

THE AUTHORITY OF THE INDONESIAN ULEMA COUNCIL AND THE COMMITTEE IN DETERMINING THE HALALNESS OF PRODUCTS IN INDONESIA

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Abstract

This study explores the authority of the Indonesian Ulema Council (Majelis Ulama Indonesia, MUI) and its Fatwa Commission in determining the halal status of products in Indonesia. Utilizing a normative juridical method through a positive law approach and literature review, the article highlights MUI's strategic role within the national halal product assurance system. The findings reveal that although administrative functions are handled by the Halal Product Assurance Agency (BPJPH), the substantive authority to issue halal rulings remains under the jurisdiction of MUI. Effective coordination among MUI, BPJPH, and Halal Inspection Agencies (LPH) is crucial to the success of the halal product assurance system.

Keywords: MUI, Halal Fatwa, BPJPH, Halal Certification, Islamic Law.

Abstrak

Penelitian ini membahas kewenangan Majelis Ulama Indonesia (MUI) dan Komisi Fatwa dalam menetapkan kehalalan produk di Indonesia. Dengan menggunakan metode yuridis normatif melalui pendekatan hukum positif dan telaah literatur, artikel ini menyoroti posisi strategis MUI dalam sistem jaminan produk halal nasional. Hasil penelitian menunjukkan bahwa meskipun fungsi administratif dipegang oleh Badan Penyelenggara Jaminan Produk Halal (BPJPH), kewenangan substantif penetapan halal tetap berada di bawah otoritas MUI. Koordinasi antara MUI, BPJPH, dan Lembaga Pemeriksa Halal (LPH) menjadi kunci keberhasilan sistem jaminan produk halal.

Kata Kunci: MUI, Fatwa Halal, BPJPH, Sertifikasi Halal, Hukum Islam

INTRODUCTION

Considering that the majority of the population in Indonesia are Muslims, Islamic beliefs influence many aspects of daily life, including their views on food and drink. Science and technology have developed very rapidly. Perhaps only those living in remote village areas are the least affected by this trend. Globally, this rapid change also impacts human food and drink. The government and food entrepreneurs used to trade raw materials or food products with little variation at the beginning of independence, so the associated issues were also very limited. Food and drink can be assessed for their halal status from several perspectives, at least: first, halal in the sense of coming from lawful sustenance and sanctioned by Islamic law. Second, the basic components or elements are halal. The purpose of halal certification is to provide peace of mind to consumers regarding the halalness of a

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product so that they can consume it. .

Halal certification has advantages beyond just preventing the use of products made from Haram or Halal components. However, halal certification also contributes to the prevention of product fraud. Countries must approve halal products to protect the interests of Muslim consumers against Haram goods. Long before Law Number 33 of 2014 concerning Halal Product Assurance was created, legislation (UUJPH) had been designed. The issues that the researcher will discuss in this study are whether halal certification organizations ensure that food and beverage products are halal, how to verify the legitimacy of halal certification organizations, how halal certification affects the food and beverage industry, and how to increase the number of food and beverage producers in Jambi City that have obtained halal certification.

The purpose of this research is to determine how halal certification agencies contribute to the halalness of food and beverage products and how to establish the legitimacy of these organizations. It also aims to understand how halal certification affects the food and beverage sector and how to encourage more food and beverage producers to obtain halal certification.

In Islam, Muslims are required to consume halal food, because every food we consume becomes part of our body and a vital source of energy for life. Rasulullah SAW said: "No flesh grows from unlawful food, except that Hell is more appropriate for it." (HR At Tirmidzi). Ibnu Kathir explains that eating halal food is a condition for prayers to be answered and for worship to be accepted. Conversely, consuming unlawful food leads to the rejection of prayers and worship. Eating unlawful food is not only a sinful act, but it can also impact the children or descendants of the person consuming it.

The public's desire to consume halal food has become a part of Muslim culture and tradition in Indonesia. Therefore, the role of halal certification is very significant in increasing the trust of Muslim consumers in food and beverage products sold. Halal certification serves as an important reference to ensure that these products are safe and compliant with Islamic law.

Halal certification also plays an important role in enhancing the satisfaction and trust of Muslim consumers. For producers, halal certification can serve as a responsibility to Muslim consumers, increase consumer satisfaction and trust, improve the image and competitiveness of the company, be used as a marketing education strategy, which in turn can increase profits, turnover, and the competitiveness of the producers or the company itself. Meanwhile, for consumers, halal certification can be a guarantee of consuming products that are not halal, providing peace of mind and security in consuming products.

In this research, we will discuss the Authority of the Indonesian Ulema Council and the Committee in determining the halal status of products in Indonesia. We will analyze the Authority of the Indonesian Ulema Council and the Halal Product Fatwa Committee in determining the halal status of products in Indonesia.

RESEARCH METHODS

1. Type of Research

The qualitative research method is used in this title; this type of research is used to study complex phenomena. Data collection techniques used in qualitative research include individual or group interviews and observations. The impact of halal certification, awareness of halal food and beverage ingredients, as well as product image on Muslim consumers' beliefs about food and beverage products in Jambi City can be understood through qualitative studies. According to Sugiyono, the qualitative method is a research technique where the researcher functions as the main

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instrument to study the condition of a natural object. The results of qualitative research tend to focus on meaning rather than generalization, and the data collection method is triangulation with inductive data processing.

2. Sample and Population

Population (Sugiyono, 2017) defines population as a generalization area consisting of individuals or objects that have specific characteristics which the researcher selects to study before drawing conclusions. The target audience for this research consists of Muslim consumers in Jambi City who frequently purchase halal-certified food and beverages.

a. Sample

Samples are a part of the measurement and arrangement of a population, and if the population is large, then researchers will not be able to examine every aspect of it, according to Sugiyono. The Purposive Sampling approach used in this research is to determine the sample. Sugiyono, quoted in his thesis, states that purposive sampling is a method of selecting data sources while considering certain factors. Purposive sampling is a strategy used by researchers because, as stated by Corbin and Strauss, it is considered more acceptable for use in qualitative research than random sampling. According to Guarte and Barrios, purposive sampling is the process of selecting sample units randomly from a population that has been divided into subgroups based on the researcher's requirements. Eisenhardt states that four to eight people are considered sufficient qualitative sources, and this research includes a total of eight sources, which are:

1. One lecturer from the Faculty of Economics and Business at Jambi University who has a business in the culinary field.
2. Four students from Jambi University majoring in Islamic Economics.
3. Two general entrepreneurs who own culinary businesses in Jambi City that have halal certificates.
4. One Muslim consumer from Jambi City who has a high trust in halal certificates and halal products in food and beverages.an.

3. Types and Sources of Data

a. Type of Data

Researchers use qualitative data for this study. Such information can be measured using techniques such as focus groups, recording, observation, and interviews; on the other hand, its explanation cannot be measured. The number of customer opinions regarding halal products and halal certification of food and beverages is the qualitative data needed for this research.

b. Source of Data

In this research, the author uses two sources of data, namely:

1. Primary Data

According to Arikunto, primary data comes directly from the source, which in turn provides the data needed by the data collector. The primary data used in this research comes from interviews with informants who trust halal products and the halal certification of food and beverages.

2. Secondary Data

Arikunto defines secondary data as information that has previously been collected by other parties and is already available. Secondary data is collected by researchers from publications, books, journals, and other sources that they cite in their work.

4. Data Collection Techniques

Researchers use data collection techniques to obtain data. In conducting this research, the author utilizes data collection techniques, including:

1. Interview

To gather information for research focusing on Muslim customers in Jambi City who comply with halal certification standards for food and beverages, the author used interview techniques. The

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purpose of this interview is to explore related details from sources about their opinions on halal-certified food and beverages.

2. Observation

Observation is a method of data collection for research where the researcher uses their five senses to conduct observations. This observation is carried out to gain a deeper understanding of events or occurrences in the environment. Muslim customers in the city of Jambi who feel comfortable purchasing food and beverages that have halal certification are shown how to use this technique.

3. Documentation

Researchers utilize a documentation approach to seek information about their research from transcripts, books, magazines, newspapers, important notes, and other sources. Since historical data and other research-related papers can be collected using the documentation approach, this approach is typically used as supporting material to obtain important data (Sugiyono, 2013).

In this research, the information is obtained from previous studies by reading and studying documents related to the research topic.n.

5. Data Analysis Technique

There are three steps involved in data analysis: data reduction, data modeling, and conclusion/validation. The procedure outlined by Miles and Huberman and used by Burhan Bungin in his research, "Data Analysis for Qualitative Research", is as follows. The analysis techniques used in this study are as follows:

1. Data collection is the gathering of materials combined with data analysis
2. Data reduction is the process of extracting data from a database so that it can be categorized according to the truth and validity of the data
3. Data display or presentation of research data that the author explains scientifically while disregarding any shortcomings.

Conclusion drawing or making conclusions from the data deletion steps of the MAXQDA Standard Program is used in this research to analyze qualitative data. Four data sources considered for the MAXQDA Standard are as follows:

1. Internal Writing Data Sources (internals)

In this framework, internal sources include all sources of qualitative writing data that can be input into MAXQDA, such as interview transcripts, recordings, notes made during the writing process, images, survey data tables, information found on specific databases, and videos.

2. Eksternal Writing Data Sources (eksternal)

Indirect writing resources that are not integrated into Nvivo are referred to as external sources. Examples include print journals and library reference books.

3. Eksternal Writing Data Sources (eksternal)

Memos are a source of writing data in the form of notes taken by the writer during the writing process.

4. Framework Matrices

Framework Matrices is a summary of the observation results regarding certain participants and themes in the project that have been created in a matrix table.

1) Test the Validity of Data

Sugiyono states that the focus of data validity testing is on the truth of the data, which is carried out through thorough observation, fostering persistence, triangulation, peer debate, and negative case studies.

Triangulation of sources and methods is used in this research to ensure data validity. The methodology of triangulation of approaches involves rechecking research findings through multiple means, such as documentation and interviews. To ensure that the level of confidence in a data is

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authentic, source triangulation is the process of obtaining information from various sources. Each question in the observation is examined individually to ensure the accuracy of the data used in the analysis process.

2) Operational Variables

Sugiyono states that the operational definition of a variable is the dimension given by justifying the functions required to measure the variable, defining the function, or assigning meaning to the variable. The following are the variables that influence consumers:

a. Independent Variable.

This variable, often referred to as antecedent, predictor, or stimulus, influences or modifies the dependent variable. The purchase of halal products and halal certification are two variable Xs in this scenario.

b. Dependent Variable

The variable referred to here is the variable that is influenced or caused by the independent variable. In other words, the trust of Muslim consumers in purchasing halal products is represented by variable Y.

RESULTS AND DISCUSSION.

The implementation of interviews with selected informants has been conducted in the city of Jambi from March 15 to April 17 2024

1. Factors Affecting Muslim Consumer Confidence in Halal Certification

The intention to purchase halal food and beverages is influenced by a person's level of faith and belief in halal. Muslim customers are also influenced by halal awareness, which relates to knowledge and understanding of the importance of halal cuisine. Muslim consumer trust in halal certification is very important in the halal industry.

Muslim consumer trust in halal certification is the result of the interaction of various interrelated factors. Halal certification bodies need to build credibility, implement reliable certification processes, and ensure that halal-certified products meet established standards. Muslim consumers need to be equipped with adequate education and information about halal certification so they can make the right choices when purchasing products.

Sertifikasi halal memberikan jaminan kepada konsumen bahwa produk yang mereka konsumsi telah memenuhi standar syariat Islam dan aman untuk dikonsumsi. Berbagai faktor mempengaruhi kepercayaan dan minat terhadap sertifikasi halal; meskipun demikian, mereka secara umum dapat dikategorikan menjadi dua kategori:

1) Internal Factor

Internal factors that influence Muslim consumer confidence in halal certification stem from religious knowledge, personal beliefs, experiences, perceptions, and psychological factors. Understanding these internal factors can help halal certification bodies, producers, and the government in building consumer trust and increasing awareness of the importance of halal certification.

The internal factors that influence Muslim consumer confidence in halal certification are an important aspect in ensuring the safety and quality of halal products. Knowledge of Islamic law and the need for halal food and drink influence Muslim consumer confidence in halal certification. Halal awareness, which is the awareness of the need for halal food and drink, has a significant impact on the interest in buying halal food and drink. In a study conducted by Sulastri, it was found that halal awareness has a significant effect on the interest in purchasing halal food. Halal awareness influences Muslim consumer confidence in halal certification, as they believe that the halal products they purchase comply with Islamic law.

Religious beliefs also affect Muslim consumers' trust in halal certification. Religious belief influences Muslim consumers' trust in halal products because they believe that the halal products they purchase are in accordance with Islamic law. Halal marketing also impacts Muslim consumers'

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trust in halal certification. Halal marketing is a marketing activity that is conducted similarly to general marketing activities, but what makes it different is the addition of compliance with Islamic law, which becomes a special value to be offered to a specific consumer group, namely Muslims.

Halal certification itself affects Muslim consumers' trust in halal products. Halal certification is a symbol that guarantees that the halal products sold comply with Islamic law. Halal certification provides Muslim consumers with confidence that the halal products they purchase conform to Islamic law. In research conducted by Azam, it was found that religiosity has a positive and significant impact on halal awareness. Religiosity influences Muslim consumers' trust in halal certification because they believe that the halal products they buy are in accordance with Islamic law.

All these influences come from within the human being; these factors often take the form of attitudes and innate characteristics. This research examines the internal elements related to Self Correction obtained from various sources, which may impact consumer confidence in the implementation of halal certification. The internal variables that influence public trust in halal certification are as follows:

a. Knowledge

The knowledge factor that influences Muslim consumer trust in halal certification is an important aspect in ensuring the safety and quality of halal products. Knowledge about Islamic law and the need for halal food and beverages affects Muslim consumer trust in halal certification. Halal awareness, which is the awareness of the need for halal food and beverages, significantly influences the purchasing interest in halal food and beverages. In a study conducted by Sulastri, it was found that halal awareness has a significant effect on the purchasing interest in halal food. Halal awareness affects Muslim consumer trust in halal certification, as they believe that the halal products they purchase comply with Islamic law.

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In synthesis, the knowledge factor influencing Muslim consumers' trust in halal certification is one of the important aspects in ensuring the safety and quality of halal products. Knowledge about Islamic law and the need for halal food and beverages affect Muslim consumers' trust in halal certification. Halal awareness, religious beliefs, halal marketing, and halal certification influence Muslim consumers' trust in halal products.

Understanding halal certification and related information from various sources is very important because it can affect consumer trust in halal-labeled food and beverages. For Muslim consumers, it is essential to know whether the halal certification of a food or beverage product can be relied upon. The compliance of a product with halal standards is ensured through its halal certification. To guarantee that the produced goods are truly halal and trustworthy, halal auditors must undergo competency certification and training as part of the halal certification process.

From the results of the interview conducted with one of the students of the Islamic

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economics program regarding knowledge about halal certification as follows:

"I can say that I have a little understanding of halal certification from several restaurants that have halal certificates, but I do not really know whether the halal certification is genuine or fake, or just for show to make customers believe that it has halal certification." (Islamic Economics Student, Walda Anjelisvintiya).

"This made me decide to provide halal certification for my products. Initially, I saw that the market need for halal products was increasing. I want to make sure that everyone can get my products, even those who care about halal ingredients in food. The process is quite time-consuming. It is my duty to ensure that all production processes and raw materials comply with halal requirements. Next, apply to a halal certification body and pass several audits and inspections. After halal certification, my company's sales increased dramatically. The halal certification of our products attracts many new clients.

Customers have given positive comments. They feel safer and more comfortable buying our products because they know they are halal." Bg Okem – Owner of Kebab Mendalo Business)

"I am very concerned about the halalness of the goods I consume as a Muslim customer. The halal certification of a product ensures that it has been adequately processed and supervised in accordance with Islamic law. This helps me feel more comfortable and confident when I buy the product. stuff." (Sukarsih: Household manager).

"When I shop online, I usually look for items that have the halal symbol. I feel safer using products that are halal certified because it eliminates components that are considered haram. In addition, halal certification demonstrates business compliance with morality and religious principles." (Ermawati: Independent Contractor).

"As a business owner in the food industry, I can prove the benefits of having halal certification. My sales turnover has drastically increased since obtaining halal certification. This indicates that customers value halal products more and prefer products that have been halal certified." (Desi Marlina, Business Owner).

"I only learned about halal certification a few years ago. Since then, I have been determined to only buy halal certified products. When I consume these items, I feel more comfortable and confident because I know they have been processed carefully and in accordance with Islamic law." (Teguh Hidayat State Islamic University).

"I know the halal label format, but I don't really understand halal certification," said the person, referring to the fact that halal certification is not commonly found in many stalls or food companies. (Economics Education Student, Afriyanti).

"The fact that now many agricultural products are halal certified makes me very happy. This makes it easier for me to sell my products to a larger, even global market. The income and lifestyle that my family enjoys have increased because of my halalness. certification." (Farmer Randen Arya)

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b. Location

The desire of business operators to use halal certification may be influenced by internal factors, such as location. Since the main location is usually in strategic areas that are frequently visited by many people, placing the company in a strategic location will facilitate marketing. Potential customers will also find it easier to locate you because you are in a prime spot.

This will simplify the process of marketing the promoted goods. The location, or the place where customers are served, can also be seen as the place where goods are displayed. The type of business to be run, accessibility to markets and customers, the convenience of facilities and infrastructure, ease of expansion, proximity to government centers, and availability of other resources are all considerations in choosing a location.

2) Eksternal Factor

Not only internal factors such as consumer knowledge and the commitment of business actors affect the role of halal certification in increasing consumer trust. Important impacts are also caused by external factors such as government laws, the legitimacy of halal certification organizations, media coverage, and community involvement.

Consumer trust in halal certification can be enhanced through clear and supportive government policies, such as comprehensive halal regulations and standards, as well as support for business actors. The implementation of a halal product assurance system is guaranteed to be consistent and aligned with the legitimacy and professionalism of halal certification institutions and collaboration among institutions.

Consumers are better able to understand the benefits of halal certification and make informed decisions about halal products when confronted with objective and educational media coverage, as well as halal education and outreach initiatives. The public is more likely to choose halal products and have greater confidence in halal certification when they are more aware of the importance of halal and actively participate in monitoring halal products. The government, halal certification bodies, the media, and society as a whole must work together cooperatively and synergistically to strengthen the role of halal certification in protecting consumers and enhancing the competitiveness of halal products in international markets.

a. Services

Service is any action or activity that is essentially intangible and does not provide ownership that can be transferred from one party to another. The actions of producers that meet the desires and needs of customers to satisfy them are known as services. Additionally, according to Kotler, these actions may occur before, during, or after a transaction. Intangible and easily lost, services are an experience that can be perceived by clients, not owned, and where they can actively engage in the service consumption process.

The service factors that influence Muslim consumer trust in halal certification are one of the important aspects in ensuring the safety and quality of halal products. Good service can enhance Muslim consumer trust in halal certification, as they believe that such service can ensure that the halal products they purchase comply with Sharia standards and do not contain elements of non-halal.

In a study conducted by Sulastri, it was found that halal awareness, religious belief, halal marketing, and halal certification have a significant impact on the interest of Muslim consumers in Bali in purchasing halal food and beverages. Halal awareness and religious belief influence Muslim consumers' trust in halal certification, as they believe that the halal products they buy comply with Islamic law. Halal marketing also affects Muslim consumers' trust in halal certification, as they believe that halal marketing can ensure that the halal products they purchase meet sharia standards.

Halal certification itself influences Muslim consumers' trust in halal products, as they believe that halal certification can ensure that the halal products they purchase are in accordance with sharia standards and do not contain any forbidden elements.

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In practice, good service can be provided by giving clear and accurate information about the halal products being sold. Marketers must provide information about the ingredients used in halal products, the production process, and the sharia standards that are followed. In addition, marketers should also assure that the halal products sold meet Sharia standards and do not contain any haram elements. Thus, the trust of Muslim consumers in halal certification can increase, and they can purchase halal products with confidence that these products comply with Islamic law.

In synthesis, the service factors that influence Muslim consumer trust in halal certification are one of the important aspects in ensuring the safety and quality of halal products. Good service can enhance Muslim consumer trust in halal certification, as they believe that such service can ensure that the halal products they purchase comply with Sharia standards and do not contain haram elements.

Service is any action or series of actions that directly involve human interaction with other people or physical machines with the aim of satisfying clients. The clients studied in this research are restaurant entrepreneurs in the city of Jambi.

2. The Most Dominant Factors That Affect Consumer Trust in Halal Certification

It is difficult to identify the key elements that most influence how confident consumers are in halal certification. This factor is not static; it depends on a number of circumstances. Nevertheless, several studies and analyses have concluded that the following elements are the most important: The main factor is the legitimacy and expertise of the halal certification organization. Customers are more likely to trust certifications issued by professional and reputable organizations that have accredited universities, skilled and impartial auditors, open and honest audit processes, and a solid track record.

Educating consumers about the value of halal food is equally important. Customers who understand the importance of halal are more likely to seek out and choose products that have received halal certification. Many factors, including lifestyle choices, religious teachings, direct knowledge, and information obtained from social media and media in general, can impact this understanding.

Customers can be assured that halal-certified products meet the requirements set forth by clear and comprehensive government halal laws and standards. As a result, customers may become more confident in halal certification. Consumer trust in halal certification can be strengthened by the neutral and educational role of the mass media in halal reporting. The public can be educated and made aware of the value of halal through the use of mass media.

Ensuring that halal-certified products truly meet halal criteria can be facilitated by involving the community in monitoring halal products. As a result, customers may become more confident in halal certification.

It is important to remember that not all customers are equally affected by these elements. When choosing halal products, different consumers may have different goals and factors to consider. Therefore, comprehensive and integrated activities must be carried out by taking into account various aspects and the diverse needs of customers to build consumer trust in halal certification.

The level of consumer confidence in halal certification is influenced by various interconnected factors. Halal certification bodies need to build credibility, implement reliable certification processes, and ensure that halal certified products meet the established standards. Consumers need to be provided with adequate education and information about halal certification so that they can make informed choices when purchasing products.

CONCLUSION

Halal certification plays an important role in increasing consumer trust in food and beverage products. Consumer trust in goods that have obtained halal certification can increase along with

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consumer loyalty to food and beverage products and the improvement of product quality. Therefore, our research suggests that halal certification should be a component of a successful marketing plan to enhance consumer trust in food and beverage products.

The role of halal certification in enhancing Muslim consumer trust in food and beverage products in Indonesia is very important and significant. Therefore, companies operating in Indonesia must pay attention to the importance of halal certification in increasing Muslim consumer trust and improving the quality of food and beverage products sold there.

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