



ISLAMICONOMIC: Jurnal Ekonomi Islam
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ANALYSIS OF HALAL SUPPLY CHAIN POLICY AND ITS IMPACT ON SHARIA BUSINESS AND ECONOMIC GROWTH

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Information	Abstract:
Article History: Received : 27.05.2024 Revised : 09.06.2024 Accepted : 28.06.2024	<i>As the global Muslim population grows, the demand for halal goods and services is rising, necessitating a comprehensive strengthening of the halal value chain. This effort is crucial for enhancing the potential of Sharia-compliant businesses and the broader Islamic economy. This study seeks to evaluate the performance of key strategic entities involved in halal supply chain policies and to determine the significant impact of these policies on Sharia business and economic growth. Employing a literature review method, this research systematically searched published articles from 2010 to 2022 across databases such as Sage, Elsevier Science, and Taylor & Francis. Keywords used included "halal supply chain," "Sharia business," and "Islamic economy." The findings reveal that the effectiveness of halal supply chain policies, including their formulation and implementation, plays a critical role in safeguarding the integrity and robustness of the halal supply chain, thereby significantly influencing the development of Sharia-compliant businesses and economic growth.</i>
Keywords: Halal Supply Chain, Business, Sharia Economy.	

A. INTRODUCTION

Halal products are crucial in the rapidly developing and advancing industries worldwide. Halal products have become a hot topic globally, as they are considered a way to ensure cleanliness and quality. Processed food products made with halal assurance have been well-received by both Muslim and non-Muslim consumers. Halal food and beverage products indicate compliance with Islamic regulations, while for non-Muslims, they signify safety and cleanliness, perceived as a result of good quality management (Asmawati, 2018).

The development of free trade in the current era of globalization has changed consumer behavior towards halal goods. The increase in halal trade, halal businesses, and the involvement of multinational and local companies in each country demonstrates the importance of halal products. The number of halal businesses emerging in the global market shows that halal food and beverages are starting to be accepted as high-quality goods worldwide (Burhanuddin, 2011). Muslim consumers are most concerned about halal food in all aspects of the halal process, such as slaughtering, storage, presentation, and preparation. Since '*tayyib*' is often subjective, whereas 'halal' is absolute, a Muslim must consume good (*tayyib*) food, i.e., food that is not expired and does not contain harmful additives. Halal leads to stronger partnerships with suppliers (strategic and leverage products) and the implementation of various strategies to secure supply continuity (bottleneck products). Therefore, conventional commodity categories in specific industries can be allocated differently for halal-certified products and services, allowing for different product and supplier strategies (Tieman, 2013). Halal requirements also impact the purchasing process, tactical purchasing activities, and operations. The distribution of halal products must be monitored from upstream to downstream to provide the best quality assurance system for the market.

The goal is for buyers to trust the halal certification listed on product labels, such as in stores. Halal certification will ensure that the raw materials and processes forming the halal product have been tested according to Sharia law by government institutions, in this case, the Halal Product Assurance Agency (BPJPH). Ensuring halal integrity is crucial in managing the halal food supply chain in the halal industry.

Empirically, it has identified key elements to strengthen the integrity assurance of the halal food supply chain in the halal industry (Mohamed, 2020). As more people become aware that Muslim consumers need halal goods and services in Indonesia, the halal industry will grow faster. This shows the importance of building a secure halal supply chain. With the increasing Muslim population worldwide, the demand for halal goods and services is rising. Therefore, halal supply chain management must ensure that goods and services are halal. Significant barriers to halal supply chain management and establishing priorities for these barriers provide a hierarchy to mitigate significant obstacles (M. et al., 2019). All companies involved in the halal supply chain must promptly develop and implement halal logistics management concepts, especially for the supply chain. All aspects of the production process must be supervised from upstream to downstream. In a global environment, market volatility makes risk management a vital component of the supply chain. Similar to conventional supply chains, the halal supply chain is also affected by several factors, making it vulnerable to risks (Khan, 2020).

A supply Chain composed of resources, processes, and interrelated organizations that form and deliver goods and services to end customers is called Supply Chain Management itself. This supply chain includes all facilities, operations, and actions related to the manufacturing and delivering goods or services from suppliers to consumers. Established quality, integrity, and service standards will be met with a halal supply chain. This applies across the entire supply chain, particularly in the food and agriculture industries. Suppliers in the halal food supply chain will help explore halal suppliers and be beneficial in assisting supplier management in the halal food supply chain (Handayani, 2021). Halal integrity assurance is the primary goal of halal supply chain management. On the other hand, several halal-related risks potentially violate halal integrity, hence the need for developing a halal-related risk assessment framework from a supply chain perspective (Shahbaz Khan, 2022). In most cases, goods and money flow from upstream to downstream, while information flows from upstream to downstream and from downstream to upstream. Halal supply chain management is based on avoiding direct contact with haram goods, addressing contamination risks, and ensuring alignment with the perceptions of Muslim consumers. Specifically, product characteristics and markets are important variables

in halal supply chain management. Further empirical research is needed to measure Muslim consumer perceptions. A better understanding of the principles of regulating the Halal supply chain for different markets (Muslim and non-Muslim countries) is also needed. There is a need for a Halal supply chain model capable of depicting and optimizing the Halal supply chain (Tieman, 2011). The industry has misunderstood the halal supply chain. They believe the halal supply chain incurs additional costs, and companies may face problems without knowing the cause. As a result, both entrepreneurs and customers need additional knowledge about the halal supply chain. Halal products are now increasingly popular worldwide. Because halal applies to both Muslims and non-Muslims, demand for halal products is increasing in both Islamic and non-Islamic countries. This has made halal products famous worldwide and emphasized the importance of the halal supply chain. Thus, the halal supply chain plays a crucial role in ensuring that the concept of halal must be used. Halal food and beverage businesses involve about 150 countries worldwide, with total Muslim consumer spending reaching US\$632 billion annually. Additionally, halal economic business and trade reach US\$250 billion annually worldwide.

Therefore, halal goods marketing will reach more than \$800 billion annually. Indonesia is the Southeast Asian country that is most actively exploiting global halal labeling market opportunities (Kartika, 2020). However, international halal certification agencies have not created a halal assurance system to support the rapid growth of halal product businesses worldwide. The halal industry has been a concern since Thomson Reuters, a global institution, revealed the potential spending power of Muslim consumers on various consumptive products. The organization reported that Muslim purchasing power is increasing globally, impacting economies and businesses worldwide. Globally, the six components of the halal industry are food, tourism, fashion, halal media, pharmaceuticals, cosmetics, and Sharia finance. Of the six halal industries, halal food is the most lucrative. One of the main strategies for developing supply chains is to strengthen the overall value chain of the halal industry, from upstream to downstream (Hayati, 2014). This applies to all halal groups, which are the center of advancement in Sharia economics and halal business worldwide. Furthermore, one main way to strengthen the global halal value chain is to establish hubs in countries with comparative advantages or develop effective and

internationally acceptable halal standards. For halal product certification, the Indonesian Halal Product Assurance Agency (BPJPH) is a government-recognized institution that issues current halal certification. This institution issues certificates trusted by all parties for the quality of the products produced. The Indonesian Halal Product Assurance Agency (Badan Penyelenggara Jaminan Produk Halal-BPJPH) will conduct various inspections and tests to provide halal certification. Inspections and tests will be conducted throughout production, from raw materials to packaged products. This ensures that the products' quality remains unchanged or contaminated by the factory that produces them. Government support, transportation planning, information technology, human resource management, collaborative relationships, halal certification, and halal traceability are part of the halal supply chain (Talib, 2015). Overall, the description of the stages of the halal certification process issued by BPJPH shows that the institution plays a significant policy role, has many relationships with the halal supply chain, and impacts Sharia economics and business in Indonesia. This study aims to understand how strategic entities related to halal supply chain policies in Indonesia operate and how these policies impact the growth of Sharia business and economy

B. LITERATUR REVIEW

Halal Supply Chain

The halal supply chain itself is a supply chain that starts from upstream to downstream, including warehousing, sourcing, transportation, product handling, inventory management, procurement, and transaction management activities, which must comply with sharia. The halal supply chain can also be interpreted as part of halal network management, which aims to expand halal integration from the source of raw materials to the point of consumer purchase to ensure that products are truly halal to the final consumer. As previously explained, the supply chain process produces raw, semi-finished, and finished products, which are then distributed to end users. The strategy of a halal supply chain is a systematic, sustainable relationship regarding goods, money, and information in a halal, sustainable manner. Halal processes are absolutely mandatory to be part of the halal supply chain, where the business starts from providing raw materials to packaging and logistics processes. In

a halal supply chain management system, the halal process includes the production, processing, packaging, storage, and retailing of products into customers' hands. Halal supply chain management will manage raw materials inventory, production processes, marketing, and product introduction until the product is ready for consumption under halal standards. Halal supply chains can also be used to regulate the way users purchase raw materials. The ultimate goal of a halal supply chain is to help businesses find good suppliers and distributors, in addition to increasing efficiency and reducing costs.

A halal supply chain will have a causality, namely a halal process starting from the source to reaching the customer to expand halal integrity. Halal business will emerge as a new paradigm in modern business and exchange to guarantee the quality of life and change the way of life by changing human attitudes, preferences, and values. In addition, the halal supply chain also perceives a sustainable relationship between goods, money, and information. In general, products flow from upstream to downstream, while money flows from upstream to downstream. The halal supply chain concept describes how suppliers and buyers work together to become more competitive, effective, and efficient in quantity, time, location, and cost. However, halal supply chain management aims to combine business planning and balancing supply and demand for a product to be effective for the overall supply chain. Another goal of halal supply chain management is to structure the supply chain to maximize competitive advantage and profits for end consumers.

The goal of halal supply chain management will consist of 3 (three) main objectives: reducing costs, reducing income, and reducing the number of goods sold. Muslim consumers today care about the products they consume, especially those who want products, manufacturing processes, and product delivery in supply chain management that are guaranteed to be halal. A business process will involve the halal supply chain by providing raw materials, production equipment, and product distribution. Halal supply chain management in a business and economic entity must be implemented to guarantee the halalness of products and extend halal integrity from the source to the final consumer.

Sharia Business and Economics

With a total population of 270 million Indonesians currently, Indonesia is the country with the largest Muslim population in the world. Compared with other countries, Indonesia also has a very large market share of economic and Sharia-based products and services. In each subsector of the halal industry, Indonesia is one of the 10 (ten) largest consumer countries. Ranked 1 (one) for the highest Muslim spending on food, 5 (five) for travel, 3 (three) for Muslim clothing, 5 (five) for media, and 6 (six) for medicine. Undoubtedly, Indonesia has enormous potential and opportunities to develop the Sharia economy and business. This is especially true for strengthening the halal industry or halal value chain.

As a country with a majority Muslim population, Indonesia should be able to provide food products that are guaranteed to be halal. The food products that must be considered halal are meat such as beef, goat, and chicken, which Islamic Sharia regulations must process to be safe. Increasing public awareness of halal meat consumption encourages halal food producers to build customer (public) trust. Entrepreneurs must be prepared to face additional demands due to the issue of halal certificates that have gained public trust. A comprehensive and organized halal supply chain management approach must be adopted to meet the increasing demand for halal food worldwide. This will ensure that halal food products are available. The supply chain comprises all integrated activities, such as material, information, and financial flows. This includes elements of procurement, production, and distribution.

All company business activities have risks, which are threats that might disrupt normal activities or stop something planned. Supply chain disruptions will negatively impact businesses in the long term, and many will be unable to repair the damage. Creating an effective supply chain is one perspective that can increase a company's competitive advantage. In the current era of uncertain business competition, efforts to reduce company supply chain risks are crucial to increase company competitiveness. The flow of material processes will be disrupted if unpredictable events occur in the company's supply chain. Risk events can also cause the company to lose time and incur costs.

In Indonesia, the halal industry has a large market potential. Restaurants, slaughterhouses, and other food establishments must undergo halal certification before operating in the country. Pharmacy, cosmetics, travel, finance, and other sectors require a halal certificate to show that their business or venture is halal. Muslims are required to consume halal products. Therefore, Indonesian Muslim consumers are more likely to buy goods that show they are halal, such as displaying halal labeling. Halal labeling can be obtained by companies undergoing the halal certification process. In Sharia economics and business, halal supply chains are considered very important. However, halal represents an economic potential that Indonesia has not fully exploited. This is shown by the large ranking of consumers of Indonesian halal products in 2021 who are not producers. Considering the largest Muslim population in the world and the fact that Indonesia is the largest consumer of halal products in the global market, Indonesia's role in the production of halal products in the world is still not optimal. This is truly sad, considering that Sharia economics and businesses, especially halal ones, have enormous potential throughout the world.

However, this condition also shows opportunities and possibilities for Indonesia in sharia economic and business growth, which can positively impact Indonesia's national economic balance. Halal awareness is a Muslim's knowledge about halal concepts, halal processes, and their decisions in consuming halal food products. In the context of halal, understanding and comprehending what is good or bad for consumption based on Islamic religious rules in the Al-Qur'an and Hadith is necessary. To increase Sharia business and economic opportunities, the government and all stakeholders have taken various policies to strengthen the halal supply chain, emphasizing areas such as halal food, clothing, and tourism. The halal food sector is unique because of its diverse raw materials and resources. This diversity of raw materials allows industrial companies to meet consumer demand for halal food. In addition, because the halal value chain is one of Sharia's business and economic sectors, it can have a big influence on the development and growth of Sharia's business and economy. In this case, the potential related to the halal industry must be developed and managed optimally. To achieve this, good implementation and effective strategies are needed.

C. METHODOLOGY

This research employs a literature review approach, which encompasses a systematic process of gathering, reading, note-taking, and analyzing research materials. A literature review is a methodical examination of existing library resources, including books, scientific journals, magazines, newspapers, and documents. This approach is vital because it allows researchers to engage with established knowledge and contextualize their work within the broader scholarly discourse. By thoroughly reviewing the available literature, researchers can identify gaps in the current understanding, align their work with existing theories, and contribute new insights to the field.

The literature review process involves not just the collection of data, but also critical analysis and synthesis of the material. Researchers must carefully evaluate the relevance and reliability of the sources they consult, ensuring that the information they gather is up-to-date and pertinent to their research question. This step is crucial for developing a solid theoretical framework that underpins the study. Moreover, a well-conducted literature review enables researchers to construct a coherent narrative that ties together various strands of thought, helping to position their research within the ongoing academic conversation.

In addition to providing a foundation for the research, the literature review serves as a tool for discovering potential methodologies and approaches that can be applied to the study. By examining how other scholars have tackled similar issues, researchers can gain insights into effective strategies for data collection and analysis. This process also helps in identifying potential challenges and limitations that may arise, allowing the researcher to plan accordingly. Overall, the literature review is not just a preliminary step in research, but a continuous process that informs and shapes the entire study, ensuring that it is grounded in existing knowledge while contributing new perspectives.

D. RESULT AND ANALYSIS

Implementation of Halal Supply Chain Policy Strategy

Customers trust that products such as marketed meat meet the halal product requirements set by BPJPH. Thus, Halal Product Assurance influences the halal supply chain process. As a result, consumers always pay attention to the halal product certification process, which can be seen from the halal supply chain process. There is a positive and significant relationship between each technology and effectiveness. Technology can be used to ensure that the entire supply chain process effectively follows Sharia procedures in the family halal food business. However, on the other hand, technology only positively affects the efficiency of the family halal food business (Hendayani, 2020). In this case, society has accepted the concept of halal products. Consumers also need to know about halal product regulations and things prohibited when making food, such as addictive substances. Customers are more interested in halal products because of their ingredients and reliable composition. Therefore, customers are pleased with the current distribution of halal food because the food processing industry and restaurants are functioning well. Consumers have realized that halal products are available. Customers are not blamed even if the product comes from restaurants, retailers, or supermarkets. Halal integrity must present details of the halal status of a product and ensure that halal requirements are met. Halal integrity is not only related to permissible and prohibited foods, but the halal status of food products (from raw materials to reaching consumers) must not be violated (i.e., no cross-contamination with haram products/methods and no ill intent) (Soon 2017).

Risks arising in the halal food supply chain are considered failures in providing products that meet halal standards. Supply-related risks are the most prominent risks. Raw material integrity issues are critical elements in the halal food supply chain. Supplier failures to deliver materials meeting halal standards reduce the industry's economic benefits. Internal processes and outsourcing elements can mitigate halal food supply chain risks by taking a holistic view of halal food processing and delivery (S. Khan, 2019). Curiosity to buy halal products from customers will give manufacturers confidence in selling high-quality and guaranteed-

quality goods, making halal products easily found by consumers in various places. Customers pay great attention to the distribution of halal products. Halal supply chain management is a requirement that emerges, is complex to manage by brand owners, and requires new concepts and tools for the halal industry to implement supply chain and halal value chain approaches (Rusydiana, 2023).

Transparency in the supply chain means that all stakeholders understand each other and can obtain information about desired products without delay, distortion, or loss. More than 70 percent of companies report that Lean Supply Chain (LSC) has yet to be implemented. Data analysis shows that 14 percent of non-lean companies must implement lean manufacturing. Market competition and uncertainty are important barriers to implementing LSC among lean companies. In contrast, a lack of customer awareness of LSCM practices is recognized as a major obstacle in non-lean companies (Manzouri, 2013). Tracking and traceability are very important in tracing the product's origin and guaranteeing its quality during distribution. Tracking is the ability to follow the product flow in the supply chain, while traceability is the ability to access product or goods records from the end of the supply chain flow. Traceability is designed and implemented from downstream to the end customer to guarantee the supply of safe, nutritious, and quality food. This is an important part of the goods quality assurance system and can build customer confidence in the product. ISO:8402 defines traceability as the ability to trace goods' history, use, or location through record identification efforts. ISO:9000 expands this definition by adding the phrase "record of goods being monitored". European regulation number 178 of 2002 provides a more specific definition of food. This shows that traceability is the ability to track and follow food, animal feed ingredients, or basic ingredients used to make food or feed at every production stage, processing, and distribution.

All halal products must fall into one of three traceable resource unit categories: batch, trade unit, and logistics unit. A batch is the number of goods that go through the same process, a trading unit is the number of goods sent from one company to another in the supply chain, and a logistics unit is the number of trading units created in a business before being shipped. Companies use traceability for at least three (three) purposes: 1) to improve supply management, 2) to allow easier monitoring of food quality and safety, and 3) to differentiate and market foods with subtle or

unobtrusive qualities. Food controls are carried out at every part of the supply chain, from raw materials to ready-to-consume food, because danger can affect food any time before it reaches consumers. Traceability is closely related to food quality and safety so consumers can feel peace of mind, trust, and confidence in the existing food system. These two aspects are very important for consumers when buying food. Therefore, the traceability system itself must be created well. Traceability can be considered a component of quality management because it can trace and prove the identity of food. In Indonesia, the halal guarantee system consists of BPJPH guidelines and standards.

This institution is responsible for auditing and determining whether a company has implemented a halal guarantee system correctly. The halal guarantee system is designed, implemented, and maintained by companies holding halal certificates to maintain the continuity of the halal production process under BPJPH halal provisions. BPJPH can collaborate with MUI to create standards and provide certification related to the laws of the Koran, Hadith, Ijma Companions, Qiyas, and Fatwa. However, the principles of halal guarantee include *maqashid sharia*, honesty, and trust. BPJPH has set halal guarantee standards for all restaurants, whether they have one outlet or many franchises. This guideline explains the halal assurance standards that restaurants must meet. According to the halal guarantee guidelines, the process starts from the initial stage, namely the provision of materials, or the non-technical stage, such as company regulations, to the final stage, namely the provision of products to end users. Ensuring that distributed goods are halal certified is one of the important tasks carried out by a halal supply chain system, according to BPJPH guidelines. Halal control and assurance activities carried out in transportation, terminals, and warehouses must be checked to maintain the halal status of products, thereby improving the performance of the halal supply chain. These activities include having a special halal warehouse and transportation, using tertiary packaging in shipping, and separating halal products from non-halal products to avoid contamination (Aziz, 2016).

Franchising and supply chain centralization can originate from production or industrial franchise systems. In this model, franchisees can create their products in the same way as the franchisor and then sell them under the franchisor's brand. In

this model, the franchisee only depends on the franchisor to obtain raw materials, which is called a centralized supply chain system. On the other hand, some franchisees in this model get raw materials from various sources, called a supply chain system. The supply chain system requires measures or indicators to evaluate or see the ongoing process to meet established production needs. Several models or frameworks have been created to measure supply chain performance and can be used as a guide to evaluate ongoing processes.

Therefore, companies must have a halal guarantee system. However, the products made do not contain haram elements because they are processed, stored, transported, and served by Islamic rules, so they do not contaminate them. A company must understand the important elements of halal products to make them halal. Knowing where the ingredients come from and how they are made is the main goal of halalness itself. Then, the principles of Islamic law relating to halal food are examined. If appropriate, it means halal; otherwise, it is doubtful and haram. Good food in Islam is called *thayyib*, which means clean and healthy. Halal supply chain policy is a new approach to dealing with halal products because halal is not only related to food ingredients or their ingredients. The halal supervision process must be integrated from upstream to downstream, from raw materials to processing and product delivery to end customers, including storage. Halal supply chain management aims to avoid direct contact with illicit goods, reduce the risk of contamination, and ensure that the materials used are halal.

According to BPJPH, guaranteeing halal supply chains is very important. This includes ensuring that halal products are not adulterated and that there is no evidence of contamination. Halal assurance starts at the warehouse, during transportation, and ends at the terminal. In the warehouse supply chain, halal control includes receiving halal materials, sorting materials, and sending materials. To prevent contamination, receiving, sorting, and shipping processes must be identified with labels and information that distinguish halal goods from non-halal goods. At the sorting level, "rejected" items will also be separated. If a company's franchise provider comes from a franchise center, which regulates all franchise requirements for its branches, this can be exemplified. The process of receiving materials at an intermediary warehouse differs greatly from that of a franchise branch warehouse.

However, the intermediary warehouse has a larger freezer than the warehouse at the company's franchise branch. Food additives such as wheat flour and cooking oil have been certified halal. The halal logo must also be on vehicles transporting materials within the business franchise. However, the halal supply chain logo was not found on the vehicle or the paperwork. There are undocumented regulations that serve as a reference during the materials acceptance process. The ordering party does not check the halal logo because they believe the ingredients sent are guaranteed to be halal. Therefore, a comprehensive inspection of the materials received cannot be properly categorized because the inspection only relates to the correspondence between the name and quantity of materials sent and received. Rejected materials are separated from ready-to-ship materials due to their quality. The halal guarantee process for a company's supply chain includes every stage of raw material processing by suppliers.

Franchise suppliers for industries such as meat companies that do not have warehouses to store raw materials. The main mitigation strategy to guarantee the halal status of beef in slaughterhouses (RPH) is the obligation of vendors or factories to issue written manuals regarding stunning equipment. The priority halal risk mitigation strategy for retail to avoid meat contamination is the need for halal policies for transportation companies and supermarkets (Maman, 2018). Returning halal frozen meat products is a major challenge in the supply chain due to the large volume and costs of processing returns (Fernando, 2022). Other seasonings, such as meat seasoning and frying seasoning, are made directly by the company's franchise center. Auxiliary materials, such as flour and cooking oil, come from wholesale stores with brands that comply with standard operating procedure (SOP) documents. The fulfillment of additional material will make franchise companies more flexible than franchises. The franchise supply chain halal assurance process for warehouse operations, which includes receiving, sorting, and shipping materials, is generally nearly identical to the process undertaken by franchise companies.

The halal guarantee system is designed to assist producers and entrepreneurs in implementing an animal slaughter system under Islamic law. These standards will specify the type of animal that must be slaughtered, slaughter procedures, equipment used, and requirements for producing halal meat. Several requirements must be met when slaughtering animals: (1). The slaughterer must be of sound mind, Muslim, and

(2). The tool must be sharp so that blood can flow through the throat and food and drink channels (3). Say the name of Allah SWT. A business franchise will ensure that halal and supply chain logos are included in material or packaging shipping documents. The franchise company believes the ingredients are high-quality and halal because they have a BPJPH halal certificate. If damaged or defective materials are found during the sorting process, they will be separated from quality materials. The product does not use defective meat because meat raw materials that do not meet standards are returned to the supplier. To ensure a halal supply chain, franchises receive ingredients from suppliers through a predetermined framework. Meat is the raw material referred to in this case. The company will only increase material sources and production processes to produce halal products. The halal supply chain is one of the important components in producing truly halal products.

The halal supply chain was established to meet Muslim customers' needs for halal goods. Halal supply chain management is an important discipline in the industry that ensures halal integrity from the source of ingredients to the end customer. Halal supply chains follow the same principles as general supply chains because Islamic religious rules are part of the supply chain. The integrity of halal meat supply chain management operations in non-Muslim majority environments can be protected with substantial involvement from relevant authorities, such as federal government agencies and halal certification bodies, as is the case in Australia. With the implementation of certain halal meat production policies, namely the Australian Government Authorized Halal Program, all parties handling the production of halal meat for export purposes are required to fulfill religious and food safety requirements, thereby providing the necessary guarantees for halal meat consumers, especially those from the Muslim community (Zulfakar, 2018).

During the delivery process in the delivery area, cleaning the vehicle and room and loading and unloading is very important, starting with cleaning the vehicle. Companies do a lot to ensure the integrity of the shipping supply chain. The company's franchises deliver products using trucks equipped with refrigerators to maintain the quality of the ingredients. Both the vehicle and the refrigerator have been cleaned. If the part is directly connected to the material, its most important cleaning is done in the refrigerator case. Cleaning must be carried out according to

standard procedures and using running water. Residual water produced from melting meat raw materials is one source of contamination that can occur. Loading and unloading cars is another important activity. The loading and unloading process is safe from contamination if the materials are not mixed with other materials that can cause contamination or other hazardous materials. During the loading and unloading, the franchise company only transports and uses halal materials. There is no mixture of halal and other non-halal ingredients. Additionally, the ingredients are delivered in safe packaging. Supply chain halal assurance differs from corporate franchising because the materials used and delivered to the franchise center have been certified halal. As a result, the chances of contamination are very small. One of the vehicles used by company franchises to transport raw materials and small-scale products is a motorbike; Vehicles must be cleaned before delivery. using plastic bags as raw material.

To ensure that the meat is halal, slaughtering, cleaning, and cutting the meat is carried out during the delivery of raw materials. The company's franchises deliver fresh meat via primary packaging, which consists of a transparent plastic bag, and secondary packaging, which consists of a large, tightly closed plastic bag. When the vehicle is dismantled, halal supply chain assurance prevents contamination. During storage, raw materials and additional materials will not be mixed. In addition, the company franchise ensures that its ingredients are completely halal because there is no mixture of halal ingredients with non-halal ingredients or ingredients that can cause uncleanness. Thus, the ingredients used by the company are not contaminated by non-halal ingredients. Raw materials are always packaged in primary and secondary packaging during delivery to remain safe until they arrive at the destination warehouse. During the delivery of halal ingredients, it is guaranteed that there is no mixture of other ingredients that could cause contamination or be unclean. However, no written evidence suggests that non-halal ingredients can cause contamination. According to the existing explanation, the security of the company's franchise supply chain must meet the requirements.

In the destination terminal area, inspection of halal materials, temporary storage in cold rooms, consolidation of materials, and availability of documentation are important tasks. Halal guarantees on halal material inspections include checking

halal labels and halal supply chain labels on shipping documents, packaging, and the physical condition of materials. This is done on corporate franchises to ensure that quantities, manufacturer names, and physical condition of ingredients all match shipping documents. The halal supply chain and its labels must be checked directly, and standards must be adhered to ensure that the supply chain is halal in these operations. The halal supply chain prioritizes several important functions, such as halal certification, halal standards, traceability, halal assets, and trust in the supply chain when materials enter the company. During the company's halal supply chain guarantee process, the material storage process is carried out to ensure that all materials are available for packaging and are not contaminated by haram materials or materials that can cause uncleanness. The usefulness of plastic packaging is limited to situations where it comes into direct contact with materials. Wet and dry materials are not the same when stored. At the company's franchises, the meat is stored in coolers. materials such as oil.

One part of the ingredient consolidation process is determining whether non-halal ingredients can contaminate halal ingredients. The company's franchises thoroughly test all ingredients used to make the products. In addition, the company has received halal certification from BPJPH, which means that the company's franchise branches do not need to carry out ingredient consolidation checks. During the material handling process, no contamination occurs between the materials used and prohibited materials or unpleasant odors. In addition, when the storage process is carried out in the branch warehouse, the possibility of contamination of product raw materials is very small because the tools and materials used during the process are safe tools and materials. During storage, neither documents nor packages have halal supply chain labels, and damaged materials are not accepted. Business franchise objectives can be guaranteed in various ways, including halal material inspection, temporary storage, material consolidation, material handling, and documentation. Business franchises do not check halal or supply chain labels on documents and material packaging. Instead, they check the quantity of materials, the compatibility of the types of materials ordered with those received, the compatibility of the manufacturer's name, and the physical condition of the materials received.

The halal logo has been affixed to the packaging of raw materials used by the company's franchises, including wheat flour, starch, marinades, and cooking oil used to make the products. Prioritized mitigation for frozen food companies, especially food products, is good manufacturing practice training, creating and implementing halal standard operational procedures, creating cleanliness schedules, and using halal raw materials and additional materials and facilities. Risks, risk agents, and mitigation measures were used to develop a common halal supply chain risk management framework that all frozen food companies can use. Halal supply chain risk management can be determined based on the impact and intensity influencing the risk (Kristanto, 2023).

In the temporary storage of corporate franchises, an assurance process must be carried out to ensure that non-halal ingredients are not contaminated. Company franchises ensure product quality and halalness by differentiating dry raw materials from wet or perishable raw materials. In addition, raw materials are protected from external contamination. Since all ingredients used by the company are halal, the company franchise ensures that the halal ingredients are not contaminated by haram or unclean ingredients during storage. In addition, non-halal ingredients are also checked to ensure that non-halal ingredients do not contaminate halal ingredients. All ingredients used in the manufacture of products must be thoroughly tested and certified halal by BPJPH to ensure that franchise ingredients are not adulterated or cause unpleasant odors. Guaranteeing the halal activities of the company's franchise objectives, including inspection of halal materials, temporary storage, consolidation of materials, maintenance of materials, and documentation.

However, the company franchise does not check the halal label or halal supply chain label on the ingredients or documents. All checks are carried out, including the quantity of materials, suitability of the type of materials ordered and those received based on the existing receipt, suitability of the manufacturer's name, and the physical condition of the materials received. All raw materials used by the company's franchises, including wheat flour, starch, marinade, and cooking oil, are packaged with the halal logo. The company franchise guarantees that halal and haram goods are not contaminated by haram or unclean goods when temporarily stored. This is done

by differentiating dry raw materials from wet or perishable raw materials while maintaining the quality and purity of the raw materials.

Another important activity is material combining and material handling. The company's franchise focuses on combining ingredients to ensure that non-halal ingredients do not contaminate halal ingredients because the products are halal and prioritize halalness. All equipment and materials required to handle materials are safe to use. Ensure the equipment used in each process is clean and cleaned with running water. To ensure the quality of the company's franchise products, handling procedures must be documented and compiled in Standard Operating Procedures (SOP) for handling materials. The absence of a halal supply chain or a rejection label for goods sent in damaged condition is a deficiency in the company's halal and franchise guarantee process. This indicates that there is no real evidence of the goods being damaged on the documents or the packaging during shipping or any action taken regarding this issue.

The cleaning process is an important step in ensuring a halal supply chain. The important thing to pay attention to during this process is whether the cleaning material used is not unclean or could contaminate it. Cleaning raw materials and equipment used in the production or cooking is an important part of cleaning a company franchise. To clean equipment, running water and equipment cleaning fluids that are safe to use are used when in direct contact with product raw materials. The dirt produced is not very large dirt, so just wash it with running water. The washing process must remove various impurities, such as haram or unclean materials (other than pork), and ensure that the product or material is not contaminated by other haram or unclean materials. The washing process includes soaping, scraping, flushing, soaking, washing, rinsing, and drying.

The procedures used by a franchise are almost the same as those used by other companies. However, other franchise companies must have written documents that explain how raw materials must be cleaned. The downside is that there are no instructions on how to clean dirty materials. While cleaning materials and equipment is absolutely necessary, using running water and cleaning fluids that are safe for production equipment is necessary. The halal assurance process for the company's franchise products and supply chain is almost identical. Companies with various

franchises will also do the same. Companies that have franchises have Standard Operating Procedures (SOP) that regulate product manufacture, washing and handling of materials, and classification of materials used. Companies that do not have a franchise must create new SOP. which in this case would happen if the company only handled the products that have been indicated.

If we want to ensure that the products consumed are halal, it is very important to define halal supply chain management principles. The following factors will determine the basis of halal supply chain management: risk of contamination and direct contact with potentially haram products. These companies differ in terms of guaranteeing halal supply chains. Because each company uses different means of transportation to transport raw materials, their operations will differ. Meat, the destination ingredient, will remain fresh when it arrives at the destination terminal because the material delivery process uses a box car with a refrigerator or cooler. This means deliveries by franchised business companies are safer than deliveries by other companies. One obstacle to guaranteeing a halal supply chain is the lack of standards that explain it. Because halal foods are known to have clean and safe ingredients, consumer demand for these foods is increasing. Findings show that product characteristics (in bulk versus units, ambient chain versus cold chain) and market requirements (Muslim or non-Muslim countries) determine the supply chain's vulnerability to halal contamination, so it is necessary to carry out halal control and assurance activities to reduce it (Tieman, 2012). Consumers now understand more about halal food, not only about whether food ingredients are halal but also about all the processes involved in the supply chain. Measuring supply chain performance is needed to evaluate, improve, and develop the supply chain to produce halal products that comply with standards.

The Impact of Halal Supply Chain Policies on Sharia Business and Economic Growth

As supply chain systems are decentralized and centralized, they will impact different performance levels. Efficiency, which includes how profitable or burdensome a supply chain is, is one measure of organizational, industrial, and corporate performance. In addition to the halal guarantee system, centralized and

decentralized supply chain models will impact supply chain efficiency when the Sharia economy and business grow. Halal supply chains can optimize supply chains by promoting careful, qualitative, and mutually reinforcing systems. On the other hand, the implementation of halal supply chains by exporters is determined by perceptions of relative advantage and suitability and by perceived complexity, religious beliefs, and awareness (Qader, 2022).

Supply chain construction has been able to introduce change but with limited profound effect. This is due to lacking human resource institutions, proactive quality control systems, and other verification and assurance mechanisms. The application of supply chain technology will have a positive and significant impact on halal supply chain performance and company competitiveness. The total indirect effect shows that the availability of supply chain technology will indirectly affect a company's competitiveness through halal supply chain performance (Hendayani, 2022). Introducing Sharī'a principles that encapsulate halal food supply chains can provide the necessary input to optimize current supply chain construction (Daouk, 2022). Therefore, a supply chain management system is needed in the distribution process, both centralized and decentralized, from the planning to implementation stages to increase productivity and profits. All deficiencies and differences can be found by looking at management and analyzing the halal guarantee process in each distribution pattern. The integrity of halal products is an increasing concern for government and industry. Three halal supply chain risk cycles are proposed: (1) risk prevention: risk vulnerability assessment, supply chain (re)design, vertical and horizontal collaboration, monitoring; (2) risk mitigation: investigative audits, cross-functional teams, risk mitigation plans, and communications, monitoring; and (3) risk recovery: risk recovery and communication plans, resuming operations, maintaining employee support, reviewing risk mitigation and recovery plans (Tieman, 2017).

It is very interesting to conduct research on halal guarantees in centralized and decentralized distribution systems, as well as evaluate the performance of both. This research aims to determine how the performance of the company's halal distribution and guarantee system correlate. In this case, food companies must be ready to implement a systematic traceability system to ensure the authenticity of halal products and understand the importance of environmental factors in the halal

industry in improving the integrity of the halal food supply chain and protecting against the risk of cross-contamination (Rashid, 2019).

Many indicators have been created to measure supply chain and logistics activities. Time, quality, finance, and productivity are four supply or distribution chain performance indicators. In logistics, the most common indicator is accuracy; Quality indicators show how well a process is carried out. Time indicators also show how long a process takes and where time can be saved for specific activities that can improve overall process performance. Financial indicators showing that the supply chain is halal are helpful for business managers in calculating shipping costs and determining how effective the transportation process is. Finally, economic and business productivity indicators will determine how well resources are used to support supply chain operations. Knowledge regarding managing sustainable halal food supplies in Muslim countries is still limited, even though these countries have a good reputation in halal economics and support the Sustainable Development Goals (SDGs) initiated by the United Nations (Talib, 2023).

External integration is important for food product integrity. To achieve food supply chain integrity, all actors along the supply chain must be fully integrated and comply with the assurance system or process. The more complex the supply chain operations, the greater the need for integration. It can be seen that there is a link between the halal guarantee system and external integration. However, it was found that only customer integration mediated the relationship between the halal assurance system and product quality and production costs. The implication in the food industry is that it may be possible to seek supply chain integration as a structure to achieve excellence, the implementation of a halal guarantee system will have a positive impact on operational performance. Managers in a business company that wants to implement a halal assurance system must invest carefully in an external integration strategy, which in this case will depend on the desired increase in operational performance (Tan 2017).

To see the performance of each supply chain or logistics function, these indicators are applied to each function. These indicators include product selection or purchasing, suppliers and resources, storage and warehouse, inventory management and information systems, logistics management and customer response, and material

receipt. By using these indicators, you can see hidden differences in supply chain management system performance. Guidelines for fulfilling the criteria for a halal guarantee system will be used to examine the halal guarantee process for distribution in decentralized and centralized franchises. On the other hand, the halal label is considered a green label or organic label, which gives consumers confidence in the halal aspects of products and services. Some people consider halal products to have higher value, therefore, the business industry wants to identify sustainable supply chains. The same is measured comprehensively through environmental performance, social performance, and business and economic performance. The welfare of trade and business actors will create a sense of fairness and perceived benefits as well as better quality, healthy ethical practices and help in sustainable development (Haleem 2020). Industry players gain business and economic benefits from growing profits in the halal industry where the market is dynamic enough to generate profits. Halal integrity is a determining factor in directing a sharia business and economic unit to adopt it (Azmi 2019). And the most important thing is the readiness of policy makers to encourage companies to implement halal supply chains.

E. CONCLUSION

One very important component in maintaining the existence of sharia business and economics, especially in the halal industrial ecosystem, especially the halal supply chain, is policy and performance. These two factors determine the level of success in achieving sharia business and economic goals. Therefore, to achieve the goal, evaluation of halal supply chain policies and performance is very important. In the context of halal supply chains, policy formulation processes and their implementation must be evaluated with respect to how effective and efficient they are in maintaining the robustness and integrity of halal supply chains. On the other hand, there are still many challenges that must be overcome to achieve the goal of building a halal supply chain in Indonesia. a combination of all industry players, policy makers, supervisors and users to achieve it.

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