives for manufacturers to continue working towards meeting these requirements.

Halal certification is a challenge and brings several opportunities for producers and businesses in various sectors.¹⁴ Understanding and taking advantage of these opportunities can lead to significant growth and profits. One of the main opportunities in halal certification is access to the rapidly growing market for halal products. The large Muslim population worldwide creates a huge potential market, and consumers are increasingly looking for products that meet halal requirements. With halal certification, manufacturers can enter and compete in this growing market.

Halal certification is not only relevant for Muslim consumers but can also attract the attention of non-Muslim consumers looking for products that are considered safer, quality, and healthier. Manufacturers can use this opportunity to expand their market share beyond the Muslim community. Restaurants and the food industry are also increasingly recognizing the market value of halal products. Manufacturers can partner with restaurants and food chains to supply halal products or develop custom products that meet their needs. This can open the door to profitable business collaboration. Halal certification can

¹⁴ Elif Izberk-Bilgin and Cheryl C Nakata, "A New Look at Faith-Based Marketing: The Global Halal Market," *Business Horizons* 59, no. 3 (2016): 285-92, <https://doi.org/10.1016/j.bushor.2016.01.005>.

also mean compliance with the social and environmental responsibility principles that most consumers value. This creates opportunities to promote sustainable and environmentally friendly business practices, which can influence consumer choices. In pursuing the journey to halal certification and capitalizing on its options, manufacturers must understand the market, adapt to changes in requirements and trends, invest in sustainable compliance, and pursue ethical business practices. With the right approach, halal certification can be a valuable asset in growing a business and achieving success in an ever-expanding global market.

CONCLUSION

The process and criteria for obtaining halal certification in the food and consumer products industry are complex. It involves an in-depth evaluation of the materials, production methods and practices used in the manufacture of products, all based on the principles of the Islamic religion. Halal certification also has a significant impact on social and economic aspects. In terms of economy, halal products have huge market potential, especially in countries with large Muslim populations. However, there are challenges, such as certification standards that are not always uniform at the global level, as well as the risk of fraud in halal certification. Nonetheless, there is a huge opportunity in halal certification as the global demand continues to increase for a quality halal products.

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