

Analysis of The Implementation of Halal Product Assurance System Criteria at ABS Restaurant in Bandar Lampung

Nurullia Febriati^{1a}, Sri Hidayati¹, Diki Danar Tri Winanti¹, Novita Herdiana¹

¹Program Studi Teknologi Industri Pertanian Fakultas Pertanian Universitas Lampung, Indonesia

^aKorespondensi : Nurullia Febriati, E-mail: nurullia.febriati@fp.unila.ac.id

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ABSTRACT

Halal certification plays a crucial role in the culinary industry, particularly in regions with a Muslim-majority population such as Bandar Lampung City. The Halal Product Assurance System (SJPH) establishes mandatory standards that must be fulfilled by business entities, including fast-food restaurants, to ensure the halal status of their products. This study aims to assess the implementation of the SJPH based on the five criteria stipulated in the Decree of the Head of the Halal Product Assurance Organizing Agency (BPJPH) Number 57 of 2021. A qualitative approach was employed, with data collected through interviews, observations, and literature review. The findings reveal that the implementation of the SJPH in fast-food restaurants in Bandar Lampung City has not been fully optimized. In the halal policy aspect, management commitment is not adequately reflected in operations, particularly in employee dissemination and monitoring activities. The traceability system for raw materials, especially slaughtered animal-based products, remains weak, and several materials lack verified halal certificates from main suppliers. Moreover, there are no written procedures ensuring the separation of halal and potentially impure materials, and cleaning processes do not fully comply with BPJPH standards. In terms of product labeling, menu names conform to SJPH provisions without implying non-halal elements. However, while internal audits have been conducted, there is no supporting evidence of management review activities. Limited human resources and insufficient training are key factors hindering effective implementation. This study serves as a reference for stakeholders to strengthen halal certification practices in the restaurant sector of Bandar Lampung City.

Keywords`: halal product assurance system, halal certification, restaurants

INTRODUCTION

The halal status of products is a critical issue in Indonesia’s culinary industry due to its predominantly Muslim population, which demands certainty regarding the halal integrity of the products they consume (Mirsa Astuti, 2020). Consequently, business actors, including restaurants, are responsible for ensuring halal compliance, both to maintain consumer trust and to adhere to government regulations, such as Law No. 33 of 2014 on Halal Product Assurance, which requires that all products circulated and traded in Indonesia be halal-certified, including food, beverages, medicines, cosmetics, chemicals, biological and genetically engineered products, and other goods used or consumed by the public (Pratikto et al., 2021); (Kurnia Pradana et al., 2024) The Halal Product Assurance System (SJPH) provides a framework to ensure compliance at all production stages, from raw material selection to the final product, supported by continuous internal audits and management reviews. In Indonesia, halal standards are defined by five criteria under BPJPH Decree No. 57 of 2021, and adherence to SJPH not only protects Muslim consumers but also enhances the competitiveness of business actors in the culinary industry. The implementation of the Halal Product Assurance System (SJPH) in fast-food restaurants faces various challenges. The following are obstacles identified in several scholarly journals:

Table 1. List of Scholarly Journals

No	Author	Title	Findings
1	(Tarigan et al., 2020)	<i>Legal Protection for the Muslim Community of Medan City Regarding Halal Food Products</i>	The implementation of the halal certification system in Medan encounters several obstacles, including weak coordination between the government and the Indonesian Ulema Council (MUI), lack of implementing regulations, and low awareness among the public and business actors.
2	(Lubis et al., 2021)	<i>Halal Certification of Food Products</i>	Halal certification for food products in Padangsidempuan faces challenges such as the perception that the certification procedures are complex and the high cost associated with its implementation.
3	(Hamidatun & Pujilestari, 2022)	<i>Assistance in the Implementation of the Halal Product Assurance System for the Crispy Chicken Wings MSME in Bekasi City</i>	The implementation of the Halal Product Assurance System in MSMEs in Bogor City faces various challenges, one of which is the limited knowledge regarding halal certification.(Hamidatun & Pujilestari, 2022)
4	(Manfarisyah et al., 2023)	<i>Counseling and Assistance in the Halal Certification Process for Business Actors in Restaurants/Food Stalls/Cafes in Lhokseumawe City</i>	Many restaurants and cafes in Lhokseumawe City do not possess halal certification due to a lack of knowledge and information from relevant authorities.
5	Yuanitasari et al., 2024	<i>Opportunities and Challenges for Micro, Small, and Medium Enterprises in the Halal Certification Process in Rancakalong</i>	The process of managing halal certification for MSME products is quite difficult due to administrative burdens, insufficient human resources, low awareness of the importance of halal certification, and the complexity of fulfilling standard documentation requirements.

Based on the aforementioned studies, the implementation of halal certification faces several challenges, including limited understanding, low awareness, the complexity of the certification process, and high associated costs. These findings indicate a gap between the

established regulations and the actual practices in the field. This study aims to analyze the implementation of the Halal Product Assurance System (SJPH) at the micro, small, and medium enterprise (MSME) level in fast-food restaurants in the Bandar Lampung area. The analysis is based on five main criteria: halal policy commitment, materials, production process, final product, internal audit, and management review (Huzaifah et al., 2024; Suganda et al., 2024; Susanto et al., 2022). The research employs a qualitative approach using interviews, observations, and literature studies. This research is expected to provide a comprehensive reference regarding the level of compliance among fast-food restaurant business actors with the implementation of SJPH, as well as offer recommendations for improvement. The results of this study are anticipated to serve as a reference for fulfilling the halal product assurance system for business actors, policymakers, and Muslim consumers in supporting the effective implementation of SJPH within the culinary industry. Therefore, this study can significantly contribute to enhancing the knowledge of business actors and Muslim consumers and assist the government in creating a quality halal culinary industry ecosystem.

MATERIALS AND METHODS

The research method used in this study is a qualitative approach to obtain the necessary data and facts, combined with a descriptive method, which aims to describe the actual conditions as they are (Fadli, 2021); (Assyakurrohim et al., 2022). Data collection techniques were conducted through field research, such as interviews, observations, and literature review, including data obtained from other relevant sources. The data collection techniques are as follows :

1. Interviews: The informants consist of representatives from the Primary-Class Halal Inspection Agency, business actors of micro, small, and medium-scale restaurants, and the Halal Fatwa Team in Bandar Lampung.
2. Observation: Field visits were conducted to the MSME food business ABS.
3. Literature Review : A review of literature from the last five years relevant to the implementation of the Halal Product Assurance System in restaurant business activities.

RESULT AND DISCUSSION

The research findings at ABS Restaurant in Bandar Lampung, based on the criteria of the halal product assurance system as stipulated in the Head of Agency Decree No. 57 of 2021 or in accordance with the Decree of the Head of the Halal Product Assurance Organizing Agency (BPJPH) Number 20 of 2023 concerning the Amendment to the Decree of the Head of BPJPH Number 57 of 2021 on the Criteria for the Halal Product Assurance System (BPJPH, 2023) are as follows :

Data source: SJPH audit

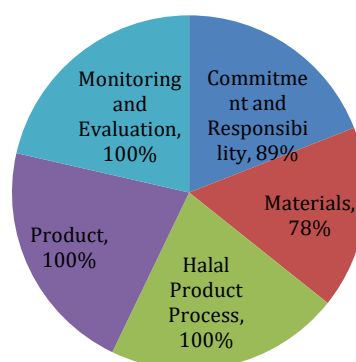


Figure 1. Achievement of Halal Product Assurance System Criteria

Commitment and Responsibility

Based on the audit results, the fulfillment of the commitment and responsibility criteria within the Halal Product Assurance System (SJPH) (Hartina et al., 2020a); (Munawar et al., 2023a). Illustrated in the following :

Table 2. Commitment and Responsibility

No	SJPH CRITERIA	Level of Compliance		Remarks
		Yes	No	
COMMITMENT AND RESPONSIBILITY				
Halal Policy				
1	Has the halal policy been established?	√		
2	Has the halal policy been socialized?	√		
3	Is there any evidence of the halal policy socialization?	√		
4	Duties and Responsibilities, Has the halal supervisor been appointed?	√		
5	Has the halal supervisor undergone external training?	√		
6	Has the halal supervisor been registered with BPJPH?	√		
7	Has the halal supervisor’s duties been documented?	√		
8	Human Resource Development, Are there any scheduled training activities (at least once every two years)?		√	Scheduled human resource development activities have not yet been conducted.
9	Is there any evidence of training implementation?	√		

This criterion includes the following components:

a. Halal Policy

The halal policy implemented by ABS Restaurant aligns with the criteria of the Halal Product Assurance System (Kusuma et al., 2023). One form of evidence is the dissemination of a poster that expresses the restaurant’s commitment and responsibility to consistently and sustainably produce halal products. This is reflected through the following actions: (1) Compliance with regulations concerning halal product assurance; (2) Utilization of halal-certified materials and execution of halal product processes (PPH) in accordance with applicable standards; (3) Provision of human resources to support the implementation of PPH within the business; (4) Dissemination and communication of the halal policy to all relevant stakeholders to ensure that all personnel maintain halal integrity in the workplace. This commitment and responsibility are documented in written form, conveyed and socialized internally through staff meetings and externally through public poster dissemination.

b. Top Management Responsibility

The responsibility of top management within the context of the Halal Product Assurance System (SJPH) refers to the roles and obligations of the business owner and all personnel involved in operational activities at Rumah Makan ABS to ensure that the products produced comply with the Halal Product Assurance System criteria (Maulidian et al., 2024). The form of commitment and accountability demonstrated includes providing adequate resources for the implementation of the Halal Assurance Process (PPH) by establishing a Halal Management Team. The Halal Management Team is a group of personnel appointed by the business owner and entrusted with the responsibility to design, implement, monitor, and evaluate the Halal Product Assurance System comprehensively within the business environment (Perdani et al.,

2018). This team serves as an integral part of the halal assurance system and is tasked with overseeing the Halal Assurance Process, developing corrective and preventive action standards, implementing the SJPH, formulating the Halal Assurance Plan (PPH), proposing the replacement of materials and production processes that do not meet SJPH criteria, supporting the halal certification process, and enhancing consumer trust in halal products.

c. Human Resource Development

Human Resource Development (HRD) is the process of developing and enhancing the capacity, attitudes, skills, and knowledge of workers to enable them to perform their duties and responsibilities effectively, efficiently, and in line with the goals of the organization or business activity (Yoshinta et al., 2024). The owner of Rumah Makan ABS has conducted employee development efforts by improving capacity, attitudes, skills, and knowledge through training on the implementation of the Halal Product Assurance System conducted by a certified halal supervisor. The training was provided by a certified halal supervisor with recognized competence in the halal field. This activity is carried out once a year to ensure the consistent implementation of the Halal Product Assurance System across all departments. However, in practice, this activity has only been conducted once since the business was established, primarily to fulfill the requirements of the Halal Product Assurance System. This highlights a note on the consistency of implementation in the field following the completion of the certification process.

Ingredients

In the Halal Product Assurance System (SJPH), controlling the ingredients used in production is a key aspect (Maulidian et al., 2024). "Ingredients" include all raw materials, additives, processing aids, and packaging materials, which must originate from halal-compliant sources (Aksana & Hayati, 2023). Compliance is ensured through documentation such as material lists, product matrices, purchase records, and inspection forms to verify that all ingredients meet halal standards (Nurmaydha et al., 2018).

The ingredients used in food preparation at the restaurant comprise animal-based, plant-based, processed, and packaged items. Animal-based ingredients include broiler and free-range chicken, duck, quail, gourami, common carp, catfish, Nile tilapia, shrimp, and squid. Plant-based ingredients consist of premium rice (Raja Udang), tempeh, cabbage, lettuce, basil, eggplant, water spinach, bean sprouts, carrots, green beans, potatoes, scallions, cucumbers, tomatoes, limes, oranges, melon, guava, avocado, mango, and stink beans (petai). Spices and seasonings include granulated sugar (Rose Brand), herbal salt, coriander, pepper, turmeric, ginger, galangal, bay leaves, lemongrass, and mixed aromatic herbs (rampai), while processed seasonings and sauces include Royco all-purpose seasoning, Bango sweet soy sauce, ABC salty soy sauce, Saori oyster sauce, Indofood "Racik" seasoning for sayur asem, shrimp paste (AA brand), Kobe SuperCrispy coating, chili sauce, and tamarind. Beverages offered comprise Dandang tea, bottled mineral water (BW, PRIM-A, Vica, Aqua), HydroCoco, Sosro bottled tea, Fruit Tea, and carbonated sarsaparilla-flavored drinks (Tebis). Additional food-related materials include eggs, tofu, traditional sour vegetable soup (sayur asem), rice wrappers, meal boxes, plastic packaging, ice, wheat flour (Cakra Kembar), and baking powder (Koepoe Koepoe). Non-food supporting materials, such as tissue (Livi), tissue clips, white plastic bags (GKP Asoy), cleaning products (Biorf Ultra), and cream soap (Wings Blue), are also used to ensure food hygiene and safety.

Verification results indicate that ingredient traceability, particularly for animal-based products, has not been fully implemented. Critical findings include the lack of halal certification for dishes containing quail, duck, and free-range chicken, which must either be certified or slaughtered at halal-certified facilities (Muttaqo et al., 2021). Challenges include low consumer demand for these dishes, high slaughtering fees, and distant slaughterhouse locations. Halal certification of animal-based ingredients is essential to ensure reliable sources

and compliance with Islamic law, as the use of ingredients with uncertain halal status remains a key obstacle in the certification process (Lubis et al., 2021). Therefore, business owners must establish clear systems for documenting and tracking ingredient origins, as ingredient verification is a critical factor in restaurant halal certification (Manfarisyah et al., 2023). supported by legal documentation confirming the halal status of all ingredients used in production (Munawar et al., 2023b).

Table 3. Ingredients

No	SJPH CRITERIA	Level of Compliance		Remarks
		Yes	No	
MATERIALS				
Source of Materials, List of Materials				
1	Does the business use only halal materials and refrain from using materials derived from non-halal sources or those containing impurities (najis) and/or harmful substances, in accordance with the Al-Qur'an, Hadits, and Islamic scholars' fatwa?	√		
2	Does the business use materials that meet safety and health requirements in accordance with applicable regulations?	√		
3	Is there an available list of materials?	√		
4	Does the business purchase and use materials with names/brands and producers that match those listed in the materials list approved by BPJPH and LPH?	√		
5	Does the business keep proof of purchase (receipts/invoices) and sample packaging labels during the validity period of the halal certificate, except for materials that are rarely purchased, for which the latest proof of purchase is retained?		√	Has not yet carried out comprehensive maintenance of material traceability records.
6	Is there a record of material purchases available?	√		
Supporting Documents for Materials				
7	Does the business provide the necessary supporting documents for materials as part of the halal certification process?	√		
8	Does the business monitor and maintain the supporting documents for materials, including their validity period and authenticity?		√	Has not properly maintained documents
9	Does the business provide supporting documents in the form of a Statement of Pork-Free Facility issued by the material manufacturer, not by the distributor or supplier?	√		

Halal Product Process

The production process is a critical stage in the Halal Product Assurance System (SJPH), ensuring the continuous halal status of products from raw material reception to final product handling, including slaughtering, processing, storage, packaging, distribution, sales, and presentation in accordance with Islamic law (Ulimas & Rahayuningsih, 2024). Each stage must comply with halal principles as stipulated by the Halal Product Assurance Organizing Agency (BPJPH) in Head of Agency Decree No. 20 of 2023, which amends Decree No. 57 of 2021, emphasizing the prohibition of haram or impure (najis) substances and the prevention of cross-contamination (Febriyanni, 2023). Compliance is demonstrated by using only halal-

certified raw materials and additives or valid supporting documentation. At ABS Restaurant, production occurs across four outlets, each with dedicated equipment verified to be free from impurities and never used for non-halal materials (Riaz & Chaudry, 2018). The following presents the results of the halal audit checklist under the halal product process criteria :

Table 4. Halal Product Process

No	SJPH CRITERIA	Level of Compliance		Remarks
		Yes	No	
Halal Product Process				
1	Has the location of the halal product processing area, which falls within the scope of certification, been established and ensured to be far from pig farms or religious/ritual activities to prevent contamination?	√		
2	Has the production site been designed to facilitate proper cleaning and supervision processes, and to ensure that the location and halal product processing area remain clean and hygienic, free from impurities, pets, wild animals, and non-halal materials?	√		
3	Are the areas and equipment used for halal and non-halal product processing separated?			The question is not relevant
4	Are all production facilities and equipment kept clean (free from impurities) before and after use by washing them in separate facilities using cleaning agents that do not originate from non-halal or impure materials, and is verification carried out to ensure that color, odor, and taste from contaminants have been completely removed?	√		
Equipment and Devices				
6	Has the business separated the equipment and devices used for processing halal and non halal products?			The question is not relevant
7	Has the business maintained and ensured that the equipment used for halal product processing remains clean and hygienic, free from impurities and non-halal materials?	√		
8	Are sampling tools used exclusively and not interchangeably between halal and non-halal materials and/or products?			The question is not relevant
9	Has the business completed documentation of the production facilities for products certified as halal, particularly if the facilities are also used to produce products that are not halal-certified and/or materials that do not contain non-halal substances?			The question is not relevant
10	Has the business established, implemented, and maintained Halal Procedure documentation?	√		

Product process criteria within the Halal Product Assurance System (SJPH) have been evaluated across eight critical aspects, of which five were compliant and three non-compliant (Reza & Ilham Zainullah, 2024). Compliant aspects include the designation of separate halal production areas free from contamination, hygienic facility design, and maintenance of equipment and facilities to prevent exposure to impurities or non-halal substances (Hartina et al., 2020b). Halal Product Process (PPH) procedures have been properly established, implemented, and maintained, including routine cleaning of production areas before and after use (Perdani et al., 2018). At ABS Restaurant, halal processing begins with the procurement and preparation of raw materials, which are sorted by type: dry ingredients with long shelf life

are stored in designated warehouses; slaughtered animal products are cleaned and refrigerated to avoid cross-contamination; perishable items like fish are cleaned upon order and kept fresh; and vegetables are stocked in quantities aligned with daily needs to reduce spoilage.

Product

In the Halal Product Assurance System (SJPH), products must comply with halal requirements throughout all stages, including raw materials, processing, storage, distribution, and presentation, ensuring they are free from impure (najis) or prohibited (haram) elements and are accurately labeled without misleading information (BPJPH, 2023). Compliance is documented through ingredient lists, product matrices, purchase records, and inspection forms. The following presents the results of the halal audit checklist under the halal product criteria :

Table 5. Product

No	SJPH CRITERIA	Level of Compliance		Remarks
		Yes	No	
PRODUCT				
1	Are the halal certified products those registered with BPJPH and approved by the Halal Inspection Agency?	√		
2	Are the products produced from halal materials and processed in accordance with halal requirements?	√		
3	Are the facilities used and the products produced not mixed with the production process or products that are non-halal or not registered with BPJPH?	√		
4	Do the products produced not contain names, forms, and sensory characteristics/profiles that resemble haram products and/or those declared non-halal based on a Fatwa decision?	√		
5	Are the products or materials produced safe for consumption?	√		
6	Is the product packaging process carried out using clean and impurity-free materials, and does the design, mark, symbol, logo, name, and image on the product packaging not mislead or imply anything haram, with the halal logo displayed only on packaging of halal-certified products?	√		
7	If there are additions and/or developments of products outside those registered for halal certification, have they been reported to BPJPH?	√		
8	Is the traceability of halal products ensured, confirming that the products originate from materials meeting the criteria for halal materials and usage, and are produced in facilities that meet halal facility criteria (e.g., records of material purchases, production records, and distribution records)?	√		

ABS Restaurant in Bandarlampung offers a variety of menu items, including poultry- and fish-based dishes, processed seafood, vegetables and side dishes, steamed rice, and beverages, both packaged and freshly prepared. Critical control points involve ingredients from slaughtered animals, which must have traceable halal certification or supporting documentation to verify their halal status (Wenovita, 2021; Jumiono, 2022); Kusuma et al., 2023). The audit results indicate that all ingredients used meet the required documentation standards. The audit report diagram indicates a 100% compliance rate with the eight principles of product criteria that must be met. This result demonstrates that all aspects related to product criteria have met the prevailing halal standards, with the 100% compliance

achievement reflecting the absence of any non-conformities in the implementation of product criteria. The applied halal product principles ensure the halal integrity of raw materials by avoiding the use of ingredients containing pork or its derivatives, alcohol, and other prohibited substances. Furthermore, production process hygiene is maintained by ensuring that all equipment and materials are washed using clean water that meets health requirements, while food safety is preserved through clean and proper processing practices (Ulfin et al., 2022); (Ilmia & Ridwan, 2023). (Khasanah, 2023), this effort is undertaken not only to fulfill the criteria of the Halal Product Assurance System (SJPH) but also to maintain product competitiveness and quality in the market, as well as to preserve consumer trust.

Monitoring and Evaluation

Monitoring and evaluation within the Halal Product Assurance System (SJPH) are two crucial components that ensure the consistency and effectiveness of HPAS implementation at the corporate level. Monitoring is carried out continuously to ensure compliance with established procedures, while evaluation is conducted periodically to assess performance and identify areas requiring improvement. Internal audits serve as the primary control mechanism that business operators are required to conduct at least once a year. The objective is to verify the effectiveness and consistency of SJPH implementation across all stages of the production process, from raw material procurement and processing to product distribution. Internal audit findings provide the basis for management review, which functions to assess the conformity, adequacy, and effectiveness of the system, as well as to identify opportunities for improvement. The relationship between the two is synergistic: internal audits supply empirical data, while management reviews ensure systematic follow-up on audit results.

Table 6. Monitoring And Evaluation

No	SJPH CRITERIA	Level of Compliance		Remarks
		Yes	No	
MONITORING AND EVALUATION				
1	Has monitoring and evaluation been carried out using internal audit and management review procedures?	√		
2	Is an internal audit conducted at least once a year to monitor the implementation of the Halal Product Assurance System (SJPH)?	√		
3	Is a management review conducted at least once a year to evaluate the implementation of the SJPH?	√		
4	Are there records and evidence maintained for the implementation of internal audits and management reviews?	√		
5	If nonconformities in the implementation of SJPH are found during the internal audit compared to SJPH criteria and certification requirements (policies and procedures), are corrective actions taken immediately?	√		
6	Apakah Melaporkan hasil audit internal dan kaji ulang manajemen kepada BPJPH dan Lembaga Pemeriksa Halal?	√		

Business operators are required to have documented procedures outlining the implementation of internal audits and management reviews, covering the methodology, scope, criteria, and mechanisms for reporting results. Evidence of the execution of both activities must be properly documented in the form of verifiable records or documents during assessments by the competent authority. All results of internal audits and management reviews must be reported to the Halal Product Assurance Organizing Agency (BPJPH) in accordance with applicable regulations, as a form of legal compliance and system

transparency. The implementation of these procedures holds strategic significance not only in fulfilling regulatory requirements but also as an integral component of a halal quality management system oriented toward continual improvement. This approach aligns with the Plan-Do-Check-Act (PDCA) cycle adopted in various international quality management standards, such as ISO 9001 and ISO 22000, which emphasize the importance of measurement, evaluation, and corrective actions in consistently maintaining product quality and halal integrity. Consequently, the effective execution of internal audits and management reviews contributes to enhancing the competitiveness of halal products, protecting consumers, and strengthening market confidence in the commitment of business operators to uphold both the halal status and quality of their products. Based on the monitoring and evaluation criteria, the following table presents the audit reporting results of the Halal Product Assurance System (SJPH).

Based on the monitoring and evaluation criteria, it is stated that business operators have fully met this criterion by 100%. The business owner has fulfilled this criterion as a form of regulatory compliance and transparency; the immediate implementation of corrective actions when nonconformities are identified during the internal audit; the implementation of management reviews at least once a year to evaluate the implementation of the Halal Product Assurance System (SJPH); as well as the maintenance of documented evidence of internal audits and management reviews as a form of accountability and traceability.

CONCLUSION

The implementation of the Halal Product Assurance System (SJPH) at ABS Restaurant in Bandar Lampung demonstrates partial compliance with the five main criteria stipulated by BPJPH regulations. While the product criteria achieved full compliance, ensuring the halal integrity and quality of final products, other aspects such as halal policy commitment, ingredient traceability, production process control, and internal audit and management review require significant improvement. Key challenges identified include limited traceability of animal-based ingredients, incomplete adherence to documented production flow, and inadequate consistency in human resource development and audit practices. These gaps highlight the need for stronger managerial commitment, enhanced staff competence, and systematic monitoring to ensure the continuous fulfillment of halal requirements. Strengthening these areas will not only improve regulatory compliance but also enhance consumer trust, market competitiveness, and the overall integrity of halal products within the restaurant sector.

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