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Challenges and Opprotunities of Halal Certification Bodies in Building a Halal Ecosystem

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Abstract

Introduction: This study explores the structural, human resource, and operational challenges experienced by Halal Inspection Bodies (LPH) within Indonesian Islamic universities, with a particular focus on UIN Ponorogo and UIN Kediri. **Research Methods:** This research employs a structured literature review to synthesize findings from scholarly publications, regulatory documents issued by BPJPH, technical guidelines on halal assurance, and national as well as international studies on halal governance. Through thematic analysis of the collected literature, four central issues are identified: inconsistent regulatory updates from BPJPH, limited availability of certified auditors, low MSME readiness in fulfilling documentation and traceability requirements, and recurring technical disruptions in the SiHalal digital system. **Results:** Despite these challenges, several enabling factors emerge, including increasing public awareness of halal assurance, supportive local government initiatives, and the expanding strategic role of university-based halal centers. **Conclusion:** This study argues that harmonizing regulatory procedures, improving digital infrastructure, strengthening auditor development programs, and enhancing cross-sector collaboration are essential steps toward building an effective and sustainable national halal ecosystem.

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INTRODUCTION

Halal certification has become a critical pillar in strengthening Indonesia's halal ecosystem, particularly following the enactment of Law No. 33/2014 on Halal Product Assurance, which mandates halal certification for products circulating in the market. This regulation has significantly increased the demand for halal certification services, especially among micro, small, and medium enterprises (MSMEs). In this context, Halal Inspection Bodies (Lembaga Pemeriksa Halal/LPH) play a strategic role as frontline institutions responsible for conducting audits, verifying halal compliance, and ensuring the integrity of halal assurance systems throughout production and supply chains. University-based LPHs, such as those established at UIN Ponorogo and UIN Kediri, occupy a unique position by integrating academic resources, research capacity, and community engagement into halal governance practices (Harsanto, B., Pradana, M., Yunani, A., Firmansyah, E.A., Apriliadi, A., Farras, J.I., & Nabila, 2024). Regulatory updates issued by BPJPH often change rapidly, creating inconsistencies in documentation requirements, verification workflows, and reporting formats. These inconsistencies result in delays, auditor confusion, and inefficiencies in the certification process. Furthermore, the limited availability of trained and certified auditors within university LPHs presents a serious human resource bottleneck, especially as the number of MSMEs applying for certification continues to increase (Sari, R.K., Alfarizi, M. and Ab Talib, 2024).

Despite their strategic importance, existing studies indicate that LPHs face persistent challenges that hinder their optimal performance. Rapid and sometimes inconsistent regulatory updates issued by the Halal Product Assurance Organizing Agency (BPJPH) have created uncertainty in audit procedures, documentation standards, and reporting mechanisms (Noviyanti & Albab, 2024). These regulatory dynamics are compounded by limitations in human resources, particularly the shortage of certified halal auditors within university-based LPHs, at a time when certification demand continues to rise (Homepage et al., 2021). Furthermore, many MSMEs struggle to meet halal documentation, traceability, and Halal Assurance System (HAS) requirements, resulting in repeated audit cycles and prolonged certification processes. Technical disruptions in the SiHalal digital platform further exacerbate these challenges by reducing workflow efficiency and delaying coordination between LPHs and BPJPH. At the same time, the literature also highlights emerging opportunities that support the development of halal certification governance in Indonesia. Increasing public awareness of halal integrity, expanding local government support, and the growing role of universities as centers for halal education, auditor training, and MSME assistance provide a strong foundation for strengthening the halal ecosystem. However, existing research tends to discuss these challenges and opportunities in a fragmented manner, often focusing on MSMEs, consumer behavior, or regulatory frameworks in isolation, rather than examining the institutional role of university-based LPHs as integrated governance actors.

Based on this gap, the main research question of this study is: What are the key challenges and opportunities faced by university-based Halal Inspection Bodies in Indonesia in building a sustainable halal ecosystem? Accordingly, this study aims to systematically

identify and analyze regulatory, human resource, operational, and technological factors affecting the performance of university-based LPHs, while also highlighting enabling conditions that can strengthen their strategic role. The findings of this study are expected to contribute both theoretically and practically by enriching the literature on halal governance and providing policy-relevant insights for BPJPH, higher education institutions, and other stakeholders involved in halal ecosystem development. The article is structured as follows: the next section explains the research methodology, followed by the results and discussion, and concludes with key findings and recommendations.

The novelty of this study lies in its institutional and governance-focused perspective on university-based Halal Inspection Bodies (LPH) within Indonesia's halal certification system. Unlike previous studies that predominantly emphasize MSME compliance, consumer halal awareness, or regulatory frameworks separately, this research systematically integrates regulatory, human resource, MSME-level, and digital system dimensions to examine how they collectively shape the performance of university-based LPHs. Specifically, this study contributes new insights in three ways. First, it positions university-based LPHs not merely as technical audit units, but as strategic intermediary institutions that translate national halal regulations into operational practices while simultaneously supporting MSME capacity building and halal literacy. Second, through a structured literature review approach, this study synthesizes fragmented findings into a comprehensive thematic framework that identifies four core challenges and corresponding opportunities within the halal certification ecosystem. Third, the study highlights the dual role of universities as governance actors and knowledge hubs, emphasizing their potential contribution to auditor development, regulatory harmonization, and sustainable halal ecosystem strengthening an area that remains underexplored in existing halal certification literature. By focusing on these aspects, this research offers a novel governance-oriented understanding of halal certification bodies within higher education institutions, thereby extending current discussions on halal ecosystem development in Indonesia and comparable halal-producing countries.

RESEARCH METHOD

This study employs a Structured Literature Review (SLR) (Shukor, 2021) approach to explore the challenges and opportunities faced by Halal Certification Bodies, particularly university-based Halal Inspection Bodies (LPH) in Indonesia. The use of an SLR method is considered appropriate because the existing body of research on halal certification governance is still fragmented, varies across sources, and spans regulatory, institutional, and operational dimensions. Through the systematic integration of scholarly works, regulatory documents, and technical guidelines, the SLR allows this study to construct a clear and comprehensive understanding of the issues affecting LPH performance in building a halal ecosystem (Japar et al., 2024).

The review process follows established SLR procedures as recommended by Tranfield, Snyder, and Kitchenham, which include planning, searching, selecting, and synthesizing relevant literature. In the initial stage, the researcher identified the scope of the review based

on the objectives of the study, namely to examine regulatory inconsistencies, capacity constraints among halal auditors, MSME readiness issues, and digital system challenges, while also identifying emerging opportunities that support the enhancement of halal certification services. To gather the relevant literature, a systematic search was conducted across several academic databases such as Scopus, Web of Science, ScienceDirect, Google Scholar, and Sinta-indexed Indonesian journals (Randeree, 2019). Additionally, key regulatory documents issued by BPJPH, including Law No. 33/2014 on Halal Product Assurance, Government Regulation No. 31/2019, BPJPH decrees, and technical guidelines related to halal audit procedures and Halal Assurance Systems, were included to ensure the review reflects both scholarly and policy-based perspectives.

The search process used a combination of keywords such as “halal certification,” “halal inspection bodies,” “LPH,” “halal governance,” “university halal center,” “halal auditor competency,” and “SiHalal system.” This process initially identified over three hundred documents. Through several rounds of screening beginning with the removal of duplicate entries, followed by relevance checks, methodological assessments, and content evaluations the final body of literature was narrowed to eighty-six key sources. These sources included journal articles, conference papers, theses, institutional reports, and international studies on halal certification frameworks from Malaysia, Brunei, and other OIC member countries. Regulatory documents and technical manuals were also carefully reviewed, as they play a central role in shaping the operational environment of Indonesian LPHs.

All selected literature was then analyzed using thematic analysis, allowing the researcher to identify recurring patterns and develop core themes that address the focus of the study. The analysis began with repeated readings of each document to familiarize the researcher with the main arguments, empirical findings, and conceptual contributions. Data were extracted into coding sheets, capturing essential information related to regulatory structures, audit processes, human resource dynamics, MSME compliance, and digital infrastructures. These codes were gradually grouped into broader thematic categories that reflect the challenges and opportunities encountered by LPHs. Through this process, four central challenges emerged consistently across the literature: the inconsistency of regulatory updates issued by BPJPH, the limited availability of trained and certified auditors, the low readiness of MSMEs in fulfilling documentation and traceability requirements, and the technical disruptions that frequently occur in the SiHalal platform.

In parallel, several enabling factors also surfaced in the literature, including the increasing public awareness of halal integrity, strong support from local governments, and the expanding role of university-based halal centers in promoting halal literacy, training auditors, and facilitating MSME assistance. These themes were cross-validated with national halal governance frameworks as well as international certification standards issued by OIC/SMIIC to ensure their relevance and consistency. Overall, the structured literature review approach offers a transparent and replicable method for synthesizing complex and interdisciplinary knowledge about halal certification governance. It provides a strong analytical foundation for discussing the current capabilities, limitations, and potential future directions of Halal

Inspection Bodies, particularly within higher education institutions such as UIN Ponorogo and UIN Kediri, thereby supporting broader efforts to strengthen Indonesia's halal ecosystem.

RESULT AND DISCUSSION

Based on the synthesized evidence from the structured literature review, this study proposes a University-Based Collaborative Halal Ecosystem as the most applicable and operational model for strengthening halal certification governance in Indonesia. This model positions university-based Halal Inspection Bodies (LPH) as strategic intermediary institutions that connect regulatory authorities, business actors, and supporting stakeholders within an integrated governance structure. The ecosystem is structured around five interdependent actors. First, BPJPH functions as the central regulatory authority, responsible for establishing halal certification standards, procedural guidelines, and digital infrastructure through the SiHalal system. Second, university-based LPH serve as operational and coordinating nodes, translating regulatory frameworks into practical audit and verification processes. Their institutional capacity enables not only certification activities but also auditor training, MSME assistance, and policy-oriented research.

Third, halal auditors and academic experts provide technical, scientific, and sharia-based validation, ensuring audit credibility and consistency across product categories. The academic environment facilitates continuous competency development, thereby addressing the persistent shortage of certified auditors identified in prior studies. Fourth, MSMEs act as both beneficiaries and active participants in the ecosystem, implementing halal assurance systems, maintaining documentation, and improving supply chain traceability. Fifth, supporting stakeholders, including local governments and industry associations, contribute through facilitation programs, funding schemes, and halal literacy initiatives. Operationally, this ecosystem functions through collaborative governance mechanisms, where regulatory directives flow from BPJPH to LPH, technical guidance flows from LPH to MSMEs, and empirical feedback circulates upward to inform policy refinement. Digital certification infrastructure plays a critical enabling role by enhancing transparency, traceability, and administrative efficiency.

The proposed ecosystem model is particularly suitable for the Indonesian context for several reasons. First, universities possess institutional readiness, including halal centers, laboratories, and interdisciplinary expertise, which allows for immediate and scalable implementation. Second, embedding auditor development within higher education ensures human resource sustainability, reducing long-term dependency on limited external training pathways. Third, the model adopts an inclusive and MSME-oriented approach, integrating certification with mentoring and capacity building rather than relying solely on regulatory enforcement. From a governance perspective, positioning universities as intermediary actors improves horizontal and vertical coordination, mitigates regulatory interpretation gaps, and enhances stakeholder trust. Compared to purely state-driven or market-based models, the university-based collaborative framework offers greater adaptability, knowledge integration, and ecosystem resilience.

The findings suggest that halal certification should be conceptualized not merely as a compliance mechanism but as an institutional instrument for ecosystem development. Strengthening the proposed ecosystem requires regulatory harmonization, investment in digital infrastructure, sustained auditor capacity building, and structured MSME engagement. By integrating certification, education, research, and community service, the University-Based Collaborative Halal Ecosystem provides a viable pathway toward a sustainable and competitive halal industry.

One of the most prominent results concerns the inconsistency and rapid shifts in regulatory updates issued by BPJPH. Many studies note that the process of halal certification in Indonesia has been evolving quickly since the implementation of Law No. 33/2014, often resulting in changes to documentation requirements, audit procedures, and reporting formats within short intervals. This situation creates confusion among auditors, delays in verification, and variations in how different LPHs interpret regulatory instructions (Afendi, 2020). For university-based LPHs, which depend heavily on academic staff who divide their time between teaching, research, and service, such inconsistencies become even more challenging. The literature suggests that regulatory instability undermines process predictability, reduces trust in governance mechanisms, and slows down the certification pipeline factors that directly affect both LPH effectiveness and MSME satisfaction (Yanti, 2024).

A second major theme relates to the limited availability of trained and certified halal auditors. University LPHs, despite their academic expertise, face significant constraints in mobilizing sufficient personnel to meet the increasing volume of certification requests, particularly from MSMEs seeking mandatory halal labels. Several publications emphasize that the pathway to becoming a halal auditor is still relatively narrow, requiring specialized training, national certification, and continuous capacity building. This bottleneck results in an uneven distribution of auditors across regions, longer waiting times for audit scheduling, and added pressure on existing auditors who must balance institutional responsibilities with fieldwork. The literature further indicates that this shortage negatively affects the ability of LPHs to maintain audit quality and consistency, especially when faced with diverse product categories and complex supply chains.

The third finding highlights operational challenges among MSMEs, especially in meeting documentation and traceability requirements. Many studies report that MSMEs often submit incomplete materials, lack structured recordkeeping, or have limited understanding of the Halal Assurance System (HAS) principles (Rejeb et al., 2021). For university-based LPHs, this means that a significant portion of audit time is spent on guiding producers, correcting documents, and conducting repeated verifications. The literature suggests that these operational constraints are not merely administrative shortcomings but reflect deeper issues related to halal literacy (Herianti et al., 2023), supply chain transparency (Lokot Zein Nasution, 2020), and resource availability among MSMEs. These challenges ultimately lengthen the certification process and demand additional technical assistance from LPHs, thereby stretching the already limited capacity of auditors.

In addition to human resource and MSME-level barriers (Bux et al., 2022), the findings also point to recurrent technical disruptions in the SiHalal digital platform, the system used for submitting and managing certification data. Users across multiple studies describe frequent system errors, slow response times, and difficulties uploading required files. Such disruptions do not only burden MSMEs but also impede auditors' ability to review documents efficiently and maintain timely communication with BPJPH (Aminuddin, 2016). For university-based LPHs, which are expected to serve as agile service units, these digital challenges reduce workflow efficiency and create uncertainty in reporting and verification processes. The literature suggests that the reliability of digital infrastructure is directly tied to the credibility of halal certification, especially in an era where transparency and traceability are essential components of halal integrity (Hidayati et al., 2024).

Despite these challenges, the literature also identifies several opportunities that support the growth of LPHs within university settings. One of the most significant opportunities is the increasing public awareness and demand for halal-certified products, driven by rising consumer concern for safety, religious compliance, and supply chain transparency (Ramadani et al., 2015). This heightened awareness encourages MSMEs to seek certification and motivates local governments to support halal initiatives through policies, funding, or facilitation programs. The presence of strong halal literacy movements across regions further creates a social environment that values halal verification, thereby strengthening the legitimacy and necessity of LPH services.

Another key opportunity lies in the strategic position of university-based halal centers. These centers function not only as audit institutions but also as hubs for research, community service, training, and innovation. Several publications highlight how universities contribute to halal human resource development through academic programs, auditor training, student involvement, and interdisciplinary research in food science, sharia studies, and supply chain management. The unique integration of academic resources and community engagement allows university LPHs to promote halal literacy, provide MSME assistance, and develop locally rooted halal ecosystems. Their academic environment also encourages collaboration with government agencies, industry players, and international halal bodies, thereby expanding the influence and credibility of halal initiatives.

When viewed through the lens of governance theory, the results indicate that the effectiveness of LPHs depends not only on regulatory structures but also on broader dynamics of coordination, trust, and institutional capacity. Inconsistent regulations and limited auditor availability weaken horizontal and vertical coordination within the halal ecosystem, while reliable digital infrastructure and clear communication mechanisms enhance institutional trust. Similarly, MSME readiness and public awareness play crucial roles in shaping how halal governance functions at the grassroots level. From a systems perspective, university-based LPHs occupy a strategic intermediary position: they translate national regulations into practical fieldwork while simultaneously channeling grassroots challenges back into policy discussions. Overall, the discussion demonstrates that university-based LPHs face multifaceted challenges that require improvements in regulatory coherence, human resource

development, digital reliability, and MSME support. At the same time, they benefit from growing societal demand for halal products, governmental support, and the academic advantages of university environments. These combined findings suggest that strengthening Indonesia's halal ecosystem requires coordinated efforts across regulatory bodies, educational institutions, industries, and communities. A more harmonized and collaborative approach will enable LPHs to function optimally and contribute significantly to the development of a sustainable and competitive halal certification landscape.

Drawing on institutional theory and collaborative governance theory, this study conceptualizes a University-Based Collaborative Halal Ecosystem as an effective governance model for halal certification in Indonesia. From an institutional perspective, halal certification operates within a complex institutional environment shaped by formal regulations, normative expectations, and cognitive frameworks that influence organizational behavior. BPJPH, as the formal regulatory authority, represents the coercive institutional force that mandates compliance through legal frameworks and certification requirements. However, the literature indicates that coercive mechanisms alone are insufficient to ensure effective implementation, particularly in contexts characterized by diverse organizational capacities and uneven resource distribution. Within this institutional setting, university-based Halal Inspection Bodies (LPH) function as institutional intermediaries that translate regulatory mandates into operational practices. Their role aligns with institutional theory's emphasis on institutional bridging, where intermediary organizations reduce uncertainty, standardize practices, and facilitate legitimacy across different organizational fields. By integrating academic expertise, audit functions, and community engagement, university-based LPH enhance institutional legitimacy and reduce implementation gaps between regulators and MSMEs.

From a collaborative governance perspective, the proposed ecosystem reflects a multi-actor governance arrangement in which public authorities, educational institutions, business actors, and supporting stakeholders jointly participate in policy implementation. Collaborative governance theory emphasizes shared decision-making, resource interdependence, and trust-building among stakeholders. In this model, halal certification is not treated as a unilateral regulatory process but as a co-produced outcome involving BPJPH, LPH, auditors, MSMEs, and local governments. University-based LPH act as facilitators of collaboration, enabling knowledge exchange, capacity building, and continuous feedback across actors. The operational dynamics of the ecosystem demonstrate core collaborative governance principles. Regulatory standards flow vertically from BPJPH to LPH, while technical assistance and mentoring flow horizontally from LPH to MSMEs. At the same time, empirical challenges encountered during audits are communicated upward, supporting adaptive governance and regulatory learning. Digital infrastructure, particularly the SiHalal platform, functions as a governance tool that enhances transparency, coordination, and accountability across institutional boundaries.

The applicability of this ecosystem model is reinforced by Indonesia's institutional characteristics. First, universities possess high normative and cognitive legitimacy, enabling them to influence compliance behavior beyond formal enforcement mechanisms. Second,

embedding auditor development within universities strengthens institutional capacity building, a key requirement in institutional change processes. Third, collaborative governance mechanisms embedded in the model help mitigate coordination failures caused by regulatory inconsistencies and resource constraints. Compared to hierarchical, state-centered models, the university-based collaborative ecosystem offers greater institutional flexibility and resilience. It allows halal certification to evolve through incremental institutional adaptation, supported by continuous learning and stakeholder engagement. This aligns with institutional theory's view that sustainable governance outcomes emerge through the interaction of formal rules and socially embedded practices.

CONCLUSION

In line with the Journal of Islamic Marketing's focus on halal governance, institutional legitimacy, and market development, this study offers several managerial and policy implications for strengthening Indonesia's halal ecosystem through university-based Halal Inspection Bodies (LPH). Drawing on institutional theory and collaborative governance, the findings suggest that halal certification should be positioned as a governance mechanism that enhances trust, market credibility, and long-term halal value creation. From a regulatory perspective, BPJPH is encouraged to improve regulatory coherence by reducing the frequency of procedural changes and introducing standardized implementation guidelines for LPH and MSMEs. Clear regulatory communication strengthens coercive and normative institutional pressures, which are essential for building trust and compliance within halal markets. Furthermore, improving the stability and usability of the SiHalal digital platform is critical for safeguarding the credibility of halal certification, as digital inefficiencies may undermine consumer confidence and market legitimacy.

For university based LPHs, the findings imply a strategic repositioning from purely technical audit units toward knowledge-based governance intermediaries. Universities are advised to institutionalize halal auditor development through structured academic programs, certification pathways, and continuous professional training. This approach not only addresses auditor shortages but also reinforces the credibility of halal assurance through academically grounded expertise. Additionally, LPHs should integrate halal certification services with MSME mentoring programs to enhance documentation readiness, supply chain transparency, and halal literacy, thereby improving market access for certified products. MSMEs, as key market actors, are encouraged to adopt halal certification as a strategic branding and quality assurance tool rather than a compliance burden. Proactive investment in halal assurance systems, traceability, and recordkeeping enhances operational efficiency and strengthens consumer trust in halal products. Local governments and supporting stakeholders can further amplify these efforts by providing facilitation schemes, financial incentives, and regional halal promotion initiatives that align halal certification with local economic development strategies.

Overall, these implications emphasize that effective halal governance requires institutional alignment, collaborative implementation, and market-oriented strategies.

Positioning universities as central governance actors enhances legitimacy, reduces coordination failures, and supports sustainable growth in Islamic markets.

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