



Halal Certification Standards (LPPOM MUI, HAS 23000, etc.)

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ABSTRACT

Halal certification in Indonesia plays a very important role in ensuring that products in circulation meet Islamic religious requirements, especially in the food, medicine, cosmetics, and other product sectors. The Halal Assurance System (HAS) 23000, developed by LPPOM MUI, aims to ensure that the entire halal product production process, from raw material procurement to distribution, is in accordance with Islamic sharia principles. Although this system provides structured guidelines, its implementation faces various challenges, such as lack of understanding by business actors, limited skilled human resources, and the costs and time required in the certification process. This paper aims to analyze the implementation of HAS 23000 by LPPOM MUI, the challenges faced, and its contribution to ensuring the halalness of products. With a qualitative approach and literature study, the results of the study indicate that despite the major challenges faced, the implementation of HAS 23000 is important to improve the quality and competitiveness of Indonesian halal products in the global market.

INTRODUCTION

Halal certification in Indonesia plays a very important role in ensuring that products circulating in the market meet the requirements and provisions of the Islamic religion. The halalness of a product is not only seen from the raw materials used, but also the production, processing, and distribution processes. Halal certification is an obligation regulated in Law No. 33 of 2014 concerning Halal Product Assurance, which requires every product circulating in Indonesia to have a halal certificate, especially in the food, medicine, cosmetics, and other materials consumed or used by Muslims. In Indonesia, LPPOM MUI (Food, Drug, and Cosmetics Assessment Institute of the Indonesian Ulema Council) has the authority to provide halal certification for these products.

Halal certification not only has an impact on religious aspects, but also has a positive impact on the economy and industry. This certification process can increase consumer confidence in products, both in local and international markets. According to the latest report from LPPOM MUI, more and more consumers are choosing halal products because they feel safer and more secure in terms of health and compliance with religious principles. This shows that halal certification is not only important from a religious perspective, but also as an aspect that can increase the competitiveness of Indonesian products in the global market.

Along with the increasing public awareness of the importance of halal products, LPPOM MUI has developed a halal assurance management system known as the Halal Assurance System (HAS). HAS is a management system designed to ensure that halal-certified products in Indonesia meet established standards, from raw materials to the production process. HAS is included in the international standard, namely HAS 23000, which is applied in Indonesia and countries with rapidly growing halal industries. HAS 23000 aims to provide structured, organized, and transparent halal system management at every stage of production.

However, the implementation of halal certification in Indonesia faces various challenges. One of the main challenges is the lack of understanding of business actors regarding the importance of halal certification and the process that must be gone through to obtain it. Many entrepreneurs, especially those in the MSME (Micro, Small, and Medium Enterprises) sector, find it difficult to meet the requirements set by LPPOM MUI. This has hampered the halal certification process and has an impact on the delay in the distribution of products that are ready for the market.

In addition, control over the raw materials used in the product is a challenge in itself. Most of the raw materials used in the food and beverage industry come from abroad, so ensuring the halalness of these raw materials is very important. For this reason, LPPOM MUI continues to work with the authorities to overcome this problem by verifying imported raw materials and ensuring that these materials meet halal standards.

Another challenge comes from the cost and time required in the halal certification process. Most business actors complain about the costs that must be incurred to obtain halal certification and the time required to go through all

stages of the verification process which is quite long. Although this cost is considered a long-term investment, for small and medium businesses, this can be quite a heavy burden.

The importance of halal certification for food, beverage, cosmetic, and pharmaceutical products in Indonesia is very much felt along with the growing halal industry throughout the world. In Indonesia, which has the largest Muslim population, the implementation of halal certification provides a guarantee that the products consumed are in accordance with religious guidance. Therefore, LPPOM MUI through the HAS 23000 standard is a very important link in ensuring that product quality and consumer trust in halal products in Indonesia and in the international market.

This paper aims to answer the following questions:

1. How is the implementation of HAS 23000 by LPPOM MUI in the halal certification process?
2. What are the challenges faced in implementing HAS 23000 in the food and beverage industry?
3. What is the role of HAS 23000 in ensuring the halalness of products in accordance with Islamic principles?

The purpose of writing this paper is to:

1. Analyzing the implementation of HAS 23000 by LPPOM MUI.
2. Identifying challenges in implementing HAS 23000.
3. Assessing the contribution of HAS 23000 in ensuring the halalness of products in accordance with Islamic principles.

LITERATURE REVIEW

Halal Certification in Islamic Perspective

Halal certification is a verification process to ensure that a product or service meets Islamic principles related to halalness. In Islamic teachings, what is consumed by Muslims must be in accordance with the provisions set by Allah SWT, as stated in the Qur'an:

الحلال ما أحله الله، والحرام ما حرمه الله

"Indeed, what is halal is only what Allah permits, and what is haram is what He has prohibited." (QS. Al-Baqarah: 173)

In addition, other verses that explain the prohibition of consuming haram ingredients are also an important basis in ensuring the halalness of a product, such as in QS. Al-Ma'idah: 3 which reads:

حُرِّمَتْ عَلَيْكُمُ الْمَيْتَةُ وَالدَّمُ وَلَحْمُ الْخَنزِيرِ وَمَا أُهْلِيَ لِغَيْرِ اللَّهِ بِهِ

"It is forbidden for you (to eat) carrion, blood, pork, and meat slaughtered in names other than Allah;..." (QS. Al-Ma'idah: 3)

Likewise in QS. Al-An'am: 145 which states:

قُلْ لَا أجدُ فِي مَا أُوحِيَ إِلَيَّ مُحَرَّمًا عَلَى طَاعِمٍ يَطْعَمُهُ إِلَّا أَنْ يَكُونَ مَيْتَةً أَوْ دَمًا مَسْفُوحًا أَوْ لَحْمَ خَنزِيرٍ فَإِنَّهُ رِجْسٌ أَوْ فِسْقًا أُهْلِيَ لِغَيْرِ اللَّهِ بِهِ

"Say: 'I did not find in the revelation he received anything that is forbidden to be eaten by the person who eats it, unless it is carrion, or flowing blood, or pork flesh...'" (QS. Al-An'am: 145)

The hadith of the Prophet Muhammad SAW also reminds Muslims to ensure the halal food they consume, as in the hadith of Muslim history which states:

إِنَّ اللَّهَ كَتَبَ الْإِحْسَانَ عَلَى كُلِّ شَيْءٍ، فَإِذَا قَتَلْتُمْ فَأَحْسِنُوا الْقِتْلَةَ، وَإِذَا ذَبَحْتُمْ فَأَحْسِنُوا الذَّبْحَةَ، وَلْيُجِدْ أَعْدُكُمْ شَفْرَتَهُ، وَلْيُرِخْ ذَبِيحَتَهُ.

"Indeed, Allah has assigned obligations to you in everything, even in matters of slaughter. So slaughter well, and separate the knife from the animal to be slaughtered." (HR. Muslim)

Based on the teachings of the Qur'an and Hadith, halal certification is very important to ensure that products consumed by Muslims do not contain haram ingredients and are processed in a manner that complies with Islamic law.

According to the LPPOM MUI report, the purpose of halal certification is to ensure that products circulating in the market can be accounted for in terms of religion, safety, and quality. In addition, halal certification also provides economic benefits for the company concerned, because halal products are more trusted and accepted by consumers, both in the domestic and international markets.

In this context, LPPOM MUI is an institution that has the authority to carry out halal certification in Indonesia. LPPOM MUI issues halal certificates after conducting audits and verification of raw materials, production processes, and product distribution. This certification process is in accordance with the principles stipulated in Law No. 33 of 2014 concerning Halal Product Assurance.

Halal Assurance System (HAS) 23000

Halal Assurance System (HAS) 23000 is a management system standard developed by LPPOM MUI to ensure that products produced by the company meet halal requirements in accordance with Islamic teachings. HAS 23000 includes several important criteria including the management of halal raw materials, a production process free from contamination of haram materials, and strict supervision throughout the entire production and distribution process.

HAS 23000 aims to provide guidance for companies in managing a halal system in a structured and effective manner. With this system, companies can more easily monitor and evaluate their production processes, and ensure that the products produced are not only halal according to religion, but also meet high quality standards. In HAS 23000, several aspects that are guaranteed include the company's halal policy, raw material management procedures, sanitation procedures, control of additional materials, and risk management of cross-contamination between halal and haram materials.

The HAS 23000 standard is an effort to integrate halal management into all business processes, not only in the food and beverage sector, but also in the pharmaceutical, cosmetic and other product sectors that can be used by Muslim consumers. The implementation of HAS 23000 also facilitates companies to meet the demands of the global market which increasingly prioritizes transparency and integrity in the products they consume.

Relevance of Halal Certification in Global Industry

The halal industry has grown rapidly, not only in Muslim-majority countries, but also in the international market. Countries such as Malaysia, Singapore, and even non-Muslim countries such as Japan and South Korea, have recognized the importance of halal certification in increasing the competitiveness of their products in the global market. Therefore, halal certification is very important for countries that want to expand their halal product market worldwide.

Halal certification also has a positive impact on product quality and consumer acceptance. Products that are halal certified have a higher level of trust among consumers, not only for Muslims, but also for non-Muslim consumers who prioritize the aspects of cleanliness and safety in the products they consume. Halal certification helps ensure that the product is produced to safe standards and does not contain harmful substances, making it more acceptable to the global market.

METHODOLOGY

The method used in writing this paper is a literature study with a qualitative approach. This study relies on data collection from various sources that are relevant to the topic discussed. Some of the main sources used are scientific articles, official reports, documents related to halal certification published by LPPOM MUI, as well as international articles and journals that discuss halal management systems, especially HAS 23000.

The qualitative approach was chosen because the author wanted to gain a deeper understanding of the implementation of HAS 23000 and the challenges faced by the industry in ensuring the halalness of products. In addition, this approach allows for analysis of factors related to the perception and acceptance of business actors towards halal certification, as well as how this system can provide halal assurance in accordance with Islamic principles.

To obtain accurate results, the data obtained were analyzed descriptively, which allowed the author to describe in detail how the halal certification process takes place and how HAS 23000 is applied in the field.

RESEARCH RESULT AND DISCUSSION

Implementation of HAS 23000 BY LPPOM MUI Halal Certification Process

The halal certification process by LPPOM MUI is a series of systematic stages to ensure that certified products meet halal standards in accordance with Islamic law. This process is designed to provide assurance to consumers that the products they consume or use are not only safe, but also in accordance with Islamic principles. The halal certification process is divided into several stages as follows:

1. Product Registration

The first stage in the halal certification process is product registration. Companies or manufacturers who wish to apply for halal certification must first register through the online registration system provided by LPPOM MUI. At this stage, the company must fill out a registration form containing information about

the product to be certified, including the type of product, the raw materials used, and the production process. This registration is an important initial step in starting the certification process.

After registration is completed, LPPOM MUI will verify the completeness of the required documents, such as business permits, raw material certificates, and other supporting documents required in the halal certification process.

2. Document Verification

At this stage, LPPOM MUI conducts an examination of the documents submitted by the company. Document verification aims to ensure that the information provided by the manufacturer is accurate and in accordance with the requirements set. The documents examined include information on raw materials used in production, raw material supplier data, and production procedures applied.

It is important to ensure that the raw materials used by the manufacturer come from halal sources and do not contain ingredients that are prohibited in Islam, such as pork or alcohol. In addition, LPPOM MUI also checks the halal certificates of raw material suppliers if the materials are imported or come from third parties.

3. Field Audit

Field audit is a very important stage in the halal certification process. At this stage, the LPPOM MUI auditor team will conduct a direct visit to the production facility to ensure that the production process carried out by the company complies with the established halal standards.

This audit includes an examination of all aspects of the production process, from raw material management, facility cleanliness, sanitation, to monitoring potential cross-contamination between halal and haram materials. In addition, the auditor will also verify that the procedures described in the document have been implemented correctly in the field. During the field audit, the company is required to show evidence that supports the halal production process, such as raw material management records, employee training, and production process monitoring procedures.

4. Issuance of Halal Certificates

After all stages of verification and field audit are completed, LPPOM MUI will make a decision whether the product meets the requirements to obtain halal certification. If the product meets the established halal standards, LPPOM MUI will issue a halal certificate for the product.

This halal certificate is valid for two years and can be extended through an evaluation and re-audit process conducted by LPPOM MUI. This halal certificate includes the MUI halal logo that can be used by companies on product packaging, which indicates that the product has met halal requirements and is safe for consumption by Muslims.

5. *Monitoring and Supervision*

After the product has obtained a halal certificate, LPPOM MUI continues to monitor and supervise the certified product. This supervision aims to ensure that products that have been halal certified continue to meet the established halal standards. LPPOM MUI also conducts routine audits and periodic inspections to ensure that the production process carried out by the company does not experience changes that could affect the halalness of the product.

Challenges in HAS 23000 Implementation

The implementation of the Halal Assurance System (HAS) 23000 in the industry, especially in Indonesia, faces various challenges. Although HAS 23000 aims to ensure that products produced are in accordance with halal standards set by Islamic law, the implementation process does not always run smoothly. Some of the main challenges faced in implementing this system include:

1. *Lack of Understanding of Business Actors about the Importance of Halal Certification*

One of the biggest challenges in implementing HAS 23000 is the lack of understanding of business actors regarding the importance of halal certification. Many business actors, especially in the Micro, Small, and Medium Enterprises (MSMEs) sector, do not fully understand the benefits and importance of halal certification. They may see halal certification as an additional burden or barrier in the production process, rather than as a tool to improve product quality and competitiveness in the market.

This lack of understanding is often caused by a lack of education and socialization about how the halal certification process can help increase consumer confidence, open international markets, and ensure product quality. In addition, many business actors are still hesitant about the costs and time required to obtain halal certification. This can cause their reluctance to invest in the certification process, even though the market is increasingly prioritizing safe and quality halal products.

2. *Limited Competent Human Resources in the Halal Sector*

Implementation of HAS 23000 requires skilled human resources (HR) who have a deep understanding of halal principles and an appropriate management system. However, the limited workforce who have special qualifications and training in the halal field is often an obstacle in the implementation of HAS 23000.

Companies must have a competent team to manage the entire production process in accordance with halal standards, from raw material management to product distribution. Lack of training and availability of experts who have halal competency certification can slow down the implementation process of HAS 23000, as well as increase the risk of errors in raw material management and production processes that can threaten the halalness of the product.

LPPOM MUI has attempted to address this issue by providing training and certification programs for professionals in the halal field. However, a major challenge remains in creating human resources who have sufficient technical expertise and religious knowledge in terms of halal management systems.

3. Certification Process Requires Time and Costs

Halal certification through HAS 23000 requires significant time and costs. This process involves a series of audits, document verifications, and field inspections that take time to complete. For small and medium-sized companies, the costs associated with halal certification can be a significant financial burden, especially if they have to make major changes in their production processes to meet the established halal requirements.

These costs include audit fees, training, and the cost of adopting changes in production management and supervision systems. This lengthy certification process also affects the time required to obtain halal certification, which can cause delays in product launch or distribution. Some business actors feel that halal certification is a complicated and expensive process, which is often the main reason they delay or even ignore applying for halal certification even though their products qualify.

LPPOM MUI's Efforts in Overcoming Challenges

LPPOM MUI is aware of the various challenges faced in the implementation of HAS 23000 and has made various efforts to overcome these problems. Some steps that have been taken by LPPOM MUI in overcoming these challenges are:

1. Organizing Training and Technical Guidance for Business Actors

To ensure that business actors, both large and small, can understand and comply with the established halal standards, LPPOM MUI routinely holds training and technical guidance. This training is intended to provide a deeper understanding of the halal certification process, the importance of maintaining halal quality, and effective ways to meet the HAS 23000 criteria.

This training and technical guidance covers topics such as halal management, management of raw materials in accordance with halal provisions, sanitation in production facilities, and internal audit techniques. LPPOM MUI also collaborates with various institutions and associations to expand the reach of training to business actors throughout Indonesia, especially in areas that may not be familiar with the halal certification process.

2. Improving Human Resource Capacity through Certification and Accreditation Programs

LPPOM MUI has developed a certification and accreditation program to improve the capacity of human resources (HR) in the halal industry. One way to do this is by organizing a certification program for halal auditors, which serves to ensure that companies have competent workers in managing the halal management system. This program aims to improve the skills and understanding of internal auditors in companies in managing and monitoring the implementation of halal standards throughout the production process.

The accreditation given by LPPOM MUI also ensures that training institutions in Indonesia can provide education and training that meets international standards. Thus, the competence of human resources in the halal sector will continue to develop and meet the needs of the growing industry.

3. Providing a Digital Platform to Facilitate the Certification Process

As a step to increase efficiency and transparency, LPPOM MUI has developed a digital platform that simplifies the halal certification process. This platform allows companies to apply for halal certification online, upload required documents, and monitor their certification status in real time.

With this digital platform, companies can save time and costs that were previously required for the halal certification administration process. In addition, this platform facilitates communication between LPPOM MUI and business actors, and increases the transparency of the certification process. Business actors can check the status of their applications, obtain the latest information on halal certification, and access the necessary guidance directly.

Through these steps, LPPOM MUI seeks to accelerate and simplify the halal certification process for all business actors in Indonesia, while still ensuring that every certified product truly meets the established halal standards.

HAS 23000 and Its Role in Ensuring the Halality of Products

HAS 23000 Concept in Ensuring Halal Products

Halal Assurance System (HAS) 23000 is designed to ensure that every aspect of the production process, from raw material procurement to product distribution, meets the halal standards set by Islamic law. This system focuses on managing risks related to product halalness throughout the supply chain and production process, and ensures that the products produced not only meet halal requirements from a religious perspective but also high quality from a health and safety perspective.

One of the main functions of HAS 23000 is to assist companies in identifying and managing risks related to the halalness of products. These risks can be in the form of cross-contamination between halal and haram ingredients, as well as control of materials used in the production process that may be contaminated with non-halal elements. HAS 23000 ensures that the entire supply chain, including raw materials, processing, storage, and distribution, fully complies with the halal principles taught in Islam.

HAS 23000 strictly regulates the management of halal raw materials. All raw materials used in production must come from halal sources and be guaranteed to be clean. Supervision of these raw materials includes halal certification from raw material suppliers, both domestic and international. In addition, strict sanitation procedures in production facilities are also regulated to prevent cross-contamination between halal and haram materials, and to ensure that production facilities meet the hygiene standards required to produce safe halal products.

The implementation of HAS 23000 also includes an internal audit system that allows companies to monitor and evaluate the production process periodically. This audit process is carried out to ensure that all policies and procedures related to the halalness of the product have been implemented correctly and in accordance with the established standards. Internal audits help companies detect potential problems before they become major issues that can damage the integrity of the halalness of the product. This evaluation process also

ensures that the products produced are not only halal according to sharia, but also safe for consumption, have good quality, and meet health requirements.

With the system implemented by HAS 23000, companies can conduct regular self-assessments to evaluate their compliance with halal standards, as well as identify areas that require improvement or enhancement. This not only supports the fulfillment of halal certification, but also encourages companies to improve their operational standards in order to produce higher quality and safer products for public consumption.

Overall, HAS 23000 provides a structured and organized system for halal management that not only meets Islamic sharia standards, but also meets international standards in terms of product quality and safe and clean production processes.

HAS 23000 Implementation Evaluation

Evaluation of the implementation of HAS 23000 shows that although there have been significant efforts to meet the established criteria, there are still several areas that need to be improved so that the implementation of this halal management system is more optimal. Some of the challenges found in the implementation of HAS 23000 include:

1. Internal Training Needs Improvement

One area that needs attention is internal training for companies implementing HAS 23000. Although many companies have conducted basic training for their teams, there is still a lack of more in-depth training on halal procedures and the proper implementation of halal management systems. This is especially evident in companies that are just starting the halal certification process or that do not have experience with more complex halal management systems.

More detailed training on raw material quality control, sanitation in production facilities, and effective internal audits are needed to ensure that the company team can run the production process to the correct halal standards. A more comprehensive internal training program can accelerate employee understanding of the importance of halal certification and how to properly manage products that meet the HAS 23000 standard.

2. Material Management Still a Challenge

Another challenge is the management of raw materials, especially for companies that import raw materials from abroad. Imported raw materials are often difficult to ensure halal, especially if the company does not have an adequate system to verify the halalness of the material.

Strict supervision of imported raw materials is essential to ensure that they are truly halal and not contaminated with haram materials. Some companies do not yet have strong procedures for verifying and certifying halal imported raw materials, which can be a gap in ensuring the overall halalness of the product. Therefore, companies need to implement a stronger verification system for imported raw materials and ensure clear documentation regarding the origin and halal status of the raw materials.

3. Written Procedures for Critical Activities that Need Improvement

Finally, written procedures for critical activities related to quality control and cleanliness of production facilities need to be improved. Although many companies have standard operating procedures (SOPs), there is still a lack of consistency in the implementation of SOPs related to more detailed processes, such as monitoring cross-contamination between halal and haram materials.

More detailed and structured written procedures are needed to ensure that each stage of the production process is carried out correctly, and that there is sufficient supervision to prevent violations of halal standards. In addition, there needs to be a periodic evaluation of the implementation of this procedure, so that every company that implements HAS 23000 can maintain the quality and halalness of its products sustainably.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The implementation of HAS 23000 by LPPOM MUI is an important step in ensuring the halalness of products in Indonesia. HAS 23000 provides a clear and structured framework for companies to manage their halal management system, from raw material procurement to product distribution. Although there have been significant efforts in implementing this system, there are still challenges that need to be overcome, especially related to training, material management, and more efficient operational procedures.

Recommendation

To improve the implementation of HAS 23000, several recommendations that can be given include:

1. Increasing socialization and understanding of business actors about the importance of halal certification. More intensive socialization to business actors about the benefits of halal certification is very important, especially for small and medium businesses. More frequent training and clear guidance will encourage more companies to register and meet the requirements of halal certification.
2. Provide sufficient training and resources to support the implementation of HAS 23000. Training and accreditation programs should be expanded to ensure that more workers are skilled in managing the halal system. LPPOM MUI must continue to support the development of human resources who have competence in the field of halal management.
3. Improving cooperation between LPPOM MUI, BPJPH, and business actors to ensure successful implementation. Better collaboration between LPPOM MUI, BPJPH (Halal Product Assurance Organizing Agency), and business actors will help create a better ecosystem for the implementation of HAS 23000, as well as accelerate the halal certification process in Indonesia.

ADVANCED RESEARCH

Future research could focus on evaluating the long-term effectiveness and impact of HAS 23000 implementations across various industry sectors in

Indonesia, particularly in terms of operational efficiency, market competitiveness, and consumer trust. A comparative study between businesses that have fully adopted HAS 23000 and those that have not may provide critical insights into the practical benefits and limitations of the standard. Moreover, advanced research could also explore the integration of digital technologies such as blockchain for traceability or AI-driven compliance monitoring into halal assurance systems to enhance transparency, accuracy, and scalability. This research would be valuable not only for improving national halal governance but also for positioning Indonesia as a global leader in halal certification innovation.

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