

## Sertifikasi dan labelisasi halal atas daging sapi impor oleh Indonesia sebagai technical barrier to trade = Halal certification and labelitation on imported beef as technical barrier to trade by Indonesia

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### Abstrak

[<b>ABSTRAK</b><br>

Perdagangan internasional tidak akan dapat terjadi tanpa adanya akses ke pasar domestik dari negara lain. Terbukanya akses pasar ini selain memberikan keuntungan, juga menjadi ancaman baik secara ekonomis maupun secara agamis terutama bagi negara-negara dengan penduduk beragama Islam, salah satunya Indonesia. Sebagaimana diketahui, Indonesia merupakan negara dengan penduduk beragama Islam terbesar di dunia, 87% penduduk Indonesia beragama Islam.

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Secara ekonomis, kehadiran produk-produk tersebut menjadi saingan produk-produk lokal, sedangkan secara agamis kehadiran produk-produk tersebut semakin menambah daftar makanan yang disangsikan kehalalannya oleh umat Islam. Sebab, produk-produk tersebut dibuat oleh negara-negara Barat yang sudah terbiasa menggunakan babi dan alkohol dalam proses produksinya.

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Demi memberikan perlindungan kepada konsumen-konsumen beragama Islam dari produk-produk yang diragukan kehalalannya, terutama produk daging sapi impor, maka pemerintah Indonesia membuat seperangkat kebijakan yang bertujuan agar produk-produk daging sapi impor disertifikasi dan dilabelisasi halal sebelum masuk ke pasar Indonesia. Menurut Hukum World Trade Organization, negara-negara anggota dibebaskan untuk membuat kebijakan domestik demi melindungi konsumen maupun pasar dalam negerinya. Perangkat kebijakan ini dapat diberlakukan selama tidak menimbulkan hambatan yang tidak perlu dalam perdagangan internasional.

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Penelitian ini membahas mengenai kebijakan-kebijakan sertifikasi dan labelisasi halal yang diberlakukan Indonesia sebagai Technical Barrier to Trade atas daging sapi dan produk daging sapi yang diimpor ke Indonesia, penerapannya dan keselarasannya dengan Agreement on Technical Barrier to Trade atau TBT Agreement World Trade Organization. Hasil penelitian menunjukkan bahwa sejauh ini, permasalahan sengketa atas produk daging sapi masih minim jumlahnya dan masih bisa diselesaikan.

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International trade can not occur without access to domestic markets of

other countries. In addition to providing benefits, the opening of this market access also becomes a threat both economically and religiously, especially for countries with a Muslim population, such as Indonesia. As is known, Indonesia is the country with the largest Muslim population in the world, 87 % of Indonesia's population is Muslim.

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Economically, the presence of such products is rival with local products, while religiously presence of these products adds to the list of sanctioned halal food by Muslims. Especially since these products are made by Western countries who are already accustomed to using pork and alcohol in the production process.

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In order to provide protection to Muslim consumers, especially imported beef products, the Indonesian government established a set of policies that aim products imported beef to be halal certified before entering into the Indonesian market. According to the Law of the World Trade Organization, member states are free to make domestic policies to protect consumers as well as its domestic market. This policy can be applied as long as not to cause unnecessary obstacles to international trade.

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This study discusses the policies of halal certification and labeling imposed by Indonesia as Technical Barrier to Trade on beef and beef products imported to Indonesia, its application and its alignment with the Agreement on Technical Barrier to Trade, or TBT Agreement of the World Trade Organization. The results showed that so far, the problem of a dispute over beef products is still minimal in number and still be resolved. International trade can not occur without access to domestic markets of

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