

**International Conference On The State, Law, Politics & Democracy (ICON-SLPD)
Conference Proceedings 2025**

**Socialization of Law No. 33 of 2014 concerning Halal Product Assurance on
Branding and Marketing of Community Products**

Amelia Haryanti¹, Siti Chodijah², H.M. Rezky Pahlawan, M.P³.

^a *Fakultas Hukum, Universitas Pamulang, Tangsel. E-mail: rezfahomar@gmail.com*

^b *Fakultas Hukum, Universitas Pamulang, Tangsel. E-mail: rezfahomar@gmail.com*

^c *Fakultas Hukum, Universitas Pamulang, Tangsel. E-mail: dosen02082@unpam.ac.id*

Article	Abstract
<p><i>Received: Des 02, 2023; Reviewed: Jan 07, 2024; Accepted: Feb 09, 2024; Published: Mar 31, 2024</i></p>	<p>This community service was carried out as an effort to support the implementation of Law Number 33 of 2014 concerning Halal Product Assurance (JPH Law), especially in relation to branding and marketing of community products. The background of this activity is the low understanding of business actors, especially MSMEs, about the importance of halal certification not only as a legal obligation, but also as a strategy to increase product competitiveness. Halal certification has strategic value because it can increase consumer trust, strengthen brand image, and expand market share both locally and globally. The method of implementing service is carried out through socialization, education, and assistance to the community of MSME actors regarding halal certification procedures, its use in building product branding, and its integration into marketing strategies, including digital marketing. This activity is designed in a participatory manner so that the community not only receives materials, but also is able to apply knowledge in the development of their respective products. The results of this activity show an increase in public understanding of the urgency of halal certification and how to optimize it as an added value in branding and marketing. Business actors gain practical knowledge about the procedure for applying for halal certificates, strategies for building a halal value-based brand, and the use of digital media to expand the market. This service activity is expected to help business actors in increasing competitiveness, strengthening the position of local products in the market, and encouraging sustainable community economic growth.</p> <p>Keywords: Halal Product Guarantee; Law No. 33 of 2014; Branding; marketing.</p>

A. INTRODUCTION

Indonesia, as a country with the largest Muslim population in the world, has a high need for the availability of halal products. The government responded to this need through the drafting of Law Number 33 of 2014 concerning Halal Product Assurance (JPH Law) which aims to

provide legal certainty for consumers and producers (Ministry of Religion of the Republic of Indonesia, 2014). This regulation is an important foothold in requiring business actors to ensure the halalness of products circulating in the community. The presence of the JPH Law is an important milestone in regulating the halal obligations of a product, not only for large industries, but also for local business actors and MSMEs. In practice, most MSME actors still face limited understanding related to this regulation. The lack of information about halal certification procedures, costs, implementing agencies, and the obligation to include halal labels has made many business actors have not prioritized fulfilling these requirements in the production and marketing process.

In fact, halal certification is not only a legal obligation, but also a strategic instrument in building consumer trust. In the midst of increasing public literacy regarding halal products, halal labels have become an important indicator in purchasing decision-making. Consumers tend to be more selective in choosing products that not only have good quality, but also meet clear and verified halal standards. Indonesia, as a country with the largest Muslim population in the world, has a high need for the availability of halal products. The government responded to this need through the drafting of Law Number 33 of 2014 concerning Halal Product Assurance (JPH Law) which aims to provide legal certainty for consumers and producers (Ministry of Religion of the Republic of Indonesia, 2014). This regulation is an important foothold in requiring business actors to ensure the halalness of products circulating in the community.

Along with the increasing level of public literacy regarding halal products, halal labels have become a crucial indicator in consumer purchasing decision-making. Consumers are no longer focused solely on price and quality, but also consider the legitimacy and transparency of the production process. A halal label functions as a symbol of compliance and accountability, signaling that a product has undergone verification by an authorized institution and meets established halal requirements.

Consumers therefore tend to be more selective in choosing products that not only demonstrate good quality but also comply with clear and verified halal standards. This selectivity reflects a shift in consumer behavior toward more value-based consumption patterns. Halal certification provides added value for products and can enhance competitiveness in both domestic and international markets, especially in countries with significant Muslim populations.

Indonesia, as the country with the largest Muslim population in the world, has a particularly high demand for the availability of halal products. This demand spans various sectors, including food and beverages, cosmetics, pharmaceuticals, and other consumer goods. Ensuring the halalness of products circulating in the market is thus not only a religious concern but also a socio-economic necessity to protect consumers' rights and promote fair business practices.

The government responded to this need through the enactment of Law Number 33 of 2014 concerning Halal Product Assurance (JPH Law), which aims to provide legal certainty for both consumers and producers (Ministry of Religion of the Republic of Indonesia, 2014). This regulation serves as an important legal foundation requiring business actors to guarantee the halal status of their products. Through this law, the state plays an active role in regulating, supervising, and facilitating halal certification, thereby strengthening consumer protection and supporting the development of a trustworthy halal industry ecosystem.

However, the implementation of this regulation still faces various challenges, especially in the Micro, Small, and Medium Enterprises (MSMEs) sector. Many MSME actors have not comprehensively understood the halal certification procedures, administrative obligations, and standards set by the Halal Product Assurance Agency (BPJPH) (Sutopo & Wibowo, 2020). This condition causes the level of participation of MSMEs in the certification process to be low. In the context of consumer protection, halal certification is not just a formality, but part of quality assurance and product safety. Indonesian consumers are increasingly selective in choosing products that have halal labels because they are considered to reflect quality, cleanliness, and adherence to religious values (Fithri & Hasanah, 2019). Therefore, the existence of halal certification is an important factor in purchasing decisions.

From a branding and marketing perspective, halal status has become a strong identity for a product. Products that have a halal certificate can utilize this advantage as a differentiation strategy to increase consumer attractiveness (Kotler & Keller, 2016). In an era of fierce competition, the ability to build a brand image through halal aspects is a significant added value for MSMEs. However, many MSME actors still think that halal certification is a complicated process and requires large costs. In fact, the government has provided various facilities, including a free halal certification scheme (Sehati) aimed at MSMEs (BPJPH, 2021). Limited information is the main obstacle that causes this misperception to still develop among business actors.

Halal certification not only represents compliance with religious requirements but also functions as a symbol of quality, safety, and trustworthiness. In this context, halal attributes contribute to shaping positive consumer perceptions and strengthening brand positioning in competitive markets.

Products that have obtained halal certification can utilize this status as an effective differentiation strategy to increase consumer attractiveness. As stated by Kotler and Keller (2016), differentiation is a key element in marketing strategy that allows products to stand out from competitors by offering unique value. The presence of a halal label enables products to appeal not only to Muslim consumers but also to non-Muslim consumers who associate halal certification with hygiene, quality control, and ethical production processes.

In an era of intense business competition, the ability to build a strong brand image through halal aspects provides significant added value, particularly for Micro, Small, and Medium Enterprises (MSMEs). For MSMEs, halal certification can enhance credibility, expand market reach, and improve competitiveness in both local and broader markets. When integrated into branding and promotional strategies, halal status can become a powerful tool to increase consumer loyalty and long-term business sustainability.

Despite these advantages, many MSME actors still perceive halal certification as a complex process that requires substantial financial resources. This perception often discourages small business owners from initiating the certification process, even though halal certification has become increasingly important in responding to market demands. Such misconceptions highlight the gap between regulatory support and awareness among business actors.

In reality, the government has provided various facilities to support MSMEs, including the free halal certification program known as Sehati, which is administered by the Halal Product Assurance Organizing Agency (BPJPH, 2021). However, limited access to information and insufficient socialization remain the main obstacles causing these misperceptions to persist.

Therefore, strengthening dissemination efforts and providing clear guidance are essential to encourage MSMEs to take advantage of available halal certification facilities.

To answer these challenges, the implementation of socialization as part of community service activities is a strategic step. The socialization of the JPH Law provides basic education about the obligations, benefits, and stages of halal certification so that MSME actors can clearly understand their role in fulfilling regulations (Hidayatulloh, 2022). Increasing legal literacy is important so that business actors can run their businesses more professionally and sustainably. Education through socialization also includes technical aspects, such as understanding halal raw materials, hygienic production processes, and necessary documentation. This practical approach is needed because many MSME actors do not understand the concept of halal comprehensively, including the importance of maintaining halal critical points in the entire production chain (LPPOM MUI, 2018). This technical knowledge is the basic capital in applying for halal certification.

In addition, the development of digital marketing has made halal labels an important element in promotional strategies. Products that already have halal certification can increase credibility and expand the market through social media, marketplaces, and other digital platforms (Rahmawati, 2021). Thus, halal status not only strengthens the legality aspect, but also supports the success of marketing strategies. Through this service activity, it is hoped that there will be an increase in the awareness of MSME actors regarding the urgency of halal product assurance. This awareness can accelerate the formation of a halal business ecosystem at the community level that is more competitive and quality-oriented (Karim & Faisal, 2020). In addition, academic assistance is an important factor in helping MSMEs face the dynamics of changes in regulations and market needs. Thus, the socialization of Law No. 33 of 2014 not only functions as theoretical education, but also encourages real implementation in production and marketing activities. This service activity is expected to strengthen the competitiveness of community businesses through halal-based branding and more effective marketing. In the end, this activity is a real contribution of universities in empowering the community through increasing business capacity and halal literacy.

B. MATERIALS AND METHODS

The implementation of this community service activity uses a participatory-based socialization and education approach, which is a method that actively involves participants in the learning process. The implementation team prepared material which included the introduction of Law No. 33 of 2014 concerning Halal Product Assurance, the obligations of business actors in halal certification, as well as the basic concept of halal-based branding and marketing. The material is presented through direct presentations, presentation media, and examples of MSME products that have implemented halal principles as part of the marketing strategy.

Socialization activities were carried out in the form of face-to-face workshops attended by MSME actors and target communities. In this session, participants were given an explanation of the halal certification flow, document requirements, the principles of the Halal Assurance System (SJH), and the technical steps that need to be prepared by business actors. In addition, interactive discussions were conducted to explore the participants' experiences, identify the

obstacles they faced, and provide relevant solutions. This dialogical approach aims to ensure that participants not only understand the theory, but also be able to apply it in business activities.

The implementation method also includes brief assistance through direct consultation sessions for participants who want to follow up on the halal certification process or develop a halal-based product branding strategy. The team provides practical guidance related to halal label design, product packaging, and the use of halal status as a marketing attraction. To measure the effectiveness of the activity, an evaluation was carried out through questionnaires before and after socialization to see an increase in participants' understanding of the material provided. With this method, it is hoped that service activities will have a direct and sustainable impact on the development of community businesses.

C. RESULT AND DISCUSSION

The implementation of socialization activities of Law No. 33 of 2014 concerning Halal Product Assurance has a positive impact on increasing public understanding, especially MSME actors, regarding the importance of halal assurance in business development. Based on the results of initial observation and evaluation, most of the participants previously did not know in detail the obligation of halal certification, its benefits for businesses, and its relationship with product branding and marketing strategies. After participating in the socialization, there was a significant increase in participants' knowledge related to the certification flow, document requirements, and the role of BPJPH in the process of implementing halal product assurance.

The implementation of socialization activities related to Law Number 33 of 2014 concerning Halal Product Assurance (Jaminan Produk Halal/JPH) has had a positive impact on increasing public understanding, particularly among Micro, Small, and Medium Enterprise (MSME) actors, regarding the importance of halal assurance in business development. This activity plays a strategic role in bridging the information gap between regulatory provisions and their practical application in the business sector, especially for small-scale enterprises that often have limited access to legal and technical information.

Based on the results of initial observation and evaluation, most participants previously lacked detailed knowledge regarding the obligation of halal certification as mandated by law. In addition, participants generally had limited awareness of the broader benefits of halal certification, not only as a form of legal compliance but also as a factor that supports business credibility, consumer trust, and market expansion. This condition indicates that the level of legal literacy related to halal assurance among MSME actors remains relatively low prior to structured socialization efforts.

Furthermore, many participants were not fully aware of the relationship between halal certification and product branding and marketing strategies. Halal assurance was often perceived merely as an administrative requirement rather than a strategic asset that could enhance product competitiveness. This finding is consistent with previous studies that highlight the lack of integration between regulatory compliance and marketing orientation among MSMEs (Kotler & Keller, 2016).

After participating in the socialization activities, there was a significant increase in participants' knowledge and understanding of the halal certification process. Participants became more familiar with the certification flow, required documents, and procedural stages that must

be fulfilled to obtain halal certification. This improved understanding reduced misconceptions regarding the complexity and cost of the certification process, which had previously discouraged MSMEs from applying.

In addition, participants gained a clearer understanding of the role of the Halal Product Assurance Organizing Agency (BPJPH) as the main authority responsible for implementing halal product assurance in Indonesia. The socialization activities helped clarify BPJPH's functions in registration, verification, certification facilitation, and supervision, as stipulated in the JPH Law and its implementing regulations. Thus, this activity contributed not only to increasing regulatory awareness but also to strengthening MSME readiness to comply with halal assurance requirements in a sustainable manner.

In addition, this activity showed that participants became more aware of how halal status can be used to strengthen brand image and increase the selling value of products. Through discussion sessions and case studies, MSME actors began to be able to identify branding elements that could be developed, such as the use of halal labels on packaging, the preparation of marketing narratives that highlight the halalness of products, and the implementation of hygienic production practices according to the principles of the Halal Assurance System (SJH). Participants also began to realize that halal certification is not only fulfilling legal obligations, but also a strategic opportunity to increase consumer trust.

This service activity also produced a follow-up plan in the form of technical assistance for several participants who were interested in applying for halal certification. The implementation team provides initial guidance on the preparation of documents, identification of raw materials, and the creation of halal label designs in accordance with the provisions. From the results of the final evaluation through the questionnaire, more than some of the participants stated that this activity was very beneficial and increased their motivation to improve product quality through the fulfillment of halal standards. Thus, this socialization activity succeeded in achieving the main goal, which is to increase the community's halal literacy and encourage the implementation of more competitive branding and marketing based on halal assurance.

This community service activity also resulted in a concrete follow-up plan in the form of technical assistance for several participants who expressed interest in applying for halal certification. This follow-up initiative demonstrates the commitment of the implementation team to ensure the sustainability of the program outcomes, not merely stopping at the dissemination of information but continuing toward practical implementation that can directly benefit MSME actors.

As part of the technical assistance, the implementation team provided initial guidance related to the preparation of required administrative documents, identification and verification of raw materials, and understanding of the halal production process. Participants were also assisted in comprehending the technical aspects of compliance with halal standards, which are often perceived as complicated. This guidance helped participants gain a clearer and more structured understanding of the steps necessary to fulfill halal certification requirements.

In addition, the team supported participants in designing halal labels in accordance with applicable regulations and certification provisions. Proper halal label design is an important element in communicating product compliance to consumers and strengthening brand identity.

By ensuring that labeling meets regulatory standards, participants are better prepared to integrate halal assurance into their product packaging and marketing strategies.

Based on the results of the final evaluation conducted through questionnaires, a majority of participants stated that this activity was highly beneficial. Participants reported an increase in knowledge, awareness, and motivation to improve product quality by fulfilling halal standards. This positive response indicates that the activity effectively addressed participants' needs and expectations, particularly in supporting business development through halal assurance.

Thus, this socialization activity can be considered successful in achieving its main objectives, namely increasing community halal literacy and encouraging the implementation of more competitive branding and marketing strategies based on halal assurance. Through a combination of socialization, technical assistance, and evaluation, the program contributed to strengthening MSME readiness to compete in the halal market while complying with applicable regulations.

The results of the PkM activities offered which became the framework for solving partner problems were through community service counseling activities, packaged with the theme of the activity "Socialization of Law No. 33 of 2014 concerning Halal Product Assurance in Branding and Marketing of Community Products" in Pondok Labu Village, Cilandak District, South Jakarta. This community service activity was carried out by 3 lecturers from Pamulang University. The background of the head of the service is Amelia Haryanti, S.H, M.H as a lecturer and researcher in the field of social sciences, especially Law, plus a team of service lecturers, namely Siti Chodijah, S.H, M.H who is a lecturer and lawyer; The service team of Rezky Pahlawan, S.H., M.H, lecturer in the field of Law. By paying attention to the background of the lecturers of the service team who have competence as resource persons in this community service activity.

In the introductory session, the service lecturer team conducted a literature review from various library sources obtained such as from the internet, books, journals, and so on. This aims to conduct an analysis of preliminary studies on the problems faced by adolescents. After collecting information from various study sources, the team of service lecturers made observations. In the preliminary observation activity, the lecturer team conducted interviews with the community about the problems faced by the community today. After interviews with several resource persons, it was found that the problem is that there are still many people who are not aware of the importance of increasing digital literacy in utilizing social media positively in Pondok Labu Village, Cilandak District, South Jakarta.

The Community Service Lecturer Team made preparations for the implementation of this community service activity. Preparations began with the making of a community service proposal addressed to the Institute for Research and Community Service (LPPM) of Pamulang University. Followed by taking care of licensing to related parties, including to the village head in Pondok Labu Village, Cilandak District, South Jakarta, then conducting a coordination meeting with the community service committee consisting of lecturers and students. The community service committee prepares material and non-material needs needed in community service activities. The Community Service Team arranges the implementation of community service activities. Furthermore, socialize to partners related to community service activities.

Community service activities are planned so that they can be carried out properly from the beginning to the end of the activity. The counseling material was delivered by the speakers. After the material delivery session, the next is a discussion session. With discussion activities between the community and resource persons, it is hoped that it can provide the best solutions to solve problems faced by the community. At the end of the community service activity, an evaluation was carried out by discussion, aiming to see the community's understanding related to the importance of registering their land in order to obtain authentic evidence. The next activity is a follow-up to community service activities by providing input, input, and procedures for registering their land ownership. The following will be explained an overview of the steps of community service activities that will be carried out.

One of the efforts offered as a solution to community problems is to provide socialization about Law No. 33 of 2014 concerning Halal Product Assurance in Branding and Marketing of Community Products. in Pondok Labu Village, Cilandak District, South Jakarta, through community service. The basic thing offered as a framework for solving partner problems is through community service counseling activities, packaged with the theme of the activity: Law No. 33 of 2014 concerning Halal Product Assurance in Branding and Marketing of Community Products. in Pondok Labu Village, Cilandak District, South Jakarta. This effort is carried out so that the people of Singaparna village in particular, and other communities in general understand the importance of promoting Entrepreneurship Training and Legal Literacy through skills development and training.

The service team conducts observations and interviews with partners related to the needs of partners or problems that need help from academics. After making observations, it was found that the public needs to know the existence of Law No. 33 of 2014 concerning Halal Product Assurance in the Branding and Marketing of Community Products. in Pondok Labu Village, Cilandak District, South Jakarta. Observations were carried out to find out various problems faced by partner communities directly by conducting interviews. In the preliminary observation activity, the lecturer team conducted interviews with the community about the problems faced by the community today. After interviews with several speakers, it was found that Law No. 33 of 2014 concerning Halal Product Assurance on Branding and Marketing of Community Products. in Pondok Labu Village, Cilandak District, South Jakarta is an important thing to do by the community in Pondok Labu Village, Cilandak District, South Jakarta . This is the basis for the service team to carry out community service activities.

D. CONCLUSION

The implementation of community service activities with the title "Socialization of Law No. 33 of 2014 concerning Halal Product Assurance on Branding and Marketing of Community Products" in Pondok Labu Village, Cilandak District, South Jakarta went well and received a positive response from the participants. This activity succeeded in providing a deeper understanding of the importance of halal product assurance as a form of consumer protection as well as a strategy to increase product competitiveness in the midst of a society that is increasingly aware of halal aspects. Participants gained insight into halal certification procedures, their implications for branding, and their impact on the marketing of local products. In addition, this activity also fosters the awareness of business actors of the Pondok Labu community that the

halal aspect is not only related to legal and religious obligations, but also an added value in expanding the market and increasing consumer trust. With this socialization, it is hoped that the community will be able to integrate the provisions of the Halal Product Guarantee Law into branding and marketing strategies so that local products can compete sustainably, both at the national and international levels.

REFERENCES

- Badan Penyelenggara Jaminan Produk Halal (BPJPH). (2021). Pedoman Sertifikasi Halal bagi Pelaku Usaha. Jakarta: Kementerian Agama RI.
- BPJPH. (2021). Pedoman Sertifikasi Halal Gratis (Sehati). Badan Penyelenggara Jaminan Produk Halal Kementerian Agama RI.
- Fithri, D., & Hasanah, A. (2019). Halal Awareness dalam Perilaku Konsumen. *Jurnal Ekonomi Syariah*. Hidayatulloh, M. (2022). Sosialisasi Sertifikasi Halal bagi Pelaku UMKM. *Jurnal Pengabdian Kepada Masyarakat*.
- Karim, A., & Faisal, M. (2020). Penguatan Ekosistem Bisnis Halal di Indonesia. *Jurnal Manajemen dan Bisnis*.
- Kementerian Agama RI. (2014). Undang-Undang Nomor 33 Tahun 2014 tentang Jaminan Produk Halal.
- Kotler, P., & Keller, K. (2016). *Marketing Management (15th ed.)*. Pearson. LPPOM MUI. (2018).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed.)*. Pearson Education. Kementerian Agama Republik Indonesia. (2014).
- Panduan Umum Sistem Jaminan Halal. Rahmawati, T. (2021). Digital Marketing Berbasis Sertifikasi Halal untuk UMKM. *Jurnal Komunikasi dan Bisnis*.
- Peraturan Pemerintah Nomor 31 Tahun 2019 tentang Peraturan Pelaksanaan Undang-Undang Nomor 33 Tahun 2014 tentang Jaminan Produk Halal.
- Sutopo, W., & Wibowo, D. (2020). Tantangan UMKM dalam Sertifikasi Halal. *Jurnal Industri dan UMKM*.
- Undang-Undang Nomor 33 Tahun 2014 tentang Jaminan Produk Halal. Republik Indonesia. (2019).