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## Internationalization of Halal Product Assurance Standards in Indonesia in Ensuring Consumer Rights: Implications and Orientation

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### Abstract

*Halal product assurance is part of consumer rights that ensures consumers receive a legal guarantee for a product that has been certified halal. In Indonesia, there are efforts to internationalize halal product assurance standards through cooperation with other countries. This research aims to analyze the legal implications and orientation related to the internationalization of halal product assurance standards in Indonesia with other countries. This research is a normative legal study that emphasizes conceptual, legislative, and historical approaches. The research results indicate that the internationalization of halal product assurance standards in Indonesia can have positive implications, such as the adoption of Indonesian halal regulations and standards by other countries, increased cooperation with both Muslim-majority and non-Muslim countries, and enhanced competitiveness of Indonesian products in the global halal industry market, particularly from the small, micro, and medium enterprise sector. Future orientation in the internationalization of halal product assurance standards in Indonesia can be achieved through strengthening cooperation with non-Muslim countries in terms of technology transfer, and with Muslim countries to improve the quality of halal certification and strengthen their position in the global halal market. This research offers novelty in the form of international collaboration and legal implications that can have a wide-ranging impact, especially on the competitiveness of Indonesian products in the global halal market. This research recommends a revision of Government Regulation No. 39 of 2021 concerning the Implementation of the Halal Product Assurance Sector to formulate more optimal regulations regarding international cooperation in halal product assurance standards in Indonesia.*

**Keywords:** Cooperation, Consumer Rights, Halal Product Assurance, Internationalization.

## A. INTRODUCTION

Consumer protection is an integral part of human rights that must be respected and protected (Selfira & Neltje, 2022). In this context, consumer rights encompass various aspects related to human welfare and dignity (Judijanto, 2024). Consumers have the right to receive protection against goods and services that are safe and do not endanger their health. This is in line with the basic principles of human rights that guarantee the right to a decent life (Dicky Eko Prasetyo, Muh. Ali Masnun, Arinto Nugroho, Denial Ikram, 2024). Consumers have the right to choose products or services without pressure or coercion, reflecting individual freedom as part of human rights.

The importance of legal protection for consumers is fundamentally based on the adage that "the customer is king." The understanding that consumers are kings means that producers of goods or service providers must optimize service and legal protection for consumers because consumers have the right to be served and satisfied by the goods or services provided (Dowuona-Hammond et al., 2024). Some consumer rights include the right to receive clear and accurate information about the products or services used. This is important to ensure that they can make the right decisions in consumption, supporting the principle of transparency in human rights. (Wulandari & Assidiq, 2023). Consumers also have the right to express their opinions and complaints regarding the products or services they use, as well as to receive advocacy and fair dispute resolution (Wardhani, 2023).

The development of consumer protection efforts at the global level can be seen from the formulation of the United Nations Guidelines for Consumer Protection (UNGCP) in 1985 by the United Nations (UN), which became an important

milestone in international consumer protection (Permana, 2024). These guidelines provide a foundation for countries to develop fair and effective consumer protection policies, with a focus on the consumer's right to obtain safe, fair, and transparent goods and services. Consumer protection against unsafe goods and services has become stronger at the international level. International organizations such as ISO (International Organization for Standardization) and WHO (World Health Organization) have developed international standards that ensure marketed products meet safety criteria (Corvino & Pirni, 2021). ISO develops international standards for halal products, known as ISO 22000 for food safety management systems and ISO/IEC 17065 for halal product certification (Haryanti, Tuti, 2024). This aims to ensure that halal-certified products meet the applicable global standards.

Some countries have also formed international bodies to develop halal standards, such as Halal Food International (HFI), which works to unify various halal certification systems worldwide (Md. Siddique & Moha Asri, 2020). Halal standardization by the OIC (Organization of Islamic Cooperation) as an international organization consisting of 57 Muslim countries also plays a role in the development of halal regulations (Izhar Ariff Mohd Kashim et al., 2023). The OIC facilitates member countries to adopt uniform halal standards through the Islamic Food and Nutrition Council of America (IFANCA) and other halal certification bodies (Alzeer, 2023). In non-Muslim countries such as the European Union and the United States, the demand for halal products continues to grow. Therefore, many halal certification bodies collaborate with governments and international trade associations to ensure that halal products are accepted in those markets. Some well-known certification bodies in Europe and the US are the Halal Food Authority (HFA) in the UK and The

Islamic Food and Nutrition Council of America (IFANCA) in the United States (Maripatul Uula & Ikhwan, 2022). In Japan, there is the Japan Halal Association (JHA), which is one of the main institutions that provides halal certification in Japan. (Konety et al., 2021). JHA is responsible for facilitating the understanding of halal in Japan and providing halal certification for various products, including food, cosmetics, and other items. This institution also works to raise awareness about the importance of halal products among Japanese consumers.

The developments related to halal certification bodies above indicate that halal certification is part of global progress that facilitates the development of the halal industry worldwide. The development of the halal industry in the world is not only the focus and orientation of countries with a majority Muslim population but has also become a global development in both countries with a majority Muslim population and those without (Hasan, 2021). This development shows that halal certification is part of the advancement of consumer rights protection, which is also part of the advancement of human rights.

In Indonesia, the regulation regarding consumer protection is generally governed by Law Number 8 of 1999 on Consumer Protection (Consumer Protection Law), which aims to balance the relationship between consumers and business actors, as well as ensure that consumer rights are recognized and legally protected (Anggraini & Notoprayitno, 2023). Specifically, the regulation of halal product assurance in Indonesia is governed by Law Number 33 of 2014 concerning Halal Product Assurance (Law JPH). This law stipulates that all products entering, circulating, and traded in the territory of Indonesia must have a halal certificate (Sakti & Ramadhani, 2023). Indonesia has been actively developing halal

certification cooperation with various countries, as part of efforts to strengthen the position of halal products in the global market.

The development of halal certification in Indonesia is also expanding with internationalization efforts in the form of international cooperation related to halal certification between Indonesia and other countries in the world. In September 2024, Indonesia signed a Mutual Recognition Agreement (MRA) with foreign halal institutions in Italy (Badan Penyelenggara Jaminan Produk Halal, 2024). This agreement aims to mutually recognize halal certificates, which is an important step in strengthening halal certification cooperation in Europe. At the H-20 Halal World 2023 event, the Halal Product Assurance Organizing Agency (BPJPH) signed an MRA with 37 halal institutions from various countries. This includes agencies from South Korea, the United States, and Australia (Badan Penyelenggara Jaminan Produk Halal, 2023a). This MRA includes the recognition and mutual acceptance of halal certificates. Indonesia has also established cooperation for the recognition of halal certificates with Malaysia and Saudi Arabia. The signing of the Memorandum of Cooperation (MoC) between BPJPH and JAKIM Malaysia took place in June 2023, while the cooperation with Saudi Arabia includes the recognition of halal certificates for export products (Badan Penyelenggara Jaminan Produk Halal, 2023b). The development of regulations regarding international cooperation in the field of halal certification is essentially based on Government Regulation No. 39 of 2021 concerning the Implementation of the Halal Product Assurance Sector (PP JPH), which regulates international cooperation in halal product assurance through mutual recognition agreements of halal certificates with authorized foreign halal institutions

(Muhtadi, 2020). Through these measures, Indonesia is not only striving to improve the quality and trust in its halal products but also to expand market access for Indonesian halal products at the international level.

From the above description, this research aims to analyze the legal implications and orientation related to the internationalization of halal product assurance standards in Indonesia with other countries, linked to efforts to strengthen legal protection for consumers, particularly concerning the guarantee of legal certainty for products that meet halal qualifications according to Islam. Research discussing cooperation on halal products has indeed been conducted by several previous studies, including the first study by Musthofa, et al. (2023), which examines the optimization of institutions related to halal certification and its connection to efforts to succeed halal tourism in Indonesia and Malaysia (Musthofa et al., 2023). The second study was conducted by Qolby and Astuti (2024), which discusses the efforts of the Indonesian Government related to halal diplomacy in enhancing Indonesian products to compete in the international halal industry (Annisa Syifa Qolby, 2024). The third research was conducted by Balah and Makakena (2024) discussing the cooperation on halal standards and certification between Japan and the Philippines to enhance the competitiveness of Philippine products in the halal industry (Ontok-Balah & Makakena, 2024). If referring to the three previous studies mentioned above, this research is original because it introduces novelty in the aspects of legal implications and forward-looking orientation of international cooperation in halal certification between Indonesia and other countries.

This research is a normative legal study that focuses on efforts to analyze the legal implications and orientation related to the internationalization of halal product

assurance standards in Indonesia with other countries (Negara, 2023). The primary legal materials in this research include: Law Number 8 of 1999 on Consumer Protection (Consumer Protection Law), Law Number 33 of 2014 on Halal Product Assurance (Halal Product Assurance Law), and Government Regulation No. 39 of 2021 on the Implementation of Halal Product Assurance (Halal Product Assurance Regulation). Secondary legal materials include various research results discussing consumer protection, human rights specifically related to consumer protection, as well as halal product guarantees in the form of books, research reports, journal articles, and news websites. The non-legal material used is a language dictionary. The analysis of legal materials is conducted prescriptively, where legal issues are analyzed and categorized, and then legal solutions to the identified problems are determined and formulated. The approach used in this research is the legislative, conceptual, and historical approach (Purwati, 2020).

## **B. RESULT AND DISCUSSION**

### **1. The Legal Implications of the Internationalization of Halal Product Assurance Standards in Indonesia in Ensuring Consumer Rights**

Consumer protection as a human right has undergone significant development worldwide, especially since the mid-20th century (Fibrianti, 2023). The consumer protection movement began in the 19th century, particularly in the United States, where attention to consumer rights increased alongside industrialization and urbanization. In the 1960s and 1970s, many countries began introducing laws to protect consumers, including in the United States with the enactment of various regulations such as The Uniform Trade Practices and Consumer Protection Act in

1967 (Yuanitasari et al., 2023). Consumer protection is recognized as part of human rights, emphasizing that every individual is entitled to clear information about products and services as well as protection from unfair business practices (Mohammad, 2021). This creates a balance between producers and consumers in a legal context.

In 1985, the United Nations issued Resolution A/RES/39/248 known as the Guidelines for Consumer Protection (Yuningsih, 2021). This resolution establishes basic principles for protecting consumers globally, including protection of consumer health and safety as well as access to adequate information. The establishment of organizations like Consumers International (CI) in 1960 was an important step in strengthening the global consumer protection movement (Gede Nanda Radithya, I Nyoman Putu Budiarta, 2022). CI plays a role in advocating and disseminating information about consumer rights in various countries. Overall, the development of consumer protection as a human right shows significant progress but also requires ongoing attention to ensure that these rights are respected and effectively protected worldwide. In this context, each country plays an important role in ensuring the protection of consumer rights.

Consumers need strong legal protection for several important reasons related to fairness, security, and welfare in economic transactions (Noor et al., 2021). Legal protection aims to prevent consumers from the risk of consuming products that could potentially endanger safety and health (Ilias et al., 2023). With the existence of regulations, consumers can be protected from goods or services that do not meet safety standards. Consumers often find themselves in a weaker position compared to producers or service providers. Legal protection helps balance this power, ensuring



that consumers are not harmed by unethical business practices or fraud. Legal protection also serves to enhance consumer awareness and ability to protect themselves (Atika, 2023). By understanding their rights, consumers can be more active in demanding justice if violations occur.

Consumer protection regulations encourage companies to conduct ethical and responsible business practices. This creates a healthier market environment, where business actors strive to meet consumer expectations (Anggarita et al., 2023). Consumer protection law provides mechanisms to resolve disputes between consumers and businesses fairly. This is important to maintain public trust in the economic and legal systems. Overall, legal protection for consumers not only safeguards individuals but also contributes to stability and fairness in the economy as a whole (Jahan et al., 2023). One form of consumer protection is the existence of guarantees and information regarding a product, especially related to the halal status of a product.

The halal status of a product as part of consumer rights is an important matter, especially for consumers who are Muslim. Islam requires every Muslim to use halal and good products (Setyorini et al., 2021). This emphasizes that the guarantee of halal products is part of religious obligations, so the state is obliged to protect the religious rights of the community (Manda et al., 2022). The function of halal product assurance for consumers is very important, especially in countries with a majority Muslim population like Indonesia. This guarantee not only provides legal certainty regarding the halal status of the product but also protects consumers from potential health and moral risks (Marissa Grace Haque, Efitra, 2023).

In Indonesia, halal certification is proof that a product has met the halal

standards set by the relevant authorities, such as the Indonesian Ulema Council (MUI) (Muhtadi, 2020). This provides assurance to consumers that the product is safe for consumption and in accordance with Islamic teachings. Halal certification provides legal certainty for consumers regarding the halal status of the products they purchase. This is important to maintain public trust in the products available in the market (Rahmah & Barizah, 2020). Consumers feel more at ease when buying halal-certified products because they know that these products have undergone strict testing processes. This helps reduce concerns related to the ingredients used in the product.

Consuming halal products also has spiritual value for Muslim consumers, as they fulfill their religious obligations by choosing products that comply with Islamic law. Halal certification is not only beneficial for consumers but also helps producers expand their market reach, including into international markets with predominantly Muslim populations (Razali & Kartika, 2021). The guarantee of halal products serves as protection and assurance for consumers, giving them confidence that the products they consume are safe and in accordance with religious principles. With the presence of halal certification, both producers and consumers can experience significant benefits in terms of trust and product quality (Utami & Nurkhasanah, 2021).

The importance of halal product assurance is also related to the growing halal industry, one of which is evidenced by the increasing number of Muslims in the world. In 2024, the number of Muslims in the world reached approximately 2.02 billion people, which is about 25% of the total global population of 8.09 billion people (Kristina, 2024). Islam remains the largest religion practiced by people in the world and ranks second after Christianity. At the country level, Pakistan is now the

country with the largest Muslim population, reaching 240.8 million people, surpassing Indonesia which previously held the top position with a Muslim population of 236 million, and India follows in third place with around 200 million Muslims (Yashilva, 2024). The development of the halal industry has also become one of the priorities alongside the large number of Muslims in the world, with global halal product consumption reaching USD 2.4 trillion by 2024 (Tempo.co, 2024). This figure reflects significant growth compared to previous years, where in 2019, global halal product consumption was recorded at around USD 2.2 trillion (Tempo.co, 2024). The food and beverage sector in 2024 achieved profits of USD 1.38 trillion with an annual growth of around 6.3% (Tempo.co, 2024). This is also open to various other sectors such as cosmetics, pharmaceuticals, fashion, and halal tourism, which are also experiencing growth. With the continuously growing Muslim population and the increasing awareness of halal lifestyles in various countries, the potential profits from the halal industry are expected to continue to grow, making it one of the important pillars in the global economy.

The importance of halal product assurance as an effort to optimize the global halal industry is also carried out by the Indonesian government, one of which is through the internationalization of halal product standards in Indonesia. The internationalization of halal product standards in Indonesia is carried out by collaborating with other countries regarding halal product standards (Azizah, 2021). The internationalization of halal product standards in Indonesia with other countries is carried out because halal product certification in Indonesia is often referenced by various countries around the world. Indonesia has been recognized as one of the main references in halal certification worldwide, alongside countries such as

Malaysia and Singapore. Several factors that support this position include (Manda et al., 2022):

- a. The Indonesian halal certification standards that are accepted and recognized internationally. The Food, Drug, and Cosmetic Research Institute of the Indonesian Ulema Council (LPPOM MUI) has received international accreditation and serves as a reference for 45 halal certification bodies from 26 countries. This shows that Indonesia's halal standards are globally recognized and add value to products that want to compete in the international market.
- b. Indonesia has established cooperation with various foreign halal certification bodies, enabling mutual recognition of halal certificates between countries. This is important to facilitate the export of Indonesian halal products to international markets.
- c. With a large Muslim population, Indonesia has significant market potential for halal products. Estimates indicate that the global halal product market reaches over 600 billion US dollars, and Indonesia plays a significant role in this growth.
- d. The Indonesian government, through the Halal Product Assurance Organizing Agency (BPJPH), continues to strive to strengthen the halal product assurance system and enhance consumer protection. This includes the implementation of laws that require all products circulating in Indonesia to have halal certification.

With the various measures mentioned above, Indonesia not only serves as the main market for halal products but also as a leader in setting internationally accepted

halal certification standards (Anuar et al., 2023). In addition, another important aspect related to halal product assurance is that the halal product assurance regulations in Indonesia are often referenced by other countries. This is similar to the provisions of the JPH Law and JPH Regulation, which stipulate that products that do not meet the halal requirements will be subject to sanctions, including written warnings, administrative fines, or withdrawal of goods from circulation. In this context, BPJPH is responsible for managing the halal certification process. They also provide various conveniences for business operators, including a free halal certification program (SEHATI) for micro and small enterprises (Siregar & Razali, 2022). Business operators can apply for halal certification online through the Sihahal application, which allows them to register at any time without needing to visit the BPJPH office in person.

The effort to internationalize halal product assurance standards in Indonesia is being carried out through various collaborations, such as the signing of the Halal Product Assurance MRA with Halal Italy in Milan (Badan Penyelenggara Jaminan Produk Halal, 2024). This MRA aims to mutually recognize halal certificates between the Ministry of Religious Affairs of the Republic of Indonesia and Halal Italia, which is an important step in building mutually beneficial commercial partnerships and strengthening the accessibility of halal products in the European market. Indonesia is also continuing its cooperation with Canada in halal product assurance. In 2024, all imported products to Indonesia will be required to have halal certification. As many as 107 halal institutions from various countries have proposed cooperation to mutually recognize halal certification, demonstrating global interest in halal product trade (Yuningsih M et al., 2023). On September 27, 2024, Indonesia

and Japan discussed strengthening cooperation in the field of Halal Product Assurance. This meeting is expected to enhance communication and information exchange regarding halal products, as well as expedite the recognition process of halal certificates between halal institutions in Japan and BPJPH. The H20 Forum in 2024 will be a strategic platform for Indonesia to enhance the productivity of international cooperation in halal product assurance. In this forum, the signing of MOUs and MRAs with halal institutions from various countries is planned to encourage the accreditation and recognition of halal certificates. From the above efforts, it is not uncommon for the halal product assurance standards in Indonesia to become a reference and even an inspiration for other countries to implement halal product assurance standards as practiced in Indonesia.

The efforts to internationalize halal product assurance standards in Indonesia through various initiatives and collaborations, in essence, can lead to legal implications, particularly for Indonesia. Legal implications, or what can be referred to as indirect legal consequences, are legal consequences that occur as a result of a specific legal act being performed. Regarding the legal implications of the internationalization of halal product assurance standards in Indonesia, this can have a positive impact on several aspects, such as the adoption of halal product assurance regulations and standards in Indonesia by other countries, leading to the adoption of these regulations and standards by other nations. Another legal implication related to the internationalization of halal product assurance standards in Indonesia is that there will be much cooperation, both with countries whose majority population is Muslim and with non-Muslim countries, because the halal industry has become a global phenomenon and is attracting worldwide attention. The next legal implication is that

with the internationalization of halal product assurance standards in Indonesia through cooperation with other countries, this can help develop various products in Indonesia to compete in the global halal industry, especially Indonesian products from small, micro, and medium enterprises. This is because the recognition of halal product assurance standards in Indonesia by other countries can strengthen various products in Indonesia in the global or international halal industry market, thereby increasing the profits of various halal products from Indonesia.

## **2. Future Orientation Related to the Internationalization of Halal Product Assurance Standards in Indonesia in Ensuring Consumer Rights**

Indonesia's efforts to cooperate with other countries in the development of halal products continue to increase, reflecting its commitment to becoming a global halal industry hub. Indonesia is striving to strengthen partnerships with several countries, including New Zealand, in the halal industry through the development of human resources, products, and mutual recognition agreements for halal certification. The signing of the Mutual Recognition Arrangement (MRA) between the Halal Product Assurance Organizing Agency (BPJPH) and the New Zealand Government is expected to enhance Indonesian consumer trust in halal products from New Zealand (Wulan, 2024). In this context, the New Zealand government considers Indonesia as one of the countries with reliable halal product guarantees and believes that halal products that meet the halal product guarantee standards in Indonesia can compete in the global halal market.

Another effort was made by BPJPH by holding the H20 forum in October 2024, inviting 151 halal institutions from 46 countries to discuss international

cooperation in halal product assurance. This forum aims to encourage accreditation and the signing of MRAs with foreign halal institutions, as well as to promote technological innovation in the global halal supply chain. Indonesia and Japan have held discussions to strengthen cooperation in the field of halal product assurance (Srifauzi & Surwandono, 2023)(Yamaguchi, 2019). In the meeting, both countries committed to enhancing communication and information exchange related to halal regulations, as well as promoting the MRA process between BPJPH and halal institutions in Japan. Cooperation related to halal products is also carried out by Indonesia with several Muslim countries due to significant halal product exports, with main target markets including Malaysia, Turkey, the United Arab Emirates, Thailand, and Saudi Arabia. The government is striving to make Indonesia a leading provider of high-quality halal products to meet the continuously increasing global demand (Alfarajat, 2022). This can be proven by the fact that in 2024, there are 53 foreign halal institutions preparing to sign an MRA with BPJPH (Haryanti, Tuti, 2024). This is an important step to expand international cooperation networks and ensure that exported products meet the established halal standards. Overall, this cooperation effort demonstrates Indonesia's commitment not only to being a market for halal products but also to being a major producer that meets international standards in the global halal industry (Akin, 2021).

Referring to various collaborations in the effort to internationalize halal product assurance standards in Indonesia, there are essentially two important orientations: first, the effort to internationalize halal product assurance standards in Indonesia with other countries is aimed at ensuring the fulfillment of halal product assurance rights, especially for Muslim consumers (Rusmita et al., 2020). Consumer



rights as part of human rights have a significant history and have evolved along with public awareness of consumer protection (Syam et al., 2021). Consumer rights were first articulated by the President of the United States, John F. Kennedy, on March 15, 1962 (Agustiawan et al., 2022). In his speech, Kennedy emphasized four basic consumer rights: the right to safety, the right to choose, the right to be informed, and the right to be heard (Namakule, 2024). After Kennedy's statement, many countries began to develop consumer protection laws. In 1985, the United Nations (UN) issued Resolution A/RES/39/248, which contained guidelines for consumer protection covering six main interests that must be protected (Kurniati, 2021). In Indonesia, the consumer protection movement began with the establishment of the Indonesian Consumer Foundation (YLKI) on May 11, 1973 (Syam et al., 2021). YLKI plays an important role in advocating for consumer rights and promoting the formation of consumer protection laws. In 1999, Indonesia enacted Law Number 8 on Consumer Protection, which came into effect on April 20, 2000 (Albartiansyah et al., 2023). This law aims to protect consumer rights and regulate the behavior of business actors so that they do not harm consumers. This reinforces that as part of human rights, consumer rights are aspects that must be protected by the state (Habibah & Herawati, 2023). Especially for consumers who are Muslim, the right to receive guaranteed information regarding the halal status of a product is an important aspect.

The second aspect relates to the internationalization of halal product assurance standards in Indonesia with other countries, aimed at increasing the competitiveness of various Indonesian products in the global halal market (Hasan, 2021). In this context, with the recognition of halal product assurance standards in Indonesia, every product from Indonesia that has obtained halal certification can

directly compete in the global halal market. This can have a positive impact on efforts to increase profits and enhance the competitiveness of Indonesian products at the international level (R A Kasri et al., 2023). From the two aspects mentioned above, it can be seen that the internationalization of halal product assurance standards in Indonesia with other countries is carried out through two types of cooperation: cooperation with general (non-Muslim) countries such as the United States, European countries, and Japan, and cooperation with countries where the majority of the population is Muslim, such as Malaysia, Turkey, the United Arab Emirates, Saudi Arabia, Egypt, and even Iran.

Cooperation with countries whose majority population is Muslim also serves as a momentum for Indonesia, particularly in efforts to improve the standards and quality related to the halal requirements of a product. Cooperation related to the internationalization of halal product assurance standards in Indonesia with other countries that have a majority Muslim population also serves as a momentum for mutual discussion and evaluation of the implementation of halal product assurance standards in various Muslim countries (Rahmatina Awaliah Kasri et al., 2023). This is because various Islamic countries actually have several differences, such as differences in schools of thought (madhhab) and other differences that are important to discuss, especially in relation to the halal requirements of a product. The cooperation between Indonesia and Malaysia regarding halal product assurance standards is important because the majority of the population in both countries adheres to the Shafi'i school of thought. Indonesia's cooperation with other countries regarding halal product assurance standards, such as with Iran, is also an important aspect because although Iran adheres to the Shia sect, which is different from

Indonesia's adherence to the Shafi'i sect, this cooperation is important as fellow Islamic countries, especially concerning the halal standards of a product that fundamentally share similarities in Islam.

From the above description, the future orientation related to the internationalization of halal product assurance standards in Indonesia to guarantee consumer rights can be achieved by optimizing cooperation with various countries, both those with predominantly non-Muslim populations and those with predominantly Muslim populations. Cooperation with countries where the majority of the population is non-Muslim, such as the United States, Europe, Japan, and various other countries, can be optimized through technology transfer that increasingly enhances the development of halal product assurance standards in Indonesia. Cooperation with countries whose majority population is Muslim is carried out by improving the quality and capacity of halal certification in each country, including efforts to ensure and strengthen the position of countries whose majority population is Muslim in the global halal market.

### **C. CONCLUSION**

The internationalization of halal product assurance standards in Indonesia can bring positive legal implications, such as the adoption of Indonesian halal regulations and standards by other countries, strengthening cooperation with both Muslim-majority and non-Muslim countries, and enhancing the competitiveness of Indonesian products in the global halal industry market, especially products from small, micro, and medium enterprises. This is expected to increase the profitability of

Indonesian halal products in the international market. This also aims to ensure the protection of guarantees and legal certainty for consumers regarding halal product guarantees, which are part of the implementation of human rights.

A forward-looking approach to the internationalization of halal product assurance standards in Indonesia can be achieved through strengthening cooperation with countries, both those with predominantly non-Muslim populations and those with Muslim populations. Cooperation with non-Muslim countries can be focused on technology transfer to enhance the development of halal standards, while cooperation with Muslim countries is aimed at improving the quality of halal certification and strengthening their position in the global halal market.

This research recommends that Indonesia revise Government Regulation No. 39 of 2021 on the Implementation of the Halal Product Assurance Sector, particularly by formulating regulations related to aspects that need to be optimized in the internationalization of halal product assurance standards in Indonesia through cooperation with other countries.

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