


IMPLEMENTATION OF HALAL PRODUCT GUARANTEE IN INDONESIA'S E-COMMERCE

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 January 2023</p> <p>Accepted 10 April 2023</p>	<p>Purpose: This study aims to determine and analyse the implementation of halal product guarantees in E-Commerce in Indonesia by including halal product information to protect consumers.</p> <p>Theoretical framework: The theories that build this study are consumers protection on e-commerce product, utilitarianism and economic analysis of law to make efficiency.</p> <p>Design/methodology/approach: This research Using qualitative research methods and normative juridical research will obtain results that implementing halal product guarantees in E-Commerce in Indonesia has yet to run optimally.</p> <p>Findings: The results show that Many business actors in E-Commerce still do not include halal information on their products. In addition, the E-Commerce platform has not yet implemented the halal product search feature.</p> <p>Research, Practical & Social implications: Many business actors in E-Commerce still need to include halal information on their products. In addition, the E-Commerce platform still needs to implement the halal product search feature.</p> <p>Originality/value: The value of the study is focus on consumer protection by implementing halal product guarantees in Indonesia on e-commerce product.</p>
<p>Keywords:</p> <p>E-Commerce; Guarantee; Halal; Product; Protection.</p> <div data-bbox="172 987 480 1218">  </div>	<p>Doi: https://doi.org/10.26668/businessreview/2023.v8i4.1391</p>

IMPLEMENTAÇÃO DA GARANTIA DE PRODUTOS HALAL NO E-COMMERCE DA INDONÉSIA

RESUMO

Objetivo: Este estudo tem como objetivo determinar e analisar a implementação de garantias de produtos halal no comércio eletrônico na Indonésia, incluindo informações de produtos halal para proteger os consumidores.

Referencial teórico: As teorias que constroem este estudo são a proteção do consumidor no produto de comércio eletrônico, utilitarismo e análise econômica do direito para tornar a eficiência.

Design/metodologia/abordagem: Esta pesquisa usando métodos de pesquisa qualitativa e pesquisa jurídica normativa obterá resultados que a implementação de garantias de produtos halal no comércio eletrônico na Indonésia ainda não foi executada de maneira ideal.

Descobertas: Os resultados mostram que muitos atores comerciais no comércio eletrônico ainda não incluem informações halal em seus produtos. Além disso, a plataforma de comércio eletrônico ainda não implementou o recurso de pesquisa de produtos halal.

Implicações de pesquisa, práticas e sociais: muitos atores comerciais no comércio eletrônico ainda precisam incluir informações halal em seus produtos. Além disso, a plataforma de comércio eletrônico ainda precisa implementar o recurso de pesquisa de produtos halal.

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Originalidade/valor: O valor do estudo é o foco na proteção do consumidor através da implementação de garantias de produtos halal na Indonésia em produtos de comércio eletrônico.

Palavras-chave: E-Commerce, Garantia, Halal, Produto, Proteção.

IMPLEMENTACIÓN DE LA GARANTÍA DE PRODUCTOS HALAL EN EL COMERCIO ELECTRÓNICO DE INDONESIA

RESUMEN

Propósito: Este estudio tiene como objetivo determinar y analizar la implementación de garantías de productos halal en el comercio electrónico en Indonesia mediante la inclusión de información sobre productos halal para proteger a los consumidores.

Marco teórico: Las teorías que construyen este estudio son la protección al consumidor del producto de comercio electrónico, el utilitarismo y el análisis económico del derecho para hacer eficiencia.

Diseño/metodología/enfoque: esta investigación utilizando métodos de investigación cualitativos e investigación jurídica normativa obtendrá resultados que la implementación de garantías de productos halal en el comercio electrónico en Indonesia aún no se ha ejecutado de manera óptima.

Hallazgos: Los resultados muestran que muchos actores comerciales en el comercio electrónico aún no incluyen información halal en sus productos. Además, la plataforma de comercio electrónico aún no ha implementado la función de búsqueda de productos halal.

Implicaciones de investigación, prácticas y sociales: muchos actores comerciales en el comercio electrónico todavía necesitan incluir información halal en sus productos. Además, la plataforma de comercio electrónico aún necesita implementar la función de búsqueda de productos halal.

Originalidad/valor: el valor del estudio se centra en la protección del consumidor mediante la implementación de garantías de productos halal en Indonesia en productos de comercio electrónico.

Palabras clave: E-Commerce, Garantía, Halal, Producto, Protección.

INTRODUCTION

The Covid-19 pandemic has hit diverse arena components for greater than a year. In months, the virus, located in Wuhan, China, has unfolded swiftly to all nations worldwide, including Indonesia. To cope with the impact of transmission from the virus, the Indonesian government established a Large-Scale Social Restriction (PSBB) rule that prevents offices and the trading industry from operating to reduce the number of Covid-19 cases. This Large-Scale Social Restriction (PSBB) has been working for a long time, making the shopping lifestyle of Indonesian people move from offline to online. This is indicated through the growing variety of net customers and online buying and selling transactions at some stage in the Covid-19 pandemic. The improvement of online trade is a brand-new phenomenon in shopping for and promoting transactions. The records indicate that net customers in Indonesia attain nearly 88.1 million, with forty-eight consistent with cent everyday net customers. E-trade is an exchange area for enterprise transactions completed using net technology, from product information, shopping for and promoting transactions, and bills to product promotions. In Indonesia itself, the e-trade commercial enterprise improvement has evolved hastily in the latest years, precisely the wide variety of dealers who transfer and marketplace their merchandise online and extrude

the tradition of purchasing and promoting transactions occurring so far, (Akim, et. al.,2019). Including statistics about the halalness of a product. The halal industry considers how the current pandemic crisis changes long-term social interactions. Consumer behaviour changes require new or modified products and services, (Anggie Mustika, et.al.,2020).

Halalness of a product is an obligatory requirement, mainly for Muslim consumers. Be it food, medicine, or different client goods. (Aprilliani, et. al.,2022). The Global Economy World Report notes that halal merchandise around the globe has a greater than US\$1 trillion capacity. Industry gamers are an advantage from the income boom within the halal industry, for example, meals and beverage merchandise (Battour, et.al.,2010). Then a vast range of the Muslim populace in Indonesia is 236,53 million people, or 86.88% of the whole people of Indonesia, which makes the Indonesian marketplace a big Muslim patron marketplace. Therefore, including halal statistics is an essential component that should get the eye of the state. In today's meals industry, substances are processed via numerous new strategies and strategies with the aid of technological developments, ensuing in rapid manufacturing and being geared up for intake with the help of the community.

The virtual era opens up possibilities for all events to open businesses, each for agencies with a scale of SMEs and massive enterprises (Daher, et.al.,2018). Various merchandise is to be had withinside the virtual marketplace or e-commerce, starting from family appliances, cosmetics, medicines, and meals and drinks that permit the meals enterprise to promote now no longer most effective to local regions however additionally to promote on a global scale supported via way of means of an unfastened marketplace. For this reason, the government has compiled regulations relating to halal product certification, namely Law Number 33 of 2014 on Halal Product Guarantee, Government Regulation Number 31 of 2019 on the implementation of the Halal Product Guarantee Act, Government Regulation Number 39 of 2021 on the Implementation of the Halal Product Guarantee Sector and Regulation of the Minister of Religion Number 26 of 2019 on the Implementation of Halal Product Guarantee.

However, the presence of virtual technology. On the other hand, this could cause trouble because Indonesia is flooded with meals, merchandise, and so forth from nations that don't force a halal certification gadget and incorporate or are infected with haram elements. Moreover, web shopping for and promoting transaction gadgets (e-commerce) makes those merchandise susceptible to supervision. The halal label significantly affects purchasing decisions in e-commerce in Indonesia. This proves that halal labeling on a product provides a positive value that has an excellent opportunity to influence purchasing decisions (Darmodiharjo,et.al.,1995).

It is hoped that this research can become a policy recommendation for the authorities, namely the government or e-commerce companies, by providing halal information on products traded through e-commerce so that they can contribute to the implementation of consumer protection.

METHODOLOGY

The method used in this research is normative legal research. The object of study in the normative legal analysis is the law conceptualized as a norm or principal (Faridah Durrotul, et.al.,2019). The standards that become the object of his research include laws, government regulations, and other implementing regulations. The method used is a statutory approach by examining all laws and regulations regarding the legal issues being handled. They are doing document study by searching the literature, namely collecting data from information by reading and analysing books, scientific papers, the internet, laws and regulations, and other theoretical sources. The data analysis technique was qualitative, diverting all data according to quality, nature, and legal symptoms to suit the problem. The concluding method is done deductively, a general proposition whose truth is known and ends in a specific decision. So in this study, the authors conducted a survey based on Law Number 8 of 1999 on Consumer Protection and Law Number 33 of 2014 on Guarantees for Halal Products and implemented them in buying and selling transactions of packaged products through e-commerce.

DISCUSSION

Legal Protection for Consumers in Halal Product Guarantee

One of the economists and theoretical felony specialists named Jeremy Bentham had a widespread effect sporting out notion reforms withinside the nineteenth century each in England and at the arena level. They dubbed Luther of the Legal World as soon as they recommended the idea of utilitarianism. Utilitarianism or Utilism is a principle that places gain because of the number one purpose of the law (Febriantoro, et.al.,2018). The advantage right here is described as happiness. So, whether or not a rule is right or terrible, or honest relies upon whether or not the regulation offers pleasure to human beings (Hartati, et.al. ,2018). Therefore, meal protection for 90% of Indonesian people should be fulfilled to be noticeably secure aside from Indonesian Muslim consumers. For Muslim consumers, safe meals are unfastened from physical, chemical, or microbiological hazards.

Still, there may be a valid element, secure from the risks of prohibited and dubious goods. Food safety, best, and nutrition, as mandated by way of means of Food Regulation Law

Number 7 1996, is a central authority attempt in meal control to satisfy the primary wishes of Indonesian human beings pretty and equitably primarily based totally on independence and now no longer opposite to public confidence. Chemical, bodily, and microbiological that impinge on fitness problems without delay. The threat of halal classes influences Muslim clients` peace of mind, and as soon as Muslim clients devour unauthorized meal products, the loss is considerable. Namely, Muslim clients experience uneasiness because they have completed un halal meal products, and this loss is unacceptable regardless of how significant. The significance of the criminal factor of labelling capsules and meals riddles with ever-growing patron demands, especially concerning this perfection factor. By law, the authorities have regulated the problem in each meal's laws, patron safety laws, and authorities' rules that govern more incredible technicality regarding halal certification on meal products. I observed that customers who need to shop for an object have to get precise data defined within the law. In essence, there are strong coverage bases associated with purchaser safety in Indonesia, mainly first, the 1945 Constitution as the premise for all legal guidelines in Indonesia, which mandates that countrywide improvement desires be realized thru a democratic monetary improvement device so that it may develop and expand and convey items and offerings which are appropriate for intake with the aid of using the community. In addition, securing the kingdom ensures every resident's independence to embody their faith and carry out their worship consistent with their religion and beliefs. To ensure each spiritual believer`s overall performance in their non-secular teachings, the kingdom should offer the safety and warranty of the product fed on and utilized by the day-by-day community. Second, consumer protection is defined as "all efforts directed towards legal certainty for the benefit of consumers." The public must understand the substance of the law on consumer protection policies to understand their rights and the legal process for asserting violations of consumer rights (Hidayat, et.al.,2021), (Islam, et.al. ,2020).

In Indonesia, consumer protection is regulated in Law No. 8 of 1999; The definition of Consumer protection is found in the Act of the Republic of Indonesia No. 8 of 1999 on Consumer Protection, in Section 1 of Figure 1, which reads, "Consumer protection is every effort that guarantees legal certainty to protect consumers."

The method of the information on Consumer safety contained in this text is enough to guard consumers, as said with the aid of using Ahmadi Miru and Sutarman Yodo, that: a sentence saying "each attempt that ensures prison actuality" is anticipated as a stronghold to negate any arbitrary acts that damage commercial enterprise operators handiest for the sake of Consumer safety, in addition to assuring prison actuality for consumers. These legal guidelines

permit clients to be protected for losses suffered and make sure prison certainty. Clients, as described in Section three of the Consumer Protection Act, the motive of Consumer Protection is (Lewoleba, et.al. ,2018):

- a. Improve consumer awareness, ability, and independence to guard themselves.
- b. Lifting Harkat and client dignity through fending off excesses or damaging use of products and services.
- c. Increase the consumer`s empowerment in selecting, determining, and annoying his rights as a consumer.
- d. Creating a client safety machine that includes prison certainty, the openness of information, and getting entry to information.

Everyone is a purchaser because they want items and offerings to keep their personal life, family, or property. Each purchaser has the rights that the producer or enterprise operator can call for and the responsibilities that they've fulfilled upon the self of the producer or enterprise operator. Such rights which fall beneath each phase four of the Consumer Protection Act No. 9 of 1999 are Consumer Rights:

- a. Right to convenience, security, and protection in ingesting items and/or services.
- b. The right way to choose items and/or offerings and reap such things and/or offerings is through the promised trade costs, situations, and guarantees.
- c. Right to correct, straightforward, and sincere records concerning the situations and ensures of products and/or services.
- d. The right to be heard of reviews and proceedings approximately the products and/or offerings used.
- e. The right to suitable advocacy, safety, and purchaser safety decision efforts.
- f. The right to get hold of purchaser training and education.
- g. The right to be handled or served correctly, honestly, and non-discriminatory.
- h. The proper compensation, indemnification, and/or repayment, while the products and/or offerings are obtained, no longer observe the settlement or aren't required.
- i. Rights supplied for withinside the provisions of different legislation.

Furthermore, Section 7 letter b of Act No. 8 of 1999 on Consumer Protection presents correct, clean, and sincere data concerning the situations, ensures products and/or offerings, and clarifies use, repair, and maintenance.

The above provisions do now no longer at once modify the safety of Muslim customers from unauthorized products. Still, customers, including Muslim customers, are entitled to correct, straightforward, and sincere statistics concerning taking into account and ensuring products and/or offerings are produced with the aid of using producers. Such patron rights are the duties of the employer operator (the operator) to fulfil. Muslim purchasers can acquire correct, clean, and sincere records concerning the devaluation of the manufacturer's synthetic merchandise under the provisions of Article 4 letter c and Article 7 b of the Consumer Protection Act (Act No. 8 of 1999). The provisions of Article 4 letter c and Article 7 b of the Consumer Protection Act (Act No. 8 of 1999) are the most specific provisions that may shield Muslim purchasers from unauthorized merchandise because the necessities oblige commercial enterprise operators (Producers) to offer correct, clean and sincere records such as concerning the degradation of meals merchandise in packaging synthetic through the manufacturer.

Considering the growing degree of technology and era, customers' wants are regarded as each cloth and formidable. This is the using pressure for the productiveness and performance of producers of products or offerings to reap a goal of the effort. To pursue those things, immediately or indirectly, the customer commonly feels the impact.

Third, Law No. 18 of 2012 on Food additionally stipulated halal certification. In the proviso to Article 56 (b), "The public fitness of veterinary merchandise shall represent the availability of animal fitness in kind: warranty of animal product safety, fitness, wholeness, and mastery. The Animal Livestock and Health Act additionally alludes to assure of animal product dexterity in article 58 (4), which reads, "Animal produced in and/or integrated into the territory of the State of the Republic of Indonesia for circulating have to be obligatory in conjunction with veterinary certificates and a halal certificates, Food Law, regulating the labelling of halal products."

Some of the provisions for the law of halal meals merchandise withinside the Food Act amongst them are Article 37 (1), which reads, "Food imports performed to satisfy home intake wishes have to meet the necessities of safety, quality, nutrition, and now no longer battle with the religion, ideals, and way of life of the people." The rationalization of Article 37 (1) here "does now no longer contradict the people's religion, belief, and way of life, which includes meals that meet the halal necessities for Muslims or meals prohibited from eating consistently with religion, belief, and network way of life in Indonesia. Subsequently, Article 69 letter g mentions "The Provision of the Religion, Religion, and Culture of the People in Indonesia." Food is carried out via Halal product assurance for the ones required. That the norm contained

in Article 69 (g) of the Act states that "lawful ensures for the ones required" are protected in "meals security." Article 97 (1) states, "any character who produces meals locally for alternate will be obliged to encompass a label internal and/or on a meal package deal." Article 97 (2) states, "any character who imports meals for alternate will be obliged to encompass a label internal and/or on a meals package deal upon getting into the vicinity of the State of the Republic of Indonesia." As properly as Article 97 (3) (e) of the Act shall nation "The marking in and/or at the meals packaging mentioned in paragraphs (1) and (2) will be written or published the use of Indonesian Language and shall incorporate as a minimum fact regarding Halal for required. Subsequently, the provisions of Article 101 (1) shall include that "any man or woman who states withinside the label that meals are traded is lawful as required will be accountable for its veracity." As properly because the provisions of Article 105 (1) shall state, "Any man or woman who states within the commercial that meals traded are lawful as required. It is obligatory to take responsibility for its veracity."

Related to important purchaser safety concerning halal merchandise regulated in Law Number 33 of 2014 on Halal Product Guarantee, in which earlier than this regulation no law assured felony truth, the halal product ensures have been done through the ideas of safety, justice, felony confidence, responsibility, and transparency, effectiveness and efficiency, and professionalism. And has the goal of supplying convenience, security, safety, and truth of the supply of Halal Products for the general public in ingesting and the usage of the Products and growing brought cost for Business Actors to supply and promote Halal Products.

Several elements underlie the significance of the Halal Product Guarantee Law, amongst others. Firstly, numerous current legal guidelines and rules that alter or relate to halal merchandise have no longer furnished prison reality, and prison ensures that purchasers devour halal merchandise, so human beings enjoy problems differentiating between halal and haram merchandise. In addition, product law remains very constrained to the handiest meals and no longer consists of drugs, cosmetics, organic chemical merchandise, or genetic engineering. Second, there's no criminal actuality concerning which establishments assure halal merchandise. The current machine no longer offers a warranty of authority and duties. It features an approximately imposing Halal Product Guarantee, such as the coordination that has no longer visible consequences after forming a brand-new institution. Third, stream and merchandise within the home marketplace are increasingly hard to govern because of extended meals technology, engineering technology, biotechnology, and organic chemical processes. Fourth, Indonesian halal merchandise no longer has reliable halal requirements and marks

(country-wide halal requirements) set by the government, as in Singapore, the United States, and Malaysia. Fifth, the facts machine for halal merchandise isn't always through the community's degree of understanding and wishes approximately halal merchandise (Muhaimin,et.al.,2020). The reason for the Halal Product Guarantee Law is likewise vital because thinking about the development of technology and era withinside the fields of food, remedy, and cosmetics are growing right away, which has a tangible effect on the shift withinside the processing and utilization of those uncooked substances which have been first of all herbal and easy to process the outcomes of engineering technology.

Therefore, to discover the haleness' and purity of a product, a specific look is wanted that calls for multidisciplinary information apart from the meals sector, along with details withinside the fields of chemistry, biochemistry, commercial engineering, biology, and pharmacy, to apprehend the Shari`a. Law No. 33 of 2014 on Halal Product Guarantee (JPH) bolstered and controlled numerous halal rules unfolding for more than one legislation. Alternatively, the UUJPH may be called the felony umbrella (umbrella act) for the law of halal products. This regulation's Halal Product Guarantee (JPH) covers many aspects, now no longer the handiest medicine, meals, and cosmetics. Still, it's miles wider than that, achieving chemical, organic, and genetic engineering products, in addition to the ones used, used or utilized by the public.

The settings additionally attain the product`s scalability from upstream to downstream. Finally, the Halal Products Process, abbreviated PPH, is described as a sequence of sports to ensure reliable products, such as cloth provision, processing, storage, packaging, distribution, sales, and product presentation. Its objectives are to offer comfort, security, safety, and truth of availability of a halal product for the general public in eating and the usage of inventory and growing delivered cost for commercial enterprise operators to fabricate and promote their merchandise. Halal product warranty is technically then mentioned through the certification process. Previously Halal certification changed into volatile, even as UUJPH has become mandatory. Because of this, all merchandise entered, circulated, and traded withinside the Indonesian location ought to be halal certified. This is what has become the primary differentiator with the preceding regulation product. Later, someone in the price of the Halal assured device is done via the means of the authorities organized via means of the Minister of Religion via a method of forming the JPH Organizing Agency (BPJPH) positioned below and accountable to the Minister of Religion. The BPJPH has the subsequent authorities:

- a. formulate and establish JPH policies;

- b. establish norms, standards, procedures, and JPH criteria;
- c. issue and revoke Halal Certificates and Halal Labels on Products;
- d. carry out registration of Halal Certificates on overseas Products;
- e. conduct socialisation, education, and publication of Halal Products;
- f. perform accreditation of LPH (halal guarantee institution);
- g. conducting registration of Halal Auditors;
- h. conduct supervision of JPH;
- i. conducting the fostering of Halal Auditors; and
- j. conducting cooperation with domestic and foreign institutions in the field of performing JPH.

In wearing out its authority, BPJPH cooperates with associated ministries and/or agencies, the Halal Inspection Institute (LPH and the Indonesian Ulama Assembly (MUI). BPJPH's cooperation with LPH is executed for product inspection and/or testing. BPJPH collaborates with MUI in Halal Auditor certification, product derecognition, and LPH accreditation. To help BPJPH engage in product derecognition inspection and/or testing, the authorities and the general public can set up LPH. The situations of setting up an LPH include:

- a. has its own office and equipment;
- b. has accreditation of BPJPH;
- c. has a Halal Auditor of at least 3 (three) persons, and
- d. has a laboratory or cooperative agreement with another agency that owns the laboratory.

The UUJPH spread out different establishments except LPPOM MUI to open LPH. Islamic norms which have integrity in each vital and local area, along with Muhammadiyah and Nahdlatul Ulama (NU), in addition to schools in the regions that have aggressive competencies withinside the subject of food, may be protected withinside the framework of the implementation and/or the availability of halal merchandise for Muslim customers in Indonesia UUJPH became fashioned no later than 3 (three) years counting because the Act became enacted. The enforcement ordinance will be installed at least 2 (two) years from when this Act was passed. However, the Enforcement Decree of this Act has no longer been discovered till now. Halal licensed liabilities for merchandise circulating and traded within the Indonesian place shall impact 5 (five) years from when this Act became enacted. Before halal-licensed weaknesses apply, halal-licensed Product sorts are regulated in stages.

Implementation of Halal Product Guarantee in Indonesia's E-Commerce

The Law on Halal Product Guarantees on meal merchandise has a practical value: guard clients, mainly Muslim clients in Indonesia, to avoid infected substances or crook elements. As

said in article 3, implementing the Halal Product Guarantee objectives is to offer comfort, security, safety, and Halal Products for the general public to eat and use. The halal product ensures it is applied to every product that enterprise actors must check for halal certification. Halal certification is a written fatwa of the Indonesian Ulema Council, which certifies the halalness of a product in step with Islamic regulation via an in-depth exam via means of the Food, Drug, and Cosmetics Research Institute - Indonesian Ulema Council. These halal certificates are needed to gain a halal label on product packaging from the permitted authority's agency (Nasution, et.al., 2022).

Provision of halal certificates for food, medicine, and cosmetics to shield Muslim purchasers from non-halal products. Halal certificates are proper for Muslim purchasers who must hold safety from the state (Oktora, et.al., 2020). The technique of granting halal certificates is based on Law Number 33 of 2014 on Halal Product Guarantee, which states that commercial enterprise actors publish the utility for halal certification in writing to the Halal Product Guarantee Agency (BPJPH). Halal behaviour inspections (BPJPH) set up a Halal Inspection Agency (LPH) for halal behaviour evaluations and/or product halal trying out. The regulation, assessment, and/or trying out of product halalness is achieved using halal auditors from the Halal Inspection Agency (LPH) on the commercial enterprise region at some point in the manufacturing technique. If there are elements of dubious halalness, they may be examined inside the laboratory (Prayuti, et.al., 2020). MUI conducts a Halal Fatwa consultation to decide whether or not the product is halal or not. Experts attend the MUI Halal Fatwa Session, ministries/institutions, and/or associated agencies. The fatwa trial decides the halalness of the product by 30 days after MUI gets the exam outcomes or submission from BPJPH. The choice to determine halal is signed using MUI, after which it is submitted to BPJPH to issue a halal certificate (Rahayu, et.al., 2021), (Riyanta, et.al., 2020).

This research focuses on protecting consumers by providing information about halal and non-halal products traded through e-commerce. So that the implementation of the Halal Product Assurance regulations will be maximized in line with the development of e-commerce in Indonesia. Previous research was conducted by Riska Delta Rahayu and Riski Delta Ningtyas, who concluded that halal e-commerce could be an enabler to encourage the development of the halal industry in Indonesia. Halal e-commerce can facilitate business actors in marketing their products, making it easier for consumers to identify and search for halal products that can be accessed through one integrated platform (Setiodjati, et.al., 2021). Furthermore, research conducted by Putri Firyal Ariqah Nasution and Tetty Marlina Tarigan is more focused on the

notification of halal information on the Grab Food application or food delivery service applications (Syawali, et.al.,2000). However, this study is more limited to providing information to consumers related to halal packaged products in e-commerce.

There are nonetheless many boundaries confronted in enforcing the Halal Product Guarantee Law. First, criminal devices in government, ministerial, and technical policies that should be issued and promulgated have no longer been implemented. Institutions issuing halal certificates in every district/town are no longer operational. Like the Halal Inspection Agency (LPH), which the authorities and the network can form, only a few establishments formerly belonged to MUI, specifically LPPOM MUI (Utami, et.al.,2019). Failure to help regulation enforcement instruments and enforce regulations renders regulation enforcement groups ineffective. Therefore, the Halal Product Guarantee Law has yet to be optimally implemented. Suppose the regulation's rationale is known that the rule might be successful. One Halal Product Guarantee Law goal in this case is to offer Muslim purchasers safety for non-halal goods. However, this purpose has yet to be realized. The provision of the halal product ensures they will now only be applied to the most with cooperation and help from the public.

Society can play an energetic position by monitoring circulating merchandise, listening to the validity duration of the halal certificate on bought merchandise, and marking halal and non-halal trademarks on the packaging. It is likewise viable to socialize at the assurance of halal merchandise withinside the surrounding environment, including one's own circle of relatives and workplace. Law No. 33 of 2014 on Halal Product Guarantee ensures the Halal Product Guarantee Agency (BPJPH). In sporting its duties, the BPJPH is accountable to the Minister of Religion. Under the Act, BPJPH has numerous responsibilities, including (1) Formulating and establishing JPH policies, (2) Setting JPH norms, standards, procedures, and criteria, (3) Issuing and Revoking Halal Certificates and Labeling on Products, (4) Conducting registration of Halal Certificates on overseas products (5) Conducting socialization, education and publication of Halal Products (6) Conducting accreditation of LPH (7) Conducting registration of Halal Auditors (8) Conducting supervision of JPH (9) Conducting fostering of Halal Auditors; and (10) Conducting cooperation with domestic and foreign institutions in the field of organizing the JPH (Article 6 of the JPH Law). The BPJPH stipulates trademarks or labels imposed for the duration of Indonesia. In addition, it's also accredited in each issuance and revocation of halal stamps.

In addition to BPJPH, there's additionally a Halal Inspection Institute (LPH). An LPH constitutes an Institution that conducts inspection and/or checks out sports for product

degradation. LPH may be hooked up through the authorities and/or the public. The JPH Law regulates halal auditors, interpreted as product dexterity inspections. In addition to BPJPH, LPH, and Halal auditors, the following organization is worried withinside the Indonesian Ulama Assembly (MUI). MUI provisioning JPH functions within the following areas: 1. Conduct certification against halal auditors; 2. They organize product degradation primarily based on a written halal fatwa; 3. They are undertaking accreditation of LPH and four and issuing an illegitimate fatwa in opposition to the product's supply material (food). Then the JPH Act additionally discusses the manner and certification of halal merchandise. It is said in Article 21 (1) that the location, place, and equipment of PPH are required to be separated via means of the site, business, and tool of slaughtering, processing, storing, packaging, distributing, selling, and imparting merchandise aren't lawful. The JPH Act regulates the Halal certification and labeling process, particularly the rules mentioned in Chapter V at the Method of Obtaining Halal Certificates. This bankruptcy includes the pinnacle eight sections level valgus, i.e.: (1) filing of application; (2) Determination of LPH; (3) Examination and Testing; (4) Determination of Product Validity; (5) Issuance of Halal Certificates; (6) Halal Labels; (7) Renewal of Halal Certificates; and (8) Financing.

Many elements purpose the implementation of the halal product in Indonesia is no longer optimal. The prison framework below it and the establishments associated with the issuance of the halal certificates are some of the elements that impact the realization of the Law on Halal Product Guarantee objectives. The modern-day halal certification necessities aren't possible because the prevailing criminal gadgets and establishments aren't ready. In addition, the establishments or bodies worried about the issuance of halal certificates need to be fixed. Then only a few commercial enterprises are aware of the duty to promote halal-licensed merchandise to the public. The BPJPH institution needs to socialize more and be conveyed well through commercial enterprise actors. Many meals and beverage groups and eating places need to be aware of the necessary Halal certification and no longer recognize the advantages of getting a halal certificate on their merchandise. This low expertise transmission is inefficient in institutionalizing a halal guarantee for certificated merchandise. A push aside for the regulation isn't visible as an assertion of non-compliance. But it nonetheless didn't move well. In addition, there aren't any strict sanctions for violators of the duty to be licensed halal, each the ones regulated withinside the Halal Product Guarantee Law itself and its spinoff rules, influencing commercial enterprise actors now no longer to care a whole lot and forget about the duty to be licensed halal.

In modern-day online shopping for and promoting transactions (e-trade), the inclusion of halal statistics on merchandise bought in e-trade may be very minimal; maximum purchasers' handiest see inventory via visual presentations, while interplay with dealers is minimal. Many enterprise actors are resellers of a product, so entire product facts, especially halal details, are limited. Now, many enterprise actors consciously consume halal points on advertised products. This situation is inversely proportional if the transaction is accomplished directly. Detailed facts may be obtained, including product halalness (Wiwoho, et.al.,2017). Many e-trades in exercise have now no longer furnished halal data offerings for customers due to a likely loss of socialization from associated institutions. One instance is the shortage of legitimacy for the inclusion of halal data in merchandise in e-trade. Many enterprise actors no longer show halal product certification, or even many enterprise actors self-claim earlier than a legit inspection and the absence of a halal product directory. In addition, many different elements apart from meal substances and halal meals garbage should be taken into consideration now no longer to be infected with haram meals substances. Likewise, the logistics should ensure that the product isn't always transported and blended with non-halal substances. Including in phrases of processing, the context can alternate to come to be haram if it isn't always with the aid of using the Shari`a (Yusoff, et.al.,2021). Another trouble is the absence of customer know-how concerning the responsibility of halal certification on the goods they purchase and the susceptible supervision of associated establishments for e-trade negligence and socialization to clients concerning the significance of halal certification in e-trade.

In addition, online shopping for and promoting transactions in Indonesia nevertheless prioritizes acceptance as accurate with dealers and buyers. The safety of online transaction infrastructure consisting of seller/customer identification ensures price safety ensures, security, and reliability provided for e-trade websites continue to be now no longer a substantial concern, in particular in online transactions which have small to medium scales, consisting of shopping for and promoting transactions via social media networks and online communities. One indication is the shape of many lawsuits, including fraud or client sadness, over the discrepancy between the records displayed and the product acquired. One indication is the wide variety of cases approximately copied via the net and different telecommunications media caught using the police and investigators from the Ministry of Communications and Information Technology. So, we ought to be more selective in online transactions and recommend transaction protection and prudence factors because of the number one concern in online shopping for and promoting transactions.

Products supplied via means of commercial enterprise actors via e-trade media have to consist of clean data and be via way of means of the product's unique condition. Essential matters to be conveyed to search for your offer are product composition, expiration date, presentation instructions, halal labels, or halal data on product composition. So, to obtain Indonesia's aim of turning into the world's halal centre, it's the simplest herbal that information about the halalness of this product is also offered on e-trade. The comfort of client transactions via e-trade has to be balanced with the most excellent religion of commercial enterprise actors concerning the implementation of the halal product, ensuring that every celebration receives the benefits. Consumers get the blessings of halal product assurance, so they're calm in eating the goods purchased. For enterprise actors, it's far more valuable than merchandise with entire data and showing halal labels can be visited and called for through customers to boom their income.

CONCLUSION

The results of this study show that e-commerce in Indonesia still needs special features related to halal product information. Hence, consumers still need to double-check to ensure the halal information of the products being traded. In previous studies, it was concluded that halal labels significantly influence consumer buying decisions. Still, this research has not recommended innovations that e-commerce companies must make, including halal brands. As a form of implementing protection and guaranteeing certainty to consumers in terms of product halal information in e-commerce, e-commerce companies can create a special menu or feature intended to provide halal product information. A halal certificate must be included if the product being traded is halal, and vice versa if a business actor deals with non-halal products. This is to make it easier for consumers to filter product searches without having to re-confirm to business actors via the chat feature as a form of efficiency in electronic transactions. Further studies and research are still needed regarding supervising the inclusion of halal information on products electronically.

CONFLICT OF INTEREST

“the authors declare that there is no conflict of interest.”

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