

## Integrating the Tetrapreneur Framework for Enhanced Halal Regulation

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**Abstract:** This research presents how to maximize the implementation of Government Regulation No. 42 of 2024 concerning implementing Halal Product Assurance (JPH) with a Tetrapreneur theory approach. The Tetrapreneur theory is a new framework built from 4 pillars: Chainpreneur (Tetra I), Marketpreneur (Tetra II), Qualitypreneur (Tetra III), and Brandpreneur (Tetra IV). By using this theoretical approach, this study offers practical strategies for implementing PP No. 42 of 2024 and offers valuable insights for policymakers and stakeholders to improve the halal certification process in Indonesia. To achieve its objectives, the research uses a descriptive qualitative method that focuses on secondary sources by reviewing regulation research papers, books, journals, and relevant articles.

**Keywords:** Tetraprenenur; Halal Certification; Halal Industry; Entreprenenurship; Small and Medium Enterprises (SMEs)

**Abstrak:** Penelitian ini memaparkan tentang bagaimana memaksimalkan implementasi Peraturan Pemerintah No. 42 Tahun 2024 tentang Penyelenggaraan Jaminan Produk Halal (JPH) dengan pendekatan teori Tetrapreneur. Teori Tetrapreneur merupakan kerangka kerja baru yang dibangun dari 4 pilar, yaitu Tetra I (Chainpreneur), Tetra II (Marketpreneur), Tetra III (Qualitypreneur), dan Tetra IV (Brandpreneur). Dengan menggunakan pendekatan teori tersebut, penelitian ini menawarkan strategi praktis implementasi PP No. 42 Tahun 2024 dan memberikan masukan berharga bagi para pembuat kebijakan dan pemangku kepentingan untuk meningkatkan proses sertifikasi halal di Indonesia. Untuk mencapai tujuannya, penelitian ini menggunakan metode kualitatif deskriptif yang berfokus pada sumber sekunder dengan mengkaji makalah penelitian, buku, jurnal, peraturan, dan artikel yang relevan.

**Kata kunci:** Tetraprenenur; Sertifikasi Halal; Industri Halal; Kewirausahaan; Usaha Kecil Menengah (UKM)

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## **INTRODUCTION**

Products and services related to Islamic sharia (halal) are becoming increasingly popular. This statement is reinforced by data from the Sharia Economy and Finance Report 2020 issued by Bank Indonesia, which states that the Muslim market in Indonesia shows a significant increase, with spending on products and services in the halal economy reaching \$184 billion in 2020 and is estimated to grow by 14.96% CAGR to reach \$281.6 billion in 2025. The growing interest in halal products has encouraged many businesses to enter and compete in the halal sector (Adamsah & Subakti, 2022). This trend reflects the growing awareness and demand among Muslim consumers for goods that align with Islamic principles (Abdullah & Azam, 2020). Businesses are becoming increasingly involved and competitive in the Indonesian halal industry. This is reflected in the various strategies implemented by business actors. One of the strategies is to take halal certification from the Halal Product Guarantee Agency (BPJPH), increasing the consumer's confidence and expanding market opportunities.

In response to increasing public awareness, the Government continues facilitating access to halal certification through various initiatives and regulatory reforms (Adinugraha, 2022). Indonesian society is currently competing to obtain a halal guarantee letter or halal certificate, so the Government, through related institutions, continues to strive to help business actors to be able to obtain halal product guarantees from the Government (Sani et al., 2023). Halal certification is regulated in Law Number 33 of 2014 concerning Halal Product Assurance, which is the basis for ensuring that products and services meet halal standards. To support the implementation of this law, the Government introduced Government Regulation (PP) Number 42 of 2024, which replaces PP Number 39 of 2021. This regulation is important in facilitating the increasing demand for halal products.

Several studies discuss the issues of the implementation of halal certification in Indonesia, including the dynamics of regulatory updates related to halal product guarantees in Indonesia (Frastiawan, 2020). Research on Government Regulation No. 39 of 2021 identifies several issues, such as the limited availability of halal auditors, insufficient infrastructure, and the need for digital transformation through tools such as the SIHALAL application to improve certification efficiency (Al Mubarak et al., 2023). For instance, the cosmetics sector's halal certification system remains fragmented and lacks systemic coordination, necessitating innovative solutions to enhance its viability (Adham et al., 2024). In addition, research on the role of the Halal Certification Institution (LSH) discusses the challenges faced by LSH, namely the need for international standardization and harmonization, maintaining transparency and public trust, overcoming different regulations in various countries, and limited resources and capacity (Japar et al., 2024).

Implementing the Halal Product Guarantee Law and the Job Creation Law has been hampered because its formation ignores many philosophical, sociological, and legal factors. Therefore, it is necessary to strengthen the implementing regulations of this Law comprehensively, including the implementation of national socialization of

the Halal Product Guarantee, which is carried out massively and continuously (Hutagalung et al., 2021). Another study focused on business actors who were less compliant with halal product regulations, linking this issue to regulatory ambiguity and weak enforcement mechanisms, which are harmful to the rights of Muslim consumers (Purwaningsih et al., 2024). These issues show that the implementation of halal regulation in Indonesia needs to be improved. To overcome these issues, an innovation is needed to optimize halal certification implementation in Indonesia.

Indonesian society is currently competing to obtain a halal guarantee letter or halal certificate, so the Government, through related institutions, continues to strive to help business actors to be able to obtain halal product guarantees from the Government (Sani et al., 2023). The new regulation is the Government Regulation (PP) no. 42 of 2024 concerning implementing Halal Product Guarantees (JPH), which is effected on October 17 2024. This regulation is a guideline for business actors to ensure compliance with halal standards regulated in Law (UU) no. 33 of 2014. PP No. 42 of 2024 aims to give customers legal clarity and quality assurance, improve oversight of halal products in circulation, and convince business actors to see halal certification as an added value to their business. These regulatory developments present new challenges and opportunities for business actors in Indonesia, especially in meeting increasingly complex halal standards. As the supervisory institution, BPJPH ensures that PP No. 42 of 2024 is implemented effectively and meets the Government's targets. However, to enhance its implementation, innovative approaches are needed. This research introduces the Tetrapreneur Theory as a framework to optimize the regulation, providing a structured and practical solution for addressing the challenges in its implementation.

In the article " Integrating the Tetrapreneur Framework for Enhanced Halal Regulation in Indonesia," the author intends to implement the Tetrapreneur model theory as a conceptual framework to optimize the implementation of PP No. 42 of 2024. The Tetrapreneur framework consists of four pillars: Tetra I is Chainpreneur, Tetra II is Marketpreneur, Tetra III is Qualitypreneur, and Tetra IV is Brandpreneur. Tetraprenenur is an innovative approach that is relevant for integrating halal principles into all aspects. Tetra I aims to ensure efficiency and halal conformity in the supply chain, Tetra II focuses on developing a competitive halal market, Tetra III emphasizes the importance of quality control at every stage of production, and Tetra IV is oriented towards creating a credible and globally recognized halal brand image.

## **LITERATURE REVIEW**

### **Halal Regulation in Indonesia**

Determination of halal labels on food began in 1985, based on the Joint Decree of the Minister of Health and the Minister of Religion of the Republic of Indonesia No. 42/Menkes/SKB/VIII/1985 and No. 68 of 1985 concerning the inclusion of halal writing on food labels (Frastiawan, 2020). The Indonesian market is increasingly concerned about the halal of products, especially with the issue in the 90s regarding lard and non-halal ingredients in consumed food products. In 2001, the Indonesian government assigned the Indonesian Ulema Council (MUI) to collaborate with the Food and Drug Monitoring Agency (BPOM) to provide halal certification actively. MUI and BPOM coordinate with several government agencies, private sectors, universities, and even foreign agencies in its implementation.

In 2017, the Government formed the Halal Product Guarantee Organizing Agency (BPJPH) based on the mandate of Law No. 33 of 2014. BPJPH is under the Ministry of Religion, which has the authority to formulate and establish JPH policies; establish JPH norms, standards, procedures, and criteria; issue and revoke Halal Certificates and Halal Labels on Products; register Halal Certificates for foreign products; carry out outreach, education, and publication of Halal Products; carrying out accreditation of LPH; register a Halal Auditor; supervising JPH; conducting training for Halal Auditors; and collaborate with domestic and foreign institutions in the field of administration (<https://bpjph.halal.go.id>). The Government's commitment to halal assurance aligns with the notion that halal certification is a recognition that both products and their production processes are in accordance with Islamic law (Alzeer & Abou Hadeed, 2020).

PP No. 42 of 2024 is concerned with strengthening regulations in implementing Halal Product Guarantee (JPH), including technical and administrative aspects covering the entire halal guarantee process, starting from certification to product distribution on the market. This regulation emphasizes the obligation to provide halal certification for products circulating in Indonesia, both domestically produced and imported, as an implementation of the mandate of Law No. 33 of 2014 concerning Halal Product Guarantees. The development of halal certification in Indonesia has followed a pattern of legal and institutional evolution to uphold product integrity (Durrutul et al., 2019). The Indonesian Government also positions the halal industry as a strategic economic pillar that must be enhanced through regulations, production capacity, and global competitiveness (Indonesia.go.id, 2023). However, micro and small enterprises (MSE) still face difficulties accessing halal certification, mainly due to limited awareness and financial capacity, even though the Government offers free certification programs (Jakiyudin, 2019). PP No. 42 of 2024 shows that the Government is serious about ensuring the halal of products consumed by the public. This strengthens the religious consumption aspect and increases the competitiveness of Indonesian products in the global market, which increasingly emphasizes halal certification. In this context, halal has transformed from a personal religious concern into a global symbol of quality assurance and consumer lifestyle (Ambali & Bakar, 2014).

### **Tetrapreneur Theory**

Tetrapreneur is a new theory that prioritizes business development and improvement using four pillars: Chainpreneur, Marketpreneur, Qualitypreneur, and Brandpreneur (Fatimah, P. L. R., 2018).

#### ***Chainpreneur (Tetra I)***

Chainpreneur is a new approach to describing entrepreneurial conditions using the supply chain philosophy. The halal supply chain covers the sourcing of materials, manufacturing, handling, storage, transportation, and distribution of halal products" (Ajidin & Fatimah, 2022). The supply chain is a network connecting companies with suppliers, from production to distribution. It can also be interpreted that the supply chain functions as a link between the product manufacturing process until the product reaches the consumer or buyer.

### ***Marketpreneur (Tetra II)***

Marketpreneur is an innovative perspective that identifies the needs of entrepreneurs at every stage by projecting market activities that meet consumer needs, wants, and expectations. To achieve and maintain profitability, businesses have found that they must produce quality products, operate efficiently, and be socially and ethically responsible in dealing with consumers, employees, investors, government regulators, and the community (Fatimah et al., 2009). The success of a business is not only because of the greatness of a business actor but also because of the unity between consumers, employees, investors, government regulators, and the community collaborating well.

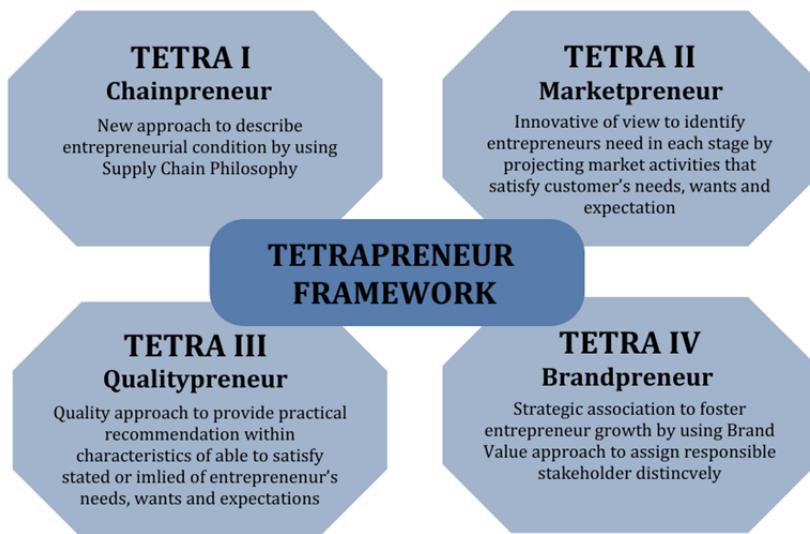
### ***Qualitypreneur (Tetra III)***

The concept of *Qualitypreneur*, which focuses on embedding quality principles into entrepreneurship (Fatimah, 2018), aligns with Sower's (2011) emphasis on continuous improvement and total quality management throughout business operations in providing standard recommendations to meet the explicit and implicit entrepreneurs' needs, wants, and expectations. As we know, if a product has a legal certification, then the certified product is more guaranteed in terms of quality. For example, if a product has halal certification on its product packaging, then automatically, we, as Muslims, are sure to buy or consume it. So, with official halal label recognition from a government in Indonesia or internationally, the product has a "higher quality" from a consumer's perspective.

### ***Brandpreneur (Tetra IV)***

Brandpreneur is a strategy to encourage entrepreneurial growth by using the Brand Value Approach and assigning stakeholders responsibilities. In this context, brand value includes the reputation and identity attached to a product or service, which is an important factor in attracting consumer attention and creating a competitive advantage in driving business growth. Brandpreneur also focuses on how brand values can be used as a key to success in creating and maintaining a strong correlation between products, consumers, and other stakeholders. This strategy aims to generate sustainable growth by ensuring that the brand has high appeal, trust, and relevance in the market.

## Tetrapreneur Framework



**Figure 1. Tetrapreneur Framework**

Source: Fatimah (2016)

## RESEARCH METHOD

This research uses a descriptive qualitative method, which focuses on collecting, analyzing, and combining data from secondary sources. This approach was chosen because it can explore in-depth information without collecting primary data in the field. The Data sources reviewed include papers, books, journals, regulations, articles, and websites from secondary sources. To enrich the analysis and provide a comprehensive perspective, the method used by research will be able to explore how Government Regulations can be implemented effectively with a new theoretical approach, Tetrapreneur Theory. This method allows researchers to understand the context thoroughly, identify research trends or gaps, and build arguments supported by substantial evidence. In addition, this approach facilitates the exploration of existing theories so that research results can enrich the literature or present new perspectives on the topics discussed.

## RESULT AND DISCUSSION

### Tetrapreneur Framework in Government Regulation No. 40 of 2024

The Government can use the theory to ensure its implementation runs effectively, efficiently, and sustainably. This approach not only focuses on compliance with regulations but also encourages the strengthening of the halal ecosystem through innovation, collaboration, and empowerment of business actors to increase the competitiveness of Indonesian halal products in Indonesia and globally.

### Chainpreneur Perspective (Tetra I)

Tetra I Approach Chainpreneur focuses on the development of the halal supply chain. This approach is relevant to several important chapters in PP No. 42 of 2024, namely Chapter II, Halal Product Assurance Organizers, Chapter III, Locations,

Places, and Halal Product Processing Tools, Chapter V, Business Actors, Chapter VIII, Supervision of Halal Product Assurance, Chapter IX Cooperation in the Implementation of Halal Product Assurance, and Chapter XIII Electronic-Based Halal Product Assurance Services. To support the implementation of Tetra I Chainpreneur, the Blockchain application is a promising information technology used in the food industry. It has recently been adopted by the halal food industry (Vanany et al., 2024). The Government should actively contribute by facilitating various strategic steps, such as developing a halal logistics network and creating blockchain technology for transparency. All parties in the supply chain, downstream and upstream, must take individual and joint responsibilities to protect Halal food products from being cross-contaminated, intentionally or unintentionally (Zulfakar et al., 2024.).

Encouraging collaboration between supply chain actors. These steps will ensure that the halal supply chain system runs efficiently, transparently, and following established standards. The steps that need to be implemented are Halal Logistics Network Development. This development aims to create an ecosystem that maintains halal products throughout the process. This network includes storage, transportation, and distribution facilities to minimize the risk of contamination of non-halal products. As part of this effort, the halal certification process must also be seen as part of a broader system that involves institutional collaboration and ecosystem thinking, where a holistic halal certification system requires integration between the certification process, industry players, and regulators to maintain credibility, efficiency, and consumer trust (Noordin et al., 2014).

In this context, it is important to note that the new halal certification rules emphasize product verification and the traceability of each step in the supply chain, reinforcing the necessity for integrated data systems and digital transparency (Smart Legal, 2024). The Government optimizes the function of traditional markets by providing places for Animal Slaughterhouses (RPH) or Poultry Slaughterhouses (RPU) and halal standard storage spread across every sub-district or village. The local Government also plays an important role in the distribution of halal goods in each region by providing transportation services that comply with halal standards. This step allows micro, small, and medium enterprises (MSMEs) to comply with the halal standard process easily. This action ensures the halal of products from start to end and supports local business actors in reaching a broader market. The Government can also collaborate with supply chain actors to provide data and information related to the needs of supply chain facilities.

Through this collaboration, the Government can identify the needs of business actors more accurately in formulating policies or support programs, such as where the halal warehouse will be provided and how many certified transportations are needed. Implementation of blockchain technology presents a unique identifier for every part; for example, in the food industry, blockchain can provide expiration dates, storage temperatures, and delivery information. Blockchain in manufacturing provides layers of accountability and transparency; it is clear that blockchain technology has practicable purposes in the manufacturing domain (Lakshminarayana, 2024). A comprehensive review states that "blockchain applications in food safety are capable of providing a secure, tamper-proof record of every movement in the supply chain, which is crucial for halal assurance systems" (Hema & Manickavasagan, 2024). For example, every party in the supply chain, from

farmers to distributors, can upload information about raw materials, production processes, transportation, and halal certification. By using QR codes on the packaging, we can know the transparent supply chain process of broilers and how the chickens are raised, starting from being given halal feed and slaughtered according to Islamic law and the distribution process that gives halal guarantees. The Government has provided online services for submission and information related to halal certification. However, it needs to be improved by adding a product "traceability" monitoring facility with a QR code on the BPJBH website.

**Encouraging Collaboration between Supply Chain Actors.** For example, meatball producers ensure that the beef they buy is used certified and other supporting ingredients are also halal certified, from packaging to distribution to buyers, which accelerates the acquisition of halal certification. Also, the Government can implement the "Global Mutual Cooperation Tetrapreneur" (G2R) program. The Global Mutual Cooperation (G2R) Tetrapreneur program is a form of innovation in the synergy of cooperation and village entrepreneurship movements, which is expected to bring Indonesia's local wisdom to world rankings (Perencanaan et al., 2018). G2R focuses on strengthening collaboration between Government, business actors, and the community in developing a sustainable halal ecosystem. Through the G2R program, the Central Government can provide strategic policy guidance, while local governments are tasked with implementing the policy according to local potential and needs. Local governments can use this program to increase the capacity of local business actors, such as farmers, producers, and distributors, by providing access to training, technological assistance, and support in halal certification. This approach aligns with the national roadmap, which highlights that the development of halal logistics, the establishment of integrated digital infrastructure, and the strengthening of human resource capacity are essential pillars that must be fulfilled to ensure the competitiveness of Indonesia's halal industry (Komite Nasional Keuangan Syariah, 2022)

### **Marketpreneur Perspective (Tetra II)**

In Tetra II, the focus is on developing and expanding the halal market. This approach is relevant to several Chapters in PP No. 42 of 2024, namely Chapter II: Halal Product Assurance Organizers, Chapter V: Business Actors, Chapter IX: Cooperation in the Implementation of Halal Product Assurance, Chapter XII: Community Participation in the Implementation of JPH, Chapter XIII: Electronic-Based Halal Product Assurance Services. To support the implementation of Tetra II, the Government needs to be more aggressive in improving marketing programs, training programs, and support infrastructure to create a competitive halal market. Most MSME business actors are not yet aware of the obligation to have halal certification for all products effective in 2019 (Suraiyya et al., 2024; Solihin, 2020; Ningrum, 2022). Halal certification is essential for bolstering micro, small, and medium-sized enterprises (MSMEs) to ensure the continuity of production or operation (Purnomo, 2023; Putro et al., 2024). As highlighted in Kompasiana (2024), the reality in the field shows that the implementation of halal certification is still not optimal due to limited socialization, mentoring, and a lack of understanding among UMK actors.

To address these challenges, innovative empowerment models are needed, particularly those grounded in religious and community-based institutions. As shown

in a study on mosque-driven MSME empowerment, the marketpreneur approach is capable of strengthening the halal market ecosystem by integrating religious values and economic activities, in line with maqashid syariah (Fathma et al., 2023). This highlights the potential of local religious infrastructure to serve as catalysts for market expansion and halal literacy.

Accelerate the halal certification process. A fast and easily accessible halal certification process will benefit business actors, especially small and medium enterprises (SMEs). The guarantee of halal products in Indonesia is successful; there needs to be good cooperation between the Government, business actors, and the community (Sani et al., 2023). First, the Government is proactive in "reaching out" to expand the reach of certification services so that not only concentrated in urban areas but also cover villages. Second, In implementation, the Government needs to visit industrial centers to provide socialization, training, and technical assistance related to the halal certification process. Third, the Government has formed a "door to door" team to visit business actors directly, helping them understand and complete certification procedures. Fourth, the Government also can work together with local governments, business associations, and local communities to get data and approach business actors who have not been certified. In the context of regulation, this acceleration reflects the Government's seriousness in carrying out its role as a proactive and inclusive regulator by the mandate of PP No. 42 of 2024. This step also aligns with efforts to increase bureaucratic efficiency, transparency, and accountability in implementing halal product assurance.

Creating a 24-hour halal contact center service. Call centers provide fast service and build trust, positively impacting customer satisfaction. By prioritizing responsiveness, call centers can provide better service and maintain their position as essential to customer support (Vaddadi et al., 2018). This strategy supports the Tetra II: Marketpreneur approach to strengthen the halal market. This service aims to provide fast access to information and assistance to business actors, consumers, and other stakeholders regarding the halal certification process, regulations, and other technical issues. Operators can be centralized or regional and can work with local governments, halal certification institutions, and business associations to provide speed and accuracy of response. Reports from this service can be used to identify frequently occurring problems so that the Government can make policies based on recommendations.

Creating a discussion forum for program adjustments and collaborative resource exchange between educational institutions, religious organizations, and business actors to increase public literacy about the importance of halal products, both from a religious aspect and economic benefits. Transparent, consistent, responsive communication is key to building trust and credibility. Not only conveying information but also actively listening to input and concerns from stakeholders. This can be done through discussion forums, surveys, or informal meetings, which allow for constructive dialogue. In addition, companies also need to make maximum use of digital technology, such as social media and other online platforms, to communicate and interact with stakeholders (Bachtiar et al., 2024).

Using social media and digital platforms for halal literacy campaigns is vital in raising public awareness. When these efforts are well-planned and executed measurably, they can help people better understand the significance of halal products, increasing demand and strengthening Indonesia's halal ecosystem.

Educational institutions can contribute by integrating halal-related content into their curricula, organizing seminars and training sessions, and encouraging students to become agents of change in their communities. Religious organizations can also support these efforts through sermons highlighting the importance of halal products from a Sharia perspective. Brand recognition, religious obligation, and perceived cleanliness were among the most influential factors in Muslim consumer selection of halal products (Mohtar et al., 2014), which is why business actors also play a key role in halal campaigns by explaining how their products meet halal standards and by communicating the added value of halal certification in terms of faith, health, and economic benefit.

Optimizing social media and digital platforms in marketing Indonesian halal products and services, to expand the local and global market. Digital media digital can affect public policy communication (Haryanti et al., 2018). If the demand for the halal market increases significantly, business actors will pursue this market more aggressively. Automatically, the need for halal certification also increases.

### **Qualitypreneur Perspective (Tetra III)**

Tetra III is specifically for products or services that have been halal certified. Consistency of halal-certified products can be achieved by implementing Total Quality Management (TQM). TQM is a management approach focusing on quality as a whole (Oakland, 2014), involving all parties in the production chain to ensure that halal products meet applicable standards. Through TQM, the Government is able to carry out continuous supervision. In addition, TQM also includes regular evaluation, training, and improvement of work systems to increase efficiency while maintaining the halalness of products for business actors. This approach is relevant to Chapter IV: Halal Inspection Institutions & Halal Auditors, Chapter VIII: Supervision of Halal Product Assurance, Chapter IX: Cooperation in the Implementation of Halal Product Assurance, Chapter X: Product Certification with Foreign Halal Product Certification Registration, Chapter VI: Application for Submission & Renewal and Chapter XIII: Electronic-Based Halal Product Assurance Services. The steps that need to be implemented are:

First, monitoring of halal-certified products and services. With regular training aimed at updating the latest information regarding halal standards. This training can be carried out through collaboration between the Government, the Halal Inspection Agency (LPH), and halal business actors. The training participants are halal auditors, business actors, and technical personnel in halal production. The training materials are updated to national and international halal standards, new raw materials and production processes are introduced in accordance with sharia, and technology-based supervision methods are used.

Second, periodic audits of products that have been halal-certified. This audit ensures that products and services meet established standards in raw materials, production processes, and distribution. Early identification of potential deviations can increase consumer trust in halal-certified products. Periodic audits can be carried out by the Halal Inspection Institution (LPH) in collaboration with certified halal auditors. To ensure that periodic audits run effectively, it is important to have clear and transparent standard operating procedures (SOPs), supported by digital technology to facilitate recording and reporting.

Third, the quantity and quality of auditor and LPH standards should be improved through the evaluation of their certificates. The Government needs to increase the capacity of halal inspection institutions and auditors by providing continuous training and ensuring the availability of quality human resources. Auditors and LPH ensure that the production and distribution processes run according to standards. Therefore, it is necessary to evaluate the competence and certification of auditors and LPH to improve their ability to carry out their duties professionally and following the development of halal regulations and technology. This evaluation is carried out periodically, for example, every two or three years, to ensure that their competence remains relevant to the needs of the halal market. Legal certainty in protecting the rights of society remains weak, as the implementation of halal product assurance could become a new burden for the protection of rights among traditional food and beverage producers (Mohammad, 2021; Makbul et al., 2023)

Fourth, regulations should be established to support product innovation. This regulation is expected to create a conducive environment for business actors to innovate their products or services. In this case, the Government is a facilitator in supporting cooperation with universities to utilize laboratories in product research and development.

#### **Brandpreneur Perspective (Tetra IV)**

Tetra IV focuses on the importance of building a halal brand that focuses not only on the halal aspect of the product but also on the added value offered. CHAPTER V: Business Actors, CHAPTER VII: Halal Labels and Non-Halal Information, CHAPTER VIII: Supervision of Halal Product Assurance, CHAPTER IX: Cooperation in the Implementation of Halal Product Assurance, and CHAPTER XIII: Electronic-Based Halal Product Assurance Services. The steps that need to be improved by the Government are:

First, cooperation at the global level. Increasing international cooperation for certification recognition (Japar et al., 2024). The Government is cooperating with countries worldwide to harmonize halal standards between countries. This step is taken to facilitate access for Indonesian products to the global market so that Indonesian halal products can be accepted without undergoing a complex re-certification process. This approach involves cooperation with organizations such as the Organization of Islamic Cooperation (OKI) and the World Halal Food Council (WHFC) to encourage harmonizing global halal standards. Zain et al. (2024) emphasized that differences in national halal standards and logos among ASEAN countries have the potential to hinder the flow of halal product trade in the regional area, which further highlights the urgency of standardization at the international level—increasing the frequency of Indonesia's participation in global halal exhibitions. The Government facilitates the participation of business actors with financial and logistical assistance. This step provides small and medium enterprises (SMEs) opportunities to compete in the global market.

In addition, the Government can use this event to introduce the Indonesian halal industry ecosystem, including innovation in technology, sustainability, and cross-sector collaboration, as the main attraction for global partners and consumers. Furthermore, the Government increases bilateral trade or promotion between countries. Economic Diplomacy creates economic progress for many countries that

benefit from higher exports (Sahputri & Ibrahim, 2023). This program can be strengthened by a global campaign that highlights Indonesia's halal branding as a product that is not only of high quality but also ethical, environmentally friendly, and supports social justice. Organizing international events can be used as an instrument of public diplomacy to implement foreign policy and as momentum in implementing nation branding (Datubara & Arifin, 2023).

Second, providing tax incentives. Finance Minister Sri Mulyani Indrawati said the Government is preparing incentives in the form of tax holidays, import taxes (tax allowances), tax deductions (super tax deductions), and customs fiscal incentives for halal industrial areas in Indonesia so that halal product production is increasingly competitive and able to make Indonesia a halal product hub at the international level ([www.cnnindonesia.com](http://www.cnnindonesia.com)).

This step will positively impact and increase the competitiveness of MSMEs by reducing operational burdens so that they can innovate and expand their markets. This incentive also attracts investors to invest in the halal industry, which ultimately encourages investment growth, creates new jobs, and strengthens the halal ecosystem in Indonesia. In addition, this step supports finance by encouraging MSMEs to become official entities, while strengthening the contribution of the halal sector to achieving sustainable development goals. The overall impact of this policy is to improve people's welfare and strengthen Indonesia's position as a center for the global halal industry.

## CONCLUSION

This research has practical and theoretical implications. Practically, this study offers a structured and innovative approach to optimize the implementation of PP No. 42 of 2024, which seeks to strengthen halal product assurance in Indonesia. By applying the Tetrapreneur Theory as an approach, this study provides practical solutions for business actors, especially MSMEs, to face the challenges of halal certification, such as high costs, unclear regulations, and weak law enforcement. This solution is important to help the government increase the number of halal-certified products and services, increase market competitiveness, and build consumer trust. At the theoretical level, this study introduces the Tetrapreneur framework as a new theory built on four pillars: Chainpreneur, which focuses on a halal-compliant supply chain; Marketpreneur, which aims to expand market access; Qualitypreneur, which emphasizes consistent quality assurance; and Brandpreneur, which focuses on creating a credible and competitive halal brand. This theory integrates halal principles across various aspects of the business and fills the gap in existing research on halal certification strategies.

This research contributes to the academic discussion on innovative approaches to regulatory challenges and improving the global competitiveness of halal products. This study provides valuable insights for policymakers in highlighting strategies to effectively implement and oversee halal certification. It emphasizes the importance of collaboration between government agencies, business actors, and other stakeholders to promote halal awareness, ensure compliance, and build a sustainable halal ecosystem in Indonesia. By addressing the need for innovation in the halal certification process in Indonesia, this study can contribute to the academic and practical fields so that products and services increasingly own halal certification.

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