

CHAPTER I INTRODUCTION

The existence of halal products in various countries aims to provide legal certainty and make every Muslim feel safe to consume products circulating in the market *Halal* can be used as a standard of quality of a product, which specifically refers to everything that is permitted in Islam.¹ Narrated by Ibnu Majjah and Tirmidzi,

حَدَّثَنَا إِسْمَاعِيلُ بْنُ مُوسَى السُّدِّيُّ حَدَّثَنَا سَيْفُ بْنُ هَارُونَ عَنْ سُلَيْمَانَ التَّمِيمِيِّ عَنْ أَبِي
عُثْمَانَ التَّهْدِيَّ عَنْ سَلْمَانَ الْفَارِسِيِّ قَالَ سَأَلَ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ عَنْ
السَّمْنِ وَالْجُبْنِ وَالْفِرَاءِ قَالَ الْحَلَالُ مَا أَحَلَّ اللَّهُ فِي كِتَابِهِ وَالْحَرَامُ مَا حَرَّمَ اللَّهُ فِي كِتَابِهِ
وَمَا سَكَتَ عَنْهُ فَهُوَ مِمَّا عَفَا عَنْهُ!

The following hadith explains that all food and drink is declared halal until there is evidence that it is haram

Products that are widespread in the global market need systematic supervision This is done in order to ensure the halalness of the products offered In order to keep the product halal, there needs to be strict control in the acquisition of raw materials, production processes, and distribution It is necessary to systematise the process of granting standardised halal certificates Halal standardisation refers to a series of procedures and regulations established to ensure that products circulating in the market meet halal criteria in accordance with Islamic teachings.³

In terms of halal product development, this standardization becomes very important to ensure that these products are not only acceptable in the local market, but also in the global market.² Halal product development must meet strict and internationally recognized standards in order to compete in the global market. The State of Global Islamic Economy 2023/2024 report explains that the Islamic economy market was valued at \$2.29 trillion in 2022

¹ ابن ماجة أبو عبد الله محمد بن يزيد القزويني، وماجة اسم أبيه يزيد، " سنن ابن ماجه، الأجزاء، ٢، "، دار إحياء الكتب العربية، فيصل عيسى

الباي الحلبي، ١٤٣١

² Md Siddique E Azam dan Moha Asri Abdullah, "Halal Standards Globally: A Comparative Study of Unities and Diversities Among the Most Popular Halal Standards Globally," *Halalpsphere*, Vol. 1, no. 1 (2021), p. 2.

and is expected to reach \$5.96 trillion by 2026.³ This includes halal food, approved travel, compliant clothing, compliant media, compliant medicines, and cosmetics, all of which fall under the sectors regulated by halal standardization. Halal standardization not only ensures compliance with Islamic law but also provides quality and safety assurance for consumers.⁴

In addition, it is estimated that the value of the halal culinary market will increase to \$2.863 trillion by 2026, compared to \$1.303 trillion in 2022. This shows that the halal-certified food market has great potential and opportunities in the global market.⁵ The increasing demand for halal products comes not only from Muslim-majority countries but also from non-Muslim countries that are aware of their quality and safety. Nearly one billion Muslims live in Asia, which is about one-third of the world's total Muslim population, so this condition affects the size and development of the halal industry.⁶

In addition, it is estimated that the value of the halal food market will increase to \$2.863 trillion by 2026, compared to \$1.303 trillion in 2022. This shows that the halal-certified food market has great potential and opportunities in the global market.⁷ The increasing demand for halal products comes not only from Muslim-majority countries but also from non-Muslim countries that are aware of their quality and safety. Nearly one billion Muslims live in Asia, which is about one-third of the world's total Muslim population, so this condition affects the size and development of the halal industry.⁸

Many consumers, both Muslims and non-Muslims, are beginning to realize that halal food is safer than non-halal food, making manufacturers and industries feel the need to improve halal standards on their products. This halal standard covers various aspects, including requirements, processes, product guidelines, testing, labeling, and all product criteria.⁹ In this case, producers can provide certainty of the halalness of the products offered both through labeling and halal certification. The halal label is used as a selling point or brand that helps consumers gain confidence and trust in the product. Halal food is food that is free from substances that are forbidden to Muslims. In the Qur'an, all foods that are good and clean are considered permissible to eat. Non-halal food can be considered as questionable food due to its uncertain nature, even though it does not contain haram ingredients in it.¹⁰

In global market trade, particularly in the food sector, halal standards are becoming increasingly important.

³ Dinar Standard, "State of the Global Islamic Economy Report," <https://www.dinarstandard.com/post/state-of-the-global-islamic-economy-report-2023#>, (diakses pada 21 Juli 2024, 09.12).

⁴ Ibid

⁵ Ibid

⁶ Ibid

⁷ Ibid

⁸ Abdul Hamid, Muhammad Said, dan Endah Meiria, "Potency and Prospect of Halal Market in Global Industry: An Empirical Analysis of Indonesia and United Kingdom," *Business and Management Studies* Vol. 5, no. 2, (2019), p. 54.

⁹ Md Siddique E. Azzam, Moh. Asri Abdullah, "Halal Standards Globally: A Comparative Study Of Unities And Diversities Among The Most Popular Halal Standards Globally", *Halalsphere*, Vol. 1, no. 1, (2021), p. 17

¹⁰ Jamaluddin, Hidayatullah, Ahmad Zaini, SUnawi, "The Problems of Implementing Halal Certification through the Self-Declaration Program for MSMEs in Indonesia: A Case Study," *International Journal of Advances in Social and Economics*, Vol. 4, no. 1 (2022), p. 31.

International trade involves the export and import of goods between countries,¹¹ where the certainty of product halal standards is of great concern. The theory of international trade explained by David Ricardo emphasizes the importance of production specialization, where countries can import goods that are difficult to produce domestically efficiently. This is where halal certification becomes important, as products that meet international halal standards will have higher competitiveness in the global market, especially for countries with a majority Muslim population.¹²

Islam explains that humans trade goods and services with the aim of achieving goodness and benefit. In Islam, international trade is called *Tijarah Dauliyah*.¹³ Islamic law provides rules on how to buy and sell. As explained in Surat Al-Baqarah verse 2 and Surat Al-Muzzamil verse 20, it encourages Muslims to trade goods and services ethically and in accordance with Islamic principles. In the context of modern international trade, maintaining the integrity of halal products not only meets the needs of the Muslim market, but also contributes to the global good through clear and consistent halal standards.

Manufacturers and industries feel the need to improve halal standards on their products. This halal standard covers various aspects, including requirements, processes, product guidelines, testing, labelling, and all product criteria.⁹ In this case, producers can provide certainty of the halalness of the products offered both through labelling and halal certification. Halal labels are used as selling points or brands that help consumers gain confidence and trust in these products. Halal food is food that is free from substances that are forbidden to Muslims. In the Qur'an, all good and clean food is considered permissible to eat. Non-halal food can be considered as questionable food because of its uncertain nature, even though it does not contain haram ingredients in it.¹⁰

In global market trade, especially in the food sector, halal standards are becoming increasingly important. International trade involves the export and import of goods between countries,¹¹ where the certainty of product halal standards is of great concern. The theory of international trade described by David Ricardo emphasises the importance of production specialisation, where countries can import goods that are difficult to produce domestically efficiently. This is where halal certification becomes important, because products that meet international halal standards will have higher competitiveness in the global market, especially for countries with a majority Muslim population.¹²

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⁹ Md Siddique E. Azzam, Moh. Asri Abdullah, "Halal Standards Globally: A Comparative Study Of Unities And Diversities Among The Most Popular Halal Standards Globally", *Halalsphere*, Vol. 1, no. 1, (2021), p. 17

¹¹ Almira Kemala Dewi dan Tetty Marlina Tarigan, "Analisis Hukum Standar Akreditasi Terhadap Sertifikat Halal Luar Negeri Perspektif Fatwa MUI Nomor 4 Tahun 2003 Tentang Standardisasi Fatwa Halal," *AL-MANHAJ: Jurnal Hukum dan Pranata Sosial Islam* 4, no. 2 (2022), p. 631.

¹² Rahmawati, Sobana, "Analisis keunggulan komparatif Produk Halal dalam Perdagangan Internasional.," *Jurnal Ilmu Syariah*, Vol 3, no 1, (2022), p. 69

¹³ Hendra Ibrahim dan Nisya Fauziah, "Peran Dan Strategi Peningkatan Sertifikasi Halal Dalam Ekspor Produk Halal Di Pasar Internasional.," *Jurnal Minfo Polgan* 12, no. 2 (2023), p. 2563.

¹⁰ Jamaluddin, Hidayatullah, Ahmad Zaini, SUNawi, "The Problems of Implementing Halal Certification through the Self-Declaration Programme for MSMEs in Indonesia: A Case Study," *International Journal of Advances in Social and Economics*, Vol. 4, no. 1 (2022), p. 31.

¹¹ Almira Kemala Dewi and Tetty Marlina Tarigan, "Legal Analysis of Accreditation Standards for Foreign Halal Certificates in the Perspective of MUI Fatwa Number 4 of 2003 concerning Halal Fatwa Standardisation," *AL-MANHAJ: Journal of Islamic Law and Social Institutions* 4, no. 2 (2022), p. 631.

¹² Rahmawati, Sobana, "Analysis of the comparative advantage of Halal Products in International Trade.", *Journal of Sharia Science*, Vol 3, no 1, (2022), p. 69



called *Tijarah Dauliyah*¹³ Islamic law provides rules on how to conduct buying and selling As explained in Surah Al-Baqarah verse 2 and Surah Al-Muzzamil verse 20, it encourages Muslims to trade goods and services ethically and in accordance with Islamic principles In the context of modern international trade, maintaining the integrity of halal products not only meets the needs of the Muslim market, but also contributes to the global good through clear and consistent halal standards

In line with increasing global market competition, the halal industry is increasingly receiving attention from various countries, both those with Muslim majority and minority populations Indonesia, which is the country with the largest Muslim population in the world, has great potential that needs to be utilised optimally towards the development of the halal industry This potential must be an important capital in developing various sharia-based economic sectors, this can be seen from the increasing consumption of halal food in Indonesia.¹⁴ Based on the Indonesian Halal Market Report 202 / 2022, in the Pharmaceutical and Cosmetic indicators, Indonesia is in 6th place in the world, while for the halal food category, Indonesia is ranked second after Malaysia.¹⁵ This achievement shows

¹³ Hendra Ibrahim and Nisya Fauziah, "The Role and Strategy of Increasing Halal Certification in the Export of Halal Products in the International Market," *Journal of Minfo Polgan* 12, no. 2 (2023), p. 2563.

¹⁴ Reni Rahmawati and Dadang Husen Sobana, "Analysis of the comparative advantage of Halal Products in International Trade," *Liquid Journal of Halal Industry Economics* Vol. 3, no. 2 (2023), p. 69.

¹⁵ Dinar Standard Growth Strategy Research & Advisory "State of the Global Islamic Economy Report 2023/2024" <https://www.dinarstandard.com/post/state-of-the-global-islamic-economy-report-2023>, (accessed on 24 July 2024, 13.23)

that the demand and consumption of halal products in Indonesia is very large and has the potential to continue to grow

However, until now Indonesia still acts as a halal consumer country, not the main producer. Despite having great potential with a dominant Muslim population, Indonesia is only able to rank 0 as a world producer of halal products. This shows that Indonesia is still unable to maximise its potential to become a major producer of halal products.¹⁶ It is recorded that 2.6% of the halal industry in food is imported into Indonesia. This shows that our country still has dependence on foreign halal products.

According to data from the Halal Product Guarantee Organisation (BPJPH), there are around 30 million business products that require halal certification, but until now, there has been no halal certification.



only about 725 000 products have been certified halal, and 405 000 of them come from the MSME sector.¹⁷ This condition has a negative impact on the ability of Indonesian products to be exported to countries with strict halal standards, so that many local products have not been able to penetrate the international market¹⁸

On the other hand, Malaysia has achieved significant progress in the global halal industry with halal products that meet international standards Malaysia has implemented strict standards for halal products and continues to develop its export sector.¹⁹ Halal *certification* in Malaysia has evolved into one of the most recognised certification systems in the world, thanks to strict regulations and standards in the implementation and supervision of halal products Halal certification in Malaysia is regulated through the *Trade Description (Definition of Halal)*²⁰ and *Trade Description (Certification and Marking of Halal)*²⁰ These two regulations provide a clear definition of what is considered halal, as well as set out the procedures and requirements that manufacturers and certification bodies must fulfil to obtain and use the halal label.

This halal certification is managed by Jabatan Kemajuan Islam Malaysia (JAKIM), which has the authority to recognise 84 certifiers in 46 countries.²¹ This authority comes as a result of JAKIM having established stringent and globally recognised halal standards, and undertaking a comprehensive accreditation process in accordance with the Malaysia Manual of Procedures for Halal Certification (MPPHM) domestic 2020 and Malaysia Halal Standard (MS 500:20 9).²² This standard covers all aspects of production, from raw materials to distribution, and is recognised as one of the most credible in the world, demonstrating the high level of credibility and trust that JAKIM enjoys.

¹⁷ Ibid

¹⁸ BPJPH Ministry of Religious Affairs RI "Certificate of Halal ForMSEs," <https://bpjph.halal.go.id/detail/fasilitas-sertifikasi-halal-untuk-umk-bpjph-keuda-rangkul-perangkat-regions-east-indonesia/>, (accessed on 22 July 2023, 13.35).

¹⁹ Aji Binawan Putra, Widya Rizki Wulandari, Moh. Nur Khabib Khasan, "International Dynamics of Halal Industry Development: A Literature Review", *Review Of Islamic Economics And Finance*, Vol. 6, no. 1 (2023), p. 78

²⁰ Section. 4, Trade Description (Certification and Marking of Halal) 2011

²¹ JAKIM, Department Of Islamic Development Malaysia, The Recognised Foreign Halal Certification Bodies & Authorities

²² Manual of Procedures for Domestic Halal Malaysia (MPPHM), 2020

Malaysia on the international stage, gaining widespread recognition from global halal standards. These internationally recognised certifications also give Malaysian halal products a competitive edge in the global market, increasing its competitiveness especially in the halal products sector.



of International Halal Bodies and Authorities, June 2023²³

In 2022, Malaysia successfully exported RM59.46 billion worth of halal products, showing an increase of 63% from 2022. ²⁴ Projections for 2023 show a further increase in halal exports of up to 5%, fuelled by Malaysia's total trade performance and ongoing investments in the country.

²³ JAKIM, Department Of Islamic Development Malaysia, The Recognised Foreign Halal Certification Bodies & Authorities

²⁴ Named "Malaysian Halal Export Reach RM 44.17 Bln As of October 2023", <https://www.bernama.com/en/news.php?id=2253006>, (accessed on 24 July 2024, 13.43).

halal sector²⁵ The halal market in Asia-Pacific alone is projected to reach RM2.8 trillion in the near future This comparison proves that while Indonesia has great potential in the halal industry, Malaysia has managed to optimise that potential through strict certification standards and effective export strategies.

Products traded in the global market must meet halal criteria, and the implementation of a halal standardisation system in the production process, certification, and effective supervision can contribute to quality assurance and safety for consumers International market interest is increasing in products that comply with global halal standards, as consumers around the world, both Muslim and non-Muslim, are starting to realise the importance of halal aspects as an indicator of product safety and quality.²⁶ With halal assurance that complies with global market requirements, every product exported from Indonesia can meet the needs and quality of markets in various countries Global market interest in halal products is a great opportunity for Indonesia to increase competitiveness in the international market This shows that international standard halal certification can be a strategic tool in increasing competitiveness in an increasingly competitive global market²⁷

Based on research conducted by Ratna Sofiana (202), it shows that halal certification in Indonesia does not meet international standards. This is due to partial regulations and lack of proper mechanisms.²⁸ Etikah Karyani et al (2024) support these findings, stating that halal certification in Indonesia is still administrative in nature and does not have a mechanism to improve the quality of halal certification.

²⁵ MIDA Malaysian Investment Development Authority, "HDC sees Malaysia's halal exports rising up to 15% in 2023" <https://www.mida.gov.my/mida-news/hdc-sees-malaysias-halal-exports-rising-up-to-15-in-2023/>, (accessed on, 24 July 2024, 15.37).

²⁶ Abdul Rachman et al., "Assistance for Halal Product Processes in the Free Halal Certification Programme (SEHATI) for Kedu Emas Tangerang MSMEs," *JAPI (Journal of Indonesian Service Access)*, Vol. 8, no. 1 (2023), p. 6.

²⁷ Ibid

²⁸ Ratna Sofiana, Satria Utama, Abdur Rohim, "The Problems of Halal Certification Regarding Consumer Protection in Malaysia and Indonesia", *Journal of Human Rights, Culture and Legal System*, Vol. 1, no. 3, (2021), p. 180.

ensuring products consistently meet halal standards This problem is exacerbated by cases of fake halal labelling.²⁹

In addition, the governance system in the implementation of halal certification in Indonesia is considered less organised and not as efficient as other countries, such as Malaysia, which has developed better regulations to ensure products continue to meet halal standards while circulating in the market Malaysia is known for its comprehensive and internationally recognised halal certification system.

Therefore, the development of a halal certification system in Indonesia must be improved so that every product produced can meet international halal standards In this study, researchers will compare Indonesian halal standards with Malaysian halal standards The benchmark for Malaysian halal standards is relevant because Malaysia is one of the countries that has developed a comprehensive and internationally recognised halal certification system.³⁰ Thus, understanding how these regulations are implemented and widely recognised can be a development of the certification system in halal Indonesia.

1.1 Background of Study

The law relating to halal certification standards in Indonesia is Law No. 33 of 2014 concerning Halal Product Guarantee In article paragraph 0, it is stated that a halal certificate is recognition of the halalness of a product issued by BPJPH based on a halal fatwa from MUI.³¹ Furthermore, in article 2 of Government Regulation No. 39 of 2021 concerning the Implementation of Halal Product Guarantee, it stipulates that every product that enters, circulates, and is traded in Indonesia must have a halal certificate.³² This is emphasised

²⁹ Etikah Karyani, Ira Geraldina, Marissa Grace Haque, Ahmad Zahir, "Intention to adopt a blockchain based halal certification: Indonesia consumers and regulatory perspective", *Journal of Islamic Marketing*, Vol. 15, no. 7, (2024), p. 1770.

³⁰ Arnoldy Arnoldy, Aa Hubur, and Ahmad Muqorobin, "Tourism in the Perspective of Islamic Fiqh," *Al-Iktisab: Journal of Islamic Economic Law* Vol. 6, no. 2 (2022), p. 89.

³¹ Article 1 paragraph 10, Law No. 33 of 2014 concerning Halal Product Guarantee

³² Article 2, Government Regulation No. 39 of 2021 concerning the Implementation of the Halal Product Guarantee Field

through Regulation of the Minister of Religious Affairs No 26 of 20 9, which states that the guarantee of the halalness of a product must be proven by a halal certificate.³³

Meanwhile, the halal certification standard in Malaysia is based on the *Malaysian Standard* (500:20 9) Section 6 *Halal Certificates*, explaining that halal certification is issued by the authorities (JAKIM),³⁴ and Section 7 *Halal certification mark* every product / business actor that has received approval from the authorities (JAKIM) is entitled to a halal certificate and halal official logo.³⁵ In addition, in *Trade Description (Certification and Marking of Halal)* 20 section application number 2, halal certification and labelling procedures must be supervised by the head of JAKIM to ensure compliance with applicable standards.³⁶

In a study, a research focus is needed with a clear direction Spradley (in Sugiyono) states that the focus of research is a way for researchers to understand more broadly and deeply with the aim of obtaining a comprehensive overview that is still at the surface stage about social situations by determining certain domains.³⁷ The focus in this study is to look at the halal certification mechanism in Indonesia through its halal standardisation, which is then compared with halal standardisation in Malaysia so that halal certification in Indonesia can be recognised internationally The scope of this study is limited to the halal certification system in both countries which includes aspects of procedures, authorised institutions, costs and product criteria.

The following research was conducted because Indonesia's halal certification is not in accordance with international standards, while Malaysia is seen as a country that has successfully developed a halal certification system with international standards, thus becoming a benchmark in the global halal industry Ratna Sofiana,

³³ Regulation of the Minister of Religious Affairs of the Republic of Indonesia No. 26 of 2019 concerning the Implementation of Halal Product Guarantee

³⁴ Malaysian Standard, MS 1500:2019, Halal Food - General Requirements (Third Revision), Section 6. Halal Certificates

³⁵ Malaysian Standard, MS 1500:2019, Halal Food - General Requirements (Third Revision), Section 7. Halal Certification Mark

³⁶ Trade Description (Certification and Marking of Halal) 2011, Section. 3, Authorised Party

³⁷ Sugiyono, *Qualitative Research Methods*, (Bandung: 2018, CV Alfabeta), p. 54

Satria, Abdur Rahim (202) Partial regulations and lack of proper mechanisms have made halal certification in Indonesia not yet reached international standards.³⁸ Etikah, Geraldina, Marita, Zahhir, (2023) Halal certification in Indonesia has not yet reached international standards because the regulations are still administrative and lack mechanisms to ensure product compliance.³⁹ Iqbal, Slamet (2022) Indonesia is still ranked 0 as a halal food producer.⁴⁰

Anis et al (2010) mentioned that Malaysia is the first country to develop regulations related to halal law and certification comprehensively.⁴¹ Siddique and Asri Abdullah (202) added that halal certification in Malaysia is managed by Jabatan Kemajuan Islam Malaysia (JAKIM), which has been recognised by the International Organisation for Standardisation (ISO).⁴² According to Adliin Masood (2022), Malaysia's halal certification system is fully compliant with globally recognised halal standards.⁴³

This research limits studies related to halal standardisation in Indonesia and Malaysia from a normative juridical perspective Halal standardisation in this case is limited to aspects, halal certification, regulations, certification bodies, certification fees and product criteria To reveal the results of comprehensive research, a normative legal approach is used in this study This research focuses on normative legal studies Normative juridical research is intended to look at the main legal material by examining theories, concepts, principles, and principles of law.

³⁸ Ratna Sofiana, Satria Utamab, Abdur Rohim "The Problems of Halal Certification Regarding Consumer Protection in Malaysia and Indonesia", *Journal of Human Rights, Culture and Legal System*, Vol. 1, No. 3, 2021, p. 180.

³⁹ Etikah Karyani et.al, "Intention to adopt a blockchain-based halal certification: Indonesia consumers and regulatory perspective", *Journal of Islamic Marketing*, Vol. 15, No. 7, 2024, p. 1772.

⁴⁰ Mohammad Iqbal Irfany, Aam Slamet Rusydiana, "Challenges in Developing Integrated Halal Industry in Indonesia", *Halal Tourism and Pilgrimage*, Vol. 2, No. 1, 2022, p. 4

⁴¹ Anis Najiha Ahmada, Ungku Fatimah Ungku Zainal Abidina, Mohhidin Othman, Russly Abdul Rahman, "Overview of the halal food control system in Malaysia", *Elsevier Food Control*, Vol. 90, 2018, p. 357.

⁴² Md Siddique E. Azam, Moha Asri Abdullah, "Halal Standards Globally: A Comparative Study Of Unities And Diversities Among The Most Popular Halal Standards Globally", *Halalsphere*, Vol. 1, No. 1, 2021, p. 20

⁴³ Adlin Masood, "Halal Certification: A Bibliometric Analysis (2004 - 2021)", *International Islamic University Malaysia - INHART*, Vol. 2, No. 2, 2022, p. 69

laws and regulations related to halal standardisation through the halal certification systematic in both countries.

1.2 Problem Formulation

Based on the background above, the problem can be formulated as follows:

1. How to compare halal standardisation in Indonesia and Malaysia?
2. What is the critical analysis of halal standardisation in Indonesia and Malaysia?

1.3 Research Objectives

The research objectives are as follows:

1. To compare halal standardisation in Indonesia and Malaysia.
2. To analyse and critique halal standardisation in Indonesia and Malaysia.

1.4 Research Benefits

From this research, researchers hope to provide benefits as well as being useful for the following things:

1. From an academic perspective, this research is expected to be able to provide useful information for various parties, especially Islamic law activists, related institutions, and business actors in production activities, in order to ensure the quality of halal products.
2. Practically, this research is expected to be an insight into knowledge for researchers in particular and for readers in general, and can be used as input for institutions that have authority in halal regulation.
3. As information for further researchers regarding Halal standardisation

1.5 Research Systematics

The following is a thesis writing plan that is structured to make it easier to understand this research:

CHAPTER I Introduction: this chapter reviews the introduction to the research which consists of a description of the background, research scope, problem formulation, research objectives, research benefits, and research systematics.



CHAPTER II Literature Review and Theoretical Framework: this chapter outlines the discussion of previous research to strengthen the author's research Previous studies and theories included in the realm of Halal Standardisation in Indonesia and Malaysia In relation to the theoretical framework used include Halal theory, halalan thayiban products, Halal Certification, Halal Product Supervision.

CHAPTER III Research Methodology: this chapter contains the research methods used, in this case qualitative research with a normative juridical approach In more detail this chapter includes a description of the research, research data (data, data sources, data collection methods) and data analysis

CHAPTER IV Discussion: this chapter provides the results of descriptive analysis, research data analysis, discussion and discussion.

CHAPTER V Closing: this chapter contains conclusions, research implications, and suggestions relating to relevant matters in this study.

