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Conceptual Model of the Effectiveness of Halal Certification Implementation for MSME Products in Indonesia

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Abstract: The implementation of halal certification for Micro, Small, and Medium Enterprises (MSMEs) products is an important instrument in ensuring legal certainty, consumer protection, and increasing product competitiveness. However, various studies still examine the effectiveness of halal certification implementation partially, both from the regulatory aspects, policy implementation, and MSME capacity, so that a conceptual model that integrates all these dimensions is not yet available. This article aims to develop a conceptual model of the effectiveness of halal certification implementation for MSME products in Indonesia. The research uses a conceptual study approach with a narrative literature review method through a synthesis of literature, theories, and regulations related to the implementation of Halal Product Assurance. The results of the study indicate that the effectiveness of halal certification implementation is influenced by the relationship between regulations, institutional governance, MSME capacity, the policy implementation process, implementation effectiveness, and policy outcomes. Based on this synthesis, this article proposes a conceptual model of Input–Process–Output–Outcome (IPOO) equipped with a feedback loop mechanism as a framework to explain the relationship between dimensions systematically and sustainably. The novelty of this article lies in the integration of legal effectiveness theory, policy implementation, and institutional governance into one conceptual model that can be used as a basis for empirical research and evaluation of halal certification policies for MSME products in Indonesia.

Keyword: Implementation Effectiveness, Halal Certification, MSMEs, Conceptual Model, Halal Product Assurance.

INTRODUCTION

The development of the halal industry has made halal certification a strategic instrument in global trade and economic governance. The concept of halal is no longer understood solely as fulfilling sharia obligations for Muslim consumers, but has also evolved into an indicator of

quality, safety, hygiene, and trust in a product. The growing demand for halal products has prompted many countries to develop more integrated halal assurance systems to increase product competitiveness in the international market. In this context, halal certification has shifted from being a purely religious mechanism to becoming part of a strategy for economic development, consumer protection, and strengthening the global halal supply chain (Belkhatir et al., 2020; DinarStandard, 2024; Alourani & Khan, 2024).

Indonesia holds a highly strategic position in the development of the halal industry, as it has the largest Muslim population in the world and boasts a significant number of Micro, Small, and Medium Enterprises (MSMEs) that dominate the national economic structure. MSMEs not only contribute to job creation and economic growth but also play a key role in the supply of food, beverages, cosmetics, and various other consumer products that directly meet the needs of the community. Therefore, halal certification for MSME products is a crucial factor in increasing consumer trust, expanding market access, and strengthening the competitiveness of Indonesian products in both domestic and global markets (Syari et al., 2024).

As a manifestation of the state's commitment to providing legal certainty regarding the halal status of products circulating in the community, the Indonesian government enacted Law Number 33 of 2014 concerning Halal Product Assurance. This regulation brought fundamental changes to the halal certification system through the establishment of the Halal Product Assurance Agency (BPJPH) and affirmed that halal certification would be implemented gradually as a requirement for products circulating in Indonesia. The presence of this regulation demonstrates that halal product assurance is not only interpreted as a consumer protection instrument, but also as a public policy aimed at creating legal certainty, increasing product added value, and strengthening the competitiveness of MSMEs in facing increasingly competitive markets (Republic of Indonesia, 2014; Republic of Indonesia, 2021).

Despite a comprehensive regulatory framework, the implementation of halal certification in the MSME sector still faces various challenges. Various studies indicate that low halal literacy, limited business resources, the perception that the certification process is still complicated, limited mentoring, and uneven institutional capacity are factors influencing the low participation of MSMEs in obtaining halal certification. On the other hand, the government also faces the challenge of ensuring that policy implementation reaches millions of MSMEs with simple, efficient, and sustainable procedures. This situation indicates that the success of halal certification implementation is determined not only by the existence of regulations, but also by the effectiveness of policy implementation at the implementation level (Zulaiha & Saepurohman, 2024).

Studies on halal certification in Indonesia have grown rapidly in recent years. Some studies focus on the role of halal certification in increasing the competitiveness of MSMEs and strengthening the Islamic economy, while others focus on policy implementation, self-declaration mechanisms, and the various administrative obstacles faced by business actors in the halal certification process. These studies make important contributions in explaining the benefits of halal certification and the factors influencing its implementation. However, most studies remain sectoral and partial, only examining implementation from the perspective of law, public administration, or MSME empowerment separately. Therefore, they fail to provide a comprehensive picture of the effectiveness of halal certification implementation as an integrated policy system (Syari et al., 2024).

Based on this review, there are three research gaps that still require attention. First, the theoretical gap, namely the lack of integration between the perspectives of legal effectiveness, policy implementation, and halal certification governance in explaining the successful implementation of Law Number 33 of 2014. Second, the empirical gap, namely the dominance of research that examines cases in specific regions or programs, thus not producing a conceptual synthesis that can be used as a broader reference. Third, the conceptual gap, namely the still limited research that offers a conceptual model capable of explaining the relationship between

regulatory substance, institutional capacity, MSME characteristics, and implementation factors as determinants of halal certification effectiveness. Thus, a conceptual framework is needed that can integrate these various dimensions into a complete analytical model.

Based on this research gap, this article proposes a Conceptual Model of the Effectiveness of Halal Certification Implementation for MSME Products in Indonesia as a conceptual contribution that integrates the perspectives of legal effectiveness, policy implementation, institutional governance, and MSME characteristics in explaining the successful implementation of halal certification. The proposed model is expected to serve as an analytical framework for the development of future empirical research and provide implications for the formulation of more effective policies to accelerate halal certification of MSME products in Indonesia.

METHOD

This study uses a normative legal research approach, focusing on a conceptual analysis of the effectiveness of halal certification implementation for Micro, Small, and Medium Enterprises (MSMEs) products in Indonesia. The normative approach was chosen because this study does not aim to empirically test the relationship between variables, but rather examines legal norms, concepts, theories, and policies related to the implementation of Law Number 33 of 2014 concerning Halal Product Assurance. Through this approach, the study seeks to understand how legal provisions regarding halal certification are implemented and identify conceptual factors that influence its effectiveness (IRAC, 2024; Soekanto & Mamudji, 2018).

This research employs a conceptual approach and a statutory approach. The conceptual approach is used to analyze various theories related to legal effectiveness, public policy implementation, halal certification governance, and MSME development as a basis for constructing a conceptual research model. Meanwhile, the statutory approach is conducted through a review of Law Number 33 of 2014 concerning Halal Product Assurance and its various implementing regulations, thus gaining a comprehensive understanding of the legal framework for implementing halal certification in Indonesia (Marzuki, 2021; Republic of Indonesia, 2014; Republic of Indonesia, 2021).

The data used is secondary data obtained through library research. Data sources include primary legal materials in the form of laws and regulations governing the implementation of halal product assurance; secondary legal materials in the form of reputable national and international scientific articles, scientific books, proceedings, and official reports from the government and related institutions; and tertiary legal materials in the form of legal dictionaries, encyclopedias, and other relevant scientific sources. Literature selection was carried out purposively, considering relevance to the research topic, source credibility, and publication recency, thus providing an adequate theoretical and empirical foundation for developing a conceptual model (Creswell & Creswell, 2023; Snyder, 2019).

Data analysis was conducted qualitatively and descriptively using content analysis and conceptual synthesis techniques. The analysis began by identifying various concepts, theories, and previous research findings on the implementation of halal certification, then grouping factors influencing implementation effectiveness based on shared characteristics and relationships between concepts. These findings were then synthesized to develop a Conceptual Model of the Effectiveness of Halal Certification Implementation for MSME Products in Indonesia. The resulting conceptual model is expected to provide theoretical contributions to the development of legal and public policy studies and serve as an analytical framework for future empirical research (Jaakkola, 2020; Snyder, 2019).

RESULTS AND DISCUSSION

Results

Results of Literature Synthesis on the Effectiveness of Halal Certification Implementation

As a first step in developing a conceptual model, this study synthesizes various previous studies discussing the implementation of halal certification, the effectiveness of Law Number 33 of 2014 concerning Halal Product Assurance, the governance of halal certification, and the development of MSMEs in Indonesia. The literature synthesis was conducted to gain a comprehensive understanding of the development of studies, the perspectives used by researchers, the main findings produced, and aspects that still require conceptual development. Therefore, this synthesis not only serves as a mapping of previous research but also serves as a basis for identifying research gaps and formulating the conceptual model developed in this article (Jaakkola, 2020; Snyder, 2019).

Based on the results of a review of relevant research, it is known that studies on halal certification for MSMEs have developed into several main perspectives, namely legal effectiveness, policy implementation, institutional governance, MSME empowerment, and consumer protection. Although each study makes a significant contribution to the development of science, most still examine these factors partially according to their research focus. Consequently, there are not many studies that integrate these various perspectives into a conceptual framework that can comprehensively explain the effectiveness of halal certification implementation. Therefore, the synthesis of previous research is an important foundation for identifying the main components that will be integrated into the Conceptual Model of the Effectiveness of Halal Certification Implementation for MSME Products in Indonesia.

Table 1 below presents a synthesis of previous studies based on their focus, perspectives, key findings, and contributions to the development of the conceptual model. This presentation is intended to demonstrate research progress, identify areas that have been extensively studied and those that still require development, and serve as a basis for formulating the components of the Conceptual Model of the Effectiveness of Halal Certification Implementation for MSME Products in Indonesia.

Table 1. Literature Synthesis on the Effectiveness of Halal Certification Implementation for MSME Products in Indonesia

Author	Focus of Study	Perspective	Key Findings	Contribution to the Conceptual Model
Sukri (2021)	Implementation of the Job Creation Law on the implementation of halal certification	Regulation and policy implementation	Regulatory reforms have accelerated the implementation of halal certification, but their effectiveness depends heavily on inter-agency coordination and readiness for implementation.	Strengthening the regulatory dimension and policy implementation.
Ariska et al. (2024)	Implementation of self-declared halal certification for MSMEs	Empowerment of MSMEs	Mentoring and self-declaration schemes increase the success of MSME halal certification by improving literacy, business legality, and simplifying procedures.	Strengthening the capacity dimensions of MSMEs, mentoring, and ease of implementation.
Sahhari et al. (2025)	Governance of the halal certification self-declaration system	Halal governance	A gap was found between regulation and implementation, especially in the aspects of transparency, accountability, verification, and institutional coordination.	Strengthening the dimensions of governance, accountability, and institutional coordination.

Author	Focus of Study	Perspective	Key Findings	Contribution to the Conceptual Model
Shasa, Susilawati, & Herdiana (2025)	Implementation of halal certification through a self-declaration scheme in micro-enterprises	Policy implementation	The implementation of Government Regulation No. 39 of 2021 has expanded access to halal certification, but its success is still influenced by the readiness of business actors and the effectiveness of mentoring.	Strengthening the dimensions of policy implementation and MSME readiness.
K., Amin, & Muthiadin (2024)	Implementation of the Halal Product Assurance System in MSMEs	Sistem Jaminan Produk Halal	The success of SJPH implementation is influenced by the consistency of the use of halal materials, control of the production process, documentation, and the commitment of business actors.	Strengthening the internal compliance dimension of MSMEs and the Halal Product Assurance System.

Source: Compiled and synthesized by the author based on various previous studies (2021–2025)

Based on the literature synthesis results in Table 1, it can be seen that research on the implementation of halal certification for MSME products in Indonesia has experienced quite rapid development, especially after the enactment of Law Number 33 of 2014 concerning Halal Product Assurance and its various derivative regulations. Previous studies no longer only discuss the normative aspects of halal certification as a legal obligation, but have begun to examine policy implementation, institutional governance, MSME empowerment, and the implementation of the Halal Product Assurance System (SJPH) as a whole that determines the success of halal certification implementation. This indicates that the effectiveness of halal certification implementation is a multidimensional issue influenced by various interrelated factors.

When viewed from a perspective, previous research indicates four main discussion groups. First, the regulatory and policy implementation perspective emphasizes the importance of alignment between policy substance and implementation on the ground. Sukri (2021) shows that regulatory changes through the Job Creation Law have facilitated halal certification, but the effectiveness of its implementation is still influenced by coordination between implementing agencies. This finding is further reinforced by Shasa et al. (2025), who explain that the implementation of the self-declaration scheme has expanded access to halal certification for micro and small businesses, but its success still depends on the readiness of business actors and the effectiveness of the mentoring process.

Second, the perspective of empowering MSMEs positions business actors as the primary actors in implementing halal certification. Ariska et al. (2024) demonstrated that the success of a self-declaration program is determined not only by simplified procedures but also by increased halal literacy, business legality, and the presence of mentors capable of assisting MSMEs in meeting certification requirements. In line with these findings, research by K., Amin, and Muthiadin (2024) emphasized that implementing the Halal Product Assurance System requires more than just fulfilling administrative requirements; it also requires business actors' commitment to maintaining consistent use of halal raw materials, controlling production processes, and maintaining ongoing documentation.

Furthermore, research by Sahhari et al. (2025) broadens the perspective of halal certification implementation through a halal governance approach. The study shows that implementation effectiveness is influenced not only by the quality of regulations and business readiness, but also by institutional governance, which includes transparency, accountability, inter-agency coordination, and effective oversight mechanisms. Therefore, the successful implementation of halal certification cannot be understood as the sole responsibility of a single

institution, but rather as the result of synergy between the government, halal certification institutions, facilitators, and MSMEs.

The synthesis results indicate that all previous studies have significantly contributed to explaining the various factors influencing the implementation of halal certification. However, most studies still discuss these factors separately according to their respective focus. Research oriented toward regulation has not yet comprehensively integrated the dimensions of MSME capacity and institutional governance, while research focused on MSME empowerment tends to emphasize aspects of halal assistance and literacy without linking them to the effectiveness of policy implementation. Similarly, research on halal governance focuses more on institutional coordination than on the relationship between regulation, implementation, and consumer protection objectives. This situation indicates the continued need to develop a conceptual framework capable of integrating all these dimensions into a comprehensive model.

Based on the synthesis results, this article proposes that the effectiveness of halal certification implementation for MSME products is not only influenced by the quality of regulations, but also by the effectiveness of policy implementation, institutional governance, MSME capacity, and the sustainable implementation of the Halal Product Assurance System. The integration of these four dimensions forms the basis for developing a Conceptual Model of the Effectiveness of Halal Certification Implementation for MSME Products in Indonesia, which will be further developed through theoretical synthesis, regulatory synthesis, and identification of key factors in the following sections.

Conceptual Model of the Effectiveness of Halal Certification Implementation for MSME Products in Indonesia

The results of the literature synthesis indicate that the effectiveness of halal certification implementation is a process influenced by various interrelated factors, ranging from regulatory aspects, institutional governance, business actor capacity, to policy implementation mechanisms. Previous studies have made important contributions in explaining each of these factors, but most have discussed them partially according to their respective focus. Consequently, there is no conceptual framework capable of integrating all these dimensions into a comprehensive model to explain the effectiveness of halal certification implementation for MSME products in Indonesia.

Based on the synthesis of previous research, theoretical foundations, and regulations regarding the implementation of Halal Product Assurance, this article develops a conceptual model that illustrates the systematic relationship between factors that influence the effectiveness of halal certification implementation. This model is constructed using the Input–Process–Output–Outcome (IPOO) approach, which views implementation effectiveness as the result of the interaction between regulatory quality, institutional governance, MSME capacity, and the policy implementation process. This approach was chosen because it provides a more complete picture of how a policy is translated into practice, while also demonstrating the causal relationship between components that shape implementation effectiveness.

In the proposed model, the Input dimension consists of regulations, institutional governance, and MSME capacity as the main foundation for implementing halal certification. Furthermore, the Process dimension describes the policy implementation process through socialization activities, the implementation of the self-declaration scheme, mentoring, verification, and supervision. The interaction between the Input and Process dimensions is expected to produce Output in the form of the effectiveness of halal certification implementation, reflected in implementation efficiency, business actor compliance, implementation consistency, and the achievement of policy objectives. This implementation effectiveness ultimately produces Outcomes, namely increased consumer protection, legal certainty, MSME competitiveness, consumer trust, and strengthening the halal industry ecosystem in Indonesia. Furthermore, this model also accommodates a feedback loop

mechanism that allows implementation results to serve as a basis for evaluation for regulatory refinement, strengthening institutional governance, and increasing MSME capacity on an ongoing basis.

The conceptual model proposed in this article is presented in Figure 1.

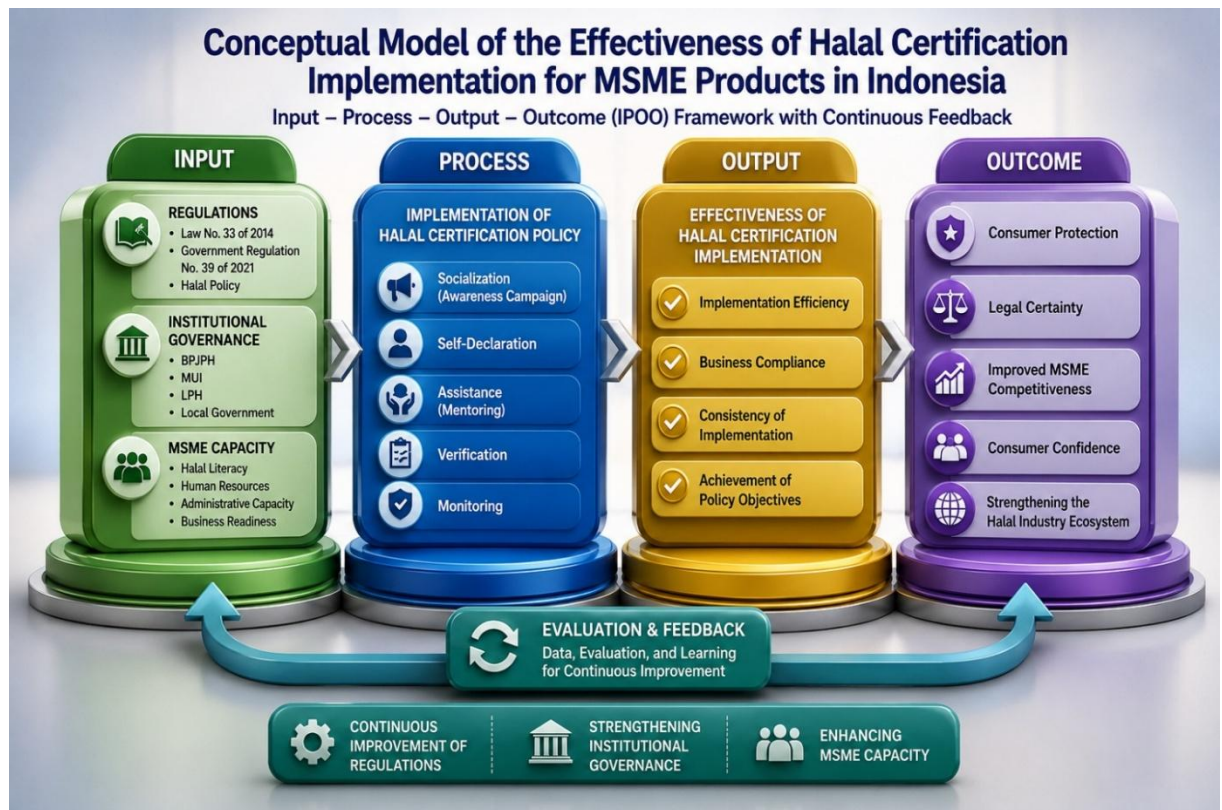


Figure 1. Conceptual Model of the Effectiveness of Halal Certification Implementation for MSME Products in Indonesia

The conceptual model in Figure 1 illustrates that the effectiveness of halal certification implementation for MSME products is a system built through the interconnectedness of Input, Process, Output, and Outcome dimensions. This model was developed based on a synthesis of literature, theory, and regulations governing the implementation of Halal Product Assurance in Indonesia. This approach demonstrates that implementation effectiveness is not solely determined by regulatory quality but also influenced by institutional readiness, business actor capacity, and the overall quality of policy implementation.

In the Input dimension, the model identifies three main components: regulations, institutional governance, and MSME capacity. Regulations serve as a normative foundation that provides legal certainty regarding the implementation of halal certification, while institutional governance illustrates the roles of BPJPH, the Halal Inspection Institution (LPH), the Indonesian Ulema Council (MUI), and local governments in supporting policy implementation. On the other hand, MSME capacity reflects the readiness of business actors, including halal literacy, human resource quality, administrative capabilities, and operational readiness to meet halal certification requirements. These three components are fundamental prerequisites for the success of policy implementation.

The Process dimension represents the implementation of halal certification policies through outreach activities, the implementation of the self-declaration scheme, mentoring, verification, and supervision. This stage is the core of policy implementation because it serves to translate regulations into practices that can be implemented by all stakeholders. Effectiveness at this stage is greatly influenced by the quality of inter-institutional coordination, the

availability of resources, and the government's ability to provide effective, efficient, and accessible services to MSMEs.

The interaction between the Input and Process dimensions produces an Output, namely the effectiveness of halal certification implementation. In this model, implementation effectiveness is measured through four main indicators: implementation efficiency, level of business actor compliance, consistency of policy implementation, and achievement of halal certification objectives. The better the quality of the input and implementation process, the higher the level of effectiveness that can be achieved.

Furthermore, effective implementation will result in outcomes such as increased consumer protection, legal certainty, MSME competitiveness, consumer trust in halal products, and a strengthened national halal industry ecosystem. These outcomes demonstrate that halal certification not only benefits businesses but also has a broader impact on economic development, consumer protection, and the development of the halal industry in Indonesia.

One of the key characteristics of this model is the presence of a feedback loop that connects outcomes to input dimensions. This mechanism demonstrates that policy implementation outcomes should serve as the basis for evaluation, allowing the government and stakeholders to refine regulations, strengthen institutional governance, and sustainably increase the capacity of MSMEs. Therefore, the proposed model is not linear, but rather depicts a policy learning process that allows for continuous implementation improvements in line with the dynamics of the strategic environment.

The conceptual model proposed in this article contributes to the development of halal certification implementation studies by integrating various perspectives that have been studied separately. Previous research generally focuses on one dimension, such as regulatory effectiveness, policy implementation, institutional governance, MSME empowerment, or consumer protection. Meanwhile, the model developed in this article connects all these dimensions into an Input–Process–Output–Outcome (IPOO) framework equipped with a feedback loop mechanism. This approach allows the effectiveness of halal certification implementation to be understood as a dynamic system, where implementation success is determined not only by the quality of regulations but also by the interaction between institutions, business actor capacity, the implementation process, and ongoing policy evaluation. Therefore, this model not only enriches the development of theory on policy implementation and legal effectiveness but also offers an analytical framework that can be used as a basis for empirical research and evaluation of halal certification policies for MSME products in Indonesia.

Discussion

Conceptual Model Analysis of the Effectiveness of Halal Certification Implementation for MSME Products in Indonesia

The conceptual model developed in this article positions the effectiveness of halal certification implementation as a system built through the interconnectedness of Input, Process, Output, and Outcome (IPOO) dimensions. This approach demonstrates that the success of halal certification implementation cannot be explained solely through a legal or public administration perspective, but must be understood as a process involving the interaction of regulations, institutions, business actor capacity, and policy implementation mechanisms. Thus, implementation effectiveness is not only measured by the level of compliance with legal provisions but also by the ability of all actors involved to achieve policy objectives effectively and sustainably.

In the Input dimension, this model positions regulation as the primary foundation for halal certification implementation. Law Number 33 of 2014 and its implementing regulations provide the legal basis for the implementation of Halal Product Assurance and also establish the division of authority among the institutions involved. However, the existence of comprehensive

regulations does not automatically guarantee effective implementation if it is not supported by good institutional governance and adequate business capacity. Sukri (2021) emphasized that institutional reform by strengthening the role of BPJPH is a strategic step in increasing the effectiveness of halal certification implementation, although inter-institutional coordination remains a major challenge in its implementation. This aligns with the theory of legal effectiveness put forward by Soerjono Soekanto (1983), which states that the success of a legal regulation is determined not only by its legal substance, but also by law enforcement officials, facilities and infrastructure, the community, and the developing legal culture.

The Process dimension in this model describes policy implementation as the stage that connects regulations with the achievement of policy objectives. This process includes socialization, implementation of the self-declaration scheme, mentoring, verification, and supervision of halal certification implementation. From a policy implementation perspective, the success of this process is greatly influenced by effective communication, resource availability, implementer commitment, and bureaucratic structure, as described in Edward III's (1980) policy implementation model. Literature synthesis also shows that the effectiveness of halal certification implementation at the regional level is influenced by institutional capacity, coordination between stakeholders, and the administrative readiness of MSMEs. Therefore, policy implementation must be understood as a collaborative process that requires synergy between the government, BPJPH, LPH, MUI, regional governments, halal facilitators, and business actors.

Furthermore, this model positions output as a representation of the effectiveness of halal certification implementation. Unlike approaches that solely measure success through the number of halal certificates issued, this article views implementation effectiveness as the degree to which policy objectives are achieved, as reflected in service efficiency, business actor compliance, consistency of policy implementation, and the system's ability to provide equitable access for MSMEs. This perspective suggests that implementation effectiveness indicators should reflect the quality of policy implementation, not just the quantity of administrative achievements. Thus, implementation effectiveness serves as an indicator that illustrates the extent to which the objectives of the Halal Product Assurance Law have been realized in practice.

The Outcome dimension in this model demonstrates that the implementation of halal certification has a broader impact than simply fulfilling legal obligations. High implementation effectiveness is expected to improve consumer protection through product halal assurance, strengthen legal certainty for business actors, enhance the competitiveness of MSMEs in national and global markets, and strengthen public trust in products. These outcomes also support the development of a national halal industry ecosystem, which is a strategic agenda for Indonesia's economic development. Therefore, the implementation of halal certification must be viewed as a public policy instrument with simultaneous economic, social, and legal implications.

A distinguishing characteristic of this model from previous studies is the presence of a feedback loop that links outcomes to input dimensions. This mechanism demonstrates that policy implementation outcomes do not stop at achieving objectives but serve as the basis for ongoing policy evaluation and refinement. Information regarding implementation successes and challenges can be used to refine regulatory substance, strengthen institutional governance, and enhance the capacity of MSMEs, thereby continuously improving the quality of halal certification implementation. This approach aligns with the concept of policy learning, which views public policy as a dynamic process that continually evolves through evaluation and learning from implementation experiences.

Overall, the analysis of this conceptual model indicates that the effectiveness of halal certification implementation is the result of a systemic interaction between regulations, policy implementation, institutional governance, and business actor capacity. Therefore, increasing

effectiveness cannot be achieved through regulatory changes alone but must be accompanied by strengthening institutional coordination, improving the competence of halal facilitators, simplifying service procedures, and increasing halal literacy for MSMEs. With this integrated approach, the IPOO model proposed in this article is expected to provide a more comprehensive conceptual framework for explaining the effectiveness of halal certification implementation and serve as a basis for future empirical research and policy evaluation.

Model Contribution to Theory Development

The conceptual model of halal certification implementation effectiveness developed in this article contributes to the development of studies on policy implementation, legal effectiveness, and institutional governance by integrating various theoretical perspectives into a comprehensive analytical framework. Unlike most previous studies that tend to explain implementation effectiveness from a single perspective, the proposed model connects the dimensions of regulation, institutional governance, MSME capacity, policy implementation, implementation effectiveness, and policy outcomes into an Input–Process–Output–Outcome (IPOO) approach. This integration allows implementation effectiveness to be understood as a dynamic and interconnected system, thus providing a more comprehensive explanation of the successes and obstacles of implementing halal certification for MSME products in Indonesia.

The first contribution of this model lies in strengthening the theory of legal effectiveness proposed by Soekanto (1983). This theory explains that the effectiveness of a regulation is influenced by five main factors: legal substance, law enforcement officers, facilities and infrastructure, society, and legal culture. The model proposed in this article develops this perspective by positioning regulation as one of the basic components (input) that must be supported by institutional governance and the capacity of business actors to optimally realize policy objectives. Thus, this article demonstrates that the effectiveness of halal certification implementation is determined not only by the quality of legal norms, but also by the ability of the implementation system to translate those norms into effective practices.

The second contribution relates to the policy implementation theories developed by Edward III (1980) and Van Meter and Van Horn (1975). Both theories emphasize that successful policy implementation is influenced by communication, resources, the characteristics of the implementing organization, the disposition of the implementers, and the implementation environment. The proposed conceptual model adopts these principles through the Process dimension, which encompasses socialization, the implementation of the self-declaration scheme, mentoring, verification, and supervision as the main stages of halal certification implementation. However, this article provides conceptual development by demonstrating that the implementation process cannot be separated from the quality of the inputs that precede it or the outcomes that result. In other words, policy implementation is positioned as a process that links initial resources to the sustainable achievement of policy objectives.

The third contribution relates to strengthening the collaborative governance perspective in the implementation of halal certification. The implementation of halal certification policies involves various actors, such as BPJPH (Indonesian Halal Product Supervisory Agency), LPH (Indonesian Ulema Council), MUI (Indonesian Ulema Council), local governments, halal product process facilitators, and MSMEs, each with distinct roles and authorities. The model developed in this article demonstrates that implementation effectiveness is significantly influenced by the quality of coordination, collaboration, and synchronization between these actors. Therefore, successful implementation is determined not only by the capacity of individual organizations but also by the ability to build collaborative, transparent, and accountable institutional governance. This perspective broadens the understanding of halal certification implementation as a cross-institutional process that requires synergy among stakeholders.

Furthermore, this model contributes to the development of studies on MSMEs by positioning the capacity of business actors as a key component in the policy implementation system. Previously, various studies have primarily viewed MSMEs as policy recipients. In contrast, the proposed model positions MSMEs as strategic actors that contribute to determining implementation effectiveness through their level of halal literacy, administrative readiness, human resource competency, and ability to meet the requirements of the Halal Product Assurance System. This approach demonstrates that improving implementation effectiveness is not simply achieved through regulatory improvements but also requires investment in strengthening the capacity of business actors as an integral part of the policy system.

The most prominent conceptual contribution of this article is the integration of all these dimensions into an Input–Process–Output–Outcome (IPOO) framework equipped with a feedback loop mechanism. This mechanism demonstrates that implementation outcomes are not viewed as the end of the policy process, but rather as a source of information for evaluating and refining regulations, institutional governance, MSME capacity, and implementation mechanisms in subsequent periods. Thus, the proposed model not only depicts a linear relationship between components but also reflects a process of policy learning and continuous improvement that allows the halal certification system to adapt to the dynamics of community needs and developments in the policy environment.

Based on this description, the conceptual model developed in this article is not intended to replace existing theories, but rather serves as an integrative framework that connects various theoretical perspectives into a more comprehensive analytical model. Therefore, this model can be used as a basis for developing future empirical research, both to test the relationships between the proposed dimensions and to evaluate the effectiveness of halal certification implementation across various regional contexts and business sectors in Indonesia.

Policy Implications

The conceptual model of halal certification implementation effectiveness developed in this article has important policy implications for the implementation of Halal Product Assurance in Indonesia. The Input–Process–Output–Outcome (IPOO) approach demonstrates that the effectiveness of halal certification implementation is not solely determined by the existence of regulations, but is also influenced by the quality of institutional governance, the capacity of business actors, and the effectiveness of the policy implementation process. Therefore, efforts to improve the effectiveness of halal certification need to be carried out systematically by strengthening all these dimensions in an integrated manner, so that the resulting policy not only increases the number of halal certificates but also ensures the achievement of consumer protection, legal certainty, and increased competitiveness of MSMEs.

For the government, particularly the Halal Product Assurance Agency (BPJPH), this model demonstrates that regulatory strengthening needs to be accompanied by improvements to policy implementation mechanisms. Simplifying administrative procedures, developing a digital service system, increasing transparency in the certification process, and strengthening monitoring and evaluation mechanisms are strategic steps to improve the quality of halal certification implementation. Furthermore, more effective coordination between BPJPH, the Halal Inspection Agency (LPH), the Indonesian Ulema Council (MUI), relevant ministries, and local governments is a crucial prerequisite for building an integrated implementation system that is responsive to the needs of MSMEs. This approach aligns with the principles of policy implementation, which emphasize the importance of inter-agency coordination, effective communication, and adequate resource support to achieve policy objectives (Edward III, 1980).

The next policy implication relates to strengthening the capacity of MSMEs as key actors in implementing halal certification. The results of the synthesis and conceptual model indicate that low halal literacy, limited administrative capabilities, and limited understanding of the Halal Product Assurance System remain challenges in the certification process. Therefore, the

government, along with supporting institutions, needs to expand education, training, and ongoing mentoring programs to ensure MSMEs have sufficient capacity to meet halal certification requirements. This capacity building will not only increase the success rate of obtaining halal certification but also foster a culture of compliance with halal standards as part of improving business quality.

From an institutional perspective, this model emphasizes the importance of collaborative governance in the implementation of halal certification. Effective implementation cannot be achieved if each institution operates in a sectoral manner; it requires coordination, a clear division of roles, and a clear exchange of information among all stakeholders. In this context, local governments have a strategic role as facilitators, bridging national policies with the needs of MSMEs in the regions, particularly through the provision of mentoring services, certification financing facilitation, and the development of a halal industry ecosystem based on local potential. Therefore, the implementation of halal certification is not solely the responsibility of the central government but is a shared responsibility that requires synergy across sectors and levels of government.

In addition to providing implications for policy implementation, this conceptual model can also be used as a framework for evaluating the implementation of halal certification. Each dimension in the model can be used as an indicator to assess the success of policy implementation, ranging from regulatory quality, implementation process effectiveness, institutional capacity, to the resulting impact on consumer protection and MSME competitiveness. With a feedback loop mechanism, the evaluation results can serve as a basis for improving regulations, enhancing service quality, and strengthening institutional and business capacity on an ongoing basis. This approach supports evidence-based policymaking, where policy formulation and refinement are based on systematic and measurable evaluation results.

More broadly, the implementation of this conceptual model has the potential to support the agenda of developing a national halal industry ecosystem. Effective halal certification implementation not only provides benefits in the form of consumer protection and legal certainty but also strengthens the competitiveness of MSME products in domestic and international markets. In the long term, improving the quality of halal certification implementation is expected to expand market access for MSME products, increase consumer trust in Indonesian halal products, and strengthen Indonesia's position as one of the world's halal industry centers. Therefore, the model proposed in this article not only has academic relevance but also offers a policy framework that can be used as a reference in improving the halal certification system in Indonesia.

CONCLUSION

Conclusion

This article successfully develops a Conceptual Model of the Effectiveness of Halal Certification Implementation for MSME Products in Indonesia through a conceptual study approach based on a synthesis of literature, theory, and regulations. The study results indicate that the effectiveness of halal certification implementation is influenced by the relationship between regulations, institutional governance, MSME capacity, the policy implementation process, and the resulting outcomes. The relationship between these dimensions is then integrated into the Input–Process–Output–Outcome (IPOO) model equipped with a feedback loop mechanism as a basis for continuous evaluation and policy improvement.

The proposed conceptual model contributes by integrating the perspectives of legal effectiveness, policy implementation, and institutional governance into a comprehensive analytical framework. Therefore, this model is expected to serve as a reference for empirical research and policy evaluation in efforts to improve the effectiveness of halal certification implementation for MSME products in Indonesia.

Research Limitations

This article is a conceptual study based on a synthesis of literature, theory, and regulations without empirical testing of the relationships between the dimensions proposed in the conceptual model. Therefore, the developed Input–Process–Output–Outcome (IPOO) model remains conceptual and requires validation through field research. Furthermore, the literature synthesis in this article focuses primarily on the context of halal certification implementation in Indonesia, so generalizing the model to other countries or different business sectors requires further study.

Recommendation

Based on the results of this study, further research is recommended to empirically test the proposed conceptual model using quantitative, qualitative, and mixed methods approaches, so that the relationships between the model's dimensions can be scientifically proven. This testing can be conducted in various MSME sectors and regions with different halal certification implementation characteristics.

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