

The potential of ASEAN in halal certification implementation: A review

Abstract

Halal is now seen not only in terms of market share or profitability of products, but what is more important is the implementation of the production of a service or a product itself. In fact, development is not just limited to country, but across the country or even continent. In this case, the various systems and the certificate used are really halal, clean and safe. In the context of the world, and ASEAN countries in particular, the output goes for halal requirements is important for the religious practices and the quality of life that once gives confidence to the various parties including consumers, industry and government. Most existing researches focused on consumer perception of the status of certificates issued, the logo and the quality service of certification body. Moreover, the research on comparison certification done by existing research is only focusing on portal used without a global view. Thus, a qualitative approach through library research is used in collecting related data which aims to review halal certification practices in the context of ASEAN. Result of this study indicates that the ASEAN countries (Malaysia, Indonesia, Singapore, Brunei, Thailand, Vietnam and Philippines) have similarities and differences in practicing halal. However, findings prove that all countries are even in placing sharia as a guide by following Al-Quran and Sunnah as reference. Besides showing that not all countries have same infrastructure and capability as technology and standard preparation.