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# The Role of Halal Certification Institutions in Ensuring Production Safety, Product Quality, and Economic Development: Evidence from Makassar, Indonesia

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**Abstract:** This study examines the role of halal certification bodies in safeguarding production safety, identifies the challenges encountered in the certification process, and analyzes the implications of halal certification for strengthening the competitiveness of MSMEs in Makassar City, South Sulawesi. Employing a qualitative case study design, data were collected through in-depth interviews with purposively selected informants, complemented by participant observation and document analysis. The data were analyzed using thematic analysis with source and methodological triangulation to enhance the credibility of the findings. The results demonstrate that halal certification bodies play a pivotal role in ensuring production safety by conducting compliance audits, verifying production processes, facilitating laboratory testing, and providing technical guidance on halal assurance standards. Halal certification also enhances consumer confidence, broadens market opportunities, stimulates product innovation, and improves the income and competitive capacity of MSMEs. Nevertheless, the effectiveness of the certification system is constrained by high certification costs, bureaucratic complexity, and inadequate technical support, particularly for small-scale enterprises. The findings underscore the importance of stronger collaboration among government agencies, halal certification institutions, universities, and business actors to develop a more efficient, inclusive, and sustainable halal certification ecosystem that supports regional halal industry development and MSME competitiveness.

**Keywords:** Halal Certification, Halal Certification Institutions, Product Safety, Halal Industry, Competitiveness, Economy, Makassar

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***Abstrak:*** *Penelitian ini menganalisis peran lembaga sertifikasi halal dalam menjamin keamanan produksi, mengidentifikasi kendala implementasi sertifikasi, serta mengkaji implikasinya terhadap penguatan daya saing usaha mikro, kecil, dan menengah di Kota Makassar, Sulawesi Selatan. Penelitian menggunakan metode kualitatif dengan pendekatan studi kasus melalui wawancara mendalam terhadap informan yang dipilih secara purposive, didukung oleh observasi partisipan dan dokumentasi. Data dianalisis menggunakan analisis tematik dengan triangulasi sumber dan metode. Hasil penelitian menunjukkan bahwa lembaga sertifikasi halal berperan penting dalam memastikan keamanan produk melalui audit, verifikasi proses produksi, pengujian laboratorium, dan pendampingan penerapan standar halal. Sertifikasi halal meningkatkan kepercayaan konsumen, memperluas akses pasar, mendorong inovasi produk, serta meningkatkan pendapatan dan daya saing usaha mikro, kecil, dan menengah. Namun, biaya sertifikasi, birokrasi yang kompleks, dan keterbatasan pendampingan teknis masih menjadi tantangan utama. Penelitian ini mengimplikasikan perlunya sinergi antara pemerintah, lembaga sertifikasi halal, perguruan tinggi, dan pelaku usaha untuk membangun sistem sertifikasi halal yang lebih efektif, inklusif, dan berkelanjutan guna mendukung pengembangan industri halal daerah.*
***Kata Kunci:*** *Sertifikasi Halal, Lembaga Sertifikasi Halal, Keamanan Produks, Industri Halal, Daya Saing, Ekonomi, Makassar*

## Introduction

Indonesia, home to the world's largest Muslim population, bears a strategic responsibility to ensure the availability of halal products that comply with Islamic principles while meeting safety and quality standards. Although the government has strengthened the halal certification system through a series of regulatory reforms, its implementation at the regional level, particularly in South Sulawesi, continues to face significant challenges. These include limited institutional infrastructure, high certification costs, inadequate producer knowledge of certification procedures, and insufficient technical assistance. As a result, many Micro, Small, and Medium Enterprises (MSMEs) remain uncertified, limiting their market competitiveness and weakening consumer confidence in halal products.[1] Existing scholarship has largely concentrated on regulatory frameworks, legal compliance, and consumer behavior, with comparatively little attention given to the institutional role of halal certification bodies in ensuring

[1]Resti Dian Luthviati and Suviwat Jenvitchuwong, "Implementation of Halal Product Assurance in the Pharmaceutical Sector in Indonesia," *Journal of Human Rights, Culture and Legal System* 1, no. 3 (2021). Abdul Manan et al., "Halal Tourism: A Proposed Sharia Model For Implementation," *Jurnal Ilmiah Peuradeun* 11, no. 1 (2023). Taufik Fahrur, et, al, "The Influence of Religiosity on the Consumption of Eco-Friendly Food in Indonesian Muslim Millennials," *International Journal of Innovation, Creativity and Change.* 13, no. 11 (2020).

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production safety and fostering regional economic development. This gap underscores the need for research that examines how halal certification institutions contribute to production safety, address implementation barriers, and enhance the competitiveness and sustainability of the halal industry in South Sulawesi.[2]

While previous studies have examined halal certification from the perspectives of regulatory compliance, product quality, consumer behavior, and administrative challenges, relatively few have explored the strategic role of halal certification institutions in simultaneously safeguarding production safety and promoting the economic development of MSMEs at the regional level.[3] Yet, the effectiveness of halal certification depends not only on the existence of a robust regulatory framework but also on the institutional capacity to monitor compliance, support producers throughout the certification process, strengthen consumer trust, and enhance the competitiveness of local halal industries. Addressing this gap, the present study investigates the role of halal certification institutions in ensuring production safety and analyzes their economic impact on MSMEs in South Sulawesi, with a particular focus on Makassar City.[4] By integrating institutional and economic perspectives, this study contributes to the growing body of halal governance literature and provides evidence-based insights to inform policies aimed at strengthening regional halal industry ecosystems and improving MSME competitiveness.

However, the context of South Sulawesi presents distinctive challenges that have received limited scholarly attention. These include inadequate institutional infrastructure, the financial burden of certification for Micro, Small, and Medium Enterprises (MSMEs), insufficient technical assistance, weak coordination between halal certification institutions and local governments, and the influence of local cultural practices on the acceptance and implementation of

[2]Muhammad Majdy Amiruddin, "Critical Review on Sharia Regulation of Halal Tourism and Its Contribution to Creative Economies," *Mazahibuna* (2022). Damien Bazin et al., "From Halal Tourism to the Sharia Economy: The Case of Lombok Honeymoon Halal Tourism," *Tourism and Hospitality Research* 25, no. 4 (2025). Mia Maesaroh and Aji Jumiono, "Penerapan Sistem Jaminan Produk Halal Melalui Pendampingan Pada Grup Restoran PT X," *Qardhul Hasan: Media Pengabdian Kepada Masyarakat* 11, no. 2 (2025), p. 233–45.

[3]Muhammad Ashraf Fauzi et al., "Halal Certification in Food Products: Science Mapping of Present and Future Trends," *Journal of Islamic Marketing* 15, no. 12 (2024), p. 3564–80.

[4]Wulandari Sungkowo Tri Putri, "The Impact of Sustainable Sourcing on Halal Certification: A Literature Review on Ethical and Environmental Concerns," *Journal of Halal Review* 01, no. 1 (2024), p. 51–64. Allen Blackman and Jorge E. Rivera, "The Evidence Base for Environmental and Socioeconomic Impacts of 'Sustainable' Certification," *SSRN Electronic Journal*, no. March (2012). Aji Binawan Putra, et al., "International Dynamics of Halal Industry Development: A Literature Review," *Review of Islamic Economics and Finance* 6, no. 1 (2023), p. 75–90.

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halal certification.[5] By adopting a holistic institutional perspective, this study addresses these contextual factors, thereby extending existing research beyond its predominant focus on regulatory compliance and consumer behavior. The findings are expected to contribute to the development of more effective halal governance policies and provide practical guidance for policymakers, certification agencies, and other stakeholders involved in strengthening the regional halal ecosystem.

This study employed a qualitative case study design to develop an in-depth understanding of the role of halal certification institutions in ensuring product safety and examining their economic impact on MSMEs in South Sulawesi, with a particular focus on Makassar City. A qualitative case study was considered appropriate because it enables a comprehensive exploration of complex institutional processes within their real-life context, including interactions among halal certification institutions, government agencies, MSMEs, and the wider community. Informants were selected through purposive sampling based on their direct involvement in the halal certification process. They included MSME owners, halal auditors, representatives of the Halal Product Assurance Agency (BPJPH), academics, and other relevant stakeholders. Data were collected through in-depth semi-structured interviews, participant observation, and document analysis to ensure comprehensive and complementary evidence. The interview data were transcribed verbatim and analyzed using thematic analysis, involving systematic coding, categorization into major themes, and interpretation in relation to the study's research objectives. To enhance the trustworthiness of the findings, data credibility was ensured through triangulation of sources, methods, and documentary evidence, allowing key findings to be cross-validated across multiple participants and empirical data sources.

Following data collection, all interview transcripts, field observations, and documentary materials were analyzed using thematic analysis. The analytical process involved systematic coding, theme identification, categorization, and interpretation of the data in accordance with the study's research objectives. To enhance the credibility of the findings, triangulation was employed by comparing information obtained from different informants on the same issues. Once convergence or divergence across data sources had been established, the analysis proceeded to subsequent themes. In addition, data derived from interviews, observations, and documentary evidence were cross-examined to identify patterns

[5]Junaidi, et al., "Pemahaman Pelaku Usaha Dalam Mengurus Sertifikasi Halal Usaha Mikro Kecil Dan Menengah (UMKM)," *AL-Muqayyad* 6, no. 2 (2023), p. 106–15. Sitti Nurfaika, "Efektivitas Kebijakan Sertifikasi Halal Pada Pelaku UMKM (Studi Kasus Penjual Bakso Di Kelurahan Minasa Upa Kota Makassar)," *Pascasarjana Universitas Islam Negeri Alauddin Makassar* (Universitas Islam Negeri Alauddin Makassar, 2024). Hasnawiya Hasan, et al., "Pemberdayaan Masyarakat UMKM Sulawesi dalam Implementasi Digitalisasi UMKM," *Yumary: Jurnal Pengabdian Kepada Masyarakat* 3, no. 1 (2022).

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of consistency and variation.[6] Finally, a contextual analysis was undertaken to examine how the socio-cultural, institutional, and regulatory environment of South Sulawesi shapes the implementation of halal certification and influences its impact on product safety and MSME development.

Research on halal certification in Indonesia has evolved around several major themes. The first focuses on the normative and governance dimensions of halal certification, emphasizing the roles of fatwas, regulatory frameworks, and institutional arrangements as the foundation of the national halal product assurance system. For example, the study *The Role of Fatwas, Regulations, and Governance in Improving the Quality and Safety of Halal Products in Indonesia* argues that effective synergy among fatwas, regulations, and governance mechanisms is essential for maintaining the quality and safety of halal products.[7] Likewise, *National Regulations and Institutional Roles in Halal Product Assurance in Indonesia* examines the respective roles of the Halal Product Assurance Agency (BPJPH), Halal Inspection Bodies (LPH), and the Indonesian Ulema Council (MUI) in implementing halal certification under Law No. 33 of 2014 on Halal Product Assurance.[8] Although these studies provide valuable insights into the legal and institutional foundations of halal governance, they pay limited attention to how halal certification institutions function in practice to ensure production safety and promote the economic empowerment of Micro, Small, and Medium Enterprises (MSMEs), particularly within regional contexts. This gap underscores the need for empirical research that connects institutional performance with both production safety and regional economic development.

*Second,* Junaidi's study[9] examined the level of understanding among Micro, Small, and Medium Enterprises (MSMEs) regarding halal certification procedures. The findings suggest that, although business owners generally possess a satisfactory understanding of the certification process, they continue to require more intensive outreach, training, and technical assistance. While the study provides valuable insights into MSMEs' awareness of halal certification, it does not assess the effectiveness of halal certification institutions in ensuring production safety or examine how certification contributes to enhancing the economic competitiveness of MSMEs.

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[6]John W. Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, *Sage Publications Inc.* (California: SAGE Publications Inc, 2009).

[7]Muhammad Fiqih Akbar and Ani Fauziah, "Peran Fatwa, Regulasi, Dan Tata Kelola Dalam Meningkatkan Kualitas Dan Keamanan Produk Halal Di Indonesia," *International Conference On Islam Education Management and Sharia Economics* 4, no. 1 (2023).

[8]Jia Ayu Maulida et al., "Regulasi Nasional Dan Peran Kelembagaan Dalam Jaminan Produk Halal Di Indonesia," *Jurnal Ekonomi Manajemen Dan Bisnis* 3, no. 1 (2025).

[9]Junaidi, et al., "Pemahaman Pelaku Usaha Dalam Mengurus Sertifikasi Halal Usaha Mikro Kecil Dan Menengah (UMKM)."

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*Third,* the study by Muhammad Alief,[10] and colleagues investigated the digital transformation of MSMEs as a strategy for improving marketing efficiency and increasing business revenues through the adoption of information technology. Although the study highlights the importance of digitalization for MSME development, it does not examine its relationship with the halal certification system, institutional governance, or product safety assurance. Consequently, the role of halal certification institutions remains outside the scope of the analysis.

Taken together, the existing literature reveals several important gaps. Previous studies have tended to examine regulatory and institutional frameworks, MSMEs' understanding of halal certification, and digital transformation as separate lines of inquiry. To date, few studies have integrated these dimensions to explain how halal certification institutions simultaneously ensure production safety, enhance product quality, and generate socioeconomic benefits for MSMEs within specific regional contexts. Addressing this gap, the present study adopts an integrated institutional perspective to examine the role of halal certification bodies in strengthening production safety and supporting the economic competitiveness of MSMEs in South Sulawesi, particularly in Makassar City.

Accordingly, this study adopts an integrated analytical framework that links the institutional dimensions of halal certification with production safety, product quality, and the socioeconomic development of Micro, Small, and Medium Enterprises (MSMEs) through a case study of Makassar City, South Sulawesi. Rather than focusing solely on the normative functions of halal certification institutions, this research examines how these institutions operate in practice through certification audits, production process verification, laboratory testing, technical assistance, and capacity-building initiatives for business actors. Furthermore, the study demonstrates that halal certification generates multidimensional benefits extending beyond regulatory compliance. These include enhanced consumer trust, improved market access, greater product innovation, increased business income, job creation, and the strengthening of the regional halal industry ecosystem. By integrating institutional governance, production safety, and regional economic development within a single analytical framework, this study offers a novel conceptual contribution to the halal governance literature and provides an empirical model for understanding how halal certification can simultaneously improve product integrity and promote sustainable regional economic development.

[10]Hasan, et al., "Pemberdayaan Masyarakat UMKM Sulawesi Dalam Implementasi Digitalisasi UMKM."

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**Strengthening the Halal Certification System through Education, Governance and Institutional Collaboration in South Sulawesi**

Halal certification is a formal mechanism for verifying that products intended for consumption, use, or distribution comply with the principles of Islamic law (*Sharia*). In Indonesia, which is home to the world's largest Muslim population, halal certification has become a critical component of consumer protection and product governance across a wide range of sectors, including food and beverages, cosmetics, pharmaceuticals, and other consumer goods. The theological foundation for halal certification is firmly rooted in the Qur'an, particularly in verses that emphasize the consumption of lawful (*halal*) and wholesome (*tayyib*) products, including Qur'an 2:168 (Al-Baqarah), 5:3 (Al-Ma'idah), 6:145 (Al-An'am), and 16:114–115 (An-Nahl). These scriptural principles provide the normative basis for contemporary halal assurance systems by linking religious compliance with product safety, quality, and ethical production practices

In South Sulawesi, organized efforts to promote halal certification began in the 1990s through collaboration between local governments and religious institutions. Early implementation was constrained by limited producer awareness, inadequate technical expertise, and insufficient institutional capacity. To address these challenges, stakeholders introduced seminars, workshops, public outreach, and educational campaigns aimed at improving producers' understanding of halal standards and certification procedures. Consequently, halal certification evolved beyond a regulatory requirement to become an instrument for fostering public awareness and strengthening compliance with halal production practices. Comparable educational initiatives have been implemented by the Halal Product Assurance Agency (BPJPH) in provinces such as West Java and East Java through extensive outreach and technical assistance programs. At the international level, Malaysia's Halal Development Corporation (HDC) has adopted a similar capacity-building approach by providing systematic training and support for Micro, Small, and Medium Enterprises (MSMEs). These experiences demonstrate that the long-term success of halal certification depends not only on regulatory enforcement but also on sustained education, institutional support, and producer capacity development. Such strategies enhance compliance with halal standards while improving the competitiveness of halal products in both domestic and international markets.

The halal certification process in Makassar, as explained by Muhammad Nur of the BPJPH MSME Task Force, comprises several key stages, including registration, field audits, laboratory testing, and document evaluation.[11] The

[11]Muh. Indra Fauzi Ilyas, et al., "Potential of Halal Industry in South Sulawesi Province: An Analysis of Opportunities, Challenges, And Strategies," *International Journal of Business and Social Science Research*, 2024. Hayyun Durrotul Faridah, "Sertifikasi Halal di Indonesia: Sejarah,

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findings indicate that auditor integrity plays a pivotal role in strengthening consumer trust and enhancing access to global halal markets.[12] This study further argues that the professionalization of halal auditors, coupled with the adoption of advanced digital technologies, can significantly improve the credibility, transparency, and accountability of the certification system. In support of this objective, BPJPH has initiated the integration of digital platforms into the halal certification process, while countries such as the United Arab Emirates and Singapore have adopted blockchain technology to enhance supply chain traceability, data integrity, and certification transparency.[13] In South Sulawesi, active participation by academic institutions, particularly Hasanuddin University, together with collaboration among local government, BPJPH, the Indonesian Ulema Council (MUI), and business actors, has contributed to improving MSME competitiveness, as evidenced by successful certification initiatives in Gowa Regency. Similar collaborative approaches have been implemented in Yogyakarta and internationally in Japan and South Korea, where universities play a significant role in halal research, innovation, and capacity building. These findings indicate that sustained synergy among government agencies, certification bodies, academia, industry, and local communities is a critical prerequisite for developing a credible, innovative, and internationally competitive halal ecosystem. Strengthening such collaboration has the potential to position South Sulawesi as a model for halal industry development in Indonesia and a benchmark for regional best practices.

## Strengthening Halal Certification Governance through Institutional Collaboration and Digital Innovation

According to Muhammad Nur, a member of the BPJPH MSME Task Force, the halal certification process in Makassar consists of several sequential stages, including application registration, on-site audits, laboratory testing, and document verification. Among these stages, auditor integrity is considered a critical factor in ensuring the credibility and reliability of the certification process. A transparent and accountable certification system not only strengthens consumer confidence but also enhances the competitiveness of Indonesian halal products in

Perkembangan, Dan Implementasi," *Journal of Halal Product and Research* 2, no. 2 (2019), p. 68–78.

[12]Bambang Iswanto and Miftah Faried Hadinatha, "Sharia Constitutionalism: Negotiating State Interests and Islamic Aspirations in Legislating Sharia Economic Law," *AHKAM : Jurnal Ilmu Syariah* 23, no. 1 (2023). Muhammad Syarif Hidayatullah, "Sertifikasi dan Labelisasi Halal pada Makanan dalam Perspektif Hukum Islam (Perspektif Ayat Ahkam)," *YUDISIA : Jurnal Pemikiran Hukum dan Hukum Islam* 11, no. 2 (2020), p. 251.

[13]Tri Wahyuni and Luqman Hakim Handoko, "Implementing Blockchain Technology in Halal Certification :," *Al-Falah : Journal of Islamic Economics* 10, no. 2 (2025), p. 193–212.

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international markets.[14] The findings of this study indicate that the professionalization of halal auditors, combined with the adoption of digital technologies, has significant potential to improve the effectiveness and transparency of halal certification governance. Indonesia's Halal Product Assurance Agency (BPJPH) has begun integrating digital platforms into the certification process to improve administrative efficiency and traceability. Internationally, countries such as the United Arab Emirates and Singapore have adopted blockchain-based technologies to enhance transparency, traceability, and public trust in halal supply chains. These developments suggest that digital innovation can play a strategic role in strengthening halal assurance systems.

The halal certification process in Makassar, as explained by Muhammad Nur of the BPJPH MSME Task Force, comprises several key stages, including registration, field audits, laboratory testing, and document evaluation. Interview findings underscore that auditor integrity is fundamental to maintaining the credibility of the certification system, as it directly influences consumer trust and access to international halal markets.[15] The findings further suggest that strengthening auditor professionalism, supported by the adoption of digital technologies, can enhance the transparency, efficiency, and accountability of the certification process.[16] Consumers in South Sulawesi are becoming increasingly attentive to product information, making transparency a critical component of consumer confidence in halal products. In response to this trend, BPJPH has begun integrating digital-based information systems to improve the efficiency, accessibility, and transparency of the halal certification process. Internationally, countries such as Singapore and the United Arab Emirates have adopted blockchain technology to enhance the traceability of raw materials and production processes, thereby strengthening certification transparency and consumer trust. These developments suggest that accelerating the adoption of comparable digital technologies in South Sulawesi could improve supply chain transparency, enhance the credibility of halal certification, and increase the competitiveness of locally produced halal products in both national and global markets.

Picture 1. Photo of Research Activities Interviews with Business Actors

[14]Syamsuri Warto, "Sertifikasi Halal Dan Strategi Pemasaran Bagi Bisnis Produk Halal Di Indonesia," *Al Maal : Journal of Islamic Economics and Banking* 2, no. 1 (2020), p. 98–112

[15]Faridah, "Sertifikasi Halal Di Indonesia: Sejarah, Perkembangan, Dan Implementasi."

[16]Rukmi Widyawati and Abu Muslim Majid, Jamaluddin, Syaharuddin, "Pariwisata Halal Di Pantai Bira: Eksplorasi Etika Bisnis Islam Perspektif Amanah," *Pusaka Jurnal Khazanah Keagamaan* 13, no. 2 (2025), p. 247–70.

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Source: Reslawati

**Strengthening Halal Certification Governance through Institutional Collaboration and Digital Innovation**

Interviews with the owners of Losari Restaurant, Cafe Coffee Kita, Resto, and several MSMEs in Makassar consistently identified the quality of raw materials as a critical determinant of consumer trust, highlighting the importance of securing high-quality halal-certified inputs throughout the production process. However, the findings reveal that many MSMEs continue to face difficulties in accessing reliable sources of halal-certified raw materials, resulting in inconsistencies in product quality and limiting their ability to maintain compliance with halal standards. Comparative evidence indicates that West Java has developed a more structured halal supplier ecosystem, while Malaysia, through the Halal Development Corporation (HDC), has established an integrated halal supply chain that facilitates access to certified raw materials and strengthens supply chain reliability. These experiences suggest that developing a robust halal supplier network should become a strategic priority for South Sulawesi to enhance product quality and strengthen the global competitiveness of its halal industry. In addition, interviews with Muhammad Nur from BPJPH emphasized that effective quality assurance depends not only on the use of halal-certified raw materials but also on the modernization of production processes and the implementation of

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rigorous quality control systems.[17] He highlighted the important role of technology in improving production efficiency and ensuring consistent product quality, while emphasizing that systematic quality control enables producers to identify and address product defects before products reach consumers.[18]

Interviews with the owners of Losari Restaurant, Cafe Coffee Kita, Resto, and several MSMEs in Makassar consistently identified the quality of raw materials as a critical determinant of consumer trust, highlighting the importance of securing high-quality halal-certified inputs throughout the production process. However, the findings reveal that many MSMEs continue to face difficulties in accessing reliable sources of halal-certified raw materials, resulting in inconsistencies in product quality and limiting their ability to maintain compliance with halal standards,[19] emphasizing workforce competency towards production efficiency and highlighting innovation as a competitive advantage.[20] Although PT Sucofindo has implemented training programs to enhance the technical competencies of MSMEs, their coverage remains limited and has yet to reach a broader segment of halal business operators. Comparative experiences from Yogyakarta demonstrate that collaboration with universities can effectively strengthen halal training, research, and capacity-building for MSMEs. Likewise, countries such as the United Arab Emirates and Singapore have positioned halal product innovation as a key component of their export-oriented halal industry strategies. These experiences suggest that expanding workforce training, strengthening partnerships with higher education institutions, and fostering continuous product innovation would enhance the capacity of MSMEs in South Sulawesi to produce halal products that not only comply with international standards but also achieve greater competitiveness in global markets.

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[17]Izra Berakon et al., "An Expansion of the Technology Acceptance Model Applied to the Halal Tourism Sector," *Journal of Islamic Marketing* 14, no. 1 (2023). Azhar Alam et al., "A Comparative Systematic Literature Review between Indonesia and Malaysia Halal Tourism Studies (2010-2022)," *Multidisciplinary Reviews*, 2024. Ismail, Aunur Rofiq, and Yuniarti Hidayah Suyoso Putra, "Ḥalāl Tourism Trend: A Systematic Literature Review," *Journal of King Abdulaziz University, Islamic Economics* 38, no. 1 (2025). Linawati et al., "Peran Inovasi Teknologi Dalam Meningkatkan Produksi Halal Di Industri Global," *Jurnal Media Akademik (Jma)* 3, no. 11 (2025), p. 1–11.

[18]Emi Sri Rahayu Fatimah, "Pengaruh Kualitas Produk Dan Kesadaran Halal Terhadap Keputusan Pembelian Skincare Di Kota Makassar Dengan Citra Merek Sebagai Variabel Moderating" (Universitas Islam Negeri Alauddin Makassar, 2023). Mohd Fuaad Said et al., "Exploring Halal Tourism in Muslim-Minority Countries: Muslim Travellers' Needs and Concerns," *Journal of Islamic Marketing* 13, no. 4 (2022).

[19]Annisa Jati Utami and Irmayanti Hasan, "Pengaruh Kualitas Produk Dan Label Halal Terhadap Keputusan Pembelian Produk Mie Instan Samyang Dengan Minat Beli Sebagai Variabel Intervening," *Syarikat: Jurnal Rumpun Ekonomi Syariah* 6, no. 1 (2023), p. 221–32.

[20]Warto, "Sertifikasi Halal Dan Strategi Pemasaran Bagi Bisnis Produk Halal Di Indonesia."

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## The Role of Halal Certification Bodies in Guaranteeing Production Safety in South Sulawesi

Certification bodies, including LPPOM MUI, BPJPH, PT Sucofindo, and Surveyor Indonesia South Sulawesi, play a pivotal role in ensuring production safety by conducting comprehensive audits of raw materials, production processes, and distribution systems to prevent cross-contamination.[21] Beyond the certification process, these institutions provide technical guidance and training on hygienic manufacturing practices, enabling producers to strengthen compliance with halal standards. Evidence from Makassar indicates that producers who participate in such training demonstrate improved facility hygiene and greater adherence to food safety requirements. Halal certification also enhances consumer confidence, as reported by managers of PT Prima Global Sukses and Rumah Makan Losari, who experienced increased sales following certification. In contrast, several MSMEs that had not yet obtained halal certification reported difficulties in gaining consumer trust. These findings reinforce the view that halal certification contributes not only to regulatory compliance but also to the long-term sustainability of ethical business practices.[22] Moreover, several large food producers in West Java and Jakarta have strategically positioned halal certification as a core marketing tool, underscoring its dual function as both a regulatory mechanism for ensuring production safety and a source of competitive advantage in the food industry.

Interviews with producers of traditional foods, including *Coto Makassar* and meatballs in the Losari Beach area, revealed that limited knowledge of halal certification requirements, the costs associated with certification, and difficulties in sourcing halal-certified raw materials constitute the primary barriers to obtaining halal certification.[23] Producers consistently emphasized that the quality and halal integrity of raw materials are fundamental determinants of overall product quality. Field observations further indicated that many small-scale producers in Makassar face challenges in verifying the halal status of meat, spices, and other production inputs, thereby impeding compliance with halal certification requirements. In addition, field audits and laboratory testing were identified as critical components of the certification process, serving to verify the halal integrity of products and production practices.

Interviews with representatives of PT Sucofindo confirmed that comprehensive inspections of production facilities are undertaken to ensure that

[21]Fauzi et al., "Halal Certification in Food Products: Science Mapping of Present and Future Trends."

[22]Teguh Dermawan, et al., "Studi Kritis Terhadap Penetapan Sertifikasi Produk Halal Oleh Majelis Ulama Indonesia Sulawesi Selatan Perspektif Maslahah," *Jurnal Widya Balina* 10, no. 02 (2025), p. 562–79.

[23]Nurwandri, et al., "Sosialisasi Sertifikasi Produk Halal Bagi Pelaku Umkm Di Desa Air Teluk Hessa, Kecamatan Air Batu, Kabupaten Asahan."

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manufacturing processes are free from contamination by non-halal substances.[24] he informants emphasized that the integrity and competence of halal auditors are essential to maintaining the credibility of the certification system,[25] with laboratory testing serving as a key evidentiary basis for certification decisions. Nevertheless, many local producers remain inadequately prepared for certification audits because of limited production facilities and infrastructure. Interviews with stakeholders also indicated that the Halal Product Assurance Organizing Agency (BPJPH) has strengthened the capacity of halal laboratories in several Indonesian provinces to support the implementation of the national halal assurance system. These findings suggest that expanding halal laboratory capacity and adopting advanced testing technologies in South Sulawesi would enhance the reliability, transparency, and credibility of the halal certification process.

Interviews with representatives of PT Surveyor Indonesia South Sulawesi highlighted that effective collaboration among halal certification bodies, local government, academic institutions, and local communities is essential for strengthening the halal certification ecosystem. Certification bodies were considered responsible not only for ensuring compliance with halal standards but also for maintaining transparency, accountability, and organizational efficiency throughout the certification process. Information obtained from LPPOM MUI further indicated that Hasanuddin University has made significant contributions through halal-related research and technical support for local producers, thereby facilitating compliance with certification requirements. The findings suggest that the success of halal certification in South Sulawesi depends on strong multi-stakeholder synergy. Strengthening collaboration among these actors has the potential to position the region as a model for the development of an internationally competitive halal industry that meets global halal standards.

[24]Laina Maliya, Malahayatie, and Muslina, "Halal Education and Promotion," *Dalwa Islamic Economic Studies* 3, no. 2 (2024), p. 99–113.

[25]Dwi Edi Wibowo et al., "Internationalization of Halal Product Assurance Standards in Indonesia in Ensuring Consumer Rights: Implications and Orientation," *Jurnal Suara Hukum* 6, no. 2 (2024), p. 356–84.

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Figure.2. Research Activities Completed Interviews with Halal Inspection Institutions




Source: Reslawati

**Comprehensive Socio-Economic Impact**

The socioeconomic impact of halal certification extends beyond improvements in the income and competitiveness of micro, small, and medium enterprises (MSMEs) to encompass broader contributions to community welfare and regional development. The findings demonstrate that strengthening production safety through halal certification not only ensures compliance with halal standards but also generates multidimensional socioeconomic benefits. The availability of certified halal raw materials, the implementation of rigorous quality control systems, the digitalization of production processes, and enhanced human resource competencies collectively improve consumer confidence, operational efficiency, and business sustainability. These improvements create a multiplier effect across multiple levels of the economy. At the micro level, halal certification enhances MSME productivity and profitability, expands access to domestic and international markets, and creates new employment opportunities. At the meso level, it strengthens collaboration among producers, suppliers, halal certification bodies, government agencies, and universities, fostering a more integrated, innovative, and competitive halal industrial ecosystem. At the macro level, effective implementation of halal certification enhances regional competitiveness, attracts investment in the halal industry, and reinforces South Sulawesi's strategic position as one of Indonesia's emerging centers for halal industrial development.

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Beyond its economic contributions, halal certification also promotes social development. Interviews with certified producers revealed that increased business performance has enabled some enterprises to contribute to community development initiatives, including improvements to local roads and the provision of public facilities. These investments demonstrate how the economic benefits generated through halal certification can translate into tangible improvements in community well-being. Moreover, halal certification strengthens local cultural identity by encouraging the development of products that integrate Islamic values with local wisdom. This integration not only reinforces producers' commitment to maintaining halal compliance but also enhances consumer trust, product differentiation, and market demand. Taken together, these findings suggest that halal certification should not be viewed merely as a regulatory compliance mechanism but as a strategic instrument for sustainable development.[26] It creates economic value, strengthens social cohesion, preserves cultural identity, and supports the development of an inclusive and resilient halal industrial ecosystem. Consequently, halal certification bodies perform a role that extends beyond ensuring compliance with halal standards; they act as catalysts for socioeconomic transformation by promoting business innovation, community welfare, and sustainable regional development.

## Conclusion

Halal certification in South Sulawesi plays a strategic role in ensuring production safety through comprehensive audits, verification of production processes, laboratory testing, and technical assistance in implementing halal standards. These mechanisms not only enhance product quality and safety but also strengthen consumer trust, expand market access, foster product innovation, and improve the competitiveness and income of micro, small, and medium enterprises (MSMEs) in Makassar City. Consequently, halal certification extends beyond its regulatory function to become a strategic instrument for strengthening the regional halal industrial ecosystem and promoting sustainable economic development. Despite these contributions, the implementation of halal certification continues to face several challenges, including high certification costs, complex administrative procedures, limited technical assistance, inadequate access to halal-certified raw materials, and the uneven adoption of digital technologies. Overcoming these constraints requires stronger collaboration among government agencies, halal certification bodies, universities, industry stakeholders, and local communities. Policy priorities should include expanding financial support through certification subsidies and incentives, streamlining administrative procedures, strengthening technical assistance and capacity-

[26]Putra, Wulandari, and Khasan, "International a Dynamics of Halal Industry Development: A Literature Review."

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building programs, developing reliable halal supply-chain networks, accelerating the digitalization of certification services, and promoting research-driven innovation through university–industry partnerships. These integrated measures would contribute to a more efficient, inclusive, and resilient halal certification system while enhancing MSME competitiveness and supporting South Sulawesi's ambition to become a nationally and internationally recognized halal industry hub. The findings further demonstrate that halal certification should be regarded not merely as a regulatory compliance mechanism but as a strategic policy instrument for sustainable socioeconomic transformation. By integrating production safety, institutional capacity, technological innovation, digital governance, and multi-stakeholder collaboration, halal certification can generate substantial economic and social benefits, strengthen regional resilience, and improve Indonesia's competitiveness in the global halal economy. This study also highlights the importance of strengthening the institutional capacity of halal certification bodies and fostering continuous collaboration among government, academia, industry, and local communities to ensure the long-term sustainability of the halal ecosystem. Future research should adopt comparative, longitudinal, or mixed-methods approaches to evaluate the long-term socioeconomic impacts of halal certification across different regions, industrial sectors, and institutional contexts, thereby providing a stronger evidence base for policy development and international benchmarking.

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