

HALAL CERTIFICATION AS THE DEVELOPMENT AND PROTECTION OF INAGIRI GAPLEK BREAD UMKM IN WONOGIRI REGENCY

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ABSTRACT

This study aims to determine the impact of halal certification on the development of business and consumer protection efforts in Indonesia, which is predominantly Muslim. This research is a field research with a qualitative approach. Data collection techniques are interviews, observations, and literature studies. The results of this study show that halal certification is an important part in improving and developing business products because it increases public interest and trust. This Inagiri Gaplek Bread product is a food product that comes from halal food ingredients. Therefore, this product can get a halal certificate as a guarantee of product halalness. The management of this halal certification is easy. Business owners can submit an application to BPJPH which will eventually issue a halal certificate if the product submitted meets the requirements. Halal certification itself is also part of consumer protection efforts considering that the majority of the population in Indonesia is Muslim.

A. PENDAHULUAN

Indonesia is the country with the most Muslim population in the world. Based on data from the Directorate General of Population and Civil Registration of the Ministry of Home Affairs in 2021, the number of Muslim population in Indonesia is 236.53 million people or 86.88% of the total population in Indonesia¹.

With the existence of a majority Muslim population, it requires halal guarantees for products sold to the market or community².

In recent years, halal products have become a trend in various countries around the world, including in Indonesia. There are many factors that make this halal trend increase.

¹ Habib, 'Kajian Teoritis Pemberdayaan Masyarakat Dan Ekonomi Kreatif', *Ar Rehla:Journal Of Islamic*

Touris, Halal Food, Islamic Traveling, and Creative Economy, 10.3 (2021).

² Dzirullah & Mumfarida, 'Implementasi Halal Pada Proses Produksi Produk Bisnis Pesantren', *Jurnal Idzibar*, 1.2 (2021), 1–20.

Among these are health factors³. According to Peristiwo, the development of halal products is because it is in great demand by non-Muslims, not only Muslims⁴. They assume that halal products are guaranteed in terms of cleanliness and health. Muslim-majority Indonesia will be a challenge because there will be an invasion of imports from other countries⁵.

Indonesia as a Muslim-majority country certainly pays attention to halal products circulating in the community. This is to fulfill the provisions of Islamic sharia where every Muslim is obliged to consume halal and good food as said by Allah Almighty in Surah Al-Baqarah verse 168 which means: "O people, eat what is halal again good from what is on earth, and do not follow the steps of Satan; for surely Satan is a real enemy to you".

The need for halal products in Indonesia has also been supported by the government with various regulations on halal products⁶. The state is present by providing

regulations regulated in PP No.39 of 2021 concerning the Implementation of the Halal Product Assurance Sector. Before that, the state had also provided protection with Law No. 33 of 2014 concerning Halal Products⁷. Furthermore, to legalize the halalness of a product is to carry out halal certification. Based on Law No. 33 of 2014 Article 4 explains that every product must have halal certification. Kristiyanti explained that halal certification provides comfort, safety, health and certainty related to the products consumed⁸. Halal assurance of a product is issued by MUI with a halal certificate by means of manufacturers including the label "Halal" on their products.

Wonogiri Regency in 2021 has 30,797 small or medium UMKM (Wonogiri Regency UMKM and Perindag Office). Many UMKM in Wonogiri Regency choose processed traditional food as their business, one of which is gaplek. Gaplek is a preparation derived from cassava. However, the development of the times most people already do not like to consume traditional food, people prefer to consume ready-to-eat foods imported from abroad⁹.

Seeing such conditions, Mr. Yadi

³ Oktoviana Banda Saputri, 'Pemetaan Potensi Indonesia Sebagai Pusat Industri Halal Dunia', *Jurnal Ekonomi Dan Perbankan Syariah*, 5.2 (2020).

⁴ Hadi Peristiwo, 'Indonesian Halal Food Industry: Development, Opportunities And Challenges On Halal Supply Chains', *Journal of Islamic Studies and Humanities*, 4.2 (2019).

⁵ Muhammad Hibatullah Huwaidi, 'Membidik Potensi Ekonomi Pesantren Sebagai Penunjang Industri Halal Indonesia', *Jurnal Kajian Ekonomi Dan Perbankan*, 7.1 (2023).

⁶ & Baharuddin, K., Kassim, N. A., Nordin, S. K. and S. Z. Buyong, 'Understanding the Halal Concept and the Importance of Information on Halal Food Business Needed by Potential Malaysian Entrepreneurs', *International Journal of Academic Research in Business and Social Sciences*, 5.2 (2015).

⁷ Purwanti Paju, 'Jaminan Sertifikat Produk Halal Sebagai Salah Satu Perlindungan Terhadap Konsumen Menurut Undang-Undang Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen', *Lex Criimen*, 5.5 (2016).

⁸ Dr. Sopa, *Sertifikasi Halal Majelis Ulama Indonesia Studi Atas Fatwa Halal MUI Terhadap Produk Makanan, Obat-Obatan, Dan Kosmetika*, Cet.1 (Tangeran Selatan: Gaung Persada Press Group (GP Press), 2013).

⁹ 'Dinas UMKM Dan Perindag Kabupaten Wonogiri', 2020.

made an extraordinary breakthrough, namely making ready-to-eat food derived from ingredients obtained by gaplek. The 40-year-old entrepreneur finally made a product called Roti Gaplek Inagiri. Products that are processed and packaged in a modern manner with various gaplek bases are expected to be in demand by the public. In addition, the typical food of gaplek is still known to the public, both domestically and abroad. This is based on an interview with Mr. Yadi as the owner of Roti Gaplek Inagiri. Based on the explanation above, there is a need for halal product guarantees because Inagiri Gaplek Bread not only uses gaplek ingredients but also uses other ingredients. Therefore, researchers will examine more deeply the use of halal certification on Inagiri Gaplek Bread products in Wonogiri Regency as a halal guarantee

B. KAJIAN PUSTAKA DAN TEORI

In simple terms, halal certification by definition is the process of investigating a halal or haram product, starting from raw materials, processing methods, to packaging and marketing¹⁰. This includes internal company related to the basis for the consistency of the halal process of a product. In this context, of course, based on the Qur'an and Al-Hadith on the basis of the understanding of scholars compiled in a fatwa.

Related to the context of halal certification is the written fruit of an MUI fatwa related to the halalness of

a product based on Islamic law which is audited by experts from LPPOM MUI. Halal certification itself in Indonesia is an acknowledgement of halal legality issued by BPJPH based on a written fatwa from MUI¹¹.

Based on Law No. 33 of 2014 concerning Halal Product Assurance and Law No. 31 of 2019 concerning Halal Product Assurance which implies that the control of LPPOM MUI in the process of halal legality of a product is replaced by BPJPH but does not change the essence of the certification¹². However, in looking at the readiness of BPJPH so that there is the potential to hamper the halal certification process. So came the Decree of the Minister of Religious Affairs of the Republic of Indonesia No.982 of 2019 regarding halal certification services. That it is affirmed regarding the application of halal certification, the BPJPH institution will synergize with MUI in terms of determining halal fatwas on products and the Institute for the Assessment of Food, Medicines, and MUI Cosmetics (LPPOM-MUI) in terms of inspection and testing of halal products¹³.

In research conducted by Khairunnisa, et al, it was stated that there was an increase in UMKM turnover before and after having a halal certificate. Factors that

¹⁰ Yadi, 'Wawancara Dengan Pak Yadi, Pemilik Roti Gaplek Inagiri', 2022.

¹¹ Y Agustina and others, 'Pentingnya Penyuluhan Sertifikasi Jaminan Produk Halal Untuk Usaha Kecil Menengah (UKM)', *Jurnal Graha Pengabdian*, 1.2 (2019), 139–50.

¹² LPPOM MUI, *Panduan Umum Sistem Jaminan Halal LPPOM MUI* (Jakarta: Lembaga Pengkajian Pangan Obat-Obatan Dan Kosmetika Majelis Ulama Indonesia, 2008).

¹³ MUI.

influence the increase in UMKM turnover after having a halal certificate positively and significantly are capital, working hours, length of business, and promotional dummy¹⁴. The same thing was also mentioned by Rido and Sukmana in their research that halal certification on UMKM products is proven to be able to increase consumer buying interest and purchasing decisions, and is able to increase UMKM sales turnover after having halal certification.

Furthermore, based on research from Salam and Makhtum, it was stated that the superior food and beverage products of UMKM have great potential in realizing the halal ecosystem so that the right strategy can be optimally found in realizing the design of the halal food industry¹⁵.

Ahmad Baihaki et al in their research explained that halal certification has provided legal certainty to consumers. The implementation of the regulation has not been effective. This is evidenced by food and beverage products produced by UMKMs that do not have halal certification¹⁶.

From several existing studies, what

distinguishes this research is that this research focuses on the protection and development of UMKM through halal certification. Especially in Wonogiri Regency, no one has studied halal certification. So, this research is a follow-up study and development of existing research studies.

C. METODE PENULISAN

This research is a field research using qualitative methods. The techniques used to retrieve data are interviews, observations and literature studies¹⁷. The location of this research is in Belt Hamlet, RT 07/08, Gunungsari Village, Jatisrono District, Wonogiri Regency. This district is very famous for its traditional food called gaplek. The research will examine the use of halal certification for processed ingredients of cassava which are transformed into Agagiri Gaplek Bread. Data collection in this study through in-depth interviews with resource persons. The resource persons in this study were Mr. Yadi as the owner of Roti Gaplek Inagiri and Ibu Dewi as the manager of the company.

This study used primary data and secondary data. Primary data is data taken from the original source. The data obtained by researchers is the result of interviews and observations in the field. This writing will be based on primary data from interviews and observations in the field. Primary data were taken by conducting interviews and observations at the production center of Roti Gaplek

¹⁴ Qoriatul Hasanah Hana Khairunnisa, Deni Lubis, 'Kenaikan Omzet UMKM Makanan Dan Minuman Di Kota Bogor Pasca Sertifikasi Halal', *Al-Muzara'ah*, 8.2 (2020).

¹⁵ Adam Agus Panji Putra, 'Kedudukan Sertifikasi Halal Dalam Sistem Hukum Nasional Sebagai Upaya Perlindungan Konsumen Dalam Hukum Islam,' *Amwaluna', Jurnal Ekonomi Dan Keuangan Syariah*, 1.1 (2017).

¹⁶ Glenn Hardaker and Aishah Ahmad Sabki, *Philosophy of Islam and Knowledge, Pedagogy in Islamic Education* (Bingley: Emerald Publishing Limited, 2018).

¹⁷ Danu Eko Agustinova, *Memahami Metode Penelitian Kualitatif* (Yogyakarta: Calpulis, 2015).

Inagiri. While secondary data in this study was obtained indirectly, namely from reading references sourced from books, journals, magazines and data that have been spread on the internet.

D. HASIL DAN PEMBAHASAN

Economic growth at the lower level is supported by the existence of many people who create Small Micro and Medium Enterprises (UMKMs) with various variants of businesses and products. In Indonesia, the number continues to increase every year. Especially in the midst of this digital world, e-commerce supports the acceleration of the growth and growth of UMKMs.

UMKMs themselves are people's businesses whose capital value is relatively small, slow to expand, cannot withstand dumping and capital is often used for household needs. In terms of personnel, UMKMs are businesses that are often carried out independently (self-employment), do not demand high skills, weak business and academic backgrounds and lack insight into developments outside.

In terms of management, UMKMs are businesses that are vulnerable to competitors, passive and without integration in planning, organizing, implementing and controlling. In terms of limited and often out-of-date facilities and technology, it is easy to outperform competitors and experience managerial and financial difficulties in technology development. In terms of socio-economic control, advertising does not encourage people to use people's

business products because of prestige and often has difficulty penetrating a wider market because of the non-standard products compared to large business products. In terms of production systems, UMKMs have low productivity, often depend on unpaid family workers and find it difficult to develop product designs. In terms of institutions and organization, people's businesses generally hold the view that business is the responsibility of individuals so that they do not realize the importance of organizing and because they are so scattered, it is difficult to relate to each other. However, there are many UMKMs that are the backbone of the economy in the lower sector which has a broad impact on the surrounding community¹⁸.

The increase in the number of UMKMs also occurred in Wonogiri Regency. In this district which is famous for its gaplek city, the increase in UMKMs is very significant even though these UMKMs are still within the scope of hamlets and villages and have not reached the district level or even the national level.

As a Muslim-majority country, the guarantee of halal products from UMKM products is a must. According to Ilyas, halal certification and label are very important for a product for consumers to know the properties, ingredients, and manufacturing process¹⁹. So that

¹⁸ Mumfarida.

¹⁹ Musyfikah Ilyas, 'Serifikasi Dan Labelisasi Halal Perspektif Maslahat', *Jurnal Al-Qadau*, 4.2 (2017).

consumers can choose products that are competing in the market. Halal certification and label information is fair to consumers²⁰.

Halal certification and labeling are products and ideas of Islamic law. Halal certification based on the Halal Product Assurance Law No. 33 of 2014 is issued by BPJPH based on a fatwa from MUI. So halal certification is a process to get a halal certificate which must go through checking materials, raw materials and halal assurance systems based on LPPOM MUI standards. While demanding Desi according the halal label is the inclusion of the Halal label on the product packaging which indicates that the product is halal²¹.

Inagiri Gapek Bread product is one of the products that has halal certification. This is evidenced by the logo and halal registration number from MUI. This halal logo is obtained from the halal certification application process carried out by this company.

Gapek is a traditional food that is widely known by the people of Indonesia, especially in Java. In the Big Indonesian Dictionary (KBBI), cassava is food from cassava (cassava) that has been peeled and dried or dried in the sun. The process of making this gapek is very easy. Cassava (cassava trees) that have been harvested are then peeled off the bark and cleaned with water. Next, the cassava is cut into pieces

and dried in the sun. Cassava that has dried is called cassava.

After this gapek is dry, it can then be processed into various kinds of food, including tiwul, getuk, and cassava flour. Then this cassava flour is the main ingredient in making Inagiri Gapek Bread produced by Mr. Yadi who comes from Wonogiri Regency, Central Java. Gapek Inagiri Bread Company is located in Sabelt, Gubungsari, Jatisrono District, Wonogiri Regency. This product is one of the UMKM products from Wonogiri Regency that can penetrate the national market²².

With regard to nutritional content, every 100 grams of cassava contains 338 kcal of energy, 1.5 g of protein, 0.7 g of fat, 81.3 g of carbohydrates, 80 mg of calcium, 60 mg of phosphorus, 2 mg of iron, and 0.04 mg of vitamin B1. As a halal-certified product, of course, the ingredients used in making Inagiri Gapek Bread are also made of halal ingredients. The following is an explanation from Mrs. Dewi as the manager of the company:

"Our product, Roti Gapek Inagiri, for the manufacturing process is more or less the same as making other pastries. Starts compounding the ingredients, stirring, molding, oven and packing. As for raw materials from cassava, the name is gapek ya from cassava. Then add other ingredients such as milk, vanilla, baking soda, salt, sugar and additional flavors depending on the variance of taste. Inagiri cassava bread has 5 flavors, namely:

²⁰ Hartono and Deny Dwi Hartomo, 'Faktor-Faktor Yang Mempengaruhi Perkembangan UMKM Di Surakarta', *Jurnal Bisnis & Manajemen*, 14.1 (2014), 15–30.

²¹ Mumfarida.

²² Yadi.

cinnamon, cashew chocolate, ginger chocolate, cashew mocaf brownie and brownie spices²³.”

Based on this explanation, it is known that the materials used for making this gaplek are items that are halal consumed. Because it comes from halal ingredients, the Inagiri Gaplek Bread is also a halal food so that the halal certification submitted by this company is in accordance with reality in the field.

Furthermore, based on an interview with Mrs. Dewi, as the manager of the Roti Gaplek Nagiri company, she explained related to the process of obtaining halal certification, which is as follows:

“The process of obtaining halal certification is quite easy. We apply for halal certification to BPJPH by collecting documentation (administrative files) online. Then later there will be a determination from BPJPH related to our products. After that there will be testing by LPH. For Wonogiri Regency, it is carried out by Gara Syariah Kemenag Wonogiri, After everything is settled, there will be an MUI session to conduct a hearing related to halal products, and finally a halal certificate will be issued by BPJH.²⁴”

This is in accordance with what was explained by Amrullah Kamsari as Head of Halal Certification, Halal Product Assurance Organizing Agency, Ministry of Religious Affairs of the Republic of Indonesia. Kamsari explained about the

procedure for managing halal certification, which starts from business actors applying for halal certification to the Halal Product Assurance Organizing Agency (BPJPH), which is an agency formed under the auspices of the Ministry of Religious Affairs. Furthermore, BPJPH conducts an examination of the application documents. If the file is complete, it will proceed to the next process. However, if there are missing files, the applicant is asked to complete them.

Then from BPJPH establishes the Halal Inspection Agency (LPH), which is an element that performs the task of checking and testing against halal products. The next stage is for LPH to inspect and test the product. The results of this product test are then received by BPJPH and then verification of the examination results documents is carried out.

After document verification is complete, then the Indonesian Ulema Council (MUI) conducts a halal fatwa hearing and issues a decision on the determination of halal products. The last stage is BPJPH issuing a certificate based on the decision to determine the halal product that has been determined by MUI.

In applying for halal certification, of course, it requires files as administrative requirements. Based on an interview from Bu Dewi, the manager of Roti Gaplek Inagiri company, she explained as follows²⁵:

“Regarding administrative requirements, such as entrepreneur data, namely Business Identification

²³ Dewi, ‘Wawancara Dengan Ibu Dewi Manajer Roti Gaplek Inagiri’, 2022.

²⁴ Paju.

²⁵ Dewi.

Number, KTP, Family Card, NPWP, Driver's License, and others. Then is the name and type of product that wants to be certified. We also provide a list of raw materials and product processing processes and include the halal product assurance system set by BPJPH."

The explanation is in accordance with Kamsari's explanation that the documents needed for the process of applying for halal certification include business actor data, product names and types, lists of products and materials used, explanations of product processing processes, and halal product assurance systems. For business actor data, it is proven by Business Identification Number (NIB) or other business license documents as well as names and types of products that match the name and type of product to be certified halal. In addition, the list of products and materials used is halal products and ingredients as evidenced by halal certificates, unless the ingredients come from nature without going through the processing process or are categorized as not at risk of containing prohibited ingredients. Next is a product processing process document that contains information about the purchase, receipt, storage of materials used, processing, packaging, and storage of finished products and their distribution. Then well-known.

Regarding the cost of this halal certification process, Mrs. Dewi explained as follows:

"The certification process of our product Roti Gapek Inagiri costs Rp 4,000,000. With details of IDR

3,500,000 for administrative and mentoring costs, and IDR 500,000 for training costs."

Furthermore, regarding service, it is also explained as follows:

"For service the halal certification process is very good, friendly and very totality mas, so we are guided and directed patiently."

The development of UMKMs means that the economy is also developing. Therefore, it needs encouragement from various parties, including from the government. UMKMs in the food sector are the main sector that is so promising because it is the main consumption of the community. Therefore, more and more UMKMs in the food sector must be halal certified.

The government in terms of halal certification has tried to be pro-active by providing free facilities every year but it is still very limited. The role of the Government is very important to make mass halal certification and more socializing to all UMKM actors. According to Agustina, halal certification assistance for UMKMs is very important because it will add insight and experience. UMKM actors cannot be released just like that regarding the halal certification process. Based on Mr. Yadi's explanation above, it is not difficult, but access to information is limited.

Regarding its management, halal certification is not as complicated as imagined. It's just that the quota for free halal certification is still limited. This is based on the presentation of Mr. Yadi who has registered his product:

"Halal certification is not

complicated, as long as we want to communicate with the industrial office later, it will be helped. However, the quota for free halal certification is still very limited, each district has a different quota every year. Then we ourselves must be proactive to find out halal certification information.”

In addition, Pak Yadi also explained that halal certification is very influential on consumer confidence, even though Pak Yadi himself believes his products are halal. This was conveyed in his interview as follows:

“Certification is very important, so that consumers trust more. In addition, the existence of halal certification is also a form of our caution. Even though I am 100% sure that my product is halal. Indeed, our products are made for the consumption of the wider community. Halal label is very important, so that consumers are sure that our products do not contain raw materials that are haram.”

In his interview, Pak Yadi said that the halal label affects public interest. This is as explained in his interview as follows:

“The halal label in the product packaging of Roti Gamplek Inagiri is very influential on its sales. Because the halal label makes people believe that Roti Gamplek Inagiri is a healthy food.”

From this explanation, it is known that the existence of halal certification which is realized through displaying the halal logo on the packaging of a product provides

protection for consumers²⁶. That is, product sales increase because consumers are confident in the halality of the product. This certainly has an impact on companies that are improving and developing for the better.

Like this Inagiri Gamplek Bread product, before the halal logo, product sales were not much. However, after there is a halal logo on the product packaging, this product is trusted by the public and then in demand and widely known. This is evidenced by the sales of this Inagiri Gamplek Bread product which has increased²⁷.

The existence of halal certification gives producers confidence that their products will develop. As stated by Mr. Yadi above, the presence of the halal label provides added value for his products. Consumers feel protected by the halal label on their products.

E. KESIMPULAN

Halal certification is an important part of people's interest and trust to consume it. This has an impact on the improvement and development of business products, including UMKMs, which means that the economy is also increasing. This Inagiri Gamplek Bread product is a food product derived from halal foodstuffs. Therefore, this product can get a halal certificate as a guarantee of product halality. The management of halal certification is easy, namely by means of business

²⁶ Agustina and others.

²⁷ Yadi.

owners can apply to BPJPH which in the end will come out halal certificate if the product submitted meets the requirements. Halal certification itself is also part of consumer protection efforts considering the majority of the population in Indonesia is Muslim. With this halal certification, it certainly affects the level of consumer confidence in the product which is then able to increase income.

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