

# **Implementation Management of Law No. 33 of 2014 concerning Halal Product Guarantee in Jambi Province**

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## ***Abstract***

*Management of the implementation of Law No. 33 of 2014 aims to achieve an increase in the making of halal certificates for business people in Jambi province. To find out how the management of the implementation of the law, data collection was carried out with a qualitative approach through interviews, observations, and documentation methods to the Halal Task Force under the Ministry of Religion of Jambi Province. The results of the study found that the management of the implementation of Law No. 33 of 2014 in Jambi Province uses collaborative management. All activities are well planned, and supervision and inspection are carried out by the Halal Product Guarantee Agency (BPJPH), the Halal Examining Agency (LPH), and the Indonesian Ulema Council (MUI) in accordance with the job descriptions listed in the law. The division of tasks is carried out centrally and supervisory authority applies decentrally. Planning, implementation, and supervision involve BPJPH, LPH, MUI, Ministry of Religious Affairs, local government, private sector, and the community. The study recommends that the central and regional governments encourage the acceleration of halal certificates by maximizing socialization in each ministry and providing assistance to micro and small businesses.*

**Keywords:** *Implementation, Management, Halal, Product, Jambi*

## **Abstrak**

Manajemen pelaksanaan Undang-Undang Nomor 33 Tahun 2014 bertujuan untuk mencapai peningkatan pembuatan sertifikat halal bagi pelaku usaha di Provinsi Jambi. Untuk mengetahui bagaimana manajemen pelaksanaan undang-undang tersebut, pengumpulan data dilakukan dengan pendekatan kualitatif melalui wawancara, observasi, dan metode dokumentasi kepada Tim Halal di bawah Kementerian Agama Provinsi Jambi. Hasil studi menemukan bahwa manajemen pelaksanaan Undang-Undang Nomor 33 Tahun 2014 di Provinsi Jambi menggunakan manajemen kolaboratif. Semua kegiatan direncanakan dengan baik, dan pengawasan dan pemeriksaan dilakukan oleh Badan Penyelenggara Jaminan Produk Halal (BPJPH),

Lembaga Pemeriksa Halal (LPH), dan Majelis Ulama Indonesia (MUI) sesuai dengan deskripsi pekerjaan yang tercantum dalam undang-undang. Pembagian tugas dilakukan secara sentral dan otoritas pengawasan diterapkan secara desentral. Perencanaan, pelaksanaan, dan pengawasan melibatkan BPJPH, LPH, MUI, Kementerian Agama, pemerintah daerah, sektor swasta, dan masyarakat. Studi ini merekomendasikan agar pemerintah pusat dan daerah mendorong percepatan penerbitan sertifikat halal dengan memaksimalkan sosialisasi di setiap kementerian dan memberikan bantuan kepada pelaku usaha mikro dan kecil.

**Kata Kunci:** Implementasi, Manajemen, Halal, Produk, Jambi

## INTRODUCTION

One of the management functions is the implementation or execution of programs that have been designed by a managerial team that usually consists of managers and subordinates.<sup>1</sup> Program implementation can be said to be successful if it is in accordance with planning and the end result is the achievement of program objectives.<sup>2</sup> Institutions as program implementing organizations are like a production machine, if the production machine is good, the output will also be of high quality<sup>3</sup>. To achieve the desired target quality, the program is run by qualified people and tools so that program implementation achieves common goals.<sup>4</sup>

The process of management activities to achieve certain organizational goals is carried out with cooperation between several people who have a tendency to focus on a particular program.<sup>5</sup> Kompri explains management as a social process so that to run a business it must be planned.<sup>6</sup> It is intended that a number of people involved and participating are guaranteed to effectively achieve the goals and objectives set. The

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<sup>1</sup> Abul Hassan, M. Sadiq Sohail, and Md Mahfuzur Rahaman Munshi, 'Sharī'ah Governance and Agency Dynamics of Islamic Banking Operations in the Kingdom of Saudi Arabia', *ISRA International Journal of Islamic Finance*, 14.1 (2022), 89–106 <<https://doi.org/10.1108/IJIF-12-2020-0252>>.

<sup>2</sup> Soumyadeb Chowdhury and others, 'Unlocking the Value of Artificial Intelligence in Human Resource Management through AI Capability Framework', *Human Resource Management Review*, 33.1 (2023), 100899 <<https://doi.org/https://doi.org/10.1016/j.hrmr.2022.100899>>.

<sup>3</sup> Muhammad Fathrul Quddus, 'Pengaruh Inflasi, Kebebasan Ekonomi Dan Perkembangan Sektor Industri Halal Terhadap Pertumbuhan Ekonomi Negara', *El-Buhuth: Borneo Journal of Islamic Studies*, 5.1 (2022), 29–42 <<https://doi.org/10.21093/el-buhuth.v5i01.3734>>.

<sup>4</sup> Ikrema H A Alqudah, Adolfo Carballo-Penela, and Emilio Ruzo-Sanmartín, 'High-Performance Human Resource Management Practices and Readiness for Change: An Integrative Model Including Affective Commitment, Employees' Performance, and the Moderating Role of Hierarchy Culture', *European Research on Management and Business Economics*, 28.1 (2022), 100177 <<https://doi.org/https://doi.org/10.1016/j.iemeen.2021.100177>>.

<sup>5</sup> Farhan Aslam and others, 'Innovation in the Era of IoT and Industry 5.0: Absolute Innovation Management (AIM) Framework', *Information (Switzerland)*, 11.2 (2020) <<https://doi.org/10.3390/info11020124>>.

<sup>6</sup> Lukman Hakim, 'Manajemen Program Kelas Unggulan Untuk Meningkatkan Citra Madrasah Tsanawiyah 1 Kabupaten Madiun', *Southeast Asian Journal of Islamic Education Management*, 2.1 (2021), 1–14 <<https://doi.org/10.21154/sajiem.v2i1.37>>.

elements contained in the management process include guiding, directing, and managing a group of people to achieve common goals.<sup>7</sup>

The management process has been described in the Qur'an.<sup>8</sup> Islamic teachings exemplify a process carried out by Allah for his power to manage the rotation of the entire contents of nature.<sup>9</sup> Organizations are like nature that has many elements that can run according to their usefulness if managed properly. The importance of management and the figure of a manager or leader to organize and manage organizational elements to run effectively and efficiently can be seen from the content of the contents of the following Qur'anic verses:

اللَّهُ الَّذِي خَلَقَ السَّمَوَاتِ وَالْأَرْضَ وَمَا بَيْنَهُمَا فِي سِتَّةِ أَيَّامٍ ثُمَّ اسْتَوَىٰ عَلَى الْعَرْشِ ۗ مَا لَكُمْ مِّن دُونِهِ مِن وَلِيٍّ وَلَا شَفِيعٍ ۗ أَفَلَا تَتَذَكَّرُونَ ٤ ۝ يُدَبِّرُ الْأَمْرَ مِنَ السَّمَاءِ إِلَى الْأَرْضِ ثُمَّ يَعْرُجُ إِلَيْهِ فِي يَوْمٍ كَانَ مِقْدَارُهُ أَلْفَ سَنَةٍ مِّمَّا تَعُدُّونَ ۗ ذَٰلِكَ عِلْمُ الْغَيْبِ وَالشَّهَادَةِ الْعَزِيزِ الرَّحِيمِ ٦

Meaning: It is Allah Who created the heavens and the earth and what is between them in six lifetimes, then He resides on the Throne. There is for you none but Him a helper and none an intercessor. So do you not see? He orders the affairs from the heavens to the earth, then they ascend to Him in a day whose measure is a thousand years according to your reckoning. Such is the Lord Who knows the unseen and the manifest, the Mighty, the Merciful (Q.S As-Sajadah:4-6).

The content of surah as-Sajadah verse 4 explains to mankind that Allah, the creator of all things, has created the sky and everything in it. He did not just create then He occupied his position to organize everything so that *مَا لَكُمْ مِّن دُونِهِ مِن وَلِيٍّ وَلَا شَفِيعٍ* i.e. giving goodness to all creatures. This verse teaches that a supreme leader is not only able to create a program but also directly participate in organizing the implementation of the program so that people can benefit and benefit from it.

In the context of implementing a program, the 5th verse of surah as-sajadah teaches that there is an appropriate division of time to complete a job by using various efforts that are capable of being done by humans and giving trust to members or subordinates to carry out their duties. In the interpretation of Ibn Kathir *فِي يَوْمٍ كَانَ مِقْدَارُهُ أَلْفَ سَنَةٍ مِّمَّا تَعُدُّونَ* it is explained that He brings down His affairs from the highest heaven to the shallowest part of the seventh earth's crust, while deeds are taken up to His diwan above the heavens of the world with a distance of 500 years between the diwan and the earth. The descent of the angels is at a distance of 500 years and the ascent is 500 years, but it is accomplished

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<sup>7</sup> Valentina Parshina and others, 'Motivational Elements of the Human Factor for the Implementation of the "Vision Zero" Concept in Railway Transport', *Transportation Research Procedia*, 54 (2021), 191–99 <<https://doi.org/https://doi.org/10.1016/j.trpro.2021.02.064>>.

<sup>8</sup> Mahrus As'ad, Ahmad Bukhori Muslim, and Imam Ghozali Budiharjo, 'Qur'anic Perspective on Empowering Humanistic Foreign Language Teaching', *Al-Bayan: Journal of Qur'an and Hadith Studies*, 17.2 (2019), 168–94 <<https://doi.org/https://doi.org/10.1163/22321969-12340074>>.

<sup>9</sup> S Saihu, 'Qur'anic Perspective On Total Quality Management (TQM) And Its Implementation In The Institution Of Islamic Education', *Mumtaz: Jurnal Studi Al-Quran Dan Keislaman*, 4.01 (2020), 13–26 <<https://www.jurnalptiq.com/index.php/mumtaz/article/view/88/0%0Ahttps://www.jurnalptiq.com/index.php/mumtaz/article/download/88/82>>.

in the blink of an eye. He is all-organizing all affairs and witnesses the deeds of his servants who are appointed to Allah SWT, the noble and the lowly and the small and the great.<sup>10</sup> Islam teaches the role of a leader or manager in organizing everything can be a mighty figure, force, and dominate so that subordinates submit to carry out their orders and not violate their prohibitions. In addition, he can also be a merciful figure to people so that he becomes a mighty figure with compassion and compassion with his might. This is the basis of management and managers are very important to run the wheels of the organization.<sup>11</sup>

The implementation of Law No.33 of 2014 concerning Halal Product Guarantee to get it right into the hands of the public involves the main functions of management. Gary Dessler agreed on five management functions consisting of planning, organizing, staffing, leading, and controlling.<sup>12</sup> In total, these functions represent the management process. Some of the specific activities involved in each function include: Planning i.e. setting goals and standards, developing rules and procedures, developing plans and forecasting.<sup>13</sup> Organizing i.e. giving each subordinate a specific task, forming departments, delegating authority to subordinates, establishing channels of authority and communication, coordinating the work of subordinates.<sup>14</sup> Staffing is determining what type of people to hire, recruiting prospective employees; selecting employees, training and developing employees, setting performance standards, evaluating performance, counseling employees, and compensating employees. Leading is getting others to get the job done, maintaining morale, and motivating subordinates.<sup>15</sup> Controlling is setting standards such as quotas, quality standards, or productivity levels, checking to see how actual performance compares to the standards, and taking corrective action as needed.<sup>16</sup>

Management means achieving organizational goals effectively and efficiently through planning, organizing, leading, and controlling organizational resources.<sup>17</sup> Management as an art to get things done through other people. George R. Terry describes the managerial functions of the organization, namely:

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<sup>10</sup> Minsih Minsih, Rusnilawati Rusnilawati, and Imam Mujahid, 'Kepemimpinan Kepala Sekolah Dalam Membangun Sekolah Berkualitas Di Sekolah Dasar', *Profesi Pendidikan Dasar*, 1.1 (2019), 29–40 <<https://doi.org/10.23917/ppd.v1i1.8467>>.

<sup>11</sup> Muhammad Noor, Muhammad Husni, and Muhammad Iqbal, 'Strukturasi Dalam Kepemimpinan Khalifah Ali Bin Thalib', *Syams: Jurnal Studi Keislaman*, Vo. 3.No. 2 (2022), 198–220.

<sup>12</sup> Osama F Al-Kurdi, Ramzi El-Haddadeh, and Tillal Eldabi, 'The Role of Organisational Climate in Managing Knowledge Sharing among Academics in Higher Education', *International Journal of Information Management*, 50 (2020), 217–27 <<https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2019.05.018>>.

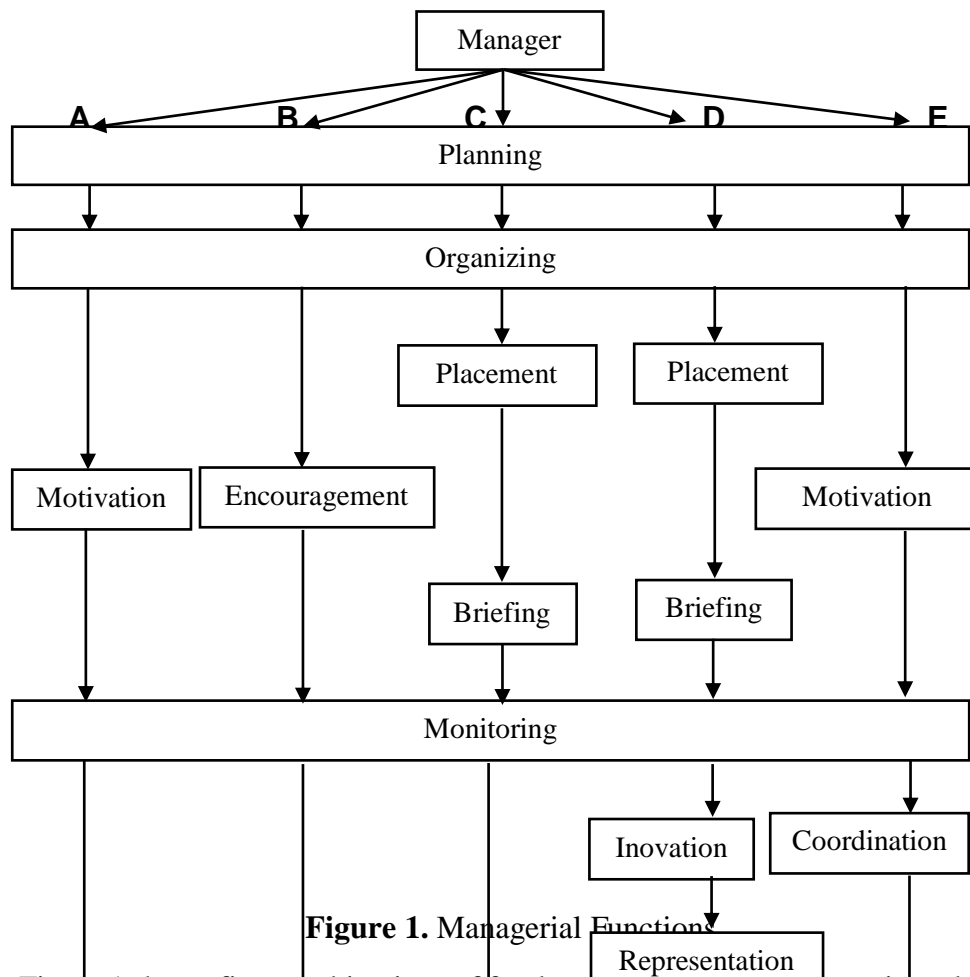
<sup>13</sup> Ishak Talibo, 'Ishak', *Fungsi Manajemen Dalam Perencanaan Pembelajaran*, 7.1 (2018), 161–230 <<https://doi.org/10.7788/boehlau.9783412217785.161>>.

<sup>14</sup> Moh. Arifudin, Fathma Zahara Sholeha, and Lilis Fikriya Umami, 'Planning (Perencanaan) Dalam Manajemen Pendidikan Islam', *MA'ALIM: Jurnal Pendidikan Islam*, 2.02 (2021), 146–60 <<https://doi.org/10.21154/maalim.v2i2.3720>>.

<sup>15</sup> Ahsana Nadiyya Amany, 'Pengaruh Staffing Dan Beban Kerja Terhadap Prestasi Kerja Karyawan Di Pabrik Gula Djombang Baru', *BIMA : Journal of Business and Innovation Management*, 2.2 (2020), 175–84 <<https://doi.org/10.33752/bima.v2i2.137>>.

<sup>16</sup> Francis Boadu and others, 'MNEs Subsidiary Training and Development and Firm Innovative Performance: The Moderating Effects of Tacit and Explicit Knowledge Received from Headquarters', *Sustainability (Switzerland)*, 10.11 (2018) <<https://doi.org/10.3390/su10114208>>.

<sup>17</sup> Ia Hidarya, Achmad Mudrikah, and R. Supyan Sauri, 'Implementation of Regulation of The Minister of Religion Number 2 Of 2012 for Islamic Education Supervisors at Schools in The Department of Education in Sukabumi Regency', *International Journal of Nusantara Islam*, 8.2 (2020), 226–39 <<https://doi.org/10.15575/ijni.v8i2.11082>>.



**Figure 1. Managerial Functions**

Figure 1 shows five combinations of fundamental functions. When viewed from top to bottom, there are several combinations. A consists of planning, organizing, encouraging, and supervising. B consists of planning, organizing, and supervising. C consists of planning, organizing, staffing, directing, and supervising. D consists of planning, organizing, staffing, directing, supervising, innovating, and giving roles. E consists of planning, organizing, motivating, supervising, and coordinating.

Management functions in principle start from planning, organizing, and supervising and assessing all institutional programs by using all resources efficiently and maximizing the availability of resources to increase achievement (effectiveness).<sup>18</sup> Planning involves determining organizational goals, establishing strategies to achieve goals, and developing plans to integrate and coordinate work activities. Organizing is defined as arranging and structuring work to achieve organizational goals. Supervision is the process of monitoring, comparing, and correcting work results.<sup>19</sup>

Previous research that has been conducted related to Law No. 33 of 2014 concerning Halal Product Guarantee (JPH) includes: Darul Hipni in his research offers a management model for implementing the Law, namely socializing to related institutions

<sup>18</sup> Arif Fakhrudin, 'Pengaruh Kewajaran Harga Dan Citra Perusahaan Terhadap Keputusan Pembelian Ulang Pada Penumpang Maskapai Citilink Indonesia', *Jurnal Manajemen Bisnis*, 10.1 (2019), 55–72 <<https://doi.org/10.18196/mb.10168>>.

<sup>19</sup> Yeti Kuswati, 'The Influence of Organizational Culture on Employee Performance', *Budapest International Research and Critics Institute (BIRCI-Journal) : Humanities and Social Sciences*, 3.1 (2020), 296–302 <<https://doi.org/10.33258/birci.v3i1.761>>.

and consumers.<sup>20</sup> Elfirda Ade Putri stated that halal certification was very precisely carried out by MUI through LPPOM MUI and the Fatwa commission before the transition<sup>21</sup>. According to Ana Mufidah, there is a change in the authority of the Ministry of Religion and MUI, namely the transfer of halal certification authority from MUI as the initial authority to BPJPH as a government agency.<sup>22</sup>

## RESEARCH METHOD

Data collection was carried out with a qualitative approach through interviews, observation, and documentation methods. The social situation that became the research site was the Regional Office of the Ministry of Religion of Jambi Province. several reasons the researcher chose it because: the place is very easy to reach, research activities that have been carried out by several previous researchers have not discussed the same problems as the focus, and the data owned by the institution is very complete and easy to obtain, making it easier for researchers to research problems related to the focus of the research.

Researchers chose subjects with purposive sampling, which is a sampling technique for data sources with certain considerations.<sup>23;24</sup> The consideration of choosing the subject is that these people work as part of the halal product assurance service task force in the regional office of the Jambi Province Ministry of Religion, MUI members who take care of issuing halal certification and inspecting halal products, and business people who need halal certificates. The subjects involved in dissertation research are the leader or head, members of the Halal Product Guarantee Assessment Agency (BPJPH), chairman of the MUI and members, and people of various types who live in Jambi city.

## DISCUSSION

The implementation of Law No. 33 of 2014 concerning Halal Product Guarantee in Jambi Province follows a long management process. The law regulates a halal certificate application system that is easier than the old system.<sup>25</sup> In general, the registration flow is that business actors apply for a halal certificate by registering and uploading the requested data related to the product through the [ptsp.halal.go.id](http://ptsp.halal.go.id) website to get a registrant account. Then BPJPH will check the completeness of the documents and determine the Halal Examining Agency (LPH) which will be in charge of directly examining the business products listed in the submission.<sup>26</sup> Furthermore, the LPH that has been determined will

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<sup>20</sup> (Hipni, D., et. al., 2022)

<sup>21</sup> Elfirda Ade Putri, 'Kewenangan MUI Pasca Terbitnya PP No . 31 Tahun 2019 Tentang Peraturan Pelaksanaan UU No . 33 Tahun 2014 Tentang Jaminan Produk Halal', 15.2 (2021), 333–50.

<sup>22</sup> Ana Mufidah, 'Kewenangan Kementerian Agama Dan MUI Dalam Sertifikasi Halal Berdasarkan Undang-Undang RI Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal' (UIN Maulana Malik Ibrahim, 2017).

<sup>23</sup> (Grossi & Argento, 2022)

<sup>24</sup> Wang et al., 2023)

<sup>25</sup> Ulya Fuhaidah Asnawi and Ramlah Ramlah Ibrahim, 'Implementasi Jaminan Produk Pangan Halal Di Jambi', *Ijtihad : Jurnal Wacana Hukum Islam Dan Kemanusiaan*, 18.2 (2018), 211 <<https://doi.org/10.18326/ijtihad.v18i2.211-226>>.

<sup>26</sup> Siti Rohmah, Ilham Tohari, and Moh. Anas Kholish, 'Menakar Urgensi Dan Masa Depan Legislasi Fiqih Produk Halal Di Indonesia', *Al-Manahij: Jurnal Kajian Hukum Islam*, 14.2 (2020), 177–90 <<https://doi.org/10.24090/mnh.v14i2.3811>>.

examine and test the halalness of the product, then MUI will determine halalness through a halal fatwa hearing, finally BPJPH will issue a halal certificate.<sup>27</sup>

There are 4 elements involved in organizing halal certification of a product, namely business actors, BPJPH, LPH, and MUI.<sup>28</sup> Business actors are persons or individuals or business entities in the form of legal entities or not legal entities that carry out business activities in the territory of Jambi Province. Furthermore, LPH is a halal inspection agency that plays a role in carrying out examination and / or testing activities on the halalness of a product based on the ingredients contained in the product. Meanwhile, MUI in this case acts as a forum for deliberation of Muslim scholars and intellectuals regarding the law of halalness of a product that has been tested to subsequently obtain a halal certificate.<sup>29</sup>

The procedure for obtaining a halal certificate in Jambi Province begins with submission. Submissions are made by business actors to BPJPH in writing by completing documents: business actor data, name and type of product, list of product ingredients used and the product processing process.

After the application is registered on the website, BPJPH then checks the completeness of the documents. After the file is declared complete by BPJPH, the process continues at LPH (which has been accredited by BPJPH in collaboration with MUI) to conduct an examination and / or testing of product halalness by halal auditors who have been certified by MUI. BPJPH orders LPH to conduct product inspection and testing for 5 working days since the document is declared complete.

The LPH halal auditor checks the halalness of the product and if there are ingredients that are doubtful of their halalness, then LPH conducts laboratory testing. Furthermore, from the results of the examination and testing that has been carried out by LPH, the results obtained are reported to BPJPH. Furthermore, BPJPH submits the LPH audit results to MUI to obtain a determination of product halalness through a halal fatwa hearing. MUI together with experts from elements of ministries or institutions and related agencies conduct a halal fatwa hearing to determine the Decree on Product Halal Determination signed by MUI and become the basis for issuing halal certification.<sup>30</sup>

The determination process is carried out within 30 working days from the time MUI receives the results of the LPH examination and testing from BPJPH. With the determination of the status of a halal product, BPJPH issues a halal certificate no later than 7 (seven) working days from the receipt of the decision from MUI. The halal certificate issued is valid for 4 (four) years since it was issued by BPJPH, unless there is a change in the composition of the ingredients. The halal certificate must be extended by the business actor by submitting a halal certificate renewal. Fees are charged to business

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<sup>27</sup> Nurfaika Sitti and Ilyas Musyfica, 'Kewajiban Pendaftaran Sertifikasi Halal Pada Badan Penyelenggara Jaminan Produk Halal; Perspektif Maqāṣid Al-Syarī'ah', *Shautuna: Jurnal Ilmiah Mahasiswa Perbandingan Mazhab Dan Hukum*, 2.2 (2021), 449–62 <<http://journal.uin-alauddin.ac.id/index.php/shautuna/article/view/18842>>.

<sup>28</sup> Achmad Jaka Santos Adiwijaya, 'Menyongsong Pemberlakuan Kewajiban Sertifikasi Halal Di Indonesia', *Jurnal Ilmiah Living Law*, 11.1 (2019), 1 <<https://doi.org/10.30997/jill.v11i1.1641>>.

<sup>29</sup> Sheilla Chairunnisyah, 'Peran Majelis Ulama Indonesia Dalam Menerbitkan Sertifikat Halal Pada Produk Makanan Dan Kosmetika', *Angewandte Chemie International Edition*, 3.2 (2018), 10–27.

<sup>30</sup> Debbi Nukeriana, 'Implementasi Sertifikasi Halal Pada Produk Pangan Di Kota Bengkulu', *Jurnal Qiyas*, 3.1 (2018), 155–62 <<https://ejournal.iainbengkulu.ac.id/index.php/QIYAS/article/view/1310/1102>>.

actors who apply for halal certification in order to facilitate the implementation of JPH implementation.<sup>31</sup>

The obligation to register the halalness of a product with BPJPH is currently the government's right step in providing halal assurance and comfort, especially for Muslim consumers in Jambi Province. In its application, apart from including halal information on the product, production actors are also required to provide non-halal information if the product is not a non-halal product. Non-halal information according to the provisions in Government Regulation No. 39 of 2021 concerning the Implementation of the Halal Product Guarantee Field Article 92, can be in the form of images, signs, and / or writing included in product packaging, certain parts of the product, and / or certain places on the product.<sup>32</sup>

Based on documents related to the procedures for obtaining halal certificates contained in CHAPTER V, draft Law No. 33 of 2014, Part One contains Submission of Applications, in Article 29.<sup>33</sup> Furthermore, Article 30 explains the establishment of a Halal Examining Agency. Matters related to the examination and testing of the content of halal and haram substances are explained in Part Three, articles 31 and 32. The parties involved and the procedure for determining the halalness of the product are explained in Part Four, article 33. Part Five includes articles 34, 35, and 36 explaining the issuance of halal certificates. The provisions regarding halal labels are listed in the Sixth Section articles 37, 38, 39, 40, and 41. For business actors who already have a halal certificate and will apply for renewal, it is regulated in the Seventh Section articles 42 and 43. Rules regarding financing are contained in the Eighth Section, Articles 44 and 45.<sup>34</sup>

In the early stages of BPJPH socialization, the Jambi Province Ministry of Religion through the Halal Task Force conducted a coordination meeting with Halal Task Force partners as stakeholders to strengthen halal certificate services. The Ministry of Religion also facilitates halal certificate services to 3,179 MSEs with an available budget of Rp. 8 billion to ensure that these businesses not only meet the requirements of halalness and product hygiene<sup>35</sup>, but also improve the positive image of halal product assurance.<sup>36</sup>

Sehati is a collaborative program and synergy between the Ministry of Religion's BPJPH and ministries / institutions, local governments, agencies, and the private sector

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<sup>31</sup> Fitria Esfandiari and others, 'Pendampingan Akad Dan Sertifikasi Halal MUI Serta Edukasi Jaminan Produk Halal Pada Minuman Cangloh Di Mergosono Kota Malang', *Jurnal Dedikasi Hukum*, 1.2 (2021), 87–99 <<https://doi.org/10.22219/jdh.v1i2.17607>>.

<sup>32</sup> Juwita S Ratna, 'Implementasi Peraturan Pemerintah No 39 Tahun 2021 Tentang Penyelenggaraan Bidang Jaminan Produk Halal (Studi Di LPH LPPOM-MUI Provinsi Lampung). Diploma Thesis, UIN RADEN INTAN LAMPUNG.' (UIN Raden Intan Lampung, 2023) <<http://repository.radenintan.ac.id/id/eprint/29642%0A>>.

<sup>33</sup> Rendi Deriansyah, 'Implementasi Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal (Studi Kasus Produk Umkm Sarisa Merapi Yogyakarta)' (Universitas Islam Indonesia (UII) Yogyakarta, 2022) <<https://dspace.uui.ac.id/handle/123456789/41200>>.

<sup>34</sup> Muh. Zumar Aminuddin, 'Sertifikasi Produk Halal: Studi Perbandingan Indonesia Dan Thailand', *SHAHIH: Journal of Islamicate Multidisciplinary*, 1.1 (2016), 27–39 <<https://doi.org/10.22515/shahih.v1i1.52>>.

<sup>35</sup> Ririn Tri Puspita Ningrum, 'Problematisa Kewajiban Sertifikasi Halal Bagi Pelaku Usaha Mikro Dan Kecil (UMK) Di Kabupaten Madiun', *Istithmar : Jurnal Studi Ekonomi Syariah*, 6.1 (2022), 43–58 <<https://doi.org/10.30762/istithmar.v6i1.30>>.

<sup>36</sup> F H N Athief, D Rizki, and ..., 'Analisa Program Dinas Koperasi Dan Usaha Kecil Menengah Dalam Memfasilitasi Sertifikat Halal Bagi Umkm Di Surakarta', *Indonesia Journal of Halal*, 5.2 (2022), 96–105 <<https://ejournal2.undip.ac.id/index.php/ijh/article/view/14921>>.



to facilitate free halal certification financing for Micro and Small Enterprises (MSEs).<sup>37</sup> The Sehati program is carried out to make it easier for business actors to obtain halal certificate services.<sup>38</sup> Business actors will compete to register their products to have halal certificates so as to further convince the public that products in Jambi are certainly suitable for consumption and use accompanied by product health standards that have been recognized through BPPOM. In an effort to accelerate the socialization and implementation of halal product guarantees, the Jambi Regional Office of the Ministry of Religion synergizes with the Regency / City Ministry of Religion through the Head of the local Islamic Guidance Section to carry out supervision of marketed products on a regular basis.

The implementation of Law No. 33 of 2014 concerning Halal Product Guarantee in Jambi Province has gone through a long management process starting from planning, organizing tasks, implementing, and supervising. The results of the study provide input for the management team to continue to maintain a tiered pattern of socialization by empowering Halal Examining Institutions both from universities, local government institutions, and community institutions. At the level of application at the Ministry of Religious Affairs of Jambi province, the plan to implement the halal product guarantee rules is guided by the contents of the law. So before the government requires all business actors to have a halal certificate, the government first prepares human resources (HR) who meet the qualifications such as the provisions of BPJPH.

HR as the main source of information distribution to all business communities in Jambi province must be able to understand every detail of the rules so that there is no misunderstanding. HR will also provide services to the community starting from the socialization, registration, assistance, to the handover of certificates. Therefore, every HR involved in the halal task force, both from the LPH and MUI elements, receives training directly from BPJPH. The training aims to provide an understanding to all officers regarding operational standards for product inspection and testing as well as halal product criteria in accordance with the provisions. Therefore, the human resources placed from the LPH element have fulfilled the requirements for the division of tasks as a team of auditors.

The implementation of the implementation of the halal product guarantee law in 2023 in Jambi province has proceeded as planned by the Ministry of Religious Affairs. This is evidenced by the number of halal task force members from LPH and MUI, successfully encouraging the business community to take care of halal certificates. To get a certificate, business actors must prepare products, places, and tools that are good according to health regulations and Islamic teachings. So it can be ascertained that the perpetrator is ready when the auditor team from LPH visits the place of business to conduct an audit within a predetermined period of time.

The halal inspection agency works based on data obtained from BPJPH so that there is data synchronization, starting from data sent by business actors to BPJPH, data verification by BPJPH, sending data to LPH, inspection and testing actions by LPH on the process and production results based on the initial data sent by business actors, sending inspection results by the audit team to BPJPH, MUI hearing decisions based on

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<sup>37</sup> Nur Kasanah and Muhammad Husain As Sajjad, 'Potensi, Regulasi, Dan Problematika Sertifikasi Halal Gratis', *Journal of Economics, Law and Humanities*, 1.2 (2022), 28–41  
<<https://mediakeuangan.kemenkeu.go.id/article/show/kodifikasi-dan-sertifikasi-produk-halal-jadi->>.

<sup>38</sup> Taradiva Maharani and Nasobi Niki Suma, 'Kesiapan Pelaku Usaha Terhadap Implementasi Program Sertifikasi Halal Gratis ( SEHATI )', 2.1 (2023), 15–24.

data sent by LPH, and issuing halal certificates by BPJPH.<sup>39</sup> All data used during the process is connected to the initial data received by BPJPH. In order not to overlap the responsibilities of each unit, the job description of each task force is clearly outlined from the beginning of the training provided by BPJPH, including the details of the task, the effectiveness of the work time required, the number of officers involved, and the costs that will be incurred as needed.<sup>40</sup>

The work arrangements imposed from BPJPH to the Regional Office of the Ministry of Religious Affairs of Jambi province, LPH, and MUI aim to organize a systematic and centralized work system. Systematic work creates halal certificate service results more effectively and efficiently in accordance with the applicable organizational structure.<sup>41</sup> Centralized work arrangements because every policy is formulated and determined by BPJPH then implemented by LPH and MUI in the field. As a partner of the Ministry of Religion, LPH and MUI work under the chain of command of the minister of religion. The results of the work of LPH and MUI are reported to BPJPH based on the authority of each department so that progress or stagnation will be seen which will be evaluated in the future.<sup>42</sup>

The implementation of the new law involves many elements, so there must be a task structure and job descriptions and specifications. Structured tasks are tasks related to procedures that must be carried out by halal task forces as instructed by superiors. Step by step task completion is available in the form of technical instructions and members must understand what is expected. The head of the Ministry of Religious Affairs and the head of the halal task force have great command authority.<sup>43</sup> A detailed and clear job description will be easy to understand, it will make the success of achieving goals even greater.<sup>44</sup> BPJPH, Head of the Regional Office of the Ministry of Religion, Head of the Ministry of Religion district / city, create a good working relationship to control the work of LPH and MUI. Both halal task force institutions as information distributors and community mobilizers must continue to be monitored.<sup>45</sup>

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<sup>39</sup> Tubagus Yudi Muhtadi, 'Perbandingan Mekanisme Sertifikasi Produk Halal Antara Indonesia Dengan Malaysia', *Jurnal Penelitian Dan Karya Ilmiah*, 10.1 (2020), 32–43  
<<https://doi.org/10.33592/pelita.vol10.iss1.500>>.

<sup>40</sup> Akim Akim and others, 'The Shifting of Halal Certification System in Indonesia: From Society-Centric To State-Centric', *MIMBAR : Jurnal Sosial Dan Pembangunan*, 35.1 (2019), 115–26  
<<https://doi.org/10.29313/mimbar.v35i1.4223>>.

<sup>41</sup> Istianah Istianah and Gemala Dewi, 'Analisis Masalah Pada Konsep Halal Self-Declare Sebelum Dan Pascaenachment Undang-Undang Cipta Kerja', *Al-Adl : Jurnal Hukum*, 14.1 (2022), 85  
<<https://doi.org/10.31602/al-adl.v14i1.5870>>.

<sup>42</sup> I Mayasari, 'Pembatasan Administrative Silence Untuk Sertifikat Halal: Peluang Dan Tantangan Keputusan Fiktif Positif Dalam UU Cipta Kerja', *JIM: Jurnal Ilmiah Mahasiswa Pendidikan Sejarah*, 8.3 (2023)  
<<http://jim.usk.ac.id/sejarah/article/view/25312%0Ahttps://jim.usk.ac.id/sejarah/article/viewFile/25312/12057>>.

<sup>43</sup> Alva Salam and Ahmad Makhtum, 'Implementasi Jaminan Produk Halal Melalui Sertifikasi Halal Pada Produk Makanan Dan Minuman Umkm Di Kabupaten Sampang', *Qawwam: The Leader's Writing*, 3.1 (2022), 11–13.

<sup>44</sup> Umi Latifah, 'Kebijakan Mandatori Sertifikasi Halal Bagi Produk Usaha Mikro, Kecil, Dan Menengah Di Kabupaten Kudus', *JIOSE: Journal of Indonesian Sharia Economics*, 1.1 (2022), 41–58  
<<https://doi.org/10.35878/jiose.v1i1.362>>.

<sup>45</sup> Ade Khadijatul and others, 'Peranan Perspektif Maqashid Al Syariah Dan Berlakunya Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal Terhadap Produk Kosmetik Halal Di Panyabungan Kabupaten Mandailing Natal', *Jurnal Syarikah*, 8.2 (2022), 297–311.

It is different from the system of regulating and structuring the duties and functions of the halal task force which is more centralized. Supervision of the implementation of the halal product law is carried out with a decentralized system. BPJPH supervises the performance of the Jambi provincial Ministry of Religious Affairs which has been authorized to form a halal task force. BPJPH assesses the successful implementation of the halal product law by looking at the percentage increase in halal certificate registrations that enter the BPJPH system.

If there is no increase, BPJPH will immediately go down to monitor, especially for Jambi province there is an increase in registration. Supervision of the performance of LPH and MUI is carried out by the head of the Regional Office of the Ministry of Religion of Jambi province, while for LPH and MUI in the regency / city is supervised by the head of the regency / city Ministry of Religion and the head of the halal task force. LPH is tasked with directly supervising community activities in processing and marketing products. LPH supervision does not stop until the community gets a halal certificate, supervision will continue continuously when the product is marketed within a period of two years until the renewal period. This supervision is to maintain the consistency of business actors to maintain the halalness of the product.

Supervision of the implementation of halal product guarantee regulations is carried out by leaders or people who have the power as delegated by the central BPJPH. Each level of work unit has a head or chairman who is responsible for controlling the work of members in accordance with Law No. 33 of 2014. For the business community in Jambi province, they get direct supervision from LPH. If the process and products produced are not in accordance with the rules of halal products, LPH will give a warning and suggest improvements to the production or packaging or marketing system. Although the processing of halal certificates must be delayed, business actors have the opportunity to make improvements as noted by LPH. If the results of the supervision show that the process and product are in accordance with the standards, LPH provides recommendations based on the assessment results at that time.<sup>46</sup> To keep the product up to standard and avoid deviations, supervision is still carried out by the Institute for the Assessment of Food, Drugs and Cosmetics.<sup>47</sup>

The division of labor at each management level has been designed by the top management team and socialized to the people responsible according to their respective departments. Program planning for the implementation of Law No. 33 of 2014 has been systematically prepared so that several alternatives have been prepared for possible problems faced by the halal task force. Although decision-making activities are organized, the implementation team from LPH and MUI can make decisions by referring to government regulations or the halal product guarantee law. The steps for socialization and assistance in applying for a halal certificate that must be carried out by the business community have been prepared by the management team, so that the implementation stages run according to predetermined rules.

LPH is formed based on the provisions of the halal product guarantee law, works to carry out the duties as stated in the law, and provides an understanding of halal certificates to the public according to the law. LPH can choose and determine the best

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<sup>46</sup> Hidayatul Husna and Sulastris Caniogo, 'Problematika Sertifikasi Halal Pada Produk Industri Kerupuk Di Surau Pinang', *JISRAH: Jurnal Integrasi Ilmu Syariah*, 3.1 (2022), 99 <<https://doi.org/10.31958/jisrah.v3i1.5772>>.

<sup>47</sup> Abd Aziz and Suqiyah Musyafa'ah, 'Tugas Dan Wewenang Badan Pengawas Obat Dan Makanan ( BPOM ) Dalam Rangka Perlindungan Konsumen', *Al-Qanun*, 23.1 (2020), 193–214.

alternative to socialize to the public appropriately.<sup>48</sup> He is also given the right and freedom to think about and design various appropriate steps to carry out work, as well as the social and cultural conditions of the business community in Jambi Province.

BPJPH and the Head of the Regional Office of the Ministry of Religious Affairs in Jambi province who occupy top management positions continue to make breakthroughs to find the right, accurate, and systematic formula so that the implementation of Law No. 33 of 2014 can be easily accepted and understood by business actors in Jambi. The Head of the Regional Office of the Ministry of Religion has also distributed or organized all human resources involved and other resources used in halal certificate-making activities. The Head of the Regional Office has appointed the chairman and members of the halal task force according to individual expertise and functions and improved their abilities by providing technical guidance. By referring to BPJPH regulations and halal product assurance regulations, the head determines the authority and authority related to work so that HR works in a cohesive manner.

The work units of both BPJPH, MUI, and LPH and the government must aggressively socialize to the people of Jambi province so that micro and small business actors can take advantage of the free halal certificate program that is being promoted by the central BPJPH during the year 2023. Communities with larger business capacities and food and beverage industry places, such as bakeries, instant noodle companies, coffee factories, and several other business places, are currently expiring their old halal certificates and will apply for renewal as stated in Law No.33 of 2014. There are still large-scale businesses that do not have halal certificates such as drinking water refills, food stalls, cosmetics, and slaughterhouses. Business actors trust the cleanliness of the ingredients, places, and results of their drinking water products so they do not need a halal certificate. This is an input to BPJPH and work units that have collaborated for the issuance of halal certificates to provide more education to the community in Jambi Province.

The implementation of the law to the business community in Jambi province has gone through a process of good planning, centralized regulation of tasks and functions, and continuous control and decentralized supervision. In the implementation process, the implementation activities of the Law run consistently, systematically and collaboratively. The efficiency of program implementation is achieved because the work is carried out by BPJPH, LPH, and MUI correctly and responsibly according to the abilities of the officers. Even the effectiveness of management of the implementation of halal product guarantees is achieved using the right means or equipment with the conditions or circumstances of the very diverse people of Jambi Province.

As a form of long-term planning for the future, the Jambi provincial Ministry of Religious Affairs implements collaborative management between various elements of government, private institutions, and the community to formulate a free certificate program policy. The formulation of the program is sustainable, even though 2023 has ended, the provincial Ministry of Religious Affairs Regional Office continues to seek cooperation with parties who are potentially able to fund the halal certification process. So that the business community, the majority of which are food and beverage entrepreneurs on a micro and small scale, are able to register their places of business and products to obtain halal certificates. The mandatory halal certificate program will stagnate

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<sup>48</sup> Farid Wajdi, 'The Existence of a Halal Product Assurance Organizing Body in Organizing Halal Assurance', *International Journal Reglement & Society (IJRS)*, 2.3 (2021), 210–20 <<https://doi.org/10.55357/ijrs.v2i3.202>>.

or stagnate when not supported by sufficient financing or subsidies from the government. Because for business people who have small capital and still get small profits, the cost of making halal certificates is a burden in itself. Meanwhile, the strategic steps taken by the Jambi Province Ministry of Religious Affairs to optimize the absorption of halal certificates for business people through cooperation with the Jambi provincial government and regions are channeled in the form of the establishment of LPH. The collaboration also aims to optimize the self-declare or free certificate program which is part of the performance of the Ministry of Religion.

## CONCLUSION

The implementation of Law No. 33/2014 in Jambi Province is seen from registration to certificate issuance. Each stage has been well planned starting from the actors involved, procedures, requirements, and time as stated in the law. The division of tasks for each actor involved in the service is carried out in stages. Supervision is carried out on an ongoing basis starting from registration by BPJPH directly, examination and testing of materials and tools and places by LPH, and halal determination hearings by MUL, finally issuing halal certificates by BPJPH. For business actors who have not fulfilled the requirements will be given time to complete it and contact the Department related to licensing or NIB and the Taxation Office related to NPWP. The successful implementation of the JPH law is supported by collaborative management because many parties are involved from the beginning of the filing process.

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