

IMPLEMENTATION OF HALAL CERTIFICATION INSTITUTIONS IN ASEAN COUNTRIES

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ABSTRACT

ASEAN serves as an integrated market and manufacturing hub, facilitating the seamless movement of goods, services, capital, investment and production. Wrong One regulation Which applied rates customs enter Which imposed on goods Which traded in between countries ASEAN members . Implementation trading free in ASEAN cause concerns among public Muslim in Indonesia And countries ASEAN other regarding the halal status of imported products. To overcome this problem, standardized requirements, labels, and registration procedures are needed for halal certification. This study aims to analyze the implementation of halal certification in halal certification institutions in ASEAN countries, especially Indonesia, Malaysia, and Thailand. This study uses comparative qualitative by collecting primary and secondary data. Primary data is obtained from information on official government websites and halal certification institutions. Meanwhile, secondary data is obtained from literature such as journals, articles, and books that are relevant to the research topic. Such as the halal standards of each country and comparing them with aspects of technology, determination procedures, legal issues, and audit methods. The results of the analysis show that ASEAN member countries, especially Indonesia, Malaysia and Thailand, have different regulations and requirements for implementing halal assurance standards. However, these differences create confusion and hinder international trade.

Keywords: ASEAN; Indonesia Malaysia Thailand; Certification halal; Halal standards.

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I. INTRODUCTION

1.1. Background

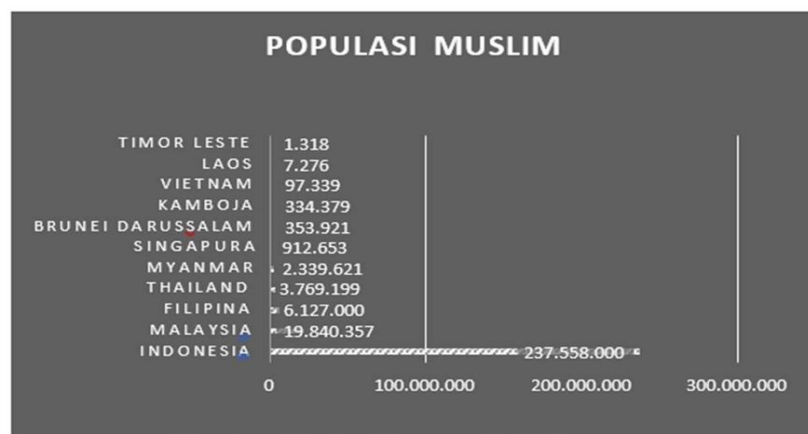
Halal products are not only a necessity for Muslims, but also part of the global trend in food safety and quality. In ASEAN, with significant Muslim populations in Indonesia, Malaysia, Brunei Darussalam, and parts of the Philippines and Thailand, the demand for halal products is increasing sharply. This requires the existence of a credible, standardized, and regionally and internationally recognized halal certification institution. However, differences in policies and institutions between countries pose their own challenges in harmonizing and integrating the halal system in the Region .

Market global halal products have show significant growth in line with increasing Muslim population around the world. According to State of the Global Islamic Economy Report (2023). Expenditure global halal food and beverage in 2022 reached US\$2.2 billion . This figure estimated will continue to increase to reach US\$3 billion by 2024. This growth rate is driven by several main factors. First, the world's Muslim population continues to grow. It is projected that by 2060 there will be around 3 billion Muslims or around 31% of the world's population. This is certainly the largest potential market for halal products and services.

The increasing demand for halal products is in line with the increasing awareness of both Muslims and non-Muslims of the benefits of halal products, which not only fulfill religious obedience but also guarantee aspects of safety, cleanliness and good quality. 2Uniquely, Wiratma's research proves that the sensation of halal food taste is also considered superior, making it a special attraction for all levels of society in the world. 3The concept of halal has now also expanded to include various categories of products and services such as pharmaceuticals, cosmetics, tourism, finance, and others.

Related to the rapid global market, tieman in his study stated that halal standardization is an important issue that needs attention. 5 Standardization is needed to ensure uniform interpretation and definition of halal products across countries. This is important to create legal certainty and avoid regulatory confusion. In addition, standardization can also expand international market access for producers by reducing trade barriers. In line with that, Ismail also stated that standardization aims to ensure uniform halal status of products in various countries and protect the rights of Muslim consumers. Several countries have developed national standards for halal products, certification, and halal logos. However, differences in standards between countries are also often an obstacle to international halal product trade.

Figure 1.
Muslim Population in South East Asia



Populasi Muslim Kawasan Asia Tenggara

Sumber : The Royal Islamic Strategic Studies Centre (RISSC)

Therefore, the level of global standardization is expected to facilitate internationally recognized certification, increase Muslim consumer confidence, and support the growth of the world's halal economic ecosystem. Especially in the Southeast Asian region, as a trade union country or what is called the ASEAN Free Trade Area (AFTA), which encourages economic integration among ASEAN (Association of Southeast Asian Nations) member countries. AFTA aims to create a single market and a larger production base in the ASEAN region. This aims to encourage free trade among member countries, strengthen regional economic integration, and increase ASEAN's economic competitiveness in the global market.⁷ Moreover, according to data from The Royal Islamic Strategic Studies Center (RISSC) 2023,⁸ ASEAN is a region with a Muslim population of around 271,332,469 or can be said to be very large. The economic integration that causes the free market, apart from providing many economic benefits, such as increased trade and investment, and higher economic growth, also raises its own concerns for Muslims regarding the halal status of imported products. To address these concerns, standardized standards, labels, and registration procedures are needed for certification purposes.

Currently, each country has different national halal authorities and standards. As a focus of research, Malaysia has a mature halal certification system under the coordination of the Department of Islamic Development Malaysia (JAKIM). Halal certification in Thailand is the authority of the Central Islamic Council of Thailand (CICOT), which is a forum for Thai clerics at the national level. State support in the form of funding and other support comes in the form of a scientific research institution, namely the Halal Science Center at Chulalongkorn University.

In Thailand, halal certification is entirely the authority of the Central Islamic Council of Thailand (CICOT), which is similar to the MUI in Indonesia. Meanwhile, in Indonesia, halal certification began with the birth of the MUI Food, Drug and Cosmetics Assessment Institute (LPPOM MUI), which was formed in response to the government's assignment to MUI to calm the pork fat case that occurred in 1988. To carry out this task and reassure Muslims in consuming processed food products, MUI formed a semi-autonomous institution, namely LPPOM MUI on January 6, 1989. However, with the issuance of Law Number 33 of 2014 concerning Halal Product Assurance, halal certification became the authority of the Halal Product Assurance Organizing Agency (BPJPH) which is a state institution. This shows a shift from a civil society movement to a state program.

The differences in national standards and halal logos between ASEAN countries have the potential to hinder the flow of halal product trade in the region. Therefore, this study aims to investigate and compare halal standards and their implementation in several ASEAN countries. Along with the impressive market growth, new challenges have also emerged related to regional halal product standardization. According to Lestari, standardization is important to ensure uniform interpretation and definition of halal across ASEAN countries.⁹ This is supported by Maria who said that standardization can expand market access for halal products and increase the confidence of Southeast Asian Muslim consumers who are very heterogeneous.

The implementation of halal standardization and certification in Southeast Asia still faces various obstacles. Research conducted by Rizaldy and Syifana found that currently halal regulations between ASEAN countries are still very varied and inconsistent, both in terms of definition and authority institutions. Yuanitasar, Sardjono, and Susetyo found that differences in halal certification systems, logos, and

regulations make it difficult for business actors in ASEAN to expand their businesses. Different halal standards in each country and based on the interests of policy makers make it difficult for business actors and even for the future of the halal certification.

Halal certification is a primary requirement for consumer protection in the ASEAN region. Therefore, halal certification registration should be carried out with one application for ASEAN countries to be more effective and efficient.¹⁴ Halal certification and securitization are used as a benchmark and protection in food security that meets Islamic standards, especially in non-Muslim countries. However, in an economic framework, different halal certification standards can hinder the pace of the economy.

Research by Baharudin Othman, Sharifudin Md. Shaarani, and Arsiah Bahron found that ASEAN countries (Malaysia, Indonesia, Singapore, Brunei, Thailand, Vietnam, and the Philippines) have similarities and differences in practicing halal. In addition, not all countries have the infrastructure and the same capabilities as the same technology and standard preparation. In-depth studies related to halal standardization and its implementation in Southeast Asia are still very much needed to overcome current regulatory problems. The urgency of halal certification is seen as a tool to determine whether a service or product is truly guaranteed to be halal, safe, and clean. Research related to the implementation of halal certification in ASEAN countries has actually been widely conducted. However, this study is different from previous studies. This study focuses on an in-depth analysis of the implementation of halal certification and its regulations in ASEAN countries, in which it analyzes comparatively the shortcomings, advantages, and challenges. Previous studies focused on its practice standards,¹⁷ discussing halal practices and standards globally.¹⁸ Meanwhile, Sulisty's research using the normal group technique (NGT) method is limited to the East Kalimantan region only and cannot be generalized in Indonesia as a whole even though the subjects are stakeholders directly involved in the halal process.

The study of countries as halal centers was presented by Nik Muhammad, who only chose Malaysia as a model by presenting a framework through the integration of the role of supply chain strategy and halal assurance systems. In reality, each country has different practices based on halal requirements. In fact, the involvement of halal certification institutions also varies based on culture and interests. This study focuses on three countries, namely Malaysia, Indonesia, and Thailand as countries that have become leaders in halal certification.

1.2. Research Purpose

This research aims to

1. Reviewing the implementation of halal certification institutions in several ASEAN countries.
2. Identifying issues that hinder the integration of regional halal systems.
3. Providing strategic recommendations to enhance halal cooperation between ASEAN countries.

II. METODOLOGI

This study uses a comparative qualitative approach with gather data primary And secondary. Data primary obtained from information on official government websites and halal certification institutions. Meanwhile, secondary data was obtained from literature including journals, articles, and books relevant to the research topic, such as the halal standards of each country, which were then compared in terms of

technology, determination procedures, legal issues, and audit methods. The objects of the study were Indonesia, Malaysia, and Thailand. These countries were chosen on the assumption that halal standards in Malaysia and Thailand are more widely accepted by other countries compared to Indonesia. By Because That, standard halal Indonesia still needs to be modified to minimize the gap in terms of mutual recognition between country And For create standard halal Indonesia which nature global so that more can accepted by countries other in this world.

III. RESULT AND DISCUSSION

International world start highlight halal certification . This is happened in a number of country Which own population majority Muslim or in countries where the number resident The Muslims little , halal has become part from policy national they. Phenomenon This No only related with aspect religious teachings , but also related with right individual in obey trust religious them . For religious consumers Islam , the importance consume food , drinks , medicines , cosmetics and other products that have halal certification becomes a obligation as well as part from religious beliefs that must be held firm.

Through existence halal certification on products said , buyers and consumers can feel Certain that what they buy and consume in accordance with Islamic teachings . Guarantee halal certification will involved inspection in a way evenly distributed on the material the standard used in products , production processes , and origins from ingredients This is give calm for Muslims who do purchase.

1. Certification Institutions in Each Country

Moderate halal lifestyle to penetrate globally , no only in countries with majority Muslim population , but also in countries with minority Muslim population .²⁴ Every country has policy Alone related halal certification , with certification bodies originating from from institution government or non- government . As for example , in Malaysia, certification carried out by the institution affiliated certification direct with government . government take transfer certification because Malaysia stated himself as an Islamic country, so prioritize regulations and halal guarantees for all inhabitant his country .

Since year 1965, Malaysia has carry out process halal certification supervised by the Selangor Islamic Religious Affairs Department (JAIS). Then , on year 1974, not quite enough answer certification halal diverted to agency government , namely the Department of Islamic Development Malaysia (JAKIM). The Halal Management Section of JAKIM together with with Department The state religion of Islam is responsible special in look after all aspect related halal certification in Malaysia.

Different with Malaysia, in Thailand halal certification is carried out by non-governmental institutions . Thailand, which is the majority its population Buddhist , has succeed carrying out the halal certification process , especially in context food . The Central Islamic Council of Thailand (CICOT), a body consisting of from Thai scholars at the level national , responsible answer on certification halal in Thailand. CICOT also has the Halal Standard Institute of Thailand which is tasked with check and provide certification Thai products . Apart from that , in Thailand, there are center halal research at Chulalongkorn University, namely The Halal Science Center under Faculty of Applied Sciences . Although Thailand is not a Muslim majority country , the government support halal certification because consideration economy . Government

with enthusiastic support related programs halal certification for use increase global market access , especially the majority inhabited by Muslims .

The existence of institution certification halal is method Which required For ensure halal product Which will exported to outside country, especially to countries with majority Muslim population . Certification body private or established by non - governmental organizations sometimes No acknowledged by country other, so that can cause rejection . Currently , Indonesia is make an effort For divert not quite enough answer previous halal certification held by institution non- governmental like MUI to institution government under the Ministry of Religion, namely the Organizng Agency Guarantee Product Halal (BPJPH).

a. Institution Halal Certification in Indonesia

BPJPH holds role central in management halal certification and given authority by law For carry out various related duties , functions and authorities with certification halal. Function the covering aspect administrative, regulatory, operational, accreditation, supervision, and enforcement law.

The function that is establish a fatwa for halal products . LPH, in side other, play a role help BPJPH in inspect product . The difference in the JPH Law is that LPH does not Again become entity single , but can initiated or formed by the government and also public.

In halal law , there are: related regulations with a number of work in halal sector such as halal auditors, halal supervisors , halal supervisors , interpreters halal slaughter , and process companion production halal (PPH) .³⁰ All over process work the regulated , includes various element start from condition , placement , until consequences and dismissal . In addition , the law it also regulates participation a number of ministries and agencies government in support policy halal in Indonesia. Work The same BPJPH with agencies said , which is responsible the answer related with product food , drink , drug , And cosmetics halal, required in halal laws . the institution covers agency such as the Ministry of Health, Ministry of Agriculture , Ministry of Industry, Ministry of Trade , Ministry of Cooperatives and Small and Medium Enterprises (SMEs), as well as agencies such as the National Standardization Agency (BSN), the Food and Drug Supervisory Agency (Badan POM), and so on .

Certification process in Indonesia takes time. average time of 64 days or about two months . The process begins from registration until the issuance of the 'halal' fatwa. Muhamad Nadraturaman Hosen and Fitriyani Lathifa mention time average For halal certification process based on category risk product . First , time average For products that are not There is or product at risk low is about 40 days . Second , the average time for risk medium and risk tall is 44 days .³¹ Next , the average time for service certification start from audit until giving fatwa Which issued by Commission Fatwa MUI is 24 days . Indonesian Ulema Council stated that the halal certification process takes time time most long three weeks. However, process can more long if the requirements given perpetrator business no complete. The process is consists of from administration , internal halal security , inspection field , and trial fatwa commissio. Karimah stated that decision halal halal products must issued no later than 30 day Work since MUI accept results inspection and/ or testing from BPJPH .³³ After the status of a product set as 'Halal,' BPJPH must

publish certificate halal most slow 7 (seven) day Work since decision determination product halal received by MUI.

Figure 2.
Halal Certification Procedures for Products Circulating in Indonesia



Source: Website LPPOM MUI

Figure 3.
Channel Process certification Halal in Indonesia



Source: Website Ministry Religion Republic of Indonesia

b. Halal Certification in Malaysia

Malaysia state himself as center activity halal global. Terms about halal products , well produced in a way local and also imported , has enforced in Malaysia since beginning 1970s. On time there it is request important from Muslim consumers in Malaysia to inspect halal product food and drinks in restaurants , shops , and various product food import . Likewise , there are significant demand from global companies opening their outlets in Malaysia.³⁴ As response to demands this , Parliament Malaysia emit regulation on year 1972 Which known as Act 87/1972 related halal in Malaysia.

Since 1 January 2012, based on regulation PPE 2011, only One logo halal Which in a way official acknowledged by JAKIM in Malaysia. Previously , the entity private has emit many logos or halal symbol used in restaurants and products food . After date said , restaurants , hotels, products , or other operators that are still using a

logo other than Which issued by JAKIM can charged fine as big as RM 250,000, while individual can fined of RM 100,000 or get punishment prison during three year or both of them.

Based on explanation about history regulation and implementation halal certification in Malaysia, can concluded that since early , government has active cope and manage issue halal certification . The halal issue in Malaysia is becoming not quite enough answer full country. The purpose of action This is For give belief as well as certainty to consumer related product Which has certified halal by country. This aims For emphasize that halal certification no only related with matter religious , but also has implications on the field economy , trade , aspects social , and political.³⁷

However , in matter submission certification in Malaysia, halal certification process from submission until validation or get label need time around 6-10 months . The process of issuing a fatwa takes a long time constraint for manufacturers or owner effort . This is show that the fatwa decisions of each country can be influence difference decision law.

c. Halal Certification Intitutions in Thailand

From the corner view history , politics , and culture , Islam has become element important in Thailand. This White Elephant Country No only own Islam as the number two religion , but also provides appreciation and protection law to this religion . The Thai Constitution stipulates guidelines about right religious , while The Royal Thai Government recognizes and protects right For worship . The Thai Constitution also guarantees principle equality rights and freedoms For everyone .

Thailand start initiative certification halal since year 1948 when Shaykhul Islam issued halal certificate for place slaughter animals in the country , with objective guard Muslim community from consume product non - halal animals . Furthermore , Thailand also became pioneer in use of the halal logo internationally in 1971 with a logo that is famous throughout the world.

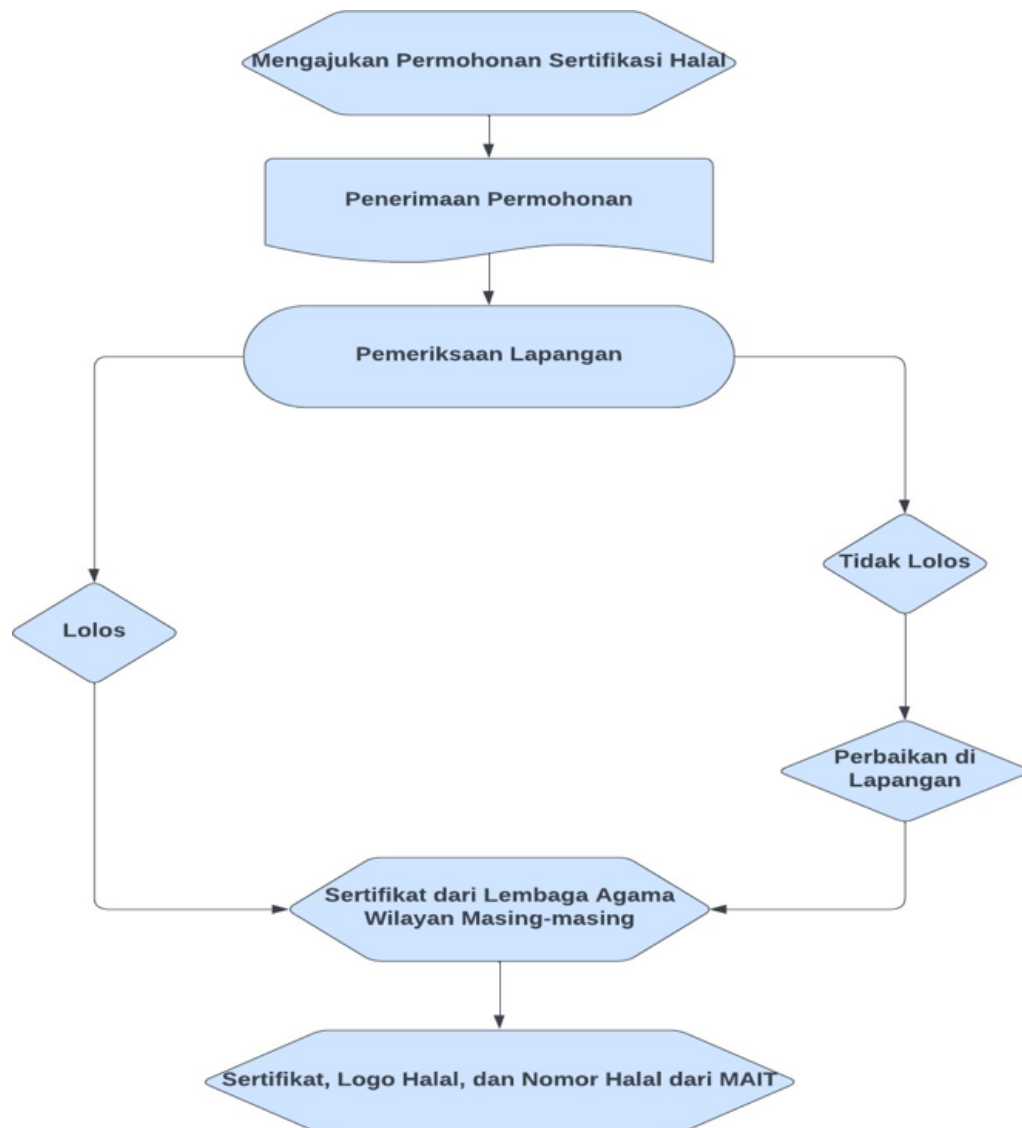
In implementation In his duties , Shaykhul Islam is assisted by the Central Islamic Council of Thailand (CICOT) and is responsible for answer to the King, while his position appointed and inaugurated by the King of Thailand with recommendation from the Prime Minister, below Ministry In Country And Ministry Education, in accordance with Law 340/1997 concerning Administration Islamic Organization Law the existence a committee named Committee Central Islam Thailand, Which consisting of Shaykhul Islam as CICOT Chairman and members elected committee with King's approval from the Regional Islamic Religious Council. Committee This on duty main For support Sheikh Islam in matter administration Islam in Thailand. As institution religion highest in Thailand, Committee This protected by authority Parliament . From there, you can concluded that all affairs related to the Islamic religion is regulated in a way centralized with jurisdiction alone.

Based on information that has been described , the conclusions that can be drawn withdrawn is that an Islamic organization called CICOT (The Central Islamic Council of Thailand) headed by Shaykhul Islam is responsible answer on process certification halal in Thailand. The government also has to validate

existence CICOT And Sheikh Islam in law , namely Law 340/1997 concerning Administration Islamic Organization

Furthermore , the Thai government in effort increase halal certification , establishing a number of institution in CICOT structure such as Halal Executive Committee (HEC), The Halal Standard Institute of Thailand (HSIT), Halal Accreditation Body , and HSC (Halal Science Centre). The Thai government also provides support active to halal certification with publish a number of regulation as well as provide programs funded by the state budget

Figure 4.
Process giving Halal Certification in MAIT



Source : Referring to scheme on Article Proceedings Poramint and Safitr

1. Support Technology

Support technology is very much needed by a country that prioritizes halal products. Technology give convenience information related halal A the product that will be submit halal certification . In Indonesia, the application process more halal certification flexible compared to previously . Since year 2010, Institution Assessment Food, Drugs and Cosmetics Indonesian Ulema Council (LPPOM- MUI) has apply system certification in a way on line through the application that called CEROL SS23000. System This do process certification start from registration until monitoring the certification process . All regions in Indonesia can register their halal certification with more fast and easy

In addition to applications , technology in the form of tools detector in laboratory Which standardized national And international Which acknowledged by Committee Accreditation National (RIGHT) must owned . The benefits is as rapid test tool For ensure that product No contaminated by prohibited materials , one of which is is detector meat pig (PDK). Testing meat pigs and their derivatives can found in HAS 23000:2 points 4.7.1, And test level alcohol at point 4.7.2.

Support technology in Malaysia instead more advanced compared to in Indonesia. Malaysia has an online portal System MyeHalal used For inspect Malaysia halal information , foreign halal certification , And procedure certification halal. Malaysia own Center Analysis Halal Malaysia (MyHAC) as Laboratory Halal Malaysia.

MyHAC functioning as service analysis For help in the Malaysian halal certification process , accelerating halal certification process , releasing results analysis laboratory providing interpretation analysis laboratory which accurate, and develop method analysis. Test process laboratory Which done must approved by laboratory owned by government .

Thailand strengthens infrastructure technology and laboratory halal For support growth halal industry in the country as well as increase Power the competition in market global. Thailand own a number of laboratories and institutions related technologies with halal, including :

- a. Halal Science Center, Chulalongkorn University: One of Thailand's leading research centers focusing on halal science and technology, research, development and training in various aspects of halal science.
- b. Thai Industrial Standards Institute (INSERTATION): Responsible answer to develop standard industry including standard halal in Thailand, and is involved in the development of halal analysis and testing methods .
- c. Department of Science Service (DSS): Is a government department responsible for scientific and technical services in Thailand. DSS has laboratory facilities involved in halal testing and analysis.
- d. Thailand Halal Assembly (THA): Is an organization involved in promoting the halal industry in Thailand including the development of halal

laboratory infrastructure and the implementation of appropriate halal practices.

With existence support adequate technology, the halal certification process can done with more efficient and accurate, ensuring that product Which produced in accordance with standard recognized halal in a way international .

2. System Audit

Traceability is method main for halal audits in each country. According to Karimah, the scope of halal audits or halal audit systems (HAS) is very big and complicated⁴³ Audit process covering halal value chain of period validity halal certificate , halal products , halal label inclusion , inclusion information forbidden , separation location , place , tool slaughtering , processing , storage , packaging , distribution , management waste , outlets , and presentations between halal products and products forbidden , existence halal supervisor , and/ or other related activities with HAS.

Audit check to location manufacturer carried out by LPPOM-MUI after letter halal certification and the attachment considered fulfil terms . After audit results are evaluated and considered worthy of halal, then manufacturer related will processed halal certification.

If it happens change in use material raw materials help , or addition material in the production process , manufacturers must quick report to LPPOM-MUI. During the audit process, the manufacturer requested For give honest and clear information . The audit team will take sample random For tested in laboratory . If required , audit can done When just in a way suddenly.

Principle traceability is also applied in Malaysian halal standards . Recently this government Malaysia agree that company must conduct an audit for monitor procedure Alone with send example material to accredited laboratory in Malaysia . After publishing halal certificate , inspection to minimum factory done very in a year in a way suddenly . However , For company Which operate in sector with level risk tall , inspection process suddenly can done more from very in a year . If proven there is violation to halal requirements , JAKIM has the right give warning to company . Furthermore , if violation the more Serious , JAKIM own right For to pull out company halal certificate .

Scope of the inspection process For Malaysian Halal Standards include halal value chain consisting of from documentation and profile company ; system management halal guarantee ; materials raw material (material) raw , material addition , material help) ; equipment Which used ; packaging And label ; storage ; processing ; transportation ; workers ; system sanitation and hygiene ; management waste ; And premise physique . Coverage This must implemented by manufacturer For get certificate halal from JAKIM.

In Thailand, system audit started from training halal. Specifically for business that has not been Once own halal certificate , they need undergo training at the Halal

Standard Institute of Thailand, a organization religious exclusive Which set up by CICOT Which aiming For arrange Islamic religious affairs in the Kingdom. The company must give proof notes training to the halal auditor if inspection to company done . After company finish training, CICOT will to form halal audit committee , among others consists of from academics , scientist food , specialist manufacturing , and specialist from Department Farming (in case House cut animals). The halal audit team will gather sample from line products and materials raw the company that was sent to Institute Thailand Halal Standards for analyzed in the laboratory. The results sent return to Halal Committee . The halal audit team will conduct an audit of the entire manufacturing / production process , including warehouse and material audits standard . After everything complete And pass test, so CICOT give agreement end and will send halal certificate and contract to business.

3. Comparison Product Halal in Every Country

a. Institution Certification halal each Country

Every country in study This has implement regulation about standard halal And certification halal. Although institution certification different and regulations are also far different , in a way general objective main from existence regulation the is For protect citizen of forbidden foods and giving certainty law for Muslims . This is show existence relatedness between the state and the halal certification process.

b. Support Technology

Superiority technology show that each country has accredited laboratory in a way national . In addition , registration For halal certification can done online in Indonesia and Malaysia. On the other hand , as noted by Thailand, the registration process halal certification in the country done directly by the manufacturer or owner business to CICOT And done training moreover formerly at the Halal Standard Institute of Thailand.

c. Audit System

The threat that emerged from implementation halal standards especially related with audit issue . One of the problem the main thing is difference in determination of fatwas in each country. With Thus, audit procedures as base For set halal decision will different in each country. Indonesia and Malaysia still allow fatwa anesthesia with a number of restrictions. Problem other is confession law halal certification abroad. In Indonesia, recognition to certificate halal from outside country given in a way free. However , the problem arise If a moment revealed that there is forbidden material in product . Questions next is who will responsible answer in finish problem Meanwhile in Thailand , the audit was conducted in a way strict ; company must follow training halal standards first formerly at the Halal Standard Institute of Thailand.

Table 1.
Halal Procedure of Country

	Indonesia	Malaysia	Thailand
Issuance of HC*	3 weeks – 2 months	6 - 10 months	3 - 5 months
Validity Period (year/s)	5 years	2 years	5 years
Renewal Before	3 months	3 months	3 months
Issuer	LP POM MUI	JAKIM	CICOT

Table 2.

Audit Remark	Transition period (MUI to the Ministry of Religious Affairs of the Republic of Indonesia)	JAKIM	The Central Islamic Council of Thailand (CICOT)
Type of Institution	Public Institution	Public Institution	Private Institution
Type of Certification	Government	Government	NGO

Figure 5.

Halal Logo



Source : Office Certification Halal in Every Country in ASEAN

From the table above, we can see that in the Southeast Asia (ASEAN) region, the provision of partial halal certification is carried out by the institution the government that has its own umbrella laws and standards. Every country in ASEAN has its own halal certification system with different logos. Diversity of logos at every product becomes a weakness because it confuses consumers and makes them wonder about the condition of the halal product. Each country has different terms and regulations that make Muslim consumers in ASEAN doubtful about the authenticity of halal. Because of that, there is a need for a standard and uniform halal certification in ASEAN countries. ASEAN countries are suppliers and importers of main halal products in the world. There is also significant intra-ASEAN trade in halal food. Suppliers and importers of big global halal products come from ASEAN countries, making it the largest halal food importer.

With this, ASEAN countries have a big potential which cannot be denied in halal certification. In general practice, there are four main areas of halal certification, namely (1) reference halal standards, (2) industry proceeding based on halal, (3) center training skills as well as audit, and (4) support technology. ASEAN has become a reference for halal organization all over the world. With this, regulation and uniformity of halal regulation, time submission, support technology, and systems that need to be noticed.

IV. CONCLUSION AND RECOMMENDATION

4.1. CONCLUSION

Differences in technology, regulations, procedures, and audits can influence variation in halal decision and standard certification in each country. Indonesia's halal standards have significant advantages from time submission as well as audit systems between the two countries being compared. In support of the potential of ASEAN countries as a country supplier of goods, halal is the biggest in the world, requiring uniformity from regulation, time submission for halal certification, as well as support technology and strict audit systems. This is because as a country with an AFTA agreement, it opens wide trading chances, as well as allegedly lots of product imports who entered in a way that is illegal and contains forbidden ingredients. Lastly, work the same between countries ASEAN required to supervise product circulation.

Study has its own number of limitations, among others only comparing three countries in ASEAN. Research this is also just comparing a number of representative halal institutions in three ASEAN countries. For study next, it is also necessary to compare all ASEAN countries and major Muslim countries in the world such as Arab Saudi and the United Arab Emirates.

4.2. Recommendations

1. For Regulators / Government

Harmonization of ASEAN Halal Regulations: ASEAN member governments are advised to form a regional task force to develop common halal standards that are recognized across countries. This can be done through the Mutual Recognition Arrangement (MRA) mechanism or adoption of OIC/SMIIC standards. **Strengthening Certification Infrastructure:** Indonesia and other developing countries in the region need to strengthen

human resource capacity, halal laboratories, and digitalization systems to support transparency and efficiency of the halal certification process. Integration of Halal Certification with Regional Trade: Government agencies need to ensure that halal certification is part of the national export strategy and the ASEAN Economic Community (AEC) framework.

2. For Industrial Practitioners / Business Actors

Improving Halal Literacy and Compliance: Companies—especially MSMEs—need to be given training and mentoring to understand the halal certification procedures in their respective countries and the cross-border implications. **Collaboration with Official Certification Bodies:** Industry practitioners are advised to establish formal relationships with LPH (Halal Inspection Bodies) or certification bodies in the destination countries for exports to be more structured and legally valid. **Utilization of Certification as Added Value for Products:** Halal certification must be positioned not only as an obligation, but also as a competitive advantage that can increase global market access, especially to Islamic countries.

3. For Academics and Researchers

Development of Regional Comparative Studies: More comparative studies are needed on halal certification models across ASEAN countries to highlight best practices and areas of weakness. **Halal Certification Economic Impact Research:** Further research can be focused on how halal certification contributes to exports, halal industry investment, and sharia economic growth in the region. **Cross-Country and Cross-Discipline Collaboration:** Academics need to build research networks across ASEAN countries and across fields—such as law, food technology, and sociology—to strengthen ASEAN's position as a global hub for halal research.

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