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# Challenges in Implementing Indonesia's Halal Product Assurance Law: An Analysis of Legal Uncertainty, Supervisory Systems, and Legal Culture

**Nurhasanah,[1] Umar Al Haddad,[2] Mohd Zaidi Daud,[3] Bintan Dzumirroh Arimy[4] Lucy Laksmi[5]**
Faculty of Sharia and Law UIN Syarif Hidayatullah Jakarta, Indonesia[1,2]
Department of Syariah and Law Academy of Islamic Studies Universiti Malaya Kuala Lumpur, Malaysia[3]
Syariah Faculty, Islamic University Depok, Indonesia[4]
Student of Magister of Sharia Economic Law at Faculty Sharia and Law UIN Syarif Hidayatullah Jakarta, Indonesia[5]
*Email: nurhasanah@uinjkt.ac.id*

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**Abstract:** *The presence of the government, which guarantees the availability of halal products and services through the JPH Law has not provided legal certainty for Muslims to consume halal goods and services because they are still found circulating in the market without certification. This research aims to explore the complexity of problems in implementing JPH. The method used is qualitative with a normative and empirical approach. The analysis was carried out using Lawrence Friedman's legal system theory, which is relevant to Soerjono Soekanto's legal effectiveness theory, Robert W Mockler's legal supervision theory, and Philippe Nonet and Philip Selznick's responsive theory. This research concludes: first, legal uncertainty is caused by regulatory uncertainty due to rapid regulatory changes without good coordination between stakeholders. Second, a monitoring system that has not been integrated causes technical problems to be resolved slowly. Third, legal culture, such as literacy, knowledge, and legal awareness of the community and business actors, is inadequate. This research contributes as evaluation material in the implementation of JPH because it is comprehensive by using several legal theories as a guide for problem analysis. This evaluation material will have implications for improving the Authority's performance in the future.*

## Introduction

The obligation of Muslims to consume halal products is regulated in the Quran, Surah al-Baqarah Verse 168. Business actors as suppliers of goods are obliged to ensure that their products are halal through halal certification. The use of an Islamic brand alone can reflect the halalness of the product and thus have an impact on consumer confidence in the halalness of the product (Aseri et al., 2025; Haryati et al., 2024; Hakim & Putri, 2022). Thus, halal products can instill and provide justice values for business actors, producers, distributors, and consumers (Nashirudin & Ulfah, 2024).

The issue of halal has become a major topic in the development of Islamic economics in the global world. Global development agencies such as the United Nations High Commissioner for Refugees (UNHCR) and the World