



Consumer Perception and Challenges of Halal Certification in the Food and Beverage Industry in Indonesia

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Abstract: Halal certification in the food and beverage industry represents a complex multidimensional ecosystem in Indonesia, encompassing consumer perceptions, regulatory challenges, and strategic economic implications. This comprehensive library research explores the intricate dynamics of halal certification through a systematic analysis of contemporary scientific literature published between 2019-2024. Utilizing content and comparative analysis methods, the study investigates consumer awareness, regulatory frameworks, economic dimensions, and technological transformations in halal certification. Research findings reveal significant consumer awareness, with 87.2% of Muslim consumers considering halal certification a primary product selection criterion. The study identifies structural challenges in regulatory implementation, methodological complexities in verification processes, and the strategic economic potential of halal-certified products. Technological information platforms emerge as crucial mechanisms for enhancing transparency and accountability. The research recommends a holistic, collaborative approach integrating perspectives from religious scholars, food technologists, and management experts to develop a credible, sustainable halal certification ecosystem.

Keywords: comparative analysis; consumer perception; food industry; Halal certification; transparency.

Introduction

Nowadays, there are quite a few Western scholars or Orientalists who doubt that Indonesia, as the country with the largest Muslim population in the world, faces unique complexities in the dynamics of halal certification in the food and beverage industry (Habib, 2021). This phenomenon is not only related to religious aspects but also encompasses social, economic, and regulatory dimensions that are highly intricate. In the global context, halal certification has evolved into a significant quality assurance system, not only to meet the needs of Muslim consumers but also as a strategic tool in international trade (Sumarni et al., 2024). Recent research reveals that consumer awareness in Indonesia regarding halal products has significantly increased in the last decade. According to a study, approximately 87.2% of Muslim consumers in Indonesia consider halal certification as a primary factor when choosing food and beverage products (Fadilah et al., 2022). This indicates that halal certification is no longer just a religious label, but has become a brand equity and a trust indicator for consumers.

The complexity of halal certification in Indonesia is exacerbated by structural challenges in the regulatory system. Although Law No. 33 of 2014 on Halal Product Guarantee has been enacted, its implementation still faces various obstacles. The Food, Drug, and Cosmetics

Assessment Institute of the Indonesian Ulama Council (LPPOM MUI) faces challenges in conducting comprehensive certification, including issues such as limited resources, supply chain complexity, and industry practice diversity (R. Japar et al., 2024). The economic dimension of halal certification is also worth examining. The global halal product market is projected to reach 3.2 trillion US dollars by 2024, with Indonesia playing a significant role as a major contributor. Research indicates that the food and beverage industry with halal certification has the potential to increase revenue by up to 35% compared to producers without certification (S. Mujayaro et al., 2024).

Methodological challenges in halal certification involve highly complex aspects. The verification process not only includes an examination of raw materials but also considers the entire production chain, including processing, packaging, and distribution. This requires a multidisciplinary approach involving experts in Islamic law, food technology, supply chain management, and regulation (Sani et al., 2023). Consumer perspectives are a critical element in the halal certification ecosystem. Recent studies show that there is a gap between consumer perceptions and the actual implementation of halal certification. Many consumers are still confused about the true criteria of halal, while some industries view certification merely as an administrative compliance issue (Puspita & Wiriani, 2024). The role of information technology also influences the dynamics of halal certification. The development of digital platforms and halal product tracking applications has opened up new spaces for transparency. Consumers can now easily access detailed information about the halal status of a product, which in turn encourages producer accountability (Azkiya & Azizah, 2023).

This study seeks to comprehensively explore the interconnections between consumer perceptions, industry challenges, and the complexities of halal certification in Indonesia. By understanding these multidimensional dynamics, it is hoped that more effective strategies can be formulated to develop a credible, transparent, and sustainable halal certification ecosystem.

Research on halal certification in the food and beverage industry has become increasingly relevant, particularly in Indonesia, as the country with the largest Muslim population globally. Previous studies indicate that halal certification is not only viewed as religious compliance but also as a key factor in consumer purchasing decisions. For instance, research found that 87.2% of Muslim consumers in Indonesia consider halal certification a primary criterion when selecting products (Fadilah et al., 2022). This finding is supported by research, which emphasize that consumer awareness of halal products continues to rise, though gaps remain in understanding the actual halal criteria (Zafar & Abu-Hussin, 2025).

From a regulatory perspective, Law No. 33 of 2014 on Halal Product Assurance serves as the primary legal foundation. However, its implementation faces challenges such as limited resources at LPPOM MUI and supply chain complexities (M. Japar et al., 2024). A study by (Syamsuri et al., 2022) also identifies the need for a holistic approach to strengthen the certification system, including technology integration and institutional capacity building.

The economic dimension of halal certification has also garnered attention. It is projected that the global halal market to reach USD 3.2 trillion by 2024, with Indonesia as a major contributor (Sumarni et al., 2024). Halal certification can increase producer revenue by up to 35%, underscoring its strategic value in international trade (A. L. Mujayaro et al., 2024). The role of technology in halal certification transparency is also discussed. Ariska et al. (Ariska et al., 2024) highlight how blockchain and product-tracking applications enhance accountability, while (Azam & Abdullah, 2020) emphasizes the importance of digital platforms in building consumer trust. Overall, the literature underscores the need for a collaborative approach among governments, industries, and academics to address halal certification challenges while maximizing its economic potentials.

Method

This study adopts a qualitative research approach with a comprehensive library research method to deeply explore consumer perceptions and the challenges of halal certification in the food and

beverage industry in Indonesia. The library research method was chosen as the primary strategy to analyze the complex phenomenon involving the interdependence of social, economic, and regulatory aspects within the context of halal certification (Mufidah et al., 2021). The data collection process was carried out through a systematic review of various scholarly literature sources, including academic journals, periodical publications, research reports, official government documents, and other trusted reference materials. The main focus of data collection was to identify and analyze reputable publications published between 2019 and 2024, with the aim of obtaining contemporary and up-to-date perspectives on the dynamics of halal certification in Indonesia.

The stages of library research begin with a comprehensive exploration process using various academic and scientific databases. Primary data sources will include publications from institutions such as the Indonesian Ulama Council (MUI), the Halal Product Guarantee Agency (BPJPH), and official publications related to halal regulations. Secondary sources will include international journal articles, conference proceedings, and research reports published on reputable academic platforms such as Scopus, Web of Science, and Google Scholar. The selection criteria for literature sources are carried out rigorously by considering several quality parameters. First, the relevance of the theme to the research focus on halal certification and consumer perceptions. Second, the credibility of the source, with priority given to accredited journals and publications from leading research institutions. Third, the timeliness of the publication, with a time frame limitation between 2019 and 2024 to ensure that the data used reflects contemporary conditions.

Data analysis will utilize content analysis and comparative analysis methods. The content analysis approach allows the researcher to extract key themes, patterns, and conceptual constructs from the various literatures reviewed (Adibrata et al., 2022). Meanwhile, comparative analysis will be used to identify similarities, differences, and emerging trends across different studies related to halal certification. The coding and categorization of data will be conducted inductively, allowing for the emergence of new themes and concepts that may not have been previously identified. This enables the research to be flexible and responsive to the complexity of the halal certification phenomenon in Indonesia. Each source will be examined thoroughly, with attention to theoretical, methodological, and empirical contexts.

The validity of the research will be enhanced through source triangulation, which involves comparing and combining data from various literature sources to obtain a comprehensive understanding. This process includes identifying convergence and divergence across different literatures, as well as exploring multidisciplinary perspectives from fields such as Islamic economics, supply chain management, consumer behavior, and regulatory studies. Ethical standards in library research will be maintained by adhering to strict citation principles, respecting intellectual property rights, and providing proper attribution to authors and researchers whose works are used in this study (Rojali et al., 2024). Every citation and reference will be transparently presented and follow established academic writing standards. The limitations of the research will be openly acknowledged, particularly regarding the nature of library research, which heavily depends on the availability and quality of existing literature. However, the systematic approach and strict selection criteria are expected to minimize bias and produce credible analysis regarding consumer perceptions and the challenges of halal certification in Indonesia.

Results and Discussion

Dynamics of Consumer Awareness of Halal Certification

The factors influencing consumer perceptions of halal certification are multidimensional. Among the factors are key determinants, including educational background, level of religiosity, information accessibility, and the influence of social environment (Devi & Mutoharoh, 2023). Consumers with higher education levels and intense religious involvement tend to have a more comprehensive awareness of the importance of halal certification. Information technology also plays a significant role in shaping perceptions, with digital platforms facilitating easy access to information and product transparency.

There has been a paradigmatic shift in the orientation of halal certification from merely a religious label to a strategic brand equity (Amiruddin et al., 2021). Demonstrate that halal certification is no longer viewed solely as a religious compliance requirement, but has become a competitive differentiation tool for producers. Food and beverage industries that successfully obtain halal certification not only gain consumer trust but also have the potential to increase revenue by up to 35% compared to non-certified producers

Complexity of Regulation and Implementation of Halal Certification

The dynamics of halal certification regulations in Indonesia reflect the complexity of governance that requires a holistic and sustainable approach. The existing legal system not only requires a strong legislative framework but also flexible implementation mechanisms that are responsive to technological advancements and industry practices (Shandilya et al., 2024). The halal certification process necessitates an institutional ecosystem capable of integrating religious, technological, and management perspectives in a coherent and constructive manner (Zailani et al., 2024).

The primary challenge lies in the ability of institutions to transform the certification approach from merely an administrative check to a comprehensive quality assurance system. This requires ongoing investment in human resource development, technological infrastructure, and an interdisciplinary framework (Hillman & Baydoun, 2019). Each stage of certification should be seen as an opportunity to improve product quality, not just a formal requirement. Inter-agency coordination, transparency in the process, and active stakeholder involvement are key to creating a credible and effective certification system.

Economic Dimension of Halal Certification

The economic dimension of halal certification represents the potential for a significant market transformation. Indonesia, with the largest Muslim consumer base, holds a strategic position in the global economic ecosystem (Firdaus, 2025). Halal certification is no longer seen merely as a compliance requirement but as a strategic tool that can drive economic growth, enhance international competitiveness, and open up vast market opportunities.

Producers who understand this dynamic focus not only on obtaining certification but also on developing comprehensive strategies to build consumer trust. This includes investments in production transparency, the development of innovative products, and effective communication about their commitment to halal standards. Halal certification becomes an entry point for producers to tap into an increasingly complex and values-driven global market. Differentiation strategies through halal certification allow companies to compete not only based on price but also on aspects such as trust, quality, and social responsibility (Mustapha & Mustapha, 2025).

Methodological Challenges in Halal Verification

Halal verification is a process that requires a complex and highly dynamic multidisciplinary approach. The existing methodology must be able to accommodate the diversity of production practices, technology, and the evolving environmental context. Each stage of verification requires a framework that is flexible yet maintains the integrity of Islamic principles (Al-aaidroos et al., 2019). This is not merely a technical issue, but also a philosophical one about how religious principles can be translated into technological and managerial parameters.

The development of halal verification methodology requires continuous collaboration between Islamic scholars, technologists, industry practitioners, and regulators (Rahman & Ahmad, 2024). Each perspective brings a unique contribution to building a comprehensive quality assurance system. This approach not only ensures formal compliance but also encourages innovation in production practices that align with ethical and sustainable principles. The main challenge is creating a mechanism that can harmonize religious traditions with the demands of modern technology without compromising the essence of the halal principles themselves.

The Role of Information Technology in Halal Transparency

The development of digital product tracking platforms has revolutionized the halal certification ecosystem (Elwardah & others, 2024) identify the emergence of various applications and information systems that allow consumers to conduct comprehensive searches regarding the halal status of a product. Blockchain technology and Geographic Information Systems (GIS) are being integrated to enhance the accuracy and transparency of halal product tracking.

Consumer access to information has undergone a significant transformation with the advent of digital technology. Online platforms and mobile applications enable consumers to access detailed information about product composition, production processes, and halal certification status in real-time. This increased accessibility of information not only empowers consumers but also encourages producer accountability in maintaining halal standards. Information technology plays a strategic role in enhancing producer accountability (Fadilah et al., 2022). Digital tracking systems allow for continuous monitoring of the entire supply chain, creating stronger transparency mechanisms. Technology is not merely an information tool, but also a transformative instrument that encourages more responsible business practices (Firdaus 2023)

Strategy for Developing the Halal Certification Ecosystem

Recommendations for improving the certification system encompass several key aspects. *First*, the development of a more adaptive and comprehensive regulatory framework. (Ilyina, 2025) suggest the need for a certification mechanism that is more flexible and capable of adapting to technological advancements and contemporary industry practices. This includes the implementation of dynamic and sustainable certification standards.

Efforts to bridge the gap in consumer perceptions require a systematic educational approach (Ulinuha et al., 2025). An integrated halal literacy program needs to be developed, involving various stakeholders, ranging from educational institutions to mass media. The goal is to enhance public understanding of the halal concept beyond just an administrative label.

A model of continuous integration between regulators, industry, and consumers is key to the success of the halal certification ecosystem (Hidayati et al., 2024). A collaborative approach involving ongoing dialogue, knowledge exchange, and joint capacity building is a fundamental prerequisite. A transparent, accountable, and responsive governance structure, attuned to market dynamics and consumer needs, must be consistently developed

Dynamics of Consumer Awareness toward Halal Certification

In the complex and multicultural context of Indonesian society, awareness of halal certification is a manifestation of profound social transformation. Muslim consumers no longer view the halal label as merely a religious formality, but rather as a reflection of ethical values and a commitment to product quality (Sari et al., 2024). This awareness evolves through a dynamic interaction between personal factors, education, and social environmental influences. Each individual brings a unique background of experience and religious understanding, which then interacts with modern information systems and social networks (Shiraev & Levy, 2024).

This paradigm shift signifies a significant evolution in how Muslim society understands and applies halal principles (Rahman & Ahmad, 2024). It is no longer just a ritual compliance but has become an integral part of intelligent and responsible consumption choices. Consumers are beginning to question deeper aspects, not only related to the composition of ingredients but also to production processes, business ethics, and environmental impact. This indicates that halal awareness has transcended traditional religious boundaries and entered the realm of a more comprehensive consumer consciousness.

Complexities of Regulation and Implementation of Halal Certification

The dynamics of halal certification regulation in Indonesia reflect the complexity of governance, requiring a holistic and sustainable approach. The existing legal system needs not only a strong legislative framework but also flexible implementation mechanisms that are responsive to

technological changes and industry practices (Chit & Vasudevan, 2024). The halal certification process requires an institutional ecosystem that can integrate religious, technological, and managerial perspectives in a coherent and constructive manner (R. Japar et al., 2024).

The primary challenge lies in the ability of institutions to transform the certification approach from merely an administrative check to a comprehensive quality assurance system. This requires sustained investment in human resource development, technological infrastructure, and an interdisciplinary framework (Kooli & Abadli, 2022). Every stage of certification should be seen as an opportunity to improve product quality, rather than just fulfilling formal prerequisites. Inter-institutional coordination, process transparency, and active stakeholder engagement are key to creating a credible and effective certification system.

Economic Dimension of Halal Certification

The economic dimension of halal certification represents a significant market transformation potential. Indonesia, with the largest Muslim consumer base, holds a strategic position in the global economic ecosystem. Halal certification is no longer understood merely as a compliance prerequisite but as a strategic instrument that can drive economic growth, enhance international competitiveness, and open up vast market opportunities (Rayyahun et al., 2025).

Producers who understand this dynamic do not focus solely on acquiring certification but develop a comprehensive strategy to build consumer trust. This includes investments in production transparency, innovative product development, and effective communication about halal commitments. Halal certification becomes an entry point for producers to access an increasingly complex global market that is oriented toward ethical values (Tayob, 2021). Differentiation strategies through halal certification allow companies to compete not only based on price but also on trust, quality, and social responsibility.

Methodological Challenges in Halal Verification

Halal verification is a process that requires a complex and highly dynamic multidisciplinary approach. Existing methodologies must be capable of accommodating the diversity of production practices, technology, and the evolving environmental contexts (Rana & Singh, 2024). Each stage of verification needs a framework that is flexible yet upholds the integrity of Islamic principles. This is not merely a technical issue but also a philosophical one about how religious principles can be translated into technological and managerial parameters.

The development of halal verification methodologies requires ongoing collaboration between experts in Islamic law, technologists, industry practitioners, and regulators (Rahman, 2025). Each perspective brings a unique contribution to building a comprehensive quality assurance system. This approach not only ensures formal compliance but also encourages innovation in production practices that align with ethical and sustainable principles (Haya, 2025). The main challenge lies in creating mechanisms that can synergize religious traditions with the demands of modern technology without compromising the essence of halal principles themselves.

The Role of Information Technology in Halal Transparency

Information technology has revolutionized how consumers and producers interact within the halal ecosystem. Digital platforms are not merely tools of information; they have become transformative instruments that empower consumers and promote accountability among producers (Roux et al., 2022). Through advanced tracking technologies, consumers can access comprehensive information about the origin of products, the production process, and the certification status in real-time.

This transformation goes beyond mere transparency—it also drives more responsible business practices (Olanrewaju et al., 2024). Producers are compelled to build open, integrated, and accountable management systems. Technologies such as blockchain, artificial intelligence, and geographic information systems (GIS) serve as strategic tools to ensure the integrity of the supply chain and build consumer trust. This creates a positive feedback loop, where digital transparency encourages improved product quality and ethical business practices.

Strategic Development of the Halal Certification Ecosystem

The development of the halal certification ecosystem requires a comprehensive and sustainable approach (Subarkah et al., 2024). This strategy should not only focus on regulatory or technological aspects but also on building social capacity and transforming public awareness. Education and halal literacy become key components in creating intelligent and critical consumers who are able to understand the complexities of halal certification beyond just an administrative label (Rayyahun et al., 2025).

Collaboration between various stakeholders—governments, industries, religious institutions, academics, and civil society—becomes a fundamental prerequisite. Each entity has a strategic role in building a dynamic, responsive, and sustainable ecosystem (Nasir et al., 2023). Transparent governance, effective feedback mechanisms, and a commitment to continuous improvement are key to success. The ultimate goal is not just to create an efficient certification system but to build a culture of quality and responsibility that is internalized in business practices and consumer choices.

Conclusion

This study explores the multidimensional dynamics of halal certification in Indonesia's food and beverage industry, highlighting its significance as both a religious obligation and a strategic economic tool. The findings reveal that 87.2% of Muslim consumers prioritize halal certification when purchasing products, underscoring its role in building trust and brand equity. However, the implementation of halal certification faces challenges, including regulatory complexities, limited resources, and the need for multidisciplinary verification processes. Economically, halal certification offers substantial benefits, with certified producers potentially increasing revenue by up to 35%. The integration of technology, such as blockchain and digital tracking platforms, enhances transparency and accountability, empowering consumers with real-time information. To foster a sustainable halal ecosystem, the study emphasizes the importance of collaboration among regulators, industries, and consumers, alongside continuous education and adaptive policies. In conclusion, halal certification in Indonesia transcends religious compliance, serving as a catalyst for economic growth, consumer trust, and global competitiveness. Addressing its challenges requires a holistic approach that balances regulatory rigor, technological innovation, and stakeholder engagement to ensure credibility and long-term sustainability.

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