The Effectiveness of Islamic Economic Law in The Application of the Halal Value Chain (HVC) Ecosystem in the Halal Food and Beverage Industry in Indonesia

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Article Info
Received: 2024-12-24
Revised: 2024-01-31
Accepted: 2024-03-09

Keywords:
Halal Value Chain (HVC) ; Halal Food and Drink; Halal Industry; Islamic Econimic Law.

Abstract
Indonesia's potential in the halal industry at this time is very calculated, because Indonesia is the country with the largest Muslim population in the world. This role should not only be seen as a captive market, but also should encourage the growth of the halal industry in Indonesia that is able to compete globally. But in reality, currently Indonesia's halal food and beverage industry has not been included in the top 10 countries with the best halal food and beverage performance in the world. Whereas on the other hand, Indonesia actually has a great opportunity to develop halal products in this sector. The purpose of this study is to determine the effectiveness of Islamic economic law in the application of the halal value chain (HVC) ecosystem in the halal food and beverage industry in Indonesia. This research method uses a qualitative type of research with a descriptive analysis approach. The implementation of this researchwas carried out at food and beverage companies in Indonesia. The subject of the study was the Head of General Affairs of halal food and beverage managers and halal food and beverage employees in Indonesia. The subject was taken by purposive sampling. The researcher's goal is to take the problems that exist in the Indonesian halal food and beverage industry by implementing the Halal Value Chain ecosystem. Data collection techniques were carried out by observation, interviews, and questionnaires conducted to the Head of General Affairs of the food and beverage industry. The results of this study show that based on data from the Central Stastistic Agency (BPS) related to the Data on the Number of Halal Food and Beverage Exports in 2022 After the implementation of HVC shows that there is an increase in the export process and a reduction in the Import process, this means that the application of HVC in halal food and beverages in Indonesia is very influential so that it can increase the effectiveness of the halal product even though it has not fully run optimally. The supporting factors for the success of HVC are government support, dedicated assets, information technology, human resource management, collaborative partnerships, halal certification and halal traceability.

I. Introduction

As we know that the halal application of a product and service will always be attached to Muslim consumers. In the Koran, halal words are general terms that refer to the category of allowed. While haram means prohibited under Islamic Law. Halal products are spread across several industries, including foodstuffs, cosmetics, fashion, and health care. However, halal sensitivity will increase when it comes to food-related matters. The scope of halal food includes meat, poultry, sweets, canned and frozen foods, milk, bread, organic foods, herbal products, as well as beverages. Halal is interpreted more broadly.[1] Not only allowed, but also healthy so that it is suitable for consumption. Halal can be defined as a quality standard in accordance with Islamic Sharia law and is used in every activity carried out by Muslims. Halal products and services are chosen by Muslims as a form of adherence to Islamic Sharia law. Although halal is closely related to Muslims, it does not mean that consumers of halal products only come from Muslims.[2] Consumers of halal products originating from countries with minority Muslim populations have increased significantly in recent years. One of them is Russia which is ranked 9th as a consumer of halal food in the world with an achievement of $ 37 Billion in 2015 (State of The Global Islamic Economy, 2016/2017).

The quality of halal products, or commonly known as Halalan Thoyyiban, is a reason for non-Muslims to use halal products because there is a guarantee of cleanliness, safety, and product quality for the entire production chain (from farm to plate). The halal industry is experiencing rapid development in several sectors, including: halal food, finance, travel, fashion, cosmetics and medicines, media and entertainment, as well as other sectors such as healthcare and education. The State of The Global Islamic Economy 2016/2017 report by Thomson Reuters, in table 1, shows the total revenue earned by each sector in 2015 along with projected revenues in 2021. The potential of the halal industry itself can be seen from several sectors, namely halal food and beverages, Muslim-friendly tourism (PRM), Muslim fashion, halal logistics, halal pharmaceuticals and cosmetics, and hospitality services. According to the State of Global Islamic Economy Report 2020, this pandemic will cause a decrease in global Muslim spending in 2020 for the six halal industry sectors mentioned above 8%, with an Annual Cumulative Growth Rate of 3.1% for the period 2019-2024. This means that global Muslim spending is expected to reach 2.3

[1] Nikmatul Masruroh, 'The Competitiveness of Indonesian Halal Food Exports in Global Market Competition Industry', *Economica: Jurnal Ekonomi Islam*, 11.1 (2020), 25–48.
[2] Arrafi Insani and Hardilah Ayu Ramadhani, 'Determinan Kejadian Hipertensi Berdasarkan Pola Konsumsi: Model Prediksi Dengan Sistem Skoring', *Quality : Jurnal Kesehatan*, 16.1 (2022), 9–20.

trillion dollars in 2024. Indeed, this is an opportunity as well as a challenge from the potential of the halal industry in the world. In line with [3] his research which states that the growth of the halal industry contributes positively to the Indonesian economy, therefore the halal industry should be developed in Indonesia.

For Muslim consumers, halal food is a product that has gone through a halal certification process. It is characterized by the inclusion of halal lambing on the packaging. For Muslims, the halal symbol indicates that the product meets the requirements set by sharia law so that it is suitable for consumption. As for non-Muslims, the halal logo represents a symbol of cleanliness, quality, purity and safety.[4] The emblem has now become the world's standard and barometer that determines product quality. Therefore, nowadays halal has become a universal phenomenon that is appreciated by various nations. The halal industry is currently being developed by many countries in the world, one of which is Indonesia where the strategy to achieve Indonesia's vision as the world's leading Islamic economic center is the strengthening of the halal value chain. One of the halal industries that is closely related to the needs of the Muslim community is the halal food and beverage sector. The food and beverage industry includes a series of industrial activities that lead to the processing, conversion, preparation, preservation and packaging of foodstuffs. Today's food industry has diversified. Starting from small, traditional manufacturing, labor-intensive family businesses, as well as large processed industries that have high capital-intensive and mechanical processes. The industry plays an important role in the global food chain by transforming agricultural commodities into end products that meet the diverse needs of consumers.

Indonesia's potential in the halal industry at this time is very calculated, because Indonesia is the country with the largest Muslim population in the world. This role should not only be seen as a captive market, but also should encourage the growth of the halal industry in Indonesia that is able to compete globally. It is appropriate for Indonesia to learn and reflect on the success of Malaysia and Saudi Arabia, which are now enjoying the country's economic growth because they have succeeded in developing the halal industry globally. With the issuance of Law No. 33 of 2014 concerning Halal Product Guarantee (JPH), the government officially recognizes and supports halal guarantees in Indonesia. The implication of the issuance of this law is that the state officially recognizes and guarantees Islamic law

[3] Muhammad Anwar Fathoni, 'Potret Industri Halal Indonesia: Peluang Dan Tantangan', *Jurnal Ilmiah Ekonomi Islam*, 6.3 (2020), 428.
[4] Norliza Katuk and others, 'Halal Certification for Tourism Marketing: The Attributes and Attitudes of Food Operators in Indonesia', *Journal of Islamic Marketing*, 12.5 (2021), 1043.

in the form of the obligation to consume halal and thoyib food as stated in the Halal Industry Ecosystem Report issued by Bank Indonesia in 2020.[5] stated that consumption is one of the pillars in the Islamic economy that must be in accordance with the concept of halal and thayyib, namely containing 3 aspects, namely not containing haram elements, providing positive impact benefits, and not hurting the mind and body.

The descriptions above, indicate that basically the halal food and beverage sector in Indonesia has a very large opportunity to develop more advanced than other halal industry sectors. Therefore, in this study, the author tries to analyze the condition of the Halal Value Chain (HVC) ecosystem in the halal food and beverage sector in Indonesia from various perspectives.

1. Research Method

This type of research is qualitative research with a descriptive approach to analysis. The definition of qualitative research is research that intends to understand phenomena related to what the subject experiences such as behavior, perception, motivation, and others, as well as holistically through descriptions in the form of words and language in a special context that is a natural and natural method as well (Creswell, 2014; Lambert & Lambert, 2013). The implementation of this researchwas carried out at food and beverage companies in Indonesia. The subject of the study was the Head of General Affairs of halal food and beverage managers and halal food and beverage employees in Indonesia. The subject was taken by purposive sampling. The researcher's goal is to take the problems that exist in the Indonesian halal food and beverage industry by implementing the *Halal Value Chain* (HVC) ecosystem**.** This is seen based on data from the Central Stastistic Agency (BPS) related to the Export and Import of halal food and beverages in Indonesia before implementing HVC in 2022, it can be clearly seen that the high number of imports entering Indonesia, this shows that the willingness or amount of halal food and beverages in Indonesia is not optimal or adequate. Then based on data from the Central Stastistic Agency (BPS) related to Data on the Number of Halal Food and Beverage Exports in 2022 After implementing the HVC above, it shows that there is an increase in the export process and a reduction in the Import process, this means that the application of HVC in halal food and beverages in Indonesia is very influential so that it can increase the effectiveness of the halal product even though it has not fully run optimally.

[5] Insani and Ramadhani.

2. Results and Discussion

Result

The results of a study released by the Pew Research Center stated that in 2017, Indonesia was ranked as the country with the largest Muslim population in the world with a population of 231 million or 12.7 percent of the Muslim population worldwide. Meanwhile, based on data from the State of Global Islamic Economy Report 2020, Indonesia is included in the top 10 list in all sectors of the global halal industry. Indonesia's market share is considered quite high, namely 11 percent of the global halal industry. In fact, Indonesia is the largest market for halal products in the world for the food sector. Meanwhile, the tourism, pharmaceutical, and cosmetic sectors are also one of the largest destinations for consumers of halal products in the world (bi.go.id, 2020). The Covid-19 pandemic has had an impact on the weakening of the economy both nationally and globally. However, despite this, the share of the halal industry continues to increase amid economic weakness as a result of Covid-19 and even able to perform better than the national gross domestic product (GDP) (Charisma, 2021). According to the 2020 Global Islamic Economy Report, potential Global Muslim spending on food rose 3.1% in 2019 from the original 1.13 trillion dollars to 1.17 trillion dollars, and is expected to fall in 2020, before growing again between 2019 and 2024 at an estimated CAGR of 3.5%. This is because food and drink are basic human needs.

Based on a report by the Communication Department of Bank Indonesia (2019) in recent years the growth rate of the halal industry has increased. Global revenue for the halal industry sector in 2015 showed a range of 7.5% and in 2016 to more than 8%. This is in line with the Compound Annual Growth Rate report which projects that 2018 to 2024 will experience an increase in the range of 6.2% with consumers reaching USD 3.4 trillion in the Implementation year of June 2022 2024 (Ministry of National Development Planning, 2018). Based on this data, the prospects of the halal industry continue to increase in the future. The increasing awareness of the Muslim community to meet the needs of the halal lifestyle has led to an increase in the purchasing power of halal products. The high demand can be identified from the global expenditure of Muslim consumers for the food and halal lifestyle sector in 2019 reaching 3.7 trillion (Adinugraha & Sartika, 2019). This fact globally shows the potential for an increase in the need for halal and toyyib food. Likewise, the needs of other halal products such as fashion, quality and fashionable style without violating the provisions of Shari'a will be a unit in choosing. Consumers of halal products are not only present from among Muslims, but also

non-Muslims. Because the concept of halal is interpreted as something clean, healthy, and safe for consumption (Arif, 2019). According to the World Population Review (2021), Indonesia is one of the countries with the largest Muslim population in the world which reached 231 million people in 2021, equivalent to 13% of the total world Muslim population. The need for halal products is directly proportional to the increasing number of Muslims (Riaz, 2004). This condition is the prospect of strategic commodities in the halal industry to be able to create new opportunities in islamic economic growth. However, problems related to halal products are still widely found in Indonesia. Such as low public awareness regarding halal product certification and lack of prudence in preparing products from upstream to downstream. Haryono & Handayani (2018) in their research found several problems related to product halalness.

But in reality, currently Indonesia's halal food and beverage industry has not been included in the top 10 countries with the best halal food and beverage performance in the world. Whereas on the other hand, Indonesia actually has a great opportunity to develop halal products in this sector. The existence of abundant, quality raw material resources, and the large Muslim population in Indonesia is a great potential possessed by Indonesia. The strategy of developing the halal industry in Indonesia continues to be intensified, starting from regulations to the development of halal industrial zones. Halal industrial zone is an industrial area in which all industries apply or comply with Islamic standards ranging from upstream to downstream (Ministry of Industry, 2018). This is important considering that halal products must be guaranteed halal from the source of raw materials obtained, the production process, to the distribution of products into the hands of consumers (Annisa, 2019).

In the Indonesia Halal Lifestyle Center (IHLC) Indonesia Report which also reported that Indonesian halal products have the power of domestic spending on halal economic products and services by reaching USD218.8 billion in 2017. This figure is projected to continue to grow at a 5.3% CAGR (Compounded Average Growth Ratio of USD 330.5 billion by 2025). While the export position of halal products is still relatively weak, the largest exporter of halal economic products among countries with a Muslim majority population with only a value of USD7.6 billion in 2017. "Our position is still weak in the ability to export halal products and the country is in need of large exports at the moment for a more positive trade balance where the standing position of halal Indonesia Industry only represents 3.3% of the world's halal economy in terms of export activities which reached

USD.249 billion, (2018). Meanwhile, the country that is part of Oki is a very promising market for Indonesia today. Indonesia's proximity to member countries of the Islamic Cooperation Organization is one of the capitals for Indonesia to emerge as the largest producer and exporter of halal products in the world. Where the OIC consists of 57 countries or equivalent to 24.1% of the total Muslim population of the world which reaches 1.8 billion people and the performance of halal food exports is very significant. BPS data July 20 21 shows 80 | MES-2021 data that BPS data shows the value of food exports alone reached US dollars 454.16 million with a surplus trade balance. Currently Palm Oil occupies the Top position at 23.88% as the most exported community to OIC countries then coal 9.56% and vehicle tools 3.95% and vehicle tools 3.95%,".

Figure 1. Halal Food and Beverage Exporter Countries

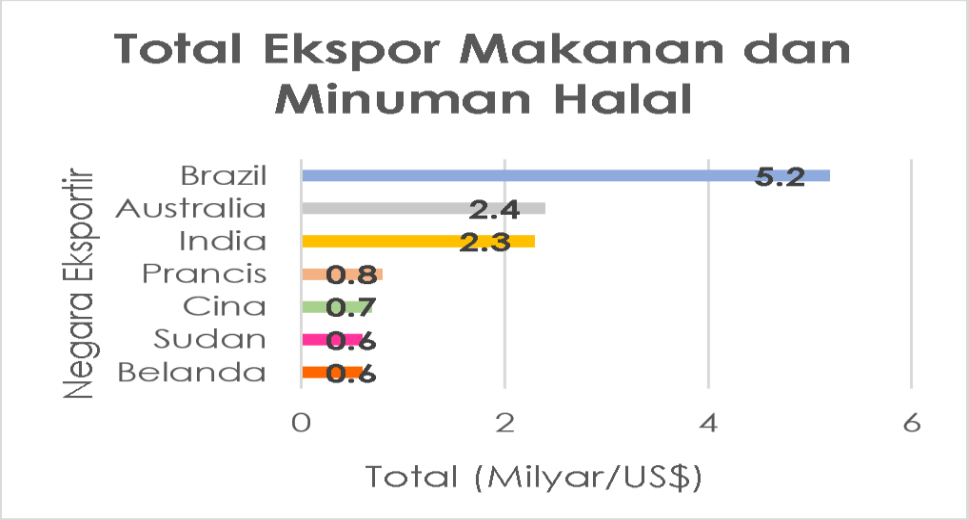
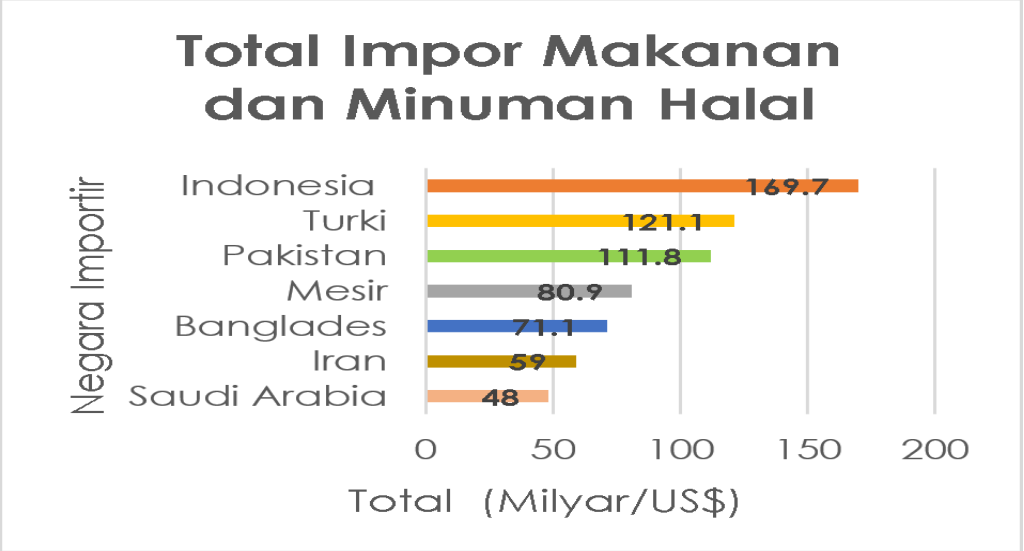


Figure 2. Halal Food and Beverage Importer Countries



Indonesia is among the top 3 fastest growing economies among G20 (Group of Twenty) members with excellent market potential and high demand for food and beverage products. In 2018, revenue in the food and beverage industry reached IDR 3.6 trillion and is predicted to continue to increase to reach IDR 5.95 trillion in 2022. With a population of almost 270 million, Indonesia is recorded as the country with the largest Muslim population in the world, reaching 87% of its total population or equivalent to 12.7% of the total Muslim population in the world. Therefore, Indonesia has a high potential to become a Global Halal Hub in 2024, as planned in the 2019-2024 Sharia Economy Masterplan which has been launched by President Joko Widodo.

Based on a report from the State of Islamic Economy, the figure of spending or consumption on halal food and beverages worldwide in 2017 reached US$ 1,303 billion and is estimated to reach US$ 1,863 billion in 2023. The demand for halal food and drink comes not only from the Muslim community but also part of the non-Muslim community who are concerned about food health and hygiene issues. Unfortunately, with the existing halal market potential, Indonesia has not been able to enter the map of countries exporting halal products in the world. Currently, Indonesia is ranked first as an importer of halal food and beverages, on the contrary, Brazil as a non-Muslim country is ranked first with the highest level of exports of halal products dominated by halal meat exports that even reach several Muslim

countries. The limited level of halal food exports in Indonesia is caused by convoluted regulations in managing halal certification and quite expensive costs, especially for MSME players.

Table 1. Halal Food and Beverage Export Data in 2022 Before HVC is Applied

HS Code and Description	Export Value (US$)	Export Weight(KG)	Import Value (US$)	Import Weight(KG)
[01] Living animals	6 914 434,90	2 270 655,45	57 240 250,00	14 840 325,00
[02] Animal meat	2 234 884,15	244 868,47	61 800 880,00	17 222 040,00
[03] Fish, crustaceans, and mollusks	365 153 873,66	76 007 279,46	51 289 721,00	20 607 545,00
[04] Milk, butter, and eggs	44 987 675,77	4 120 769,81	166 063 105,00	45 079 226,00
[05] Animal products	3 123 249,00	1 224 728,19	7 154 882,00	4 793 524,00
[06] Living trees and cut flowers	1 957 157,21	640 196,00	1 227 292,00	234 987,00
[07] Vegetables	6 485 046,08	6 280 322,20	139 063 102,00	148 711 921,00
[08] Fruits	46 124 315,66	71 443 063,92	186 062 146,00	92 713 502,00
[09] Coffee, tea, and spices	142 892 133,72	48 227 233,39	41 393 233,00	14 176 337,00
[10] Cereals	28 185 671,55	94 676 594,76	449 741 859,00	1 100 563 102,00
[11] Milling results	9 362 077,54	16 923 666,13	19 108 799,00	29 024 810,00
[12] Seeds and fruits contain oil	40 359 661,03	33 235 925,34	162 894 994,00	199 227 345,00
[13] Shellac, sap, and resin	23 014 184,50	5 511 131,83	6 419 373,00	681 541,00
[14] Vegetable woven materials	46 867 359,15	421 880 297,24	213 581,00	172 735,00
[15]				

Animal/vegetable fats and oils	2 624 111 620,77	2 932 049 598,01	17 173 736,00	7 125 969,00
[16] Processed from meat, fish, crustaceans, and mollusks	112 669 287,62	15 283 667,46	5 624 430,00	1 224 817,00
[17] Sugar and confectionery	45 388 167,06	103 642 489,35	188 901 552,00	347 442 399,00
[18] Cocoa and its preparations	117 245 119,30	36 983 211,27	89 021 774,00	34 219 593,00
[19] Processed from flour	106 760 809,75	44 584 803,28	49 499 014,00	16 195 344,00
[20] Processed from vegetables, fruits, and nuts	31 909 193,38	21 809 324,34	34 068 308,00	20 278 785,00
[21] Various processed foods	135 868 313,03	57 001 432,09	102 316 074,00	31 238 417,00
[22] Drinks, alcohol, and vinegar	17 757 973,91	27 881 392,41	19 765 802,00	17 521 834,00
[23] Dregs and food industry scraps	223 721 722,14	741 397 248,58	384 619 471,00	663 146 289,00
[24] Tobacco and cigarettes	133 264 543,37	11 841 371,88	62 632 602,00	11 711 244,00

Source: Hasil Annual Report of the Central Stastistic Agency 2022

Based on data from the Central Stastistic Agency (BPS) related to the Export and Import of halal food and beverages in Indonesia before implementing HVC in 2022, it can be clearly seen that the high number of imports entering Indonesia, this shows that the willingness or amount of halal food and beverages in Indonesia is not optimal or adequate. As has been explained, thedemand for halal food and drink does not only come from the M uslim community but also some from the non-Muslim community who care about health and food hygiene issues. Unfortunately, with the existing halal market potential, Indonesia has not been able to enter the map of countries exporting halal products in the world. The limited level of halal food exports in Indonesia is caused by convoluted regulations in managing halal

certification and quite expensive costs, especially for MSME players. This is supported by the data, As the following data describes: [01] Live animals Export Value 6 914 434, Export Weight 90 2 270 655.45 and Import value 57 240 250.00, Import Weight 14 840 325.00. [02] Animal meat Export Value 2 234 884.15, Export Weight 244 868.47 and Import Value 61 800 880.00, Import Weight 17 222 040.00. [03] Fish, crustaceans, and mollusks Export Value 365 153 873.66, Export Weight 76 007 279.46 and Import Value 51 289 721.00 Import Weight 20 607 545.00. [04] Milk, butter, and eggs Export Value 44 987 675.77, Export Weight 4 120 769.81 and Import Value 166 063 105.00 Import Weight 45 079 226.00. [05] Animal Products Export Value 3 123 249.00, Export Weight 1 224 728.19 and Import Value 7 154 882.00, Import Weight 4 793 524.00. [06] Living trees and cut flowers Export Value 1 957 157.21, Export Weight 640 196.00 and Import Value 1 227 292.00, Import Weight 234 987.00. [07] Vegetable Export Value 6 485 046.08, Export Weight 6 280 322.20 and Import Value 139 063 102.00, Import Weight 148 711 921.00. [08] Fruits Export Value 46 124 315.66, Export Weight 71 443 063.92 and Import Value 186 062 146.00, Import Weight 92 713 502.00. [09] Coffee, tea, and spices Export Value 142 892 133.72, Export Weight 48 227 233.39 and Import Value 41 393 233.00, Import Weight 14 176 337.00. [10] Cereal Export Value 28 185 671.55, Export Weight 94 676 594.76 and Import Value 449 741 859.00, Import Weight 1 100 563 102.00. [11] Milling results Export Value 9 362 077.54, Export Weight 16 923 666.13 and Import Value 19 108 799.00, Import Weight 29 024 810.00. [12] Seeds and fruits contain oil Export Value 40 359 661.03, Export Weight 33 235 925.34 and Import Value 162 894 994.00, Import Weight 199 227 345.00. [13] Shellac, sap, and resin Export Value 23 014 184.50, Export Weight 5 511 131.83mand Import Value 6 419 373.00, Import Weight 681 541.00. [14] Vegetable woven materials Export Value 46 867 359.15, Export Weight 421 880 297.24 and Import Value 213 581.00, Import Weight 172 735.00. [15] Animal/vegetable fats and oils Export Value 2 624 111 620.77, Export Weight 2 932 049 598.01 and Import Value 17 173 736.00, Import Weight 7 125 969.00. [16] Processed from meat, fish, crustaceans, and mollusks Exposed Value 112 669 287.62, Export Weight 15 283 667.46 and Import Value 5 624 430.00, Import Weight 1 224 817.00. [17] Sugar and confectionery Export Value 45 388 167.06, Export Weight 103 642 489.35 and Import Value 188 901 552.00, Import Weight 347 442 399.00. [18] Cocoa and its processed Export Value 117 245 119.30, Export Weight 36 983 211.27 and Import Value 89 021 774.00, Import Weight 34 219 593.00. [19] Processed from flour Export Value 106 760 809.75, Export Weight 44 584 803.28 and Import Value 49 499 014.00, Import Weight 16 195 344.00. [20] Processed from vegetables, fruits, and nuts Export

Value 31 909 193.38, Export Weight 21 809 324.34 and Import Value 34 068 308.00, Import Weight 20 278 785.00. [21] Various processed foods Export Value 135 868 313.03, Export Weight 57 001 432.09 and Import Value 102 316 074.00, Import Weight 31 238 417.00. [22] Beverage, alcohol, and vinegar Export Value 17 757 973.91, Export Weight 27 881 392.41 and Import Value 19 765 802.00, Import Weight 17 521 834.00. [23] Dregs and food industry scraps Export Value 223 721 722.14, Export Weight 741 397 248.58 and Import Value 384 619 471.00, Import Weight 663 146 289.00. [24] Tobacco and Cigarettes Export Value 133 264 543.37, Export Weight 11 841 371.88 and Import Value 62 632 602.00, Import Weight 11 711 244.00.

Table 2. Data on the Number of Halal Food and Beverage Exports in 2022 After implementing HVC

No.	Moon	Export Value (US$)	Export Weight (KG)	Import Value (US$)	Import Weight (KG)
1	January	19 173 699 043,36	27 176 531 455,73	18 211 103 488,00	12 525 388 397,00
2	February	20 472 894 279,18	44 630 366 469,31	16 638 511 813,00	13 643 754 535,00
3	March	26 497 477 726,13	61 009 058 930,60	21 962 417 654,00	17 890 856 389,00
4	April	27 322 284 675,60	55 744 554 534,32	19 757 449 353,00	15 311 997 567,00
5	May	21 509 825 822,05	51 078 811 698,32	18 609 287 096,00	13 695 896 141,00
6	June	26 150 115 171,99	55 379 269 969,52	21 003 853 585,00	15 849 221 401,00
7	July	25 563 196 494,36	58 873 597 980,57	21 345 030 399,00	15 106 273 518,00
8	August	27 862 094 370,64	59 542 590 396,24	22 150 549 517,00	16 324 740 238,00
9	September	24 777 175 554,39	60 995 692 131,60	19 808 344 348,00	15 373 240 605,00
10	October	24 728 444 384,48	60 949 225 784,49	19 135 352 916,00	15 085 178 245,00
11	November	24 094 037 088,31	57 159 651 753,17	18 962 094 932,00	14 983 782 996,00
12	December	23 827 858 043,97	54 788 095 309,51	19 863 061 497,00	17 445 166 404,00

Source: Hasil Annual Report of the Central Statistics Agency 2022

Based on data from the Central Statistics Agency (BPS) related to Data on the Number of Halal Food and Beverage Exports in 2022 After the implementation of HVC above, it shows that there is an increase in the export process and a reduction in the Import process, this means that the application of HVC in halal food and beverages in Indonesia is very influential so that it can increase the effectiveness of the halal product even though it has not fully run optimally. This is supported by data in 2022 which is outlined as follows; January Export Value 19 173 699 043.36, Export Weight 27 176 531 455.73 and Import Value 18 211 103 488.00, Import Weight 12 525 388 397.00. February Export Value 20 472 894 279.18 Export weight 44 630 366

469.31 and Import Value 16 638 511 813.00 Import Weight 13 643 754 535.00. March Export Value 26 497 477 726.13, Export Weight 61 009 058 930.60 and Import Value 21 962 417 654.00, Import Weight 17 890 856 389.00. April Export Value 27 322 284 675.60, Export Weight 55 744 554 534.32 and Import Value 19 757 449 353.00, Import Weight 15 311 997 567.00. May Export Weight 21 509 825 822.05, Export Weight 51 078 811 698.32 and Import Value 18 609 287 096.00, Import Weight 13 695 896 141.00. June Export Value 26 150 115 171.99, Export Weight 55 379 269 969.52 and Import Value 21 003 853 585.00, Import Weight 15 849 221 401.00. July Export Value 25 563 196 494.36, Export Weight 58 873 597 980.57 and Import Value 21 345 030 399.00, Import Weight 15 106 273 518.00. August Export Value 27 862 094 370, Export Weight 6459 542 590 396 and Import Value 2422 150 549 517.00, Import Weight 16 324 740 238.00. September Export Value 24 777 175 554.39, Export Weight 60 995 692 131.60 and Import Value 19 808 344 348.00, Import Weight 15 373 240 605.00. October Export value 24 728 444 384.48, Export Weight 60 949 225 784.49 and Import Value 19 135 352 916.00, Import Weight 15 085 178 245.00 . November Export Value 24 094 037 088.31, Export Weight 57 159 651 753.17 and Import Value 18 962 094 932.00 Import Weight 14 983 782 996.00. December Export Value 23 827 858 043.97, Export weight 54 788 095 309.51 and Import Value 19 863 061 497.00, Import Weight. 17 445 166 404,00. Based on the results of the analysis, the role of halal food and beverage sector players, MSMEs, and the government as the driving force of the economy has an influence as a determinant in reviving the halal value chain ecosystem by applying halal values in production, distribution and consumption activities in the form of goods and services. In addition, there are seven factors that are important for the success of the halal value chain, namely government support, de dicated assets, information technology, human resource management, collaborative partnerships, Halal certification and Halal traceability.

Discussion

The large influence of shopping for halal products for Muslims in the world is a driver in today's economic growth. The halal industry has developed into a new perspective in the growth of market business in the world. Through a Muslim population of 3 billion people, the halal industry has become the fastest growing and growing business in the global market. Halal value chain is a production activity that can be ascertained its halalness. This is undoubtedly the presence of a body that has a role to supervise, administer, test to the authority to take policy, evaluation, production, distribution and consumption (Guangli, et al, 2016). The ecosystem needed in improving the halal industry, refers to the supply, demand and

enabler approach. From the supply aspect, the existence of Indonesia's halal industry sector (food, tourism, fashion, medicines, media and renewable energy) has prepared various products that can be consumed by the public with a halal label. Government support provided, both as regulators, executors and evaluators is needed as an enabler component in the halal industry ecosystem. Ecosystem as an overall unitary order that affects the dynamics of the development and growth of the halal industry.

Food and beverage products are a profitable business, and with billions of customers, the government provides support to help and promote the Halal industry, such as establishing Halal certification authorities, providing incentives for Halal businesses, funding re-searches on Halal related studies through universities and research institutions as well as organizing Halal training for industry players. Golan et al. (2004) states that governments should protect consumers from unsafe food by enacting laws or guidelines. In the context of halal value chain management, Samsi et al. (2011) describes the significant role of government which includes planning, developing, implementing, regulating, promoting and educating Halal industry players and Halal consumers. Tan et al. (2012b) emphasizes that government support for information communication technology is highly desired by logistics service providers and will be a positive step that can have an impact on the information communication process of technology adoption. Tan et al. (2012b) further explains that government support, such as tax exemptions, creates a domino effect, thereby encouraging more logistics service providers to invest in halal logistics and supply chains.

Government Support

Currently, Indonesia holds the position as the country with the largest Muslim population in the world, which is 87% of its total population (267 million people), so this country is a decisive market in the world trade of halal products. In 2018, Indonesia spent US$214 billion on halal products or 10% of the total value of the world's halal products, and we are among the largest consumers when compared to other Muslim-majority countries. Vice President (Vice President) of the Republic of Indonesia Ma'ruf Amin expressed his hope that he could take key steps to realize Indonesia as the center of world halal producers. This is because Indonesia still imports more halal products from abroad. "Indonesia is still a consumer and 'stamper' of halal products imported (from abroad). More than 50% of the world's halal certification bodies have received endorsements from Indonesia," he said when he was the keynote speaker at the National Strategic Webinar "Indonesia Towards

the World Halal Producer Center" organized by the National Committee for Sharia Economy and Finance (KNEKS), in Jakarta, Saturday (24/10). In fact, he said, the global halal market has enormous potential. For example, in 2018, the consumption of world halal market products reached US$2.2 trillion, and this will continue to grow to reach US$3.2 trillion in 2024. The demand for halal products from global Muslim consumers also increases every year. Based on the Global Economic Report (GER) 2019, it shows the amount of world Muslim consumer spending on mamin, tourism, pharmaceuticals, and halal lifestyles in recent years, and this is projected to reach US$ 3.2 trillion in 2024. With the world's Muslim population set to reach 2.2 billion by 2030, the economic numbers of the halal industry market will also increase rapidly. "We must seriously make Indonesia a producer and exporter of halal products in the world with all the resources it has. One of them is by increasing our exports (halal products), which is currently only 3.8% of the total world halal market. Meanwhile, based on GER 2019 also, (in fact) Brazil is the number one exporter of halal food and beverage (mamin) products in the world with a value of US$ 5.5 billion, followed by Australia with US$ 2.4 billion," said Vice President Ma'ruf. Strategic Steps to Develop Halal Product Industry According to the Vice President, stakeholders must carry out several strategic steps simultaneously and collaboratively making the vision real. Among others, through strengthening the halal product industry, then the establishment of halal industrial areas, as well as halal zones in existing industrial estates.

"That way, the production capacity of Indonesian halal products can increase significantly and be integrated, as well as be of higher quality and global competitiveness. The growing and developing halal industrial estate is also expected to attract many global investors to make Indonesia a global hub for halal products in the world, guarantees of halal products in the form of halal certification are also needed, both for domestic and foreign consumers. Certification is needed to make Indonesian halal products globally competitive, as well as open wider market access, and attract demand from export destination countries. This certification is expected to be considered by exporters to increase the added value of their products, so that it will also increase the competitiveness and export value of halal products, and in the end will contribute positively to Indonesia's trade balance. According to Law Number 33 of 2014 concerning Halal Product Guarantee, products that enter, circulate and are traded in the territory of Indonesia must be halal certified.[6] "To facilitate and streamline halal product certification, one system is

[6] Ida Giyanti and others, 'Halal Standard Implementation in Food Manufacturing SMEs: Its Drivers and

needed, so our halal products have high quality and are able to compete with other product standards. The role of ministries/institutions such as the Ministry of Finance, Ministry of Trade, Ministry of Industry, BPS, MUI and BPJPH is very important to work together regarding halal certification of export products. I ask the Coordinating Minister to coordinate all this."

Halal Assets

Success in the Halal supply chain is heavily reliant on specialization and maintaining complete separation throughout the process to ensure the integrity of Halal products. An essential facet of this is utilizing specialized assets that allow for the separation of Halal and non-Halal items during transportation, storage, and handling. These assets are wide-ranging, from specific modes of transportation to specialized equipment and warehousing. Ensuring proper transportation of Halal goods is particularly crucial for fostering trade and expanding their reach beyond local markets. By prioritizing these aspects, companies can effectively market and distribute Halal products worldwide while ensuring their authenticity and integrity. Moving people or goods to their intended destination, also known as transport activities, can enhance utility in time and place, based on Coyle et al.'s definition in 2011. Logistics and supply chain management comfortably encompass transportation, which Tseng et al. (2005) discussed. A well-oiled transportation system will elevate logistics proficiency, curtail operating expenses, and better service quality. According to Tseng et al., the economic activity that holds the most weight within business logistics is transportation. This highlights the critical nature of transportation within society. In turn, the interdependent relationship between transportation and logistics is emphasized by the author, who also explains that the overall performance of logistics is impacted by the efficiency of transportation. Additionally, Saidi and Hammami's (2011) study revealed that transportation is not limited to simply moving goods, but can also be used as a means of attracting foreign direct investment (FDI), highlighting its strategic significance.

Technology

There is no doubt that information technology has a significant impact on logistics and supply chain management. One of the main attributes of supply chain management is taking advantage and controlling technology.[7] Logistics

Impact on Performance', *Journal of Islamic Marketing*, 12.8 (2021), 1577–1602.

[7] Ratih Hendayani and Mochamad Yudha Febrianta, 'Technology as a Driver to Achieve the Performance of Family Businesses Supply Chain', *Journal of Family Business Management*, 10.4 (2020), 361–71.

activities can be integrated using ion information technology in supply chain management (Bowersox et al., 2010). Hammant (1995) states that investing in technology enhances supply chain integration, improves its performance, and enables greater efficiency. Additionally, information technology in the supply chain is beneficial for logistics service providers as it increases productivity and effectiveness, positioning a country as a logistics hub (Piplani et al., 2004; Hazen and Byrd, 2012). Meanwhile, Closs et al. (1997) discovered that logistics competence can be affected by the improved logistics ICS information system. The importance of information technology in the supply chain cannot be overstated, according to Gunasekaran and Ngai (2003). Accurate information and better resource utilization are just a few of the advantages that come with managing information systems in the supply chain. With the adoption of information technology in the supply chain gaining traction among logistics service providers, it's an area in which academic researchers are taking an increasing interest. More and more of these providers are turning to information technology for planning and operations.[8] For example, readiness to adopt information technology in supply chains is found to be a function of technological factors (explicit technology and technology accumulation), organizational factors (organizational drivers and quality of human resources), and environmental factors (environmental uncertainty and government support).[9]

Human Resource Management

Management of human resources (HRM) is a crucial system for ensuring the successful utilization of talent towards achieving organizational objectives, according to Lim et al. (2010). This includes the collective value of skills, knowledge, labor motivation, life experience, and abilities within a company. In the context of factors influencing the application of reverse logistics, the affirmation of the company's human resources is underscored by Ho et al. (2012), who consider personnel as valuable assets and the backbone of the organization, with properly trained employees encouraging the adoption of reverse logistics. Supply chain success can increase by having the right supply chain skills, according to Myers et al. (2004). Functional and technical skills are also necessary, according to Dischinger et al. (2006), for supply chain professionals.

Collaborative Relationships

[8] Ujang Maman, Akhmad Mahbubi, and Ferry Jie, 'Halal Risk Mitigation in the Australian – Indonesian Red Meat Supply Chain', *Journal of Islamic Marketing*, 2015.
[9] D. Wahyuni and others, 'Halal Risk Analysis at Indonesia Slaughterhouses Using the Supply Chain Operations Reference (SCOR) and House of Risk (HOR) Methods', *Journal of Physics: Conference Series*, 1542.1 (2020).

"Working together to plan and execute supply chain operations with greater success than when acting separately" is how Simatupang and Sridharam (2002, p. 19) define supply chain collaboration or integration. Collaboration in the supply chain, as described by Holweg et al. (2005), involves having a common goal and creating a transparent and visible demand pattern that encompasses the entire supply chain. Meanwhile, Flynn et al. (2010, p. 58) provide a more detailed explanation by defining supply chain integration as "the degree to which a manufacturer strategically collaborates with its supply chain partners and collaboratively manages intra- and inter-organizational processes, to achieve an effective and efficient flow of products and services, information, money, and decisions, to deliver maximum value to customers." To stay competitive, effective supply chain management demands a combination of customers and suppliers, according to Mentzer et al. (2001). They recommend that FIRMS expand their integrated behavior by collaborating with these key players. To achieve this, the integration of processes from sourcing, manufacturing, and distribution is essential throughout the supply chain. Halal should be dedicated to cross-functional teams, supplier personnel in factories, and 3PL service providers who are fully certified. This study establishes that the implementation of supply chain management requires the aforementioned actions.

Halal Certification

There are approximately 122 organizations and groups certifying Halal products, which include government agencies, non-governmental entities, and local Islamic communities or mosques. [10] Meanwhile, extensive research and professional studies are being conducted to improve Halal certification processes.[11] The certification assures Muslim consumers that the product was manufactured properly and is safe for consumption. Essentially, Halal certification is a document that confirms a product adheres to Islamic dietary guidelines and is issued by an Islamic organization. For Muslims and non-Muslims alike, Halal certification carries immense weight when it comes to purchasing decisions. The original Halal logo or official certificate is highly valued in this regard. Interestingly enough, consumers often hold the Halal logo in higher regard than the International Organization for Standardization (ISO) certification. [12] Halal certification is more than just following

[10] Fuji Nuhraini and others, '11. Study of Beef Consumer Consideration Based On the Concept of Halal and Economic Factors in Butchery of Lambaro, Aceh Besar', *Jurnal Medika Veterinaria*, 12.1 (2018), 62–69.
[11] 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*, 26.5 (2014), 665–86.
[12] Poppy Arsil and others, 'Personal Values Underlying Halal Food Consumption: Evidence from

Islamic law to produce a product or service. It represents trust, satisfaction, cleanliness, wellness, and a better way of life. Research even shows that Halal certification can help businesses gain market share and edge out competitors. From the discussed literature, one can conclude that Halal certification serves as a guarantee for consumers and business owners, making it essential for the entire Halal supply chain. Indeed, the significance of Halal certification cannot be overstated, as it establishes a benchmark for other facets of the Halal value chain to follow suit. With Halal-validated logistics options in transportation and storage, the entirety of the supply chain upholds Shariah beliefs and meets consumer expectations. Numerous examinations have already connected Halal authorization and logistics offerings.[13]

Traceability of Halal Products

Worded uniquely: Through all stages of production, processing, and distribution, traceability, defined by the European Commission (2002), refers to the capability of tracking and monitoring food, feed, animals, or food-producing substances intended or expected to be incorporated into food or feed. [14] Traceability could be utilized to trace the history of a batch of products throughout various phases in the production chain, including harvest, transportation, storage, processing, distribution, sales, or within a single step of the chain, as stated by various experts.[15] Moe's interpretation of traceability is similar to the supply chain's description, as it defines traceability as a data system that keeps track of the food and foodstuffs' location along the supply chain. Tracing and tracking distinguish traceability in the supply chain. Tracing is the ability to track food and foodstuffs back along the supply chain, cycle from end user to manufacturer and even back to supplier, while tracking refers to the ability to track food and foodstuffs forward along the supply chain.

Providing more benefits and enhancing the value of logistics and supply chain activities, traceability is crucial in both halal and conventional supply chains. For instance, according to Bevilacqua et al. (2009), competitive value can be achieved by integrating traceability systems with supply chain management processes and managing and enhancing business flows using traceability data. In addition, the halal value chain relies heavily on traceability as a vital factor in ensuring food

Indonesia and Malaysia', *British Food Journal*, 120.11 (2018), 2524–38.
[13] Arsil and others.
[14] Wahyuni and others.
[15] Muhammad Muflih and Juliana Juliana, 'Halal-Labeled Food Shopping Behavior: The Role of Spirituality, Image, Trust, and Satisfaction', *Journal of Islamic Marketing*, 12.8 (2021), 1603.

quality and maximizing food safety. Moreover, traceability in the food supply chain has been deemed as an effective system for monitoring safety and improving quality, with transparency being a core objective of traceability systems used to improve the flow of information during production.[16] Ensuring Halal integrity involves both transparency and traceability to put customers' minds at ease. Considering potential cross-contamination issues within the Halal supply chain, it is essential that all parties involved trace their products and services. Detecting contamination points and addressing them right away are vital in increasing customer confidence. Thus, traceability plays a vital part in the Halal supply chain. The key factors involved in establishing an effective traceability system are technology, organization, information, and processes.[17]

Related to halal traceability, companies that adopt Halal traceability measures to prevent the revocation of Halal certification and product recalls. Shafii et al. further explaining that Halal traceability will protect the company's reputation and increase customer trust. Furthermore, to ensure Halal compliance throughout the production, transportation and distribution systems, [18] establish a framework for Halal food producers that includes Halal certification, food safety and hygiene, legislation, documenting sustainability, competitive advantage, chain communication, and labor/cost reduction. The study of Halal traceability has gained recognition among academic researchers due to the Halal traceability system, and the Halal tracking system emerging as a profitable area in the global Halal market[19] The growth of Halal traceability is a result of the legitimacy of Halal certified products and the industry demands resolution.

Based on the review above, there are seven factors that are important for the success of the halal value chain, namely government support, de dicated assets, information technology, human resource management, collaborative partnerships, Halal certification and Halal traceability. A summary of such factors.

Conclusion

According to the World Population Review (2021), Indonesia is one of the countries with the largest Muslim population in the world which reached 231

[16] Anom Sigit Suryawan, Shuji Hisano, and Joost Jongerden, 'Negotiating Halal: The Role of Non-Religious Concerns in Shaping Halal Standards in Indonesia', *Journal of Rural Studies*, 92.December 2018 (2022), 482–91.
[17] Wahyuni and others.
[18] Suryawan, Hisano, and Jongerden.
[19] Nur Asnawi, Badri Munir Sukoco, and Muhammad Asnan Fanani, 'Halal Products Consumption in International Chain Restaurants among Global Moslem Consumers', *International Journal of Emerging Markets*, 13.5 (2018), 1273–90.

million people in 2021, equivalent to 13% of the total world Muslim population. The need for halal products is directly proportional to the increasing number of Muslims (Riaz, 2004). This condition is the prospect of strategic commodities in the halal industry to be able to create new opportunities in islamic economic growth. However, problems related to halal products are still widely found in Indonesia. Such as low public awareness regarding halal product certification and lack of prudence in preparing products from upstream to downstream. Haryono & Handayani (2018) in their research found several problems related to product halalness. But in reality, currently Indonesia's halal food and beverage industry has not been included in the top 10 countries with the best halal food and beverage performance in the world. Whereas on the other hand, Indonesia actually has a great opportunity to develop halal products in this sector. The existence of abundant, quality raw material resources, and the large Muslim population in Indonesia is a great potential possessed by Indonesia. The strategy of developing the halal industry in Indonesia continues to be intensified, starting from regulations to the development of halal industrial zones. Halal industrial zone is an industrial area in which all industries apply or comply with Islamic standards ranging from upstream to downstream (Ministry of Industry, 2018). This is important considering that halal products must be guaranteed halal from the source of raw materials obtained, the production process, to the distribution of products into the hands of consumers (Annisa, 2019). In the Indonesia Halal Lifestyle Center (IHLC) Indonesia Report which also reported that Indonesian halal products have the power of domestic spending on halal economic products and services by reaching USD218.8 billion in 2017. This figure is projected to continue to grow at a 5.3% CAGR (Compounded Average Growth Ratio of USD 330.5 billion by 2025). While the export position of halal products is still relatively weak, the largest exporter of halal economic products among countries with a Muslim majority population with only a value of USD7.6 billion in 2017. "Our position is still weak in the ability to export halal products and the country is in need of large exports at the moment for a more positive trade balance where the standing position of halal Indonesia Industry only represents 3.3% of the world's halal economy in terms of export activities which reached USD.249 billion, (2018).

Based on data from the Central Stastistic Agency (BPS) related to the Export and Import of halal food and beverages in Indonesia before implementing HVC in 2022, it can be clearly seen that the high number of imports entering Indonesia, this shows that the willingness or amount of halal food and beverages in Indonesia is not

optimal or adequate. As has been explained, the demand for halal food and beverages does not only come from the Muslim community but also some from the non-Muslim community who care about food health and hygiene issues. Unfortunately, with the existing halal market potential, Indonesia has not been able to enter the map of countries exporting halal products in the world. The limited level of halal food exports in Indonesia is caused by convoluted regulations in managing halal certification and quite expensive costs, especially for MSME players. Furthermore, based on data from the Central Stastistic Agency (BPS) related to Data on the Number of Halal Food and Beverage Exports in 2022 After implementing the HVC above, it shows that there is an increase in the export process and a reduction in the Import process, this means that the application of HVC in halal food and beverages in Indonesia is very influential so that it can increase the effectiveness of the halal product even though it has not fully run optimally. In addition, there are seven factors that are important for the success of the halal value chain, namely government support, de dicated assets, information technology, human resource management, collaborative partnerships, Halal certification and Halal traceability.

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