



Analysis Of The Suitability Of The Halal Product Assurance System Criteria In Improving Product Quality

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ABSTRACT

Halal-certified products can increase consumer confidence and competitiveness, but in practice, there are issues with the use of old halal logos and the repeated use of jars for packaging SDR bakery products. The purpose of this study is to analyze the application of halal product assurance system criteria in the SDR bakery business. This study is a field study with a qualitative approach. The data sources used are primary data from informants and secondary data from articles related to the halal product assurance system. The data collection techniques in this study include observation, in-depth interviews with informants, and documentation. The data analysis process consists of three stages: data reduction, data display, and conclusion drawing. The results of the study show that the SDR Bakery has implemented the Halal Product Assurance System (SJPH) well, including a strong commitment through halal certification from the Indonesian Ulema Council (MUI), the use of halal-certified raw materials, and control of production process hygiene to prevent contamination with haram ingredients. The product name, logo, and packaging comply with halal requirements, although the halal logo needs to be updated. The Halal Product Assurance System (SJPH) has improved the quality of SDR bread and made it more acceptable to the community. Quality monitoring is carried out routinely through internal controls, but external audits need to be more consistent. This study is expected to serve as a recommendation for similar businesses to improve product quality through a halal product assurance system, thereby increasing consumer confidence in the product.

Keywords: halal product, assurance system criteria, product quality.



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Introduction

Public awareness of halal products in the era of globalization is increasing in Muslim-majority countries and international markets (Rahmawati et al., 2022). Public awareness of halal products in the era of globalization is increasing in Muslim-majority countries and international markets (Hartini & Malahayatie, 2024) The growth of the halal industry shows great potential and presents a strategic opportunity to increase the competitiveness of local products (Hasnil Hasyim, 2023; Khairuni et al., 2025).

In Islamic law, halal products are products that are free from haram ingredients such as pork, dogs, blood, carcasses (other than fish and locusts), and animals slaughtered in the name of other than Allah SWT (Ali, 2016; Firqi Ubaidillah, 2024). Because food and drink are basic necessities, the aspect of halal is very important, especially for Muslims. In Indonesia, attention to product halalness is crucial because the majority of the population is Muslim.

Standardization and halal certification aim to ensure that products meet halal criteria in accordance with BPJPH standards. In addition to protecting the rights of Muslim consumers to obtain healthy and safe products, halal certification also increases consumer confidence and adds value to businesses. SJPB is not only important religiously, but also improves product quality and supports business sustainability (Nadila et al., 2024; Syarifah & Suwandi, 2024).

Halal certification is the responsibility of the state, as stipulated in Law No. 33 of 2014 and Government Regulation No. 39 of 2021. Halal certificates are issued by BPJPH through inspections conducted by LPH in collaboration with MUI. The role of LPPOM MUI is very important in ensuring the halal status and quality of products, but there are still many challenges, such as the lack of clarity regarding halal status, consumers' limited understanding of ingredient composition, and popular brands that are not yet halal certified (Junaidi et al., 2025; Maulana, 2024; Purwanto & Suprihati, 2024).

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Micro, Small Enterprises (MSEs) are a form of home industry with simple production and sales processes. In accordance with Law No. 33 of 2014, all food and beverage products, including those from MSMEs, must have a halal certificate (Rosadi et al., 2023; Zuraidah et al., 2025). However, attention to this certification is still mostly given by large businesses, while MSMEs have not made it a priority (Istiyarningsih & Handayani, 2025).

Bread production is a common type of home industry. The quality of bread is greatly influenced by raw materials, production processes, and strict supervision. The implementation of SJPH in the bread industry can improve product quality and appeal (Muthiadin et al., 2025; Yusuf et al., 2024). Halal standards encourage producers to pay more attention to hygiene and quality, making products safer and of higher quality (Mawarni et al., 2025; Priyatno & Sayuti, 2025).

One of the growing bread businesses is the SDR Bread Factory in Kualu Village, which has been producing various types of dry bread since 2012. Although popular for its taste, some consumers still question its halal status due to the use of reusable jars for packaging and the use of an outdated halal logo. Baihaqi (2024) emphasizes that halal certification reflects Islamic values in the economy. Consumer concerns are increasingly relevant given the findings of the BPJPH and BPOM regarding halal-certified products that were found to contain pork ingredients (Masyarakat, 2025), highlighting the importance of oversight and validation of halal certification for consumer protection (Rahmalia et al., 2025).

Based on this phenomenon, this research is important to analyze the suitability of applying halal product assurance system criteria to the bread industry, the quality of bread with the suitability of halal product assurance system criteria, and the Islamic Economics perspective on bread quality with halal product assurance.

This study is expected to serve as a recommendation for BPJPH and BPOM to improve supervision of micro, small, and medium enterprises regarding the use of halal certification logos and to pay attention to the quality of products from businesses that



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have been certified halal. This study is also expected to serve as input for similar businesses in paying attention to product quality, especially products that have been certified halal.

Literature Review

Halal certification for MSMEs is a strategic issue in the development of the halal industry in Indonesia (Khairawati et al., 2025; Nasrulloh & Santi, 2025). The Free Halal Certification Program (Sehati) launched by BPJPH in 2023 is a concrete step to encourage micro and small businesses to immediately obtain halal certificates. With a quota of one million certificates and a self-declare mechanism, this program aims to expand the coverage of halal certification ahead of its mandatory implementation in October 2024. The head of BPJPH, M. Aqil Irham, emphasized that food and beverage businesses must be halal certified after the deadline (Yunanto, 2023).

Halal certification is not only a matter of regulatory compliance, but also a business strategy (BPJPH, 2025). Halal-certified MSME products are more easily accepted in modern markets, e-commerce platforms, and exports. A fast and inexpensive certification process enables MSMEs to move up the ladder and expand their market access. Halal certification also symbolizes quality and consumer trust (Halik et al., 2025; Hartini & Malahayatie, 2024).

The government plans to integrate halal-certified MSME data with digital trading platforms. This step demonstrates the synergy between public policy and business needs. Halal certification is seen as a tool to strengthen the position of MSMEs in national and international markets, as well as a guarantee of product quality (Kusjuniati, 2022).

Yusuf et al., (2024) in the Q-Ta Bread MSME case study emphasized that the implementation of the Halal Product Guarantee System (SJPH) begins with the selection of halal-certified raw materials to the production process in accordance with halal principles. This study shows that MSME actors can consistently implement SJPH



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if they are supported by an understanding of and commitment to halal standards. This study also highlights the importance of technical assistance in the certification process.

Riskia Putri, (2024) identified the main challenges of halal certification in Pamekasan Regency, namely the complex process, lack of access to information, and high costs. This study highlights the need for assistance and education so that MSMEs can understand and effectively meet SJPH requirements. These findings indicate that halal certification policies must be accompanied by adequate technical and administrative support so that they can be accessed equally by small businesses.

This study contributes by filling a gap in the literature related to the implementation of SJPH in the home industry sector, particularly in bread products. Using a qualitative approach, this study examines how micro-businesses understand and apply halal principles in the production process. These findings are expected to enrich the literature on halal certification in the MSME sector, as well as provide input for the development of more inclusive and applicable halal policies and practices..

Methods

This study is a field study using a qualitative approach (Gunawan, 2013). The study was conducted at the SDR Bakery in Tarai Bangun Village, Tambang District, Kampar Regency, Riau Province. Data were obtained through direct observation and in-depth interviews with relevant informants. The informants consisted of one owner of the SDR Bakery as the main informant, as well as two employees as supporting informants. The selection of informants was based on their direct involvement in the production process.

Data analysis was conducted using descriptive qualitative methods, beginning at the data collection stage. The analysis process included three stages: data reduction to filter important information, narrative data presentation, and conclusion drawing and verification as answers to the research questions (Morrison, 2019). This approach was chosen to describe the conditions and practices of halal in depth according to the field context (Kasiran, 2010).



Result and Discussion

Compliance with the Application of Halal Product Assurance System Criteria in the SDR Bakery Business

In the world of trade, the existence of both micro and macro businesses plays an important role in maintaining the quality of products produced. Particularly in the processed food industry, producers are required to meet Halal Product Assurance System (SJPH) standards so that the products marketed do not raise doubts in the minds of consumers. Products from small or home industries that have obtained halal certification should not stop at this achievement; commitment to halal must be maintained through the consistent application of SJPH principles. This reflects the responsibility of producers not only to consumers, but also to operational processes that are carried out ethically and sustainably.

The implementation of SJPH in the processed food industry, as carried out by the SDR Bakery in Kualu Village, is a strategic step that not only guarantees the halal status of products from an Islamic law perspective, but also builds consumer trust. The products produced must meet the standards set by the Halal Product Guarantee Agency (BPJPH), so that they are able to respond to market demands that are increasingly aware of the importance of halal. Amidst the increasing awareness of Muslim consumers regarding products that comply with sharia principles, SJPH has become an important foundation in maintaining the sustainability of businesses, product quality, and the reputation of the processed food industry in Indonesia.

Based on interviews with the owner and management of the SDR Bakery, an in-depth analysis of the implementation of halal product assurance system (SJPH) criteria will be discussed, covering commitment and responsibility, raw materials, halal production processes, halal products, as well as evaluation and monitoring.

1. Commitment and Responsibility



Commitment and responsibility are important parts of the Halal Product Assurance System (SJPH), especially in establishing halal policies and the role of business owners. At the SDR Bakery, halal policies are established by management and disseminated so that the entire production process runs in accordance with halal principles. Aminullah Sanusi, as the business owner, stated that his factory obtained halal certification through a process involving the Indonesian Ulema Council (MUI) without significant obstacles because all ingredients, such as mung beans, oil, and flour, were already halal certified (Sanusi, 2025).

Halal certification is a mandatory first step that businesses must take to ensure their products comply with sharia principles. This is in line with Article 4 of Law No. 33 of 2014, which requires products on the market to have halal certification. The verification process by the Indonesian Ulema Council (MUI) covers raw materials, production methods, equipment, and site cleanliness. To maintain the sustainability of halal principles, training for employees is important so that they understand and apply halal principles consistently.

The SDR Bakery has not yet conducted formal halal training, but informal training is routinely provided by the owner or operations manager. Aminullah emphasizes the importance of ongoing education because people tend to forget, so periodic reminders are necessary (Sanusi, 2025). This training is in line with the principle of continuing education in the SJPH to ensure that all employees understand and comply with halal principles in every production process.

2. Ingredients

Ingredients are the main elements in producing products, and in the Halal Product Assurance System (SJPH), raw materials must meet certain requirements because critical points of halal often arise from ingredients that come into direct contact with the product. If the ingredients contain haram elements or are contaminated, the product becomes non-halal. At the SDR Bakery, all ingredients used meet halal standards. Based on an interview with one of the production employees, the flour comes



from halal-labeled rice, the granulated sugar does not undergo slaughtering and has a halal certificate, and the cooking oil and mung beans come from sources with clear halal certification. Processing methods such as baking and frying are also carried out in accordance with halal principles, including the use of butter that has been certified halal (Dandi, 2025).

The owner of Roti SDR stated that all production ingredients, such as flour, sugar, oil, green beans, and butter, have been certified by official institutions such as MUI. This shows that SDR has met the criteria for halal raw materials in SJPH, which emphasizes the importance of being free from haram or questionable elements. Each ingredient has been verified and its halal status can be accounted for, in line with the halal verification standards in the SJPH to maintain the integrity of the production process.

3. Halal Product Process (HPP)

The criteria for halal product processing (HPP) include the location of the business, premises, and production equipment, which must be free from contamination by haram substances in order to maintain the halal status of the products. At the SDR Bakery, the cleanliness of the production area, equipment, and machinery is maintained through regular cleaning, and the location of the factory is ensured to be far from pig farms or similar activities to minimize the risk of contamination. Aminullah Sanusi, the factory owner, emphasizes the importance of maintaining cleanliness and caution in every stage of production, which is also supported by Aisyah, an employee in the packaging department, through the same commitment (Aisyah, 2025; Sanusi, 2025). These efforts demonstrate a high level of awareness of the principles of SJPH, which aims to ensure that the entire production process is carried out in accordance with halal standards and is free from haram and syubhat ingredients.

4. Products

Products can be certified as halal if their characteristics/profiles do not have any smell or taste that could be associated with haram products or products that have been



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declared haram based on a fatwa issued by the Indonesian Ulema Council. The brand/name of the product registered for certification must not use a name that refers to something that is haram, and the packaging or label must not depict erotic, vulgar, or pornographic content.

The name, shape, and taste of SDR bread products do not contain any non-halal ingredients. Aminnullah Sanusi, owner of the SDR Factory, explained that the name “SDR” has several meanings, such as “Sunda from Riau,” “Loves Bread,” and the philosophical interpretation “Saoedara Djoenjoeng Rasa.” The product logo consists only of the capital letters “SDR,” and the bread produced is round in shape with flavor variants such as green beans and chocolate, none of which contain elements that conflict with halal principles (Sanusi, 2025).

From the interview, it was found that the packaging design, name, symbol, and logo of the SDR bread factory did not contain anything misleading or suggestive of anything that is prohibited. However, the halal logo on the SDR bread packaging still uses the old halal logo. Additionally, the packaging also includes information on the ingredients used in the production of SDR bread. The product is round in shape and does not depict erotic, vulgar, or pornographic characteristics. The taste also does not suggest anything that is haram or has been declared haram based on the fatwa of the Indonesian Ulema Council (MUI).

5. Monitoring and Evaluation

Monitoring and evaluation in the Halal Product Assurance System (SJPH) are carried out through audits to assess the suitability of the system's implementation and make corrections to comply with halal certification requirements. The management of the SDR Bakery recognizes the importance of periodic evaluations, where daily checks and briefings are conducted before production begins. Aminnullah Sanusi, the factory owner, explains that all employees also taste the products to assess their suitability for distribution and ensure their halal status and quality (Sanusi, 2025). SJPH supervision includes internal and external audits by institutions such as MUI, focusing on checking



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raw materials, controlling the production process, and evaluating the final product to ensure that all stages are free from haram or syubhat ingredients and comply with halal standards.

Overall, the SDR Bakery has implemented the halal product assurance system (SJPH) well, from management commitment and responsibility, selection of halal raw materials, clean and controlled production processes, to regular product evaluation and monitoring. However, there are several areas that can still be improved, such as more structured internal halal training and more consistent external audits, as well as the inclusion of a new halal logo on packaging. By maintaining and improving the implementation of this halal product assurance system (SJPH), SDR Bakery will continue to be able to maintain product quality and consumer trust, especially among Muslim consumers who are increasingly concerned about the halal status of the products they consume.

The Quality of SDR Bread in Kualu Village with Halal Product Assurance System Compliance

The Halal Product Assurance System (SJPH) is a framework that ensures food industry products, including those from the SDR Bakery, meet the halal standards set by the Indonesian Ulema Council (MUI) and the Halal Product Assurance Agency (BPJPH). The implementation of SJPH not only maintains the halal status of products, but also improves their quality and appeal to consumers. Therefore, it is important for the SDR Bread Factory in Kualu Village to continue to analyze and consistently implement this system in its production process.

One important aspect of SJPH is the selection of halal and verified raw materials. The SDR Bakery pays close attention to this by using ingredients such as flour, granulated sugar, cooking oil, green beans, and butter that have been certified halal by the MUI. This step is in line with the SJPH raw material criteria, which requires all production components to be free from haram or syubhat elements, thereby maintaining the quality and halal status of the products.



The SDR Bakery demonstrates a high level of commitment to the quality and halal status of the raw materials used in production. According to Dandi, one of the parties involved in the production process, product quality is greatly influenced by consumer appeal. Therefore, the raw materials used are guaranteed to come from authentic sources, be of high quality, and have been verified as halal (Dandi, 2025).

The interview also revealed that the SDR Bakery strictly selects raw materials that meet the halal criteria set by the MUI. The implementation of the Halal Product Assurance System (SJPH) includes strict supervision of raw materials, including ensuring that all components are halal-certified. The selection of appropriate ingredients not only guarantees halal compliance from a sharia perspective, but also enhances product quality and safety for consumers (Sanusi, 2025).

In addition to raw materials, production hygiene is also a major concern in maintaining product halal status. The SDR Bakery routinely maintains the cleanliness of its production facilities, from workspaces to equipment. This regular cleaning aims to prevent contamination from haram ingredients or other objects that could compromise the halal status of products, in line with SJPH principles that demand caution throughout the entire production process.

The criteria in the halal production process not only include facility cleanliness, but also the use of appropriate equipment and processes that comply with sharia principles. The SDR Bakery prioritizes production methods that prevent contamination with non-halal ingredients. Dandi, a production employee, explains that the entire process is carried out carefully and follows the correct procedures, and the work area is kept clean so that the products produced are safe, halal, and fit for consumption (Dandi, 2025).

The interview results show that the implementation of optimal hygiene, proper production procedures, and halal raw material assurance have greatly contributed to improving product quality at the SDR Bakery. The implementation of the principles of the Halal Product Assurance System (SJPH) proves that this factory not only focuses



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on production efficiency, but also on quality and customer satisfaction. By maintaining hygiene and preventing contamination with non-halal ingredients, SDR Bakery has succeeded in maintaining product quality while ensuring its halal status.

The production process that follows halal criteria not only ensures compliance with sharia standards, but also improves product quality. The SDR Bakery has implemented these principles well through routine monitoring, such as daily checks and briefings before work begins. According to Aminullah Sanusi, these activities are effective in maintaining quality and minimizing the number of defective bread during the production process (Sanusi, 2025).. Continuous monitoring and evaluation are important steps in maintaining product quality consistency.

Overall, the SDR Bakery has demonstrated good implementation of the Halal Product Assurance System (SJPH) criteria. Compliance with SJPH standards and production practices is evident in the selection of halal raw materials, facility cleanliness, and routine product evaluations. This factory not only focuses on taste and appearance, but also maintains the halal status of its products in accordance with sharia principles. Consistency in the implementation of halal standards also increases consumer confidence, especially among the Muslim community.

Sharia Economic Review of the Quality of SDR Bread Products in Kualu Village with Halal Product Guarantee

In Islamic economics, honesty (ahs-shidq) is a moral principle that is strongly emphasized in all aspects of muamalah (Purnamasari et al., 2022).. Honesty is not merely an ethical attitude, but part of the faith of a Muslim who realizes that every action will be accounted for, both before humans and Allah SWT. Allah's words in Surah Al-Baqarah (2): 42 state, “And do not mix truth with falsehood, nor conceal the truth while you know it.” This verse emphasizes the importance of honesty in words and deeds, including in economic activities such as the production and distribution of goods.



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In implementing the Halal Product Guarantee System (SJPH) at the SDR Bakery in Kualu Village, the principles of integrity and honesty are upheld. Aminullah Sanusi, the factory owner, said that raw materials are used in accordance with the information on the packaging. Bread prices are also adjusted by taking into account food prices, such as reducing product volume when ingredient prices rise, and vice versa (Sanusi, 2025). This practice reflects transparency and fairness in transactions.

The use of raw materials according to packaging and product volume adjustments demonstrates SDR Bakery's commitment to sharia business ethics. This step avoids consumer exploitation and is in line with Islamic teachings that prohibit fraud. When production costs increase, the factory chooses to adjust the volume of bread rather than raising prices directly, as a form of responsibility and fairness in business.

The principle of responsibility (mas'uliyah) in Islamic economics guides every economic activity to not only be profit-oriented, but also focused on justice and social sustainability. Every individual is responsible to Allah SWT for their actions. Allah's words in Surah Al-Muddatstsir (74): 38 state, "Every person is responsible for what they have done." In the context of production, entrepreneurs must be aware that the selection of raw materials, production processes, and distribution are part of their moral and spiritual responsibilities.

Aminullah Sanusi emphasized that business actors have full responsibility for all aspects of production. The raw materials used must be halal, safe, and not harmful to consumers. Commitment to quality and transparency is carried out at every stage of production, with attention to the welfare of the community and the surrounding environment. The principles of sustainability and social justice are the basis for decision making (Sanusi, 2025).

By upholding the principles of halal, quality, transparency, and sustainability, SDR Bakery does not only focus on personal profit, but also provides benefits to the community. The selection of raw materials that comply with Islamic law demonstrates



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a commitment to maqasid al-shariah, particularly in protecting life and health (nafs). The consistent implementation of SJPH reflects responsibility to Allah SWT, consumers, and society, and ensures that every aspect of production is carried out fairly and in accordance with Islamic principles.

This study is in line with research conducted by Hartini et al. in 2024, which found that halal certification guarantees that products meet halal and quality standards, reach a wider market, and gain consumer trust. However, there are still challenges in the comprehensive implementation of halal certification, particularly related to a lack of awareness and compliance among business actors (Hartini & Malahayatie, 2024).

Another study conducted by Fika Nadilad et al. in 2024 also found that the implementation of the Halal Assurance System (SJH) with halal certification carried out by business owners includes components such as raw materials, products, production facilities, traceability, and product handling that meet the criteria. Pisang Sale has halal certification, as evidenced by the halal certificate and other factors, so that business actors believe that the halal label on product packaging makes buyers more confident in purchasing and facilitates product marketing in supermarkets and surrounding stores (Nadila et al., 2024).

This study is also in line with research conducted by M. Yusuf et al. in 2024, which states that the implementation of a halal product assurance system has provided significant benefits in the form of increased consumer confidence, market expansion, and improved product quality. However, challenges such as high implementation costs and a lack of employee knowledge regarding halal principles are the focus of efforts to optimize this process (Yusuf et al., 2024).

Conclusion

The implementation of the Halal Product Assurance System (SJPH) at the SDR Bakery demonstrates a strong commitment to sharia principles, such as honesty (ahs-shidq) and responsibility (mas'uliyah). Through the use of certified halal raw materials, clean production facilities, and routine control and evaluation, this factory



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has succeeded in maintaining consistent product quality and halalness. The commitment to transparency and fairness in pricing also reflects the application of Islamic business ethics that are not only profit-oriented, but also focused on consumer welfare and social sustainability. This makes the SDR Bakery a concrete example of the integration of Islamic economic values in food business practices.

However, this study also found several aspects that still need improvement. Halal policies have been disseminated, but formal internal training for employees is not yet optimal and needs to be strengthened so that understanding of halal principles is more widespread. Product names, logos, and packaging are already in accordance with halal requirements, but the use of old halal logos needs to be updated to comply with the latest regulations. In addition, although monitoring and evaluation are carried out routinely through internal controls, external audits by authorized institutions such as the MUI are still inconsistent. These weaknesses indicate the need for continuous improvement so that SJPH can be implemented more comprehensively and effectively. Further research could expand the study to other business sectors to see the more comprehensive application of SJPH in the halal food industry.

Author Contributions

Indah Mutiara was responsible for formulating the research idea, collecting field data, and writing and compiling the main manuscript. Rozi Andrini played a role in developing the theoretical framework and data analysis based on Islamic economic principles and the Halal Product Guarantee System (SJPH). Musnawati assisted in the literature review, interview data processing, and methodology section compilation. Diany Mairiza contributed to manuscript editing, reference checking, and field information validation. Ilham Chanra Putra supported the drafting of conclusions, article structure alignment, and coordination of communication between authors. Each author has read and approved the final version of the manuscript and is responsible for their respective contributions.



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