

Abstract

This research analyzes the Mutual Recognition Agreement (MRA) as a policy mechanism for facilitating the reciprocity of halal certificates by Indonesia's Halal Product Assurance Organizing Agency (BPJPH) and its counterparts, the foreign Halal Certification Bodies (HCBs). Using a qualitative approach, the research draws on interviews with stakeholders from the BPJPH, HCBs, trade promotion office, and business actors, as well as policy document reviews. The analysis follows Gagnon and Labonté's policy analysis circle, examining five components: context, actors, process, content, and impact.

The findings reveal that while the BPJPH has signed numerous Halal MRAs, several remain unimplemented due to the non-compliance requirements especially from the private-type HCBs in secular countries. Even with the government-type HCBs, the Halal MRAs face obstacles to be implemented because of the different regulations. The businesses also report that the Halal MRAs have not significantly improved trade facilitation.

This study suggests BPJPH to differentiate the regulatory approach for private and government-type HCBs, adopt a unilateral recognition for the HCBs in secular countries, and prioritize Halal MRAs with the member of the Organisation of Islamic Cooperation (OIC) based on shared standards. These steps can improve the international distribution of Indonesian halal products internationally and strengthen Indonesia's role within the world's halal ecosystem.

Keywords: halal; mutual recognition agreement; halal certification; policy analysis

Intisari

Penelitian ini menganalisis Mutual Recognition Agreement (MRA) sebagai mekanisme kebijakan untuk memfasilitasi resiprositas sertifikat halal antara Badan Penyelenggara Jaminan Produk Halal (BPJPH) Indonesia dan lembaga halal luar negeri (Halal Certification Bodies/HCBs). Penelitian ini menggunakan pendekatan kualitatif dengan sumber data berupa wawancara dengan pemangku kepentingan dari BPJPH, HCBs, kantor promosi perdagangan, dan pelaku usaha, serta telaah dokumen kebijakan. Analisis dilakukan menggunakan *policy analysis circle* dari Gagnon dan Labonté yang mencakup lima komponen, yaitu konteks, aktor, proses, konten, dan dampak kebijakan.

Hasil penelitian menunjukkan bahwa meskipun BPJPH telah menandatangani sejumlah MRA halal, sebagian di antaranya belum dapat diimplementasikan secara efektif. Hambatan terutama muncul akibat ketidaksesuaian persyaratan, khususnya pada HCB swasta yang beroperasi di negara sekuler. Bahkan dalam kerja sama dengan HCB bertipe pemerintah, implementasi MRA masih menghadapi kendala akibat perbedaan regulasi. Dari perspektif pelaku usaha, keberadaan MRA halal juga belum memberikan dampak signifikan terhadap kemudahan perdagangan.

Penelitian ini merekomendasikan agar BPJPH membedakan pendekatan regulasi antara HCB bertipe pemerintah dan swasta, menerapkan mekanisme pengakuan unilateral bagi HCB di negara sekuler, serta memprioritaskan MRA halal dengan negara-negara anggota Organisasi Kerja Sama Islam (OKI) berdasarkan kesamaan standar. Langkah-langkah tersebut diharapkan dapat meningkatkan distribusi internasional produk halal Indonesia dan memperkuat peran Indonesia dalam ekosistem halal global.

Kata kunci: halal; mutual recognition agreement; sertifikasi halal; analisis kebijakan