

A Conceptual Framework for the Enhancement of the Integrity of the Halal Food Supply Chain (HFSC): Evidence Indonesia and Malaysia

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ABSTRACT

This study investigates the current state of the halal food supply chain (HFSC) and the challenges in improving its integrity in Indonesia and Malaysia. The study presents a theoretical model for enhancing the authenticity of halal food supply chains (HFSC) using descriptive data from Indonesia and Malaysia. In addition, the framework seeks to bolster customer confidence, mitigate food counterfeiting, and foster societal and economic advantages for halal food participants. In addition, this research used a qualitative methodology that employed a literature review technique. Besides, this study used a compilation of indexed papers and reports, books, and other sources to collect the data utilized in this research. Besides, key elements include Halal standards and Certification, Halal Traceability, Trust and Commitment, Training and Education, Collaboration, and Partnership. The findings of this research are improving the reliability of the Halal food supply chain in the present intricate food commerce environment. This document aims to foster awareness and enhance comprehension of the significance of safeguarding the halal integrity of food items. To enhance the halal food supply chain in Indonesia and Malaysia in the future, it is crucial to maximize the collaboration among different entities such as the community, industry stakeholders, government, financial institutions, associations, academics, educational institutions, and other relevant parties.

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INTRODUCTION

The COVID-19 pandemic has had a profound economic effect, leading to significant shifts in economic activity, halting manufacturing, and causing disruptions in the supply chain. The fluctuating demand for various goods and services is expected to influence the selection of products (Hidayat, Rafiki, and Nasution, 2022). It has the potential to alter customers' longstanding purchase behaviors drastically, ultimately transforming corporate operations. The impact on every individual consumer's behavior is evident. This phenomenon is occurring in almost all nations worldwide, and its effects are permanent, leading to the establishment of a new societal structure.

Table 1. Top 15 Global Islamic Economy Indicator Score

ISLAMIC FINANCE	HALAL FOOD	MUSLIM-FRIENDLY TRAVEL
1. Malaysia	1. Malaysia	1. Malaysia
2. Arab Saudi	2. Indonesia	2. Singapore
3. Bahrain	3. Turkey	3. Turkey
4. Kuwait	4. Rusia	4. Bahrain
5. United Arab Emirates	5. United Arab Emirates	5. United Arab Emirates
6. Indonesia	6. Kazakhstan	6. Tunisia
7. Iran	7. Singapore	7. Saudi Arabia
8. Oman	8. Saudi Arabia	8. Kuwait
9. Qatar	9. South Afrika	9. Kazakhstan
10. Jordan	10. Australia	10. Marocco
MODEST FASHION	PHARMA AND COSMETICS	MEDIA AND RECREATION
1. United Arab Emirates	1. Singapore	1. Malaysia
2. Turkey	2. Malaysia	2. Singapore
3. Indonesia	3. Netherlands	3. United Arab Emirates
4. China	4. Belgium	4. China
5. Spain	5. France	5. Turkey
6. Itali	6. Egypt	6. United Kingdom
7. Singapore	7. Turkey	7. Netherlands
8. France	8. United Arab Emirates	8. Belgium
9. Malaysia	9. Indonesia	9. Germany
10. Germany	10. United Kingdom	10. United States

Data Resources: State Of The Global Islamic Economy Report (2022)

The halal business has significant promise and possibility for development in the present day. The halal business encompasses the economic impact of the Muslim community, specifically on goods and lifestyle necessities that are heavily inspired by Islamic principles. In addition, substantial progress was made in the growth of the global halal business (Hamid et al., 2019). The halal industry's trajectory has

emerged as a prominent subject of discussion worldwide. Indonesia is fourth in the comprehensive ranking of the State of Global Islamic Economy (SGIE) Report 2021-2022 (Reem El and Shafaki, 2022). However, Indonesia has been identified as a nation with significant potential in its halal business, which might serve as a new catalyst for economic development. With its vast Muslim population of approximately 237 million, accounting for around 87 percent of the total population, Indonesia has substantial potential to cultivate its halal economy as a critical driver of national growth (Fiscal Policy Agency, Ministry of Finance 2024, 2023). This potential is evident in halal food and beverage sectors, retail pharmacy, cosmetics, Islamic finance, and tourism. Therefore, developing the halal economy is crucial and will increase productivity and job opportunities for Indonesia.

On the other hand, Malaysia serves as a very profitable center for halal products, and this sector generates around 10 percent of its gross domestic product (GDP). The halal industry operates alongside and strengthens other businesses such as retail food and beverages (F&B), food production, pharmaceuticals, banking, finance, and tourism. This has garnered significant global attention towards Malaysia, particularly from nations with a Muslim-majority population. The Malaysian Islamic Development Department (JAKIM), the governing body in Malaysia, oversees all matters relating to halal and is responsible for the certification process. The global recognition of JAKIM's halal certification has increased the reputation of Malaysian halal goods and services, which are now highly regarded for their exceptional quality internationally (Malaysian Investment Development Authority (MIDA) 2024).

The Majelis Ulama Indonesia (MUI), a civil society organization with official endorsement, assumed the first responsibility for halal certification in Indonesia. However, with the implementation of the JPH Law, the responsibility for halal certification was shifted to the Badan Penyelenggara Jaminan Produk Halal (BPJPH), an autonomous government body operating under the Ministry of Religion of the Republic of Indonesia. Subsequently, several changes were made to various policies concerning halal certification. The formerly optional Halal certification, lacking robust legal authority, has suddenly become obligatory for corporate entities. The enforcement of the JPH Law commenced on October 17, 2019, and will be executed gradually. Effective implementation requires strong coordination among the government, commercial entities, and the community (Faridah, 2019).

LITERATURE REVIEW

The SGIE research for this year approximates that the global Muslim population spent a total of US\$2 trillion in 2021 on various sectors such as food, medicines, cosmetics, modest fashion, travel, and media. The expenditure shows an increase of 8.9 percent compared to the previous year, and it is projected to reach a total of US\$2.8 trillion by 2025, with a cumulative annual growth rate (CAGR) of 7.5 percent. The predicted value of Islamic financial assets in 2022 is US\$3.6 trillion, projected to increase to US\$4.9 trillion by 2025 (Reem El and Shafaki, 2022).

The government and companies should prioritize the significance of maintaining halal supply chain integrity. In addition, he enumerated four reasons to underscore the need to maintain the integrity of the halal supply chain. Halal integrity concerns are now more prone to arise due to the growing intricacy of supply networks. Furthermore, the intricate nature of the current supply chain, which heavily relies on imported materials, exacerbates the challenge of identifying integrity concerns. Furthermore, if halal integrity concerns are identified, they quickly spread throughout the internet, revealing the credibility of a nation's halal system and the respective brand owner. The purpose of these justifications is to assure Muslim customers that the food they consume, especially meat, is free from pork, liquor, and other prohibited substances (Syafii et al., 2019).

The halal food supply chain encompasses managing halal food products from suppliers to buyers/consumers, involving multiple parties located in different places. These parties may also manage non-halal food products to meet the needs and requirements of both halal and non-halal customers (Zulfakar et al., 2014). The primary objective of the Halal food supply chain is to guarantee both consumer satisfaction and the preservation of the Halal status of the food product throughout the whole supply chain process (Siti et al. Desa 2011). It is essential to safeguard the integrity of halal food products by comprehensive measures and the active participation of all stakeholders in the supply chain. This includes taking appropriate precautions to prevent cross-contamination that might render the product non-halal or haram. The food items must adhere to halal standards from the beginning of the supply chain until they reach their ultimate destination.

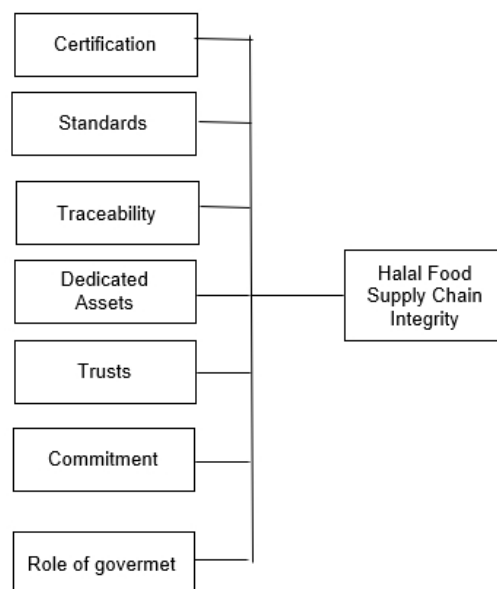


Figure 1. Halal Food Supply Chain Integrity

Data Resources: Zulfakar et al., (2014)

The expanded conceptual framework created by Zulfakar et al. (2014), as seen in Figure 1, provides the most accurate description of the integrity of the Halal food supply chain. Halal food supply chain integrity is defined by a conceptual

framework consisting of five components that establish the integrity of the halal food supply chain together. In addition, the author wants to redesign the halal food supply chain integrity below:

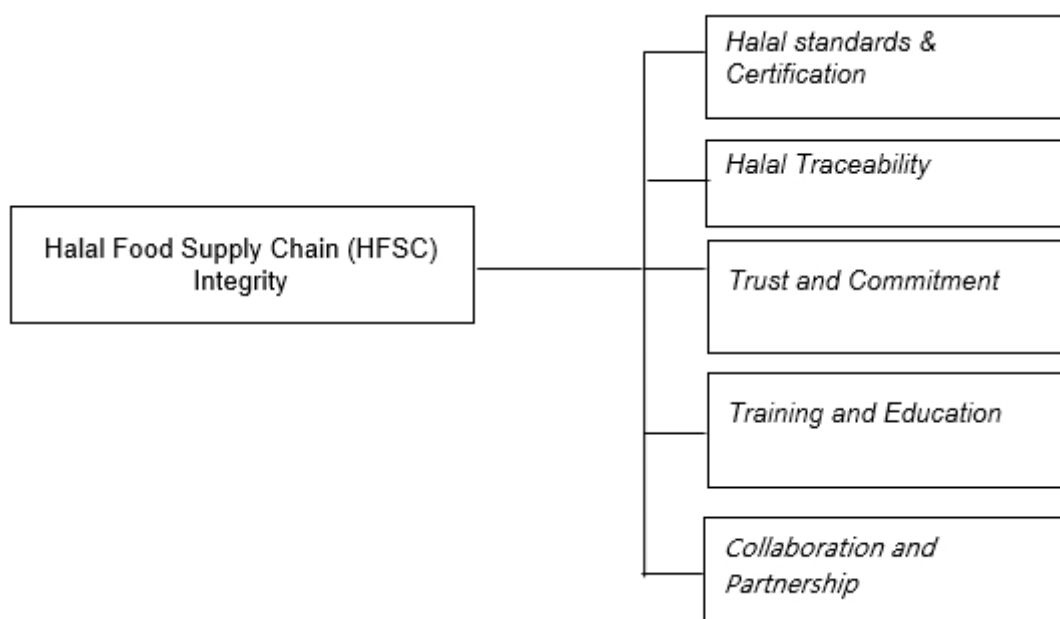


Figure 2. Conceptual Framework Adopted Modified from Zulfakar et al., (2014)

Data Resources: Zulfakar et al., (2014)

The significant proportion of Indonesia's population, which consists of a Muslim majority (87.18%), creates a substantial demand for halal goods. Halal product certifications are necessary for items imported into or distributed inside Indonesia. The Indonesian government regulates the assurance of halal certification via law. The halal status of a product may be ascertained via the halal certification process, which involves thoroughly examining the product's raw ingredients, manufacturing procedures, and final output. The halal certification procedure in Indonesia has been evolving (Faridah, 2019).

In addition, halal goods and services are vital for Muslim communities. As competition increases in the market, the firm must enhance the quality of its products and ensure they meet halal standards. Halal items are commodities or services manufactured or provided per Islamic law's principles and regulations (Sutawijaya, Ahmad Hidayat 2019)

This research aims to provide the conceptual framework for ensuring the integrity of the halal food supply chain (HFSC) in Indonesia and Malaysia. Simultaneously, this research focuses on the problems and obstacles encountered while implementing halal food supply chain integrity in Indonesia and Malaysia. The demand for halal goods has been consistently increasing throughout the years. The halal supply chain, an integral component of the halal system, is anticipated to provide work opportunities for the unemployed population in Indonesia and Malaysia.

METHODS

This research used a qualitative methodology to describe the integrity of the halal food supply chain (HFSC) in Indonesia and Malaysia. The data sources used are secondary sources. Moreover, this study used a collection of articles from Scopus, Emerald Insight, Science Direct, and Google Scholar, along with reports, books, and other resources, to gather the data utilized in this research. Meanwhile (Sugiyono, 2019) says qualitative research is a type of research that is grounded in the philosophy of post-positivism. It is used to study the characteristics of natural objects rather than conducting experiments. In this type of research, the researcher plays a crucial role as an instrument.

Data is collected through a purposive sampling of data sources and the snowball technique, a combined collection method. The analysis of data in qualitative research is inductive or qualitative. Qualitative research outcomes focus on the interpretation and significance of the findings rather than making generalizations.

RESULT AND DISCUSSION

The Global Islamic Economy Report primarily addresses the post-COVID-19 recovery phase while also including the domains of Islamic banking, halal food and drinks, halal cosmetics, halal medicines, Muslim-friendly travel, modest fashion, and Islamic-themed media and amusement (Reem El and Shafaki 2022).



Figure 3. OIC Import in 2020

Data Resources: *Reem et al. (2022)*

The OIC member nations significantly declined 6.5% in the import of halal-related items, dropping from US\$299 billion in the previous year to US\$279 billion in 2020. The primary cause of this may be attributed to the interruptions in the supply chain and economic issues experienced by the nations belonging to the Organization of Islamic Cooperation (OIC) and its exporters during the COVID-19

epidemic. Nevertheless, the anticipated growth rate for imports of halal goods in OIC countries is 3.8% CAGR, resulting in an increase from US\$279 billion in 2020 to US\$336 billion by 2025.

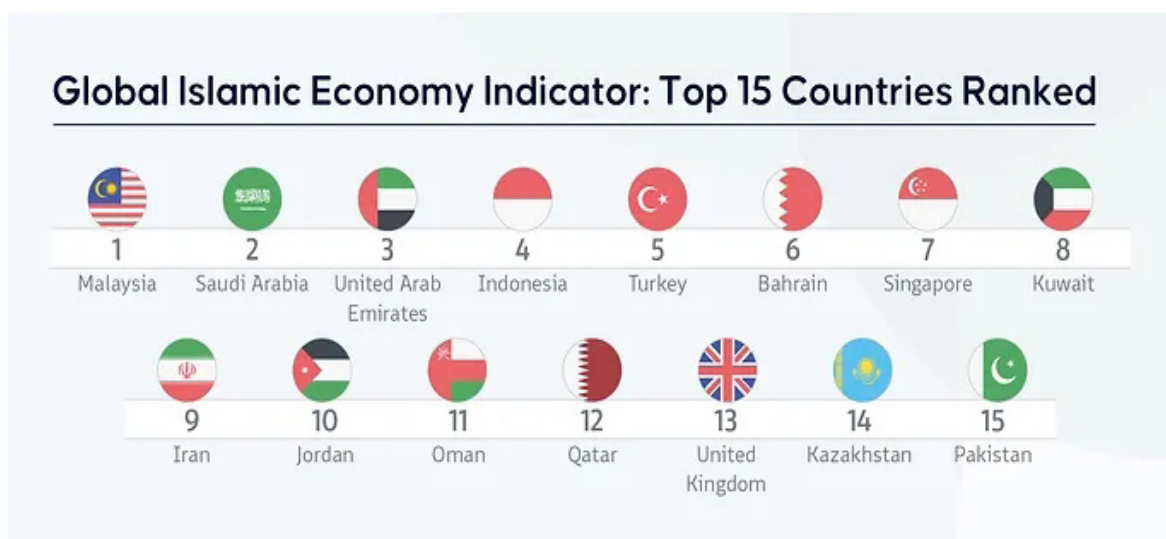


Figure 4. Global Islamic Economy Indicator: Top 15 Countries Ranked
Data Resources: State Of The Global Islamic Economy Report (2022)

The ranks in the report’s Global Islamic Economy Indicator, which encompasses 81 nations, were led by Malaysia, Saudi Arabia, the UAE, Indonesia, and Turkey. The United Kingdom and Kazakhstan are among the newly added countries in the top 15. Turkey and Singapore advanced by 7 and 8 ranks, placing them in the fifth and seventh spots in the overall ranking. Nigeria and Sri Lanka have dropped out of the top 15 rankings.

Tabel 2. Indicator Score Breakdown for Top 15 Ranking Countries

	GIEI	Islamic Finance	Halal Food	Muslim-Friendly Travel	Modest Fashion	Pharma and Cosmetics	Media and Recreation
1 Malaysia	207.2	426.9	123.4	193.5	46.0	83.9	97.3
2 Saudi Arabia	97.8	218.6	56.6	69.2	19.3	34.3	29.7
3 UAE	90.2	114.6	63.3	78.6	171.8	53.6	63.8
4 Indonesia	68.5	91.0	71.1	58.0	68.0	46.3	26.8
5 Turkey	67.3	51.0	69.8	106.7	95.1	55.0	53.5
6 Bahrain	66.7	121.9	44.5	89.3	18.6	29.4	30.1
7 Singapore	65.0	45.0	57.8	107.1	48.3	107.9	78.5
8 Kuwait	62.1	115.5	43.1	69.0	17.5	29.6	29.2
9 Iran	56.0	90.3	48.1	52.1	25.4	42.3	24.9
10 Jordan	51.8	72.1	51.3	58.4	19.3	44.6	25.7
11 Oman	47.8	74.5	46.1	43.2	20.2	26.9	25.9
12 Qatar	46.9	73.4	43.4	40.1	21.6	26.2	30.8
13 United Kingdom	46.1	49.0	47.4	31.4	41.9	45.2	52.9
14 Kazakhstan	45.2	46.0	59.2	60.8	26.6	22.7	26.4
15 Pakistan	44.9	65.7	48.3	38.7	26.4	30.9	11.0

Data Resources: State Of The Global Islamic Economy Report (2022)

Tabel 2 shows that According to the Global Islamic Economy Indicator, Malaysia is placed first in the indicator score breakdown for the top 15 ranking

nations. At the same time, Indonesia is ranked fourth, behind Saudi Arabia and the United Arab Emirates. This metric assesses a nation's preparedness and capacity to engage in the worldwide Islamic economy, including diverse industries such as banking, halal cuisine, fashion, and tourism. A country's score positively correlates with its preparedness and attractiveness to investors and enterprises in the Islamic economy. Here are some factors in Indonesia and Malaysia's halal food supply chain.

Halal Standards & Certification

The primary factor motivating Muslim purchasers to acquire halal food goods for daily use is the certification indicating that the product is halal. This is because halal-certified items inspire confidence and trust by ensuring that the food products bought adhere to Sharia law (Zulfakar et al., 2014).

According to Faridah (2019), a significant proportion of Indonesia's population, which consists of a Muslim majority (87.18%), creates a substantial demand for halal goods. Halal product certifications are necessary for items imported into or distributed inside Indonesia. The Indonesian government regulates the assurance of halal certification via law. The halal status of a product may be ascertained via the halal certification process, which involves thoroughly examining the product's raw ingredients, manufacturing procedures, and final output. The halal certification procedure in Indonesia has been evolving.

In addition, standardization is crucial for achieving worldwide acceptance. Nevertheless, differing opinions and perspectives in the halal business impede the sector's development. The halal certification appeals to non-Muslim nations because of the increasing demand for halal goods, particularly among tourists. However, any individual or organization, whether legal or non-legal, conducting commercial operations in Indonesia is eligible for a halal certificate. Before anything else, individuals must submit an electronic application to the Halal Product Assurance Agency (BPJPH), the governmental body responsible for enforcing Halal product guarantees (Medina, Ayman, and Falak 2022).

In addition, Government Regulation No. 39 of 2021, jointly approved by the House of Representatives and the President of Indonesia, delineates the specific cases in which exemptions are granted for Indonesia halal certification. According to this law, if a product is created using substances deemed haram or forbidden under Islamic law, it is not required to get a halal certification (Marlissa, 2023). The halal certification process in Indonesia comprises three entities: BPJPH, LPPOM MUI as the halal evaluation body (LPH), and MUI. BPJPH facilitates the implementation of halal product certification. LPPOM MUI performs assessments to ensure the sufficiency of documents, arranges audit timetables, carries out audits, organizes meetings with auditors, releases audit memoranda, and submits audit outcome reports at MUI Fatwa Commission meetings. The MUI, via the Fatwa Commission, assesses the halal status of items by conducting audits and, after that, releases the MUI Halal Decree (LPPOM, MUI, n.d.).

Besides, several entities in Indonesia are responsible for managing Halal certification. The Ministry of Agriculture oversees the regulation of meat and

animal-based foods, while the National Agency for Foods and Drugs Control (BPOM) regulates packaged food products. The Halal certificate is provided by The Indonesian Council of Ulama (MUI) after an evaluation conducted by the Evaluation Institute for Foods, Drugs, and Cosmetics, which is a part of The Indonesian Council of Ulama (Johan, 2018).

On the other hand, The medical device market in Malaysia has a valuation of over \$1.4 billion. Malaysia, where over 60 percent of the population follows Islam, has established a comprehensive halal certification system for medical equipment that adheres to the regulations set by Islamic Sharia law. Companies that fulfill the Halal criteria may exploit the expanding market potential in the medical equipment industry (International Trade Administration & U.S. Department of Commerce, 2022). To meet the Halal standards the Malaysian system sets, items must be manufactured using materials or substances permissible according to Sharia law. In Malaysia, the Department of Islamic Development Malaysia (JAKIM) is responsible for issuing Halal certification for the local market. Although it is not mandatory for all manufacturers selling their equipment in Malaysia to get halal certification, medical devices certified as halal are preferred over non-certified items.

The Department of Islamic Development Malaysia (JAKIM) defines Halal Certification as an authorized process that ensures goods and services meet the Halal standards set by the Malaysian Halal Certification Scheme, as established by the competent authorities. The only Halal certification accepted in Malaysia is the certification provided by JAKIM (Jabatan Kemajuan and Islam Malaysia). Besides, the Malaysian Halal Certification Program has nine distinct schemes, allowing enterprises or manufacturers to choose the most suitable plan according to the nature of their product or service (Mandreel, 2021).

Malaysia is unique because its government fully supports promoting the Halal Certification process for goods and services. Halal certification agencies in various countries are established either by the respective provinces or governments themselves or supported by local non-governmental organizations (NGOs). Halal Certification ensures compliance with Sharia law, a mandatory requirement for Muslim customers, providing them with confidence and assurance (Johan, 2018).

By the requirements of globalization, Law Number 33 of 2014 about Halal Product Guarantee (UUJPH) emphasizes the critical nature of the halal-haram problem across the production chain, from business actors to consumers, and ensures that customers are the ones who eat the product. Before reaching the final customer, intermediaries play a part in the distribution process. These intermediaries include wholesalers, retailers, distributors, and sub-distributors.

Halal standards are specific guidelines for each country (Md. Sawari and Ghazali, 2014). Accordingly, one of the issues that the worldwide Halal Industry is confronted with is the absence of a single, consistent standard regarding the definition of what indeed constitutes Halal. Since the beginning of the previous decade, the Organization of Islamic Countries (OIC) has become more interested in this one standard's concept (Johan, 2018).

Halal Traceability

Traceability, as per the International Organization for Standardization (ISO), refers to the capacity to follow a given item's history and location systematically. It involves maintaining a record of a succession of identifications. Traceability is the capacity to track and record a food item's source and past events, encompassing its genetic makeup and journey from production to consumption. This process entails identifying and documenting all relevant procedures and practices that influence the product's lifespan, making this information accessible to buyers and other participants in the supply chain (Sutawijaya, Ahmad, and Hidayat 2019).

Another study Kros et al. (2019), found that halal traceability is essential for collecting comprehensive data on all preceding manufacturing processes, namely the source of raw materials, leading to the final product, ensuring its halal status. The supply chain aspects that impact halal traceability include reverse logistics, product withdrawal tracking, and quality control. Previous research identified that producers' and end-users' adoption of halal traceability systems includes adopting economic, sociocultural, and environmental considerations (Jannah & Al-Banna, 2021).

On the other hand, The Indonesian halal certification and traceability system requires recognition from international organizations and standards to enable commerce and investment. While Indonesia has achieved notable advancements in Halal traceability, obstacles must be tackled to guarantee its efficacy and global acknowledgment. In addition, the halal food industry in Indonesia faces both opportunities and challenges. These include the need to effectively implement halal product guarantees, enhance the capability of ensuring halal products through the use of technological advancements, ensure the logistics and supply chain of halal food, and secure Sharia funding for the development of the halal food industry (Peristiwa, 2020).

The regulation of the Halal sector in Malaysia is overseen by the Department of Islamic Development Malaysia (JAKIM), which is tasked with issuing Halal certifications for goods and services. The Halal certification procedure includes a sequence of audits and inspections to guarantee adherence to Islamic principles and regulations. In addition, Malaysia has established certification and created a Halal supply chain management system, which incorporates Halal traceability systems. These technologies monitor items from their point of origin to their ultimate destination, ensuring transparency and responsibility throughout the whole supply chain.

From the standpoint of the Halal food sector, traceability enables the tracking of the Halal certification of a specific food product at each step of the supply chain. It includes comprehensive details on the processes undergone by Halal food items, including pre-production activities such as sourcing ingredients and animals. A traceability system enables comprehensive monitoring of essential Halal control points. In the event of suspected cross-contamination with non-Halal ingredients, precise information may be obtained to identify the specific site of cross-contamination and facilitate an appropriate response (Zulfakar et al., 2014). In

addition, the halal industry in Indonesia encompasses several areas, including food and beverage, tourism, fashion, media and entertainment, pharmacy and cosmetics, and Islamic banking (Mubarok and Imam, 2020).

The level of Halal traceability in Malaysia is widely acknowledged to be very sophisticated and thorough. The Malaysian government has implemented substantial measures to build a strong halal certification and traceability system, gaining worldwide recognition. The result Jannah & Al-Banna (2021), is that implementing the halal traceability supply chain demonstrates that incorporating the halal traceability system in the company effectively reduces the risk of contamination from unauthorized substances. This is achieved by following the Supply Chain Operation Reference (SCOR) model process, which includes planning, allocating resources, manufacturing, delivering, handling returns, and enabling operations while adhering to *halal* and *thoyyib* principles.

The Malaysian government has moreover established the Halal Sector Development Corporation (HDC) to foster the expansion and advancement of the Halal sector. The Halal Development Corporation (HDC) offers a range of initiatives and programs to assist Halal enterprises, including financial support, training opportunities, and assistance in accessing new markets (Halal Development Corporation (HDC), 2023). Nevertheless, the Halal traceability system in Malaysia still faces some obstacles and areas that need improvement. These requirements include enhanced uniformity and synchronization of Halal certification and traceability standards, with the necessity for more sophisticated technology and digitization of the system. In general, the existing condition of Halal traceability in Malaysia is praiseworthy, while there is still potential for improvement to guarantee higher levels of efficiency, effectiveness, and competitiveness in the worldwide Halal market.

Trust and Commitment

Halal customers tend to buy halal food from a halal supplier or store because they believe Muslims are religiously obligated to provide only halal products in their everyday commercial operations. There was no need to show the halal logo or certificate then, and this requirement still exists in certain regions (Zulfakar et al., 2014). In addition, trust and promises are inherently linked to establishing the integrity of the halal food supply chain. Muslim customers purchase halal food and drink only from halal establishments since they place their confidence in them. They place their faith in Muslim vendors due to their adherence to Islamic principles and practices. Muslim buyers establish confidence in Muslim retailers who adhere to Islamic law by selling halal items (Syafii et al., 2019).

An example of a commitment that could be made to strengthen the Halal food supply chain is the promise to dedicate assets to meet the needs of Halal clients, to apply Halal certification to the raw materials and ingredients that buyers ask for, and to send employees to training on how to handle Halal food. All links in the Halal food supply chain may work together to safeguard the highest standards of Halal integrity if they demonstrate an unwavering commitment (Zulfakar et al., 2014). To tackle these difficulties, there have been endeavors to foster enhanced

cooperation and communication among the many parties involved in the halal food supply chain, such as halal certifiers, food producers, distributors, and retailers. This includes creating halal food clusters and networks to streamline information dissemination, exchange expertise, and implement optimal methods.

The guarantees and safety measures for halal food items are implemented in line with protection, justice, legal certainty, accountability, transparency, effectiveness, efficiency, and professionalism (Peristiwo, 2020). In addition, the guaranteed implementation of halal food products strives to ensure the provision of halal goods that provide comfort, security, and safety to the public. It also intends to increase the value of enterprises involved in producing and selling halal products. In general, while there are still obstacles and worries surrounding confidence and dedication in Indonesia's halal food supply chain, there are also initiatives to tackle these problems and encourage more openness, traceability, and honesty in the halal certification process. Ensuring the authenticity and integrity of halal goods across the supply chain will need ongoing cooperation and dedication from all parties involved.

To sustain the integrity and reputation of the halal business in Malaysia, stakeholders need to emphasize trust and commitment as crucial aspects of the halal food supply chain. Transparency, traceability, communication, and technology are all factors that may enhance confidence and dedication in the supply chain, guaranteeing that halal goods are of superior quality, secure, and compliant with the requirements.

Training and Education

Educating and training all participants involved in the halal food supply chain, including farmers, processors, distributors, and retailers, on the significance of upholding halal standards and establishing customer trust is essential. This will aid in guaranteeing that all participants in the supply chain comprehend their responsibilities in upholding halal standards and fostering customer confidence. According to (Peristiwo, 2020), the government must provide a variety of soft skill training courses to those involved in the halal food industry, specifically targeting the halal food supply chain.

The Malaysian government has recently prioritized training and education in the Halal food supply chain. The Malaysian government acknowledges the significance of ensuring that all parties engaged in the Halal food supply chain have the requisite knowledge and abilities to adhere to Halal standards. Ultimately, the Malaysian government has adopted a proactive stance towards training and education about the Halal food supply chain. The government has implemented regulations for Halal certification entities, vocational training initiatives, academic curricula, e-learning platforms, and global partnerships to guarantee that all parties engaged in the Halal food distribution network possess the essential expertise and competencies to adhere to halal criteria.

The objective of the halal food supply chain is to ensure the preservation of the halal certification of a particular product as it moves through various channels

of the supply chain until it reaches the end consumer (Anggraini et al., 2023). In general, the training and education in the Halal food supply chain in Indonesia have made progress. However, further advancement is still needed to tackle the difficulties and guarantee uniformity and standards in the market.

Collaboration and Partnership

Collaboration among all parties involved in the halal food supply chain is necessary to maintain halal standards and establish customer confidence. Collaborative efforts will be needed to tackle emerging challenges and ensure that all goods marketed in Indonesia adhere strictly to halal standards. According to Peristiwa (2020), the government should ensure that MSME enterprises have access to affordable and streamlined facilities for obtaining halal certification, such as waiving fees for halal certification and simplifying paperwork requirements. The number of MSMEs, particularly those offering halal-certified food and beverages, is anticipated to grow significantly, leading to increased revenue in the halal food business sector.

To summarise, the trust and dedication in Indonesia's halal food supply chain are primarily favorable, while some obstacles need attention. It is imperative to tackle these difficulties to enhance confidence and commitment in Indonesia's halal food supply chain and guarantee the authenticity of all goods marketed in the nation. In addition, It is imperative to promote enhanced connectivity and better relationships among nations in the Organisation of Islamic Cooperation (OIC) in global commerce (Hidayat et al., 2022). The halal food supply chain in Malaysia relies heavily on cooperation and partnership. Governments, industry groups, technological adoption, and foreign collaborations are vital to fostering these relationships. Nevertheless, it is essential to tackle obstacles such as the absence of uniformity in halal certification to enhance the effectiveness and efficiency of the halal food supply chain.

In recent times, the reputation of the Halal food business has suffered as a result of a growing prevalence of fraudulent Halal certification and the contamination of Halal food items. Halal food consumers have begun to scrutinize the genuineness of the Halal procedures associated with their food items, particularly those originating from countries with non-muslim majorities (Almelaih Alzari & Omain, 2022). Because of that, the collaboration and cooperation in Indonesia and Malaysia's halal food supply chain have seen substantial progress in recent years. This growth has been fueled by the increasing need for domestically and globally halal goods. Ultimately, Indonesia and Malaysia's halal food supply chain is seeing a notable increase in collaboration and partnerships. This growth may be attributed to several factors, including government-led efforts, heightened investment, cooperation between local and international entities, the use of digital technologies, and a strong emphasis on sustainability. The ongoing demand for halal goods, both domestically and globally, suggests that these trends will continue.

CONCLUSION

The conclusion of this journal discussion is that the integrity of the halal food supply chain (HFSC) is crucial for ensuring halal products that adhere to Shariah principles. This study proposes a conceptual framework to enhance the reliability of the HFSC in Indonesia and Malaysia by focusing on key elements such as halal standards and certification, halal traceability, trust and commitment, education and training, as well as collaboration and partnership. The study emphasizes the importance of cooperation among various parties, including the government, industry, academics, and the public, in maintaining halal integrity through regulatory enforcement, advanced traceability systems, and training. Effective implementation of this halal food supply chain is expected to increase consumer trust, reduce food fraud, and promote social and economic benefits for stakeholders in the halal industry.

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