

Halal Food on Airplanes in Indonesia: Does it Provide Optimal Information?

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ARTICLE INFO

Article history

Received: October 21, 2024

Revised: November 18, 2024

Accepted: December 10, 2024

Keywords

Airline Passengers;

Halal Certificate;

Halal Food;

Halal Label;

ABSTRACT

The majority of Indonesia's population adheres to Islam. Therefore, it is essential that food consumption complies with Islamic law, including food consumed on airplanes. However, the information available to passengers regarding the halal status of food remains unclear. The purpose of this study is to analyze the regulation of halal products in Indonesia and to analyze the right to halal product information provided by Indonesian airlines during flights. The research was conducted normatively using a legislative and conceptual approach. Data on halal food information was obtained through internet searches and the food provided by airlines. The results showed that the regulation of halal products in Indonesia more clearly provides protection to consumers than in the Netherlands. Indonesia requires every food product in circulation and trade to include a halal label, namely the halal logo and halal certificate number without exception, while in the Netherlands this is not the case. In Indonesia, food information with a halal label on the plane, not all of them include it on the packaging of food products even though they already have a halal certificate. Passengers will be more comfortable and confident if the halal label information is easy to find and easy to read either on product packaging or in certain places.



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1. Introduction

In the airline business, there is a carriage agreement between the carrier and the passenger to transport the passenger from one place to a specific destination safely.¹ This agreement outlines the rights and obligations of both the carrier and the passenger. One of the carrier's obligations as a business entity is to provide honest, clear, and accurate information when offering goods and services, such as food provided or offered on board. The airline's obligation to provide information about in-flight meals is a passenger's right.

¹ Y Annalisa, Firman Muntaqo, and M Syaifuddin, 'Principle of Impartiality : Air Transport Restriction Policy During the Covid-19 Pandemic in Indonesia', *Jurnal Magister Hukum Udayana (Udayana Master Law Journal)*, 11.2 (2022), 253–62 <https://doi.org/10.24843/JMHU.2022.v11.i02.p02.1.Introduction>

The right to honest, clear, and accurate information has a significant impact on improving efficiency for users in choosing services.²

Globalization has affected all aspects of the global economy, including air transport services. The economic globalization impacting Indonesia has had an extraordinary effect on increasing competition in the aviation industry. Therefore, each airline is required to provide professional services,³ including offering halal meals on board. The right to obtain honest, clear, and accurate information about halal products is crucial for passengers, so that when deciding to purchase a ticket from an airline, they are not exposed to adverse risks that may arise.

The airline business is a capital-intensive industry that consumes vast resources to provide its services. One of these services is the provision of halal food and beverages for Muslim passengers. The global Muslim population in 2024 is estimated to reach 2.02 billion people (25% of the world's population), making Islam the second-largest religion in the world after Christianity. Muslims are spread across every region of the world, with the Asia-Pacific region having the largest Muslim population. Among the countries with the largest Muslim populations in this region are Indonesia, Pakistan, India, and Bangladesh.⁴

Today, consumers worldwide, both Muslim and non-Muslim, seek food that is hygienic, safe, clean, and uncontaminated.⁵ The importance of halal food on the plane is because passengers on the plane almost always have Muslim passengers who also consume halal food in carrying out Islamic law. With the availability of halal food on the plane, it will provide comfort and safety for passengers. The term Halal in the Halal food industry does not only refer to raw materials, but also includes all aspects of Halal, quality, hygiene, and safety.⁶ Food is said to be halal not only to avoid foods that are prohibited for consumption, but cleanliness in the entire food processing process.⁷

The urgency of the need for a sense of comfort and security in consuming halal food aligns with the Theory of Planned Behaviour (TPB). Theory of Planned Behaviour is the most popular social-psychological model for understanding and predicting human

² Sophia Tang, 'Air Carriers' Obligation in "Extraordinary Circumstances"', *European Journal of Risk Regulation*, 4.2 (2013), 275–79 <https://doi.org/10.1017/S1867299X00003457S1867299X00003457>

³ Diane L. Damos, Kimberly S. Boyett, and Patt Gibbs, 'Safety Versus Passenger Service: The Flight Attendants' Dilemma', *International Journal of Aviation Psychology*, 23.2 (2013), 91–112 <https://doi.org/10.1080/10508414.2013.772822>

⁴ Metawe Thamagasorn and Chanathip Pharino, 'An Analysis of Food Waste from a Flight Catering Business for Sustainable Food Waste Management: A Case Study of Halal Food Production Process', *Journal of Cleaner Production*, 228 (2019), 845–55 <https://doi.org/10.1016/j.jclepro.2019.04.312>

⁵ Zul Ariff, Abdul Latiff, and Nurul Nadia, 'Passenger Intentions towards Halal Food in Low Cost Carriers: Key Influencing Factors', *International Journal of Community Development and Management Studies*, 4 (2020), 9–21 <https://doi.org/10.31355/71>

⁶ Nik Azlina Nik Abdullah et al., 'The Application Of The Theory Of Planned Behaviour In Determining Halal Certification Adoption Among Small And Medium-Sized Enterprises (Smes) In Malaysia', *Advanced International Journal of Business, Entrepreneurship and SMEs* 6, no. 20 (2024): 120–30, <https://doi.org/10.35631/aijbes.620011>

⁷ Anisa Nindyasari, Trias Mahmudiono, and Sri Sumarmi, 'Monitoring Proses Pengolahan Makanan Moslem Meal Di PT. Aerofood Indonesia, Tangerang, Banten', *Amerta Nutrition*, 1.4 (2017), 318–30 <https://doi.org/10.20473/amnt.v1.i4.2017.318-330>

behaviour in order to analyse consumer behaviour towards halal⁸ food and is considered one of the leading psychological theories.⁹ According to the TPB, a person's intention is guided by three constructs, namely attitude, subjective norm, and perceived behavioural control. Attitude refers to the sum of beliefs about a behaviour weighted by the person's evaluation of those beliefs while subjective norm refers to the person's beliefs weighted by the importance of one attribute to the opinion of another. Perceived behavioural control is the extent of control over internal factors external to the performance of the behaviour, whether they facilitate or restrain the behaviour. As a general rule, the better the attitude and subjective norm with respect to engaging in the behaviour, and the greater the perceived behavioural control, the more likely a person will form an intention to perform the behaviour, then, the intention is expected to lead to the performance of the behaviour to the extent that people have actual control over the behaviour.¹⁰

Theory of Planned Behaviour (TPB) also emphasizes the prediction of target behaviour attitudes and subjective norms in behaviours that are thought to influence halal food purchase behaviour intention, and TPB also includes perceived behavioural control to perform the behaviour as a factor that influences purchase intention and behaviour.¹¹ Attitude towards a behaviour is a positive or negative evaluation of performing that behaviour and perceived behavioural control is informed by beliefs about individual ownership of the opportunities and resources needed to engage in that behaviour.¹²

Furthermore, according to Ajzen's hypothesis, there is a significant and positive relationship between attitude and intention to purchase halal food products (H-1); There is a significant and positive relationship between subjective norms and intention to purchase halal food products (H-2); and There is a significant and positive relationship between perceived behavioural control and intention to purchase halal food products (H-3). In hypotheses H1-H3, it was found significant in the prediction model. These results provide support for hypotheses H1-H3, namely the relationship between attitude (b $\frac{1}{4}$ 0.213 and p, 0.001), subjective norms on intention to buy halal food (b $\frac{1}{4}$ 0.157 and p, 0.01), and perceived behavioural control on purchasing halal food (b $\frac{1}{4}$ 0.205 and p, 0.001).¹³

In the context of universal values that concern both Muslims and non-Muslims, the similarity between halal practices and other ethical practices offers opportunities for global recognition of the halal lifestyle.¹⁴ In fact, according to research by Rezai in Malaysia,

⁸ Icek Ajzen, 'Consumer Attitudes and Behavior: The Theory of Planned Behavior Applied to Food Consumption Decisions', 2015, 121–38 <https://doi.org/10.13128/REA-18003>

⁹ İnci Varinli, Ekrem Erdem, and Mutlu Yüksel Avcılar, 'Exploring the Factors Affecting Purchase Intention of Halal Certified Foods in Turkey: A PLS-Path Modeling Study', *European Journal of Business and Management*, 8.4 (2016), 68–78. <https://www.iiste.org/Journals/index.php/EJBM/article/view/28640>

¹⁰ Yuhanis Abdul Aziz and Nyen Vui Chok, 'The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach', *Journal of International Food and Agribusiness Marketing*, 25.1 (2013), 1–23 <https://doi.org/10.1080/08974438.2013.723997>

¹¹ Syed Shah Alam and Nazura Mohamed Sayuti, 'Applying the Theory of Planned Behavior (TPB) in Halal Food Purchasing', *International Journal of Commerce and Management*, 21.1 (2011), 8–20 <https://doi.org/10.1108/10569211111111676>

¹² Icek Ajzen, 'The Theory of Planned Behavior', *Handbook of Theories of Social Psychology: Volume 1*, 50 (1991), 179–211 <https://doi.org/10.4135/9781446249215.n22>

¹³ Ajzen, 'The Theory of Planned Behavior'.

¹⁴ Ayten Erol, 'Basis of Halal Lifestyle in Islamic Law', *Journal of Food Science and Engineering*, 11 (2021), 23–32 <https://doi.org/10.17265/2159-5828/2021.01.003>

most non-Muslims tend to prefer food products with the halal logo for health reasons.¹⁵ Halal products are regarded as a standard for health guarantees, quality, cleanliness, and safety. The concept of halal has gained the attention of Muslim consumers, in line with the growing concern for health. The halal food business has great potential to attract non-Muslims as a target market.¹⁶

Muslims who wish to travel by air, especially for long distances, will consider choosing an airline that offers halal food. This consideration is important for passengers to feel comfortable during the flight. The halal status of food becomes even more crucial for Muslims, as food is not only judged by appearance and taste but also by its halal status.¹⁷ Even now, consumers worldwide, both Muslim and non-Muslim, are seeking food that is hygienic, safe, clean, and uncontaminated. The rapid movement of global food supplies has heightened consumer awareness of food safety, quality, and cleanliness.¹⁸

Halal has become a certified brand, regarded as a requirement for health and high quality due to strict controls and inspections throughout the supply chain. However, it is necessary to investigate whether the food provided by airlines has maximized the information given to passengers, such as displaying the halal label and halal certification number. Therefore, the aim of this research is to evaluate the regulation of halal products in Indonesia and to analyze the right to halal product information provided by Indonesian airlines in offering halal food on board.

The presence of a halal label assures passengers that the food provided on the plane is halal. Growing awareness about food safety is one of the reasons for the increasing demand for halal food. Therefore it needs to be promoted.¹⁹ The halal logo or label and halal certification ensure its unique attributes, such as trust, cleanliness, purity, health, and safety. Besides halal food, it is crucial for airlines to continue understanding passengers' needs for additional services, such as the freshness of ingredients, cleanliness of dining equipment, and hygienic food management during flights.²⁰ Furthermore, research by Heesup Han shows that the quality of food and beverages on board significantly enhances

¹⁵ Golnaz Rezai, Zainalabidin Mohamed, and Mad Nasir Shamsudin, 'Assessment of Consumers' Confidence on Halal Labelled Manufactured Food in Malaysia', *Pertanika Journal of Social Science and Humanities*, 20.1 (2012), 33–42. <http://www.pertanika.upm.edu.my/pjssh/browse/regular-issue?article=JSSH-0175-2010>

¹⁶ Vloreen Nity Mathew, Ardiana Mazwa Raudah binti Amir Abdullah, and Siti Nurazizah binti Mohamad Ismail, 'Acceptance on Halal Food among Non-Muslim Consumers', *Procedia - Social and Behavioral Sciences*, 121 (2014), 262–71 <https://doi.org/10.1016/j.sbspro.2014.01.1127>

¹⁷ Miftah Farid and Hasan Basri, 'The Effects of Haram Food on Human Emotional and Spiritual Intelligence Levels', *Indonesian Journal of Halal Research*, 2.1 (2020), 21–26 <https://doi.org/10.15575/ijhar.v2i1.7711>

¹⁸ Ismail Abd Latif and others, 'A Comparative Analysis of Global Halal Certification Requirements', *Journal of Food Products Marketing*, 20.November 2014 (2014), 85–101 <https://doi.org/10.1080/10454446.2014.921869>

¹⁹ Salman Yousaf and Fan Xiucheng, 'Halal Culinary and Tourism Marketing Strategies on Government Websites: A Preliminary Analysis', *Tourism Management*, 68 (2018), 423–43 <https://doi.org/10.1016/j.tourman.2018.04.006>

²⁰ JooEun Lee and SeonHee Ko, 'Effect of the In-Flight Meal Service Quality on the Customer Value and Loyalty', *Indian Journal of Science and Technology*, 9.26 (2016) <https://doi.org/10.17485/ijst/2016/v9i26/97276>

passengers' perceptions of price fairness, airline image, and satisfaction in their decision-making process for flying again with the same airlines.²¹

There are still few previous studies that discuss halal food promotion carried out by airlines in Indonesia. Although there are some researchers have given attention to halal tourism criteria and some previous articles have provided a review of airline literature in halal tourism as mentioned in Table 1.²²

Table 1. Airlines with Halal Meals on Offer

No	Airline	Halal Certification
1	Air Asia	Yes- all inflight food Halal certified except for AirAsia Japan and Philippines Air Asia
2	Air Blue	Full halal menu
3	Air Canada, Air India	Verbally confirmed
4	Air China, China Airlines, Asiana Airlines, Korean Airlines, Cathay Pacific Cargo, All Nippon Airways, Sichuan Airlines, Xiamen Airlines, China Eastern Airlines, China Southern Airlines	Verbally confirmed by airline staff
5	Alitalia	All Proteins guaranteed by halal certification
6	Biman Bangladesh, Delta, Emirates, Japan Airlines, Kenya Airways, Lion Air, South African Airways	Fully certified
7	Egypt Air, Etihad	All standard meals are halal
8	Garuda Indonesia, Gulf Air, Iran Air, Kuwait Airways, Malaysia Airlines, MEA, Oman Air, Pakistan International Airlines, Qatar Airways, Royal Air Maroc, Royal Brunei, Royal Jordanian, Saudi Arabian Airlines, Shaheen Air, Tunisair, Turkish Airlines	All meals are halal
9	Lufthansa	Meat is halal certified

Source: ajeng puspa marlinda, et al. The Role of Airlines in Promoting Halal Tourism', *Sociologia y Tecnociencia* 13, no. 1 (2023): 145–64, <https://doi.org/10.24197/st.1.2023.145-164>.

Based on table 1, international commercial airlines stated a variety of halal food related issues such as; all flights have halal food certificates, complete halal menu, verbal confirmation, verbal confirmation by airline staff, halal assurance, certified menu, all food is halal standard, halal certified meat and all food is halal. Commercial airline Garuda Indonesia states all meals are halal. Recognising the needs of Muslim travellers, many global commercial airlines have taken steps to offer halal meal options. Garuda Indonesia, Indonesia's national and international commercial airline, understands the importance of halal food for Muslim travellers. The airline offers a variety of halal meal options, including Indonesian specialities such as gado-gado and nasi goreng. Passengers can enjoy the authentic flavours of Indonesia when flying with Garuda Indonesia.

Furthermore, Ajeng Puspa Marlinda et.al mentioned the findings of their research, namely the role of airlines in promoting halal tourism has several forms, namely fulfilling Muslim-friendly airport facilities, providing Muslim-friendly airlines, equipping airlines with halal food, achieving world halal tourism, installing halal tourism logos, improving Muslim-friendly airline digital services, and using advertising media, both print and electronic. But it has not discussed in detail the halal food on board the aircraft.

²¹ Heesup Han and others, 'Role of Airline Food Quality, Price Reasonableness, Image, Satisfaction, and Attachment in Building Re-Flying Intention', *International Journal of Hospitality Management*, 80, January (2019), 91–100 <https://doi.org/10.1016/j.ijhm.2019.01.013>

²² Ajeng Puspa Marlinda and others, 'The Role of Airlines in Promoting Halal Tourism', *Sociologia y Tecnociencia*, 13.1 (2023), 145–64 <https://doi.org/10.24197/st.1.2023.145-164>

Halal food is very important for Muslim travellers²³ on airplanes as it allows them to maintain their religious and cultural practices, while also feeling comfortable and safe.²⁴ There are already many commercial airlines that offer halal meals to cater to the needs of Muslim travellers. One of them is Indonesia which has made halal certification a priority for its tourism industry supported by the Indonesian Government.²⁵ The Indonesian government's support for halal tourism can be seen from its efforts in providing a strong regulatory framework, one of which is for the aviation industry, namely through Law No. 33 of 2014 concerning Halal Product Guarantee which emphasises the importance of halal certification, requiring food, beverages and other travel-related services to meet halal standards and the Indonesian government has built the trust of Muslim tourists from all over the world.²⁶

In recent years, there has been an increasing demand for halal food options, not only in restaurants and hotels, but also in airlines. Muslim travellers, who adhere to specific religious dietary requirements, are looking for airlines that can accommodate their needs.²⁷ Halal food options in airlines as well as adhering to specific religious dietary requirements, and seeking airlines that can accommodate their needs are important for Muslim travellers.

The halal tourism industry cannot be separated from the religious practices of the majority of Muslims in Indonesia. The development of sharia or halal tourism is an alternative for the Indonesian travel industry in line with the trend of the halal Tourism Industry as part of the global Islamic economy.²⁸ Halal tourism in Indonesia has good economic prospects as part of the national tourism industry. Halal tourism is not exclusive but inclusive for all travellers (Muslims and non-Muslims), where the core of halal tourism puts forward the principles of sharia in tourism management and services.

2. Research Method

Research on halal food information on commercial aircraft in Indonesia is carried out with the following steps, firstly tracing information sourced from journal articles online. Second, collecting several regulations related to halal certification and halal labelling other than in Indonesia, namely Malaysia and the Netherlands. Third, collecting data through interviews at the Halal Product Guarantee Agency in Indonesia, Halal Products at Jabatan Kemajuan Islam Malaysia (JAKIM)²⁹, Putrajaya and Muslim tourist passengers, namely tour leaders, Indonesian tourists who often travel on commercial flights both domestically

²³ Maryam Taha Mannaa, 'Halal Food in the Tourist Destination and Its Importance for Muslim Travellers', *Current Issues in Tourism*, 23.17 (2020), 2195–2206 <https://doi.org/10.1080/13683500.2019.1616678>

²⁴ Mohd Hafiz Hanafiah and Nurul Alia Aqilah Hamdan, 'Determinants of Muslim Travellers Halal Food Consumption Attitude and Behavioural Intentions', *Journal of Islamic Marketing*, 12.6 (2020), 1197–1218 <https://doi.org/10.1108/JIMA-09-2019-0195>

²⁵ Nurul Huda and others, 'Strategic Model for Halal Tourism Development in Indonesia: A Preliminary Research', *Indonesian Journal of Halal Research*, 4.2 (2022), 53–64 <https://doi.org/10.15575/ijhar.v4i2.11849>

²⁶ Hendri Hermawan Adinugraha and others, 'Halal Tourism in Indonesia: An Indonesian Council of Ulama National Sharia Board Fatwa Perspective', *Journal of Asian Finance, Economics and Business*, 8.3 (2021), 665–73 <https://doi.org/10.13106/jafeb.2021.vol8.no3.0665>

²⁷ Ishan Wijewardana, 'Which Airlines Serve Halal Food?', *Bakkali*, 2024.

²⁸ Zakiah Samori, Nor Zafir Md Salleh, and Mohammad Mahyuddin Khalid, 'Current Trends on Halal Tourism: Cases on Selected Asian Countries', *Tourism Management Perspectives*, 19 (2016), 131–36 <https://doi.org/https://doi.org/10.1016/j.tmp.2015.12.011>

²⁹ Latif and others.

and abroad. Fourth, conducting an analysis technique by describing and interpreting the data that has been collected based on Normative research with statutory and conceptual approaches. Fifth, make conclusions from the discussion related to the research objectives studied regarding halal food on the plane and answer the problems studied.

3. Results and Discussion

3.1 Halal Food in Flight in Indonesia

The concept of halal food is not only recognized by Muslims but also globally acknowledged as a benchmark for safety, cleanliness, and quality assurance in daily consumption.³⁰ According to Amalia, the concept of halal food comprises several elements, including cleanliness, safety, wholesomeness, purity, manufacturing, production, processes, honesty, integrity, food service, as well as financial and social activities.³¹ To ensure that adherents of all religions can practice their faith and follow its teachings,³² the state is obligated to provide protection and assurance regarding the halal status of products consumed and used by the public. However, not all products circulating in society are guaranteed to be halal. The assurance of halal status for food and beverages is regulated by legislation, including Indonesian Law No. 33 of 2014 concerning Halal Product Assurance, Government Regulation No. 39 of 2021 on the Implementation of Halal Product Assurance³³, and Law No. 8 of 1999 on Consumer Protection.³⁴

Halal products are those that have been declared halal in accordance with Islamic law.³⁵ Food is one category of product that must be halal-certified under Article 155, paragraph (2) of Government Regulation No. 42/2024 on the Implementation of Halal Product Assurance and Decision of the Minister of Religion of the Republic of Indonesia No. 748 of 2021 concerning the Types of Products that Must Be Halal-Certified (see the annex regarding food products requiring halal certification). Additionally, all products that enter, circulate, and are traded in Indonesia must be halal-certified (Article 4 of Indonesian Law No. 33 of 2014 on Halal Product Assurance and Article 2 of Government Regulation No. 42 of 2024). As such, food served to passengers on Indonesia-flagged aircraft must be halal-certified by the Halal Product Assurance Organizing Agency to ensure legal certainty, safety, comfort, and confidence for Muslim passengers. Besides issuing halal certificates and labels, the agency has the authority to revoke these certifications and register halal certificates for foreign products. Business operators who already hold a halal certificate but fail to maintain the halal status of their food products face imprisonment of

³⁰ Amalia Mustika Inong, Savitri Hendradewi, and Ratnaningtyas, Heny, 'Halal Label: Is It Important in Determining Buying Interest?', *JIMFE (Jurnal Ilmiah Manajemen Fakultas Ekonomi)*, 07.01 (2021), 1–10 <https://doi.org/10.34203/jimfe.v7i1.2929>

³¹ Mehkar Sherwani and others, 'Determinants of Muslim Consumers' Halal Meat Consumption: Applying and Extending the Theory of Planned Behavior', *Journal of Food Products Marketing*, 24.8 (2018), 960–81 <https://doi.org/10.1080/10454446.2018.1450173>

³² Republic of Indonesia, *The 1945 Constitution of the Republic of Indonesia, Article 29, Paragraph 2: The State Guarantees All Persons the Freedom of Worship, Each According to His/Her Own Religion or Belief.* (Indonesia, 1945).

³³ President of The Republic of Indonesia, 'Peraturan Pemerintah Republik Indonesia Nomor 39 Tahun 2021 Tentang Penyelenggaraan Bidang Jaminan Produk Halal', *Government of The Republic of Indonesia*, 086085, 2021, 1–110.

³⁴ Jalaluddin Jalaluddin and others, 'Proliferation of Halal Regulation and Enforcement in Indonesia and Malaysia', *Journal of Human Rights, Culture and Legal System*, 4.1 (2024), 194–208 <https://doi.org/https://doi.org/10.53955/jhcls.v4i1.126>

³⁵ Menteri Hukum dan Hak Asasi Manusia, 'UU No.33 Tahun 2014 (2014)', *UU No.33 Tahun 2014*, 1, 2014.

up to five years or fines up to two billion rupiah (Article 56 of Indonesian Law No. 33 of 2014).

The obligation for halal certification for products circulating and traded in Indonesia took effect five years after the enactment of the law in 2014, meaning that by October 17, 2026, businesses must have halal certification (Article 160 paragraph 2 of Government Regulation No. 42 of 2024). Food products circulating in Indonesia, including those served on airplanes, must now be halal-certified. However, for micro and small enterprises, the government has postponed the mandatory halal certification for food products until October 2026. This delay in the certification requirement is a form of support for small businesses, giving them time to obtain a Business Identification Number and apply for halal certification by October 2026.

A halal certificate is a recognition of the halal status of a product issued by the Halal Product Assurance Organizing Agency based on a written halal fatwa from the Indonesian Ulema Council. The halal label must be easy to see, read, and not easily removed, erased, or damaged (Article 39 of Indonesian Law No. 33 of 2014). If business operators display a halal label inappropriately, they face administrative sanctions, including verbal warnings, written warnings, or revocation of the halal certificate. However, halal products from abroad do not require separate halal certification if they have been issued by foreign halal certification bodies that have mutual recognition agreements, such as between Indonesia and Malaysia in 2023, Indonesia and Italy in October 2024, Indonesia and Saudi Arabia in March 2021. However, these certificates must be registered with the Halal Product Assurance Organizing Agency before the products are distributed in Indonesia (Article 47, paragraph 3 of Indonesian Law No. 33 of 2014). In the future, Indonesia needs to strengthen global cooperation on halal products to increase the trade volume and value of halal products between cooperating countries. The Indonesian government aspires to make Indonesia the world's leading producer of halal products.³⁶

As a comparison In Malaysia, only the Department of Islamic Development Malaysia (JAKIM) is authorized to issue and certify halal certificates, based on the Trade Descriptions Act of 2011 (APD 2011, Act 730). All products certified as halal in Malaysia must display the Malaysian Halal Logo. If a product displays a halal label without applying for halal certification, it faces penalties under the Trade Descriptions (Definition of Halal) Order 2011, including fines of up to RM5,000,000 for the first offense and up to RM10,000,000 for subsequent offenses for corporations. For individuals, the fine is up to RM1,000,000 or imprisonment for up to three years, or both. For second or subsequent offenses, the fine is up to RM5,000,000 or imprisonment for up to five years, or both. Malaysia also accepts all products recognized as halal by foreign halal certification bodies recognized by JAKIM without requiring separate labeling or registration. JAKIM is known for being stringent in granting halal certification to companies.³⁷

³⁶ Ratna Sofiana, Satria Utama, and Abdur Rohim C, 'The Problems of Halal Certification Regarding Consumer Protection in Malaysia and Indonesia', *Journal of Human Rights, Culture and Legal System*, 1.3 (2021), 180–93 <https://doi.org/10.53955/jhcls.v1i3.16>

³⁷ Resti Dian and Suviwat Jenvitchuwong, 'Implementation of Halal Product Assurance in the Pharmaceutical Sector in Indonesia', *Journal of Human Rights, Culture and Legal System*, 1.3 (2021), 164–79 <https://doi.org/10.53955/jhcls.v1i3.19>

For the Dutch airline KLM serves meals tailored to the passenger's religion viz: Muslim, Jewish, or Hindu. To order a Muslim meal, passengers must book at least 24 hours before departure.³⁸ The organisation that issues halal certificates in the Netherlands is Total Quality Halal Correct Certification (TQHCC). TQHCC is a well-known professional halal certification body in Europe. TQHCC is here to fulfil the growing demand of Muslims to consume halal food in the Netherlands. TQHCC is also responsible for: Checking and supervising the meat that will be exported to Indonesia and Controlling that food entering Indonesia is guaranteed halal. Halal certificates in the Netherlands are issued by independent profit and non-profit organisations. Halal standards in the Netherlands can differ because they are issued by different independent organisations.

Figure 1. What Are the steps to get Halal Certification in Netherlands



Source: <https://factocert.com/netherlands/halal-certification-in-netherlands/>

Based on Figure 1, the process for obtaining halal certification in the Netherlands is not much different from Indonesia, namely business actors filling out applications to be processed in accordance with procedures. Then the document is verified. And finally a halal certificate is issued. Halal certification is subject to an application form. After receiving the completed application, the Board evaluates the information provided and contacts the company to schedule the first audit check if there is a need for some supplements. Both parties sign a contract to audit the Halal Certification in Amsterdam. At the company premises, there are Halal procedures in place. Furthermore, the Halal Officer will conduct an initial inspection of the factory. The Halal Certification sets all the standards that the auditor points out during the audit. finally the technical committee for Halal Certification in Rotterdam reports the results of the audit. Halal certification schemes in the Netherlands include: Scheme for Food, Beverages and Catering, Industry Scheme Restaurant Scheme, Product Endorsement Programme and Slaughterhouse Scheme.³⁹

Currently, there is no globally recognized halal standard to serve as a reference for establishing a global halal system. The absence of a global halal standard limits the growth of the halal industry. Therefore, in the future, there is a need for a global standard to facilitate access to halal food information, including halal food served on airplanes.⁴⁰ Halal regulations in Indonesia that provide protection for commercial aircraft passengers regarding halal products such as in Law No. 8 of 1999 On Consumer Protection, Law No. 33 of 2014 concerning Halal Product Guarantee and Government Regulation No. 42 of

³⁸ <https://www.klm.co.id/information/travel-class-extra-options/dietary-meals/>. retrieved on 8 January 2024

³⁹ <https://factocert.com/netherlands/halal-certification-in-netherlands/>. retrieved on 09 January 2025

⁴⁰ Evrin Lutfika, Feri Kusnandar, and Dase Hunaefi, 'Comparative Analysis and Harmonization of Global Halal Standards', *International Journal of Halal Research*, 4.1 (2022), 29–39 <https://doi.org/10.18517/ijhr.4.1.29-39.2022>

2024 on The Implementation of Halal Product Assurance. Based on Law No. 8 of 1999 On Consumer Protection, business actors are prohibited from producing/trading goods that do not follow halal production (Article 8). This regulation is still general in nature. But at least this regulation is a legal umbrella for subsequent laws and regulations related to consumer protection. Business actors are not allowed to trade goods including food that does not follow halal production. However, halal production is not regulated in the Explanation of the article or further regulated in the law. After 15 years, Law No. 33 of 2014 concerning Halal Product Guarantee was enacted.⁴¹

The provisions regarding halal products are more clearly regulated, namely products that enter, circulate, and are traded in the territory of Indonesia must be halal certified (Article 4). Furthermore, business actors who apply for a halal certificate are required to provide information correctly, clearly, and honestly (Article 24), while business actors who have obtained a halal certificate are required to include a halal label on their products, then business actors who produce products from ingredients that are prohibited, are exempted from applying for a halal certificate and are required to include non-halal on the product (Article 26). The implementation of Law No. 33 of 2014 was followed up through Government Regulation No. 42 of 2024, the contents of which were actually reinforced. This government regulation regulates specifically the Halal Product Guarantee which is the legal certainty of the halalness of a product as evidenced by a halal certificate.⁴²

3.2 Information on Halal Food in Aircraft

Passengers have the right to information regarding the food and beverages provided on airplanes, specifically the right to accurate, clear, and honest information about the condition and assurance of the food and beverages served on board. Information about halal food is a right for passengers, whether on domestic or international flights. According to the Global Muslim Travel Index of 2018, 67% of Muslim tourists prioritize halal food when traveling for leisure. This is because halal food is one of the most important elements of a Muslim-Friendly Airline, corresponding to sharia needs and being a primary requirement for Muslim-friendly travel. The growing Muslim population has impacted the demand for halal services and products. Muslim consumers actively seek halal logos on products before purchasing to ensure they are genuinely halal.⁴³ In fact, halal signifies the quality of a product within the context of Islamic law and the certifying authority in any given country. Therefore, halal food on flights, along with the equipment used, stored, and served, must comply with Islamic sharia regulations.⁴⁴

⁴¹ Khusniati Rofiah, Martha Eri Safira, and Muhammad Ikhlas Rosele, 'The Effectiveness of Accelerating Halal Product Certification: Regulations and Companions', *Journal of Human Rights, Culture and Legal System*, 4.2 (2024), 449–76 <https://doi.org/https://doi.org/10.53955/jhcls.v4i2.203>

⁴² Khusniati Rofiah and others, 'Legal Awareness of Halal Products Certification among East Java Business Operators and Society', *Juris: Jurnal Ilmiah Syariah*, 23.1 (2024), 55–65 <https://doi.org/https://dx.doi.org/10.31958/juris.v23i1.10467>

⁴³ Yunes Ramadan Al-Teinaz and Hani Mansour M. Al-Mazeedi, *Halal Certification and International Halal Standards, The Halal Food Handbook* (UK: John Wiley & Sons Ltd., 2020) <https://doi.org/10.1002/9781118823026.ch15>

⁴⁴ Wolfgang Messner, 'The Impact of an Aircraft's Service Environment on Perceptions of in-Flight Food Quality', *Journal of Air Transport Management*, 53 (2016), 123–30 <https://doi.org/10.1016/j.jairtraman.2016.02.010>

Catering is a key factor in passenger satisfaction with airline service quality, particularly in halal airline kitchens,⁴⁵ which provide meals for passengers. Halal has become a certified and approved brand, regarded as a mark of high health standards and quality due to strict control and inspection across the supply chain.⁴⁶ Passengers, as consumers, are guaranteed their rights, including the right to comfort, safety, and security in consuming food. One of the most critical rights is the right to accurate, clear, and honest information (Article 4 of Law No. 8 of 1999 on Consumer Protection) concerning the condition and assurance of the food offered to passengers.

However, the fulfillment of these rights is still perceived as suboptimal by passengers. For instance, not all products in airplanes display halal labels and certificate numbers on their packaging, specific parts of the product, or specific locations on the product, despite the requirement that businesses with halal certification must display the halal label, which includes the halal logo and certificate number (see Articles 106, 107, and 109 of Government Regulation No. 42 of 2024). The most common observation is that only the halal label and certificate number are displayed, but even then, not all food products include the certificate number. If the halal logo, label, and certificate number are not displayed on each product's packaging, they should be placed in a specific location where they can be easily seen by consumers or passengers, such as in the aircraft cabin or in the in-flight magazine.⁴⁷

Furthermore, the Consumer Protection Law prohibits businesses from producing and/or trading food that does not follow halal production requirements (Article 8). This provision also applies to the aviation industry in Indonesia, which must produce and/or trade food that adheres to halal production regulations. Halal food information from an airline is essential for ensuring comfort during flights, especially in Indonesia, where the majority of the population are Muslims.⁴⁸ Every business operator is responsible for ensuring that the halal status of a product is maintained from its origin to its consumption. Therefore, the integrity of the halal food process is an important criterion with regard to sustainability; the product must be physically and spiritually safe for consumption and to fulfil consumer expectations.⁴⁹ Halal labels are issued by the Halal Product Assurance Agency under the Ministry of Religious Affairs, as regulated in Law No. 33 of 2014. The certification process falls under this agency, while halal compliance standards and fatwas are set and issued by the Indonesian Ulema Council (MUI). Halal certification can positively impact the aviation industry, as it assures passengers that the food served complies with Islamic law and builds passenger confidence in the health and cleanliness of the food offered on board. Furthermore, halal certification can serve as a marketing tool for airlines to promote

⁴⁵ Rafael Mortensen Ernits and others, 'Individualisation of Inflight Catering Meals—An Automation Concept for Integrating Pre-Ordered Meals during the Flight for All Passengers', *Aerospace*, 9.11 (2022), 736. <https://doi.org/10.3390/aerospace.9110736>

⁴⁶ Jonathan A.J. Wilson and Jonathan Liu, 'Shaping the Halal into a Brand?', *Journal of Islamic Marketing*, 1.2 (2010), 107–23 <https://doi.org/10.1108/17590831011055851>

⁴⁷ Nurdeng Deuraseh and Nurulhuda Asilah Asli, 'Issues on Halal Foods With Special Reference To Fatwa on Halal Pet Food for Cats in Islamic Law', *El-Mashlahah*, 12.2 (2022), 103–23 <https://doi.org/https://doi.org/10.23971/elma.v12i2.3534>

⁴⁸ Muh. Bahrudin and others, 'Halal Food Industry: Reinforcing the Halal Product Assurance Organizing Body (Bpjph) in the Development of the Among Urban Muslim Community in Indonesia', *Akademika : Jurnal Pemikiran Islam*, 29.1 (2024), 61 <https://doi.org/10.32332/akademika.v29i1.9039>

⁴⁹ Mohd Helmi Ali and Norhidayah Suleiman, 'Sustainable Food Production: Insights of Malaysian Halal Small and Medium Sized Enterprises', *International Journal of Production Economics*, 181 (2016), 303–14 <https://doi.org/10.1016/j.ijpe.2016.06.003>

their services in the aviation industry. However, a challenge for the aviation industry is how to prepare various menus while ensuring the halal status of the products through strict selection of food suppliers.⁵⁰

Indonesian airlines, such as Garuda Indonesia and its subsidiary Citilink, have obtained halal certification, as have PT Lion Group, which includes Lion Air, Wings Air, Batik Air, Super Air Jet, Batik Air Malaysia, and Thai Lion Air. However, for Pelita Air, while some halal labels have been found, there is no clear evidence of a catering company collaborating with the airline to supply halal food. Garuda Indonesia airlines, has a cooperation with the catering party to provide halal food, namely PT Aerofood Indonesia. PT Aerofood Indonesia is an international standard flight catering service company. The types of food made include Asian cuisine, Japanese / Korean cuisine, Western cuisine, pastry and bakery, and others prepared for aircraft passengers. PT Aerofood Indonesia prepares a special meal menu, one of which is a special menu for Muslims, namely Moslem Meal (MOML).

Moslem meal is a menu that does not contain products made from pork and alcohol. The airlines served by PT Aerofood Indonesia are not only Garuda Indonesia airlines but PT Aerofood Indonesia also serves food orders from several foreign airlines, for example Saudi Arabian airlines, in research by C. Catur Widayati states that service quality has a positive and significant effect on Aerofood ACS customer satisfaction on Saudi Arabian airlines.⁵¹ Furthermore, it was mentioned in the flight that Aerofood ACS should increase marketing again to increase consumer knowledge. One of them is to put the Aerofood ACS logo on the in-flight food boxes in the form of stickers or in the form of advertisements on AVOD (Audio Video On Demand) and aviation magazines.

Monitoring of the moslem meal menu is carried out from receiving raw materials, storing raw materials, preparing raw materials, processing products, portioning, meal tray set up to distribution to the aircraft.⁵² In fact not all food provided on airplanes is halal-labeled, even though the airline may have certification and collaboration with a catering company. People are increasingly aware of halal food and products. This is a potential issue for policy.⁵³ Thus, passengers have not received direct or complete information. The halal label is also not always displayed in specific locations, such as in the cabin area or in magazines provided on passenger seats, which would make information more accessible to passengers.

To provide passengers with comprehensive information about halal food on flights, it is advisable to include halal labels on all products along with their certificate numbers, ensuring that passengers feel confident and secure when consuming the food provided.

⁵⁰ Hari Sutra Disemadi and others, 'Intellectual Property Synergies: Merging Halal Certification with Indonesian Communal Intellectual Property Rights Laws', *Legality: Jurnal Ilmiah Hukum*, 32.1 (2024), 16–32 <https://doi.org/https://doi.org/10.22219/ljih.v32i1.30143>

⁵¹ Asep Z. Arifin Widayati, C Catur, Purnamawati Hellen Widjaya, 'The Influence of Brand Awareness, Brand Image, and Service Quality Inflight Catering on Saudi Consumer Satisfaction Arabian Airlines', *Journal of Marketing and Consumer Research*, 71 (2020), 1–11 <https://doi.org/10.7176/jmcr/71-01>

⁵² Erica Scheward, *Aviation Food Safety* (Oxford, UK: Blackwell Publishing, 2005).

⁵³ Abdul Raufu Ambali and Ahmad Naqiyuddin Bakar, 'People's Awareness on Halal Foods and Products: Potential Issues for Policy-Makers', *Procedia - Social and Behavioral Sciences*, 121. September 2012 (2014), 3–25 <https://doi.org/10.1016/j.sbspro.2014.01.1104>

This could significantly influence passenger attraction by offering culinary options focused on health and increasing airline revenue.⁵⁴ Additionally, the freshness, healthiness, and quality of the food served are of utmost importance to passengers.⁵⁵ Quality control systems and safety protocols help reduce the risk of food contamination during receipt, preparation, and service during flights.⁵⁶ Passengers' intent to purchase halal food on low-cost carrier (LCC) flights is influenced by attitudes, perceived behavioral control, and subjective norms.⁵⁷

Pelita Air Service, a subsidiary of PT Pertamina, is set to become the second licensee under Citilink and will be part of the Garuda Indonesia Group. The merger of Citilink and Pelita Air is expected to be completed by October 2024. This is necessary to survive in the aviation market.⁵⁸ Pelita Air Service has made its entry into the scheduled commercial aviation segment with a medium-service focus especially in the commercial aviation industry.⁵⁹ Pelita Air Service is currently offering a tender for in-flight catering services. This is necessary because supply chain management is critical to airlines' ability to provide high-quality in-flight dining experience to passengers.⁶⁰ To verify whether a product is halal-certified and to check the number of items, you can look up the certification number on the website <https://bpjph.halal.go.id/>, as shown in Table 2, which provides details on the halal labeling practices of the three largest airline groups in Indonesia.

Table 2. Halal Labeling on Indonesian Airlines

Aircraft	Catering	Certificate number	Product Item	Halal Label Inclusion	Tanggal terbit
Garuda Indonesia Airways	PT. Aerofood Indonesia	ID00420000411891121	692	Product packaging	2022-07-26
Citilink	PT. Aerofood Indonesia	ID00420000411891121	692	Product packaging	2022-07-26
Lion Air	PT. Lion Boga	ID00310001102111022	197	Product packaging	2022-12-22
Wings air	PT. Lion Boga	ID00310001102111022		Product packaging	2022-12-22
Batik Air	PT. Lion Boga	ID00310001102111022		Product packaging	2022-12-22
Super Air Jet	PT. Lion Boga	ID00310001102111022		Product packaging	2022-12-22

⁵⁴ Asnidar Hanim Yusuf, Syadiyah Abdul Shukor, and Umami Salwa Ahmad Bustamam, 'Halal Certification vs Business Growth of Food Industry in Malaysia', *Journal of Economics, Business and Management*, 4.3 (2016), 247–51 <https://doi.org/10.7763/joebm.2016.v4.399>

⁵⁵ Celile O. Dolekoglu, 'Analysing Passenger Behaviour towards on Perception In-Flight Food Safety and Quality', *New Trends and Issues Proceedings on Humanities and Social Sciences*, 4.10 (2017), 417–25 <https://doi.org/10.18844/prosoc.v4i10.3112>

⁵⁶ John M. Ryan, *Guide to Food Safety and Quality During Transportation*, 2nd edn (United States of America: Academic Press, Nikki Levi, 2017).

⁵⁷ Zul Ariff Abdul Latiff and others, 'Consumers' Intention towards Halal Food in Low-Cost Airlines in Kelantan, Malaysia', *Journal of Contemporary Research in Social Sciences*, 1.4 (2019), 82–86 <https://doi.org/10.33094/26410249.2019.14.82.86>

⁵⁸ Rico Merkert and Peter S. Morrell, 'Mergers and Acquisitions in Aviation - Management and Economic Perspectives on the Size of Airlines', *Transportation Research Part E: Logistics and Transportation Review*, 48.4 (2012), 853–62 <https://doi.org/10.1016/j.tre.2012.02.002>

⁵⁹ Mariza Tsakalerou, Dauren Nurmaganbetov, and Nurtay Beltenov, 'Aircraft Maintenance 4.0 in an Era of Disruptions', *Procedia Computer Science*, 200.2019 (2022), 121–31 <https://doi.org/10.1016/j.procs.2022.01.211>

⁶⁰ Dhaarsan Rajaratnam, *An Investigation of Airline Catering Supply Chain Processes, Performance and Practices Using SCOR Model* (United Kingdom: School of Physics, Engineering and Computer Science University of Hertfordshire, 2022).

Batik Air Malaysia	PT. Lion Boga			Product packaging	2022-12-22
Thai Lion Air	PT. Lion Boga			Product packaging	2022-12-22
PT. Pelita Air Service	Proses Lelang catering	-	-	Product packaging	2022-12-22

Source: Analysed from the primary source, Juli 2024

However, the information provided by Muslim-Friendly Airlines during Ramadan differs, as they offer direct information through platforms such as Halalflight.com. This platform lists approximately 28 flights from various airlines, including Garuda Indonesia Airways, that offer halal food on board. Through Halalflight.com, passengers can access information about airlines that provide sharia-compliant meals during their flights. The International Air Transport Association (IATA) does not enforce any policies specifically regarding sharia-compliant meals on flights. Nevertheless, most airlines based in Islamic countries ensure that all meals prepared on board meet halal requirements. The provision of halal food on flights is determined by the policies of each individual airline, in addition, Muslim-friendly airports are considered as starting points that can be used as promotional tools to market Muslim-friendly destinations.⁶¹

The Aviation Industry is facing heightened scrutiny of Muslim food labelling and certification (MOML), the oversight of the airline industry's food labelling practices, is at a critical juncture in effectively addressing this issue. In fact, airlines do not yet display halal certificates but only halal food labels on products. This condition is also expressed by passengers of both national and international commercial flights on Indonesian airlines.⁶² Critics argue that the term Muslim food implies exclusivity for Muslim passengers indicating that it is halal food that can be consumed by anyone. The term Muslim food has been criticised as potentially inaccurate and discriminatory. But on the other hand, halal marketing can provide promising business opportunities for international restaurants and fast food chains, as well as food manufacturers and retailers.⁶³

The reality that there is a reluctance of airlines to display halal information on food and beverage products offered on the plane, even though regulations require it, based on interviews obtained by researchers with several airline staff and aircraft passengers found that this non-compliance is due to the fact that passengers do not understand well the statutory regulations related to halal product guarantees, even if passengers know it, they don't care. The attitude of passengers tends to be confident that the airline will make a good faith effort to serve their needs during the flight properly, as long as the food and drinks provided are still well wrapped in packaging. On the other hand, airlines do not prioritise information on the halalness of food and beverage products on board due to the

⁶¹ Mohamed Battour and Mohd Nazari Ismail, 'Halal Tourism: Concepts, Practises, Challenges and Future', *Tourism Management Perspectives*, 19 (2016), 150–54 <https://doi.org/https://doi.org/10.1016/j.tmp.2015.12.008>

⁶² Indri (Tour Leader), 'Interviews with Commercial Airline Passengers on 11 September 2024' (Indonesia, 2024).

⁶³ Stephen Wilkins and others, 'The Acceptance of Halal Food in Non-Muslim Countries: Effects of Religious Identity, National Identification, Consumer Ethnocentrism and Consumer Cosmopolitanism', *Journal of Islamic Marketing*, 10.4 (2019), 1308–31 <https://doi.org/10.1108/JIMA-11-2017-0132>

reason that passengers do not complain about the food and beverage services provided, if there are passengers who question it, then the airline shows a copy of the halal certificate and logo. Passengers are more concerned about flight punctuality than the issue of halal food or drinks on board.

The reasons for non-compliance above can be explained by compliance theory. There are at least three compliance theories that can explain the phenomenon of airline non-compliance with regulations regarding the inclusion of halal product information on food and beverages on board, namely the Responsive regulation theory from Ayers & Braithwaite, Socio-economic⁶⁴ and Diminishing returns.⁶⁵ These three theories help provide the basic parameters of regulatory compliance in regulatory science. Each theory addresses specific regulatory compliance parameters in terms of approach, measurement, and analysis.⁶⁶ Some of these behaviours can be 'automatic', resulting from habit and routine. In contrast, 'planned' compliance or non-compliance embodies the pursuit of various deliberate goals, such as to maximise one's benefits, fulfil moral obligations such as duty or trust, or allay one's fear of sanctions.

It can also sometimes be explained as a result of regulators' inability, incompetence, ignorance, or misunderstanding of laws and regulations. To address this complexity, compliance theorists typically focus on compliance as 'planned' rather than 'automatic' behaviour. They consider goal-oriented and purposeful actions as satisfactory approximations to actual action processes.⁶⁷ Etienne further explained that the occurrence of various non-compliance behaviours is due to interests, the role of social norms, and economic psychology. All three contribute closely to regulatory non-compliance. Economists still maintain the idea of a rational individual, who seeks to maximise his individual interests. However, they have also integrated the limits of rationality and the role of social norms through institutions, which limit the choices of actors. In other words, actors maximise utility within the constraints set by institutions. On the other hand, social norms are understood in the classical sense as unwritten rules adopted by a group, the respect of which is agreed upon either positively or negatively by group members. The aim of many recent studies is to measure the relevance of social norms as additional determinants of compliance (in addition to individual interests). Most of this work is theoretical, but some of it is empirical. Meanwhile, the posture of economic psychology bases its understanding on Braitwaite's motivation posture. Motivation was originally intended as a way to isolate the role of social interaction from other variables that determine recipient behaviour, in later versions the theory of motivational posture has changed inspired by reactance theory. Motivational posture is therefore defined as 'a conglomeration of beliefs, attitudes, preferences, interests, and feelings that together

⁶⁴ Ismail Ashmat, 'Developing a Sustainable Tax Efficiency Model to Reduce Property Tax Non-Compliance', *Universiti Teknologi Malaysia*, 2016. <http://eprints.utm.my/id/eprint/78734/1/IsmailAshmatPFGHT2016.pdf,%20http://myto.upm.edu.my/find/Record/my-utm-ep.78734?lng=zh>

⁶⁵ Richard Fiene, 'The Public Policy Implications of the Regulatory Compliance Theory of Diminishing Returns, Regulatory Compliance Scaling, and the Program Quality Scoring Matrix along with Integrative Monitoring', *Regulatory Compliance Scaling, and the Program Quality Scoring Matrix along with Integrative Monitoring* (March 17, 2023). <http://dx.doi.org/10.2139/ssrn.4391924>

⁶⁶ Richard Fiene, 'A Treatise on the Theory of Regulatory Compliance', *Journal of Regulatory Science*, 7 (2019), 1–3. <https://doi.org/10.21423/jrs-v07fiene>

⁶⁷ JULIEN ETIENNE, Compliance Theory: A Goal Framing Approach, *Law and Policy* Volume33, Issue3 July 2011, Pages 305-333, <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1467-9930.2011.00340.x>

communicate the extent to which an individual accepts the regulator's agenda, in principle, and supports the way the regulator functions and performs its daily tasks.⁶⁸

Regarding motivation, intrinsic motivation and morality. The paradigms commonly used in economics to explain and predict behaviour (especially theories used for policy analysis) take little account of personal moral values. Morality and moral norms clearly affect economic outcomes. The evidence in favour of this proposition is substantial. Compliance with laws and regulations is hypothesised to be related to an individual's internal capacities and external environmental influences, where the socialisation process is the link between the individual and society.⁶⁹

Compliance Theory, popularised by Stanley Milgram in 1963, is the basis for understanding compliance behaviour, including legal compliance. The main point of his thought is that the main aspect that drives a person to follow rules or instructions is based on two motivations, namely self-interest motivation and the consequences they expect when they comply (instrumental perspective), and moral motivation which focuses on the idea that compliance is a moral obligation (moral perspective). From these perspectives, three types of compliance models emerge, namely compliance based on the fear of sanctions (compliance), compliance driven to maintain good relations with certain parties (identification), and compliance arises because it is in line with the personal values they believe in (internalisation). The formation of various compliance models is influenced by various factors, namely understanding of regulations, moral awareness, and information and education that can increase legal awareness.⁷⁰

4. Conclusion

The Indonesian constitution provides protection and guarantees regarding the halal status of products consumed and used by the public. Regulations in Indonesia mandate that all products (including food) circulated or traded within the country must be halal-certified, including food offered or served on flights. Once a business has obtained halal certification, it is required to display the halal label in the form of a halal logo and certification number on the food packaging, or on a specific part of the product, or in a particular location on the product. This requirement to be halal-certified will be mandatory by 2024. However, small and micro-businesses are granted an extension until 2026. In terms of halal food information on Indonesian airline flights, halal labels are only displayed as logos on food packaging but do not include the certification number or registration number on the packaging. Not all packaged products display the halal logo, even if they are halal-certified. Consequently, the information provided to passengers by airlines is still not optimal. Moving forward for optimization, to improve information access, even if halal labels are not included on food packaging, they can be displayed in certain areas such as in the aircraft cabin or in magazines provided on passenger seats. From an aviation industry perspective,

⁶⁸ Julien Étienne and Matthew Wendeln, Compliance theories: A literature review, Vol. 60, No. 2, The Political Sociology of European Law (2010), pp. 139-162 <https://www.jstor.org/stable/revfranscipoleng.60.2.139>

⁶⁹ Komite Nasional Ekonomi Keuangan Syariah (KNEKS), *Kerangka Sistem Keterlurusan Halal Untuk Industri Pangan, Makanan dan Minuman Halal di Indonesia*, 2021 https://bpba.acehprov.go.id/media/2022.09/a01_buku_1_provinsi_aceh_kerangka_sistem1.pdf

⁷⁰ Laurent Bègue and others, 'Personality Predicts Obedience in a Milgram Paradigm', *Journal of Personality*, 83.3 (2015), 299–306. <https://doi.org/10.1111/jopy.12104>

halal food supported by halal certification is extremely important and will have a positive impact on the business in the future by ensuring confidence, comfort, and legal certainty for passengers during flights.

Acknowledgment

The research/publication of this article was funded by DIPA of Public Service Agency of Universitas Sriwijaya 2024. Number SP DIPA 023.17.2.677515/2024, on November 24, 2023. In accordance with the Rector's Decree Number: 0013/UN9/LP2M.PT/2024, on May 20, 2024.

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