

Protection of Muslim Consumers Against Food Products with Fake Halal Labels from The Perspective of Law Number 8 of 1999 Concerning Consumer Protection

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Abstract

The halal status of food products is considered a fundamental aspect for Muslim consumers because it is directly related to religious beliefs and the right to correct information. However, in practice, misuse of halal labels is still found, misleading consumers, one example being the case of the Widuran Fried Chicken Restaurant in Solo City. This study aims to examine the form of legal protection for Muslim consumers against the circulation of food products using fake halal labels, as well as to analyze the legal liability of business actors according to regulations on consumer protection and halal product guarantees. The research method applied is normative legal research conducted through a statutory regulatory approach and literature study, with qualitative data analysis. The results show that legal protection for Muslim consumers is implemented through two main instruments: a preventive mechanism that requires business actors to provide information regarding the halal status of products accurately, transparently, and responsibly, and a repressive mechanism in the form of administrative, civil, and criminal fines. Business actors proven to have included halal claims that are inconsistent with legal provisions can be held accountable for losses suffered by consumers. This study concludes that the implementation of related regulations is not yet fully optimal, so it is necessary to increase supervision and legal awareness of business actors to ensure the fulfillment of Muslim consumer rights.

Keywords: Consumer Protection; Halal Food Products and Fake Halal Labels.

I. INTRODUCTION

The food and beverage sector is a strategic economic sector and has experienced rapid growth in various countries, including Indonesia. In Indonesia, where the majority of the population is Muslim, the halal status of food and beverages is a crucial issue for Muslim consumers, as it is closely related to aspects of trust, faith, consumption patterns, and community preferences in daily activities. Increasing public awareness of the importance of consuming halal products makes the inclusion of halal and non-halal labels an essential element in ensuring the fulfillment of consumers' right to obtain accurate, transparent, and non-misleading information. Therefore, information regarding a product's halal status can be understood as part of a fundamental consumer right, as such transparency allows consumers to make conscious and responsible choices in accordance with their religious principles and beliefs. The clarity of halal labels also serves to prevent fraud and protect the public from harm, both materially and spiritually (Usmi et al., 2024). However, actual conditions in the field indicate that there is still a mismatch between the halal label and the product's substance, particularly in the food sector served in restaurants, which is detrimental and deceptive to Muslim consumers. Some businesses may improperly use halal labels to attract Muslim customers (Nisrina et al., 2024). This is true in Indonesia, reflected in a well-documented case that garnered widespread public attention: the alleged use of lard in the crispy fried chicken (krimesan) at the Widuran Fried Chicken Restaurant in Solo.

The legendary restaurant, established in 1973, sparked public outcry after information emerged that its signature dish was fried in non-halal oil. On May 27, 2025, a Solo resident, Mohammad Burhannudin, filed a complaint with the Solo Police regarding the change in the non-halal label that had only been implemented after 52 years of operation (Putra, 2025). Then, on June 11, 2025, Sugeng Riyanto, a member of the Solo City Regional People's Representative Council (DPRD) filed a report with the Solo City Police

(Polresta) against the owner of a restaurant with the initials RR for the alleged use of non-halal ingredients in serving food. He admitted that he felt deceived after learning that the food he consumed on May 5, 2025, contained non-halal ingredients, because previously the restaurant displayed a halal symbol on its banners and food packaging (Indriawati, 2025). The report is registered with the number STBP/411/VI/2025/Reskrim and is supported by a number of pieces of evidence, including purchase transaction documents, statements from several witnesses who also consumed food at the restaurant in question, as well as mass media reports indicating that the business actor has not obtained a halal certificate for the food products served (Putra, 2025).



Fig 1. Widuran Fried Chicken in Solo City (Source: JAKARTA RAYA, May 28, 2025)

Another real-life case that emerged in 2023 was the revocation of the halal certificate by the Halal Product Guarantee Agency (BPJPH) for a Nabidz-branded fruit juice product. This action was taken after the BPJPH Supervisory Team conducted an investigation and discovered violations in the halal certification process. The Head of BPJPH, Muhammad Aqil Irham, explained that a business actor with the initials BY was proven to have misused the halal certificate by attaching a halal label to a product that was not included or did not match the type of goods listed on the certificate. Specifically, the halal label that should have been intended for grape juice was instead used on a Nabidz-branded wine product, an act deliberately carried out by the business owner (Nisrina et al., 2024).



Fig 2. Nabidz wine (Source: Kompas.com, August 24, 2023)

In an effort to ensure legal certainty regarding the halal status of products, the government has established regulations concerning halal product guarantees (Subagyono et al., 2020). The implementation of these regulations is intended to ensure the availability of legal protection and provide legal certainty to the public as consumers of food products and various other consumer commodities circulating in the market. For business actors, this law serves as a reference in every stage of business activities, from processing, production, distribution, to product marketing, while also regulating the mechanism for conveying halal product information to Muslim consumers (Nur, 2021). Furthermore, regulations concerning legal protection for consumers regarding halal products are also regulated in the consumer protection regulation. This regulation emphasizes the obligation of business actors to provide accurate, transparent, and accountable information to consumers regarding the condition, quality, and guarantees of the products and/or services being traded. These provisions aim to ensure the implementation of legal protection for Muslim consumers so that they are not trapped into using or purchasing goods that do not comply with Islamic sharia principles and regulations (Lestary, 2023). Islamic law in the field of muamalah regulates interpersonal relationships, including buying and selling transactions, honesty, and the protection of community rights.

Islamic law in the realm of muamalah, which encompasses economic activities and transactions, aims to guarantee the protection of the rights of those entitled to receive them. Furthermore, these provisions emphasize the obligations of each individual to their inherent rights, by ensuring the full and optimal protection, maintenance, and fulfillment of these rights (Ernawati, 2016). In the case of Ayam Goreng Widuran, the alleged use of non-halal ingredients accompanied by the inclusion of halal symbols on banners and packaging indicates a violation of the principle of rights protection in Islamic muamalah. The business actor not only failed to fulfill the rights of Muslim consumers to halal food, but also allegedly concealed facts that consumers should have known. These actions contradict the principles of honesty and trustworthiness, which are the main foundations of transactions in Islam. Previous research conducted by Regia Naomi (2025) focused on analyzing legal protection efforts for consumers amidst the widespread circulation of counterfeit halal-labeled products in Indonesia (Naomi, 2025). Research by Bambang Sugeng Ariadi Subagyono et al. (2020) examined the state's role in ensuring legal protection for Muslim consumers following the enactment of regulations regarding halal product guarantees (Subagyono et al., 2020). Although both have made important contributions to the regulatory and consumer protection aspects, no research has specifically examined the misuse of the halal label in a real-life case, particularly in the context of food served at the Widuran Fried Chicken Restaurant in Solo.

Therefore, this study offers a novel contribution in the form of an analysis of legal protection for Muslim consumers based on a concrete case of food served with a false halal label. The originality of this study lies in its emphasis on systematically linking halal assurance regulations with the practice of misusing the halal label in the restaurant context, which has not been specifically examined in previous studies. The phenomenon of misuse of halal labels in the case of the Widuran Fried Chicken Restaurant raises various legal issues that need to be studied more deeply, especially those related to the effectiveness of legal protection mechanisms for Muslim consumers against the presentation of food products that use false halal claims, as well as regarding the extent of legal responsibility of business actors for presenting food products with false halal labels to Muslim consumers. In addition to legal issues, other legal issues include a suboptimal oversight mechanism, low business awareness of the importance of honesty in the inclusion of halal and non-halal labels, and the dissemination of misleading information. These conditions have the potential to cause both material and spiritual harm, especially to Muslim consumers, as reflected in the case of the Widuran Fried Chicken Restaurant in Solo.

Based on the above explanation, this study aims to examine the positive legal framework that regulates the legal protection mechanism for Muslim consumers against the circulation of food products using fake halal labels, with a focus on the analysis of a concrete case of misuse of halal labels that occurred at the Widuran Fried Chicken Restaurant in Solo City. In addition, this study has an urgency to present a new perspective regarding the level of effectiveness of the implementation of regulations regarding consumer protection and halal product guarantees in ensuring certainty and optimal legal protection for Muslim consumers against misleading halal labeling practices. Based on these considerations, the author raised this study with the title Protection of Muslim Consumers against Food Products with Fake Halal Labels in the Perspective of Law Number 8 of 1999 concerning Consumer Protection. Based on the various problems that have been described, the focus of the research problem is (1) What is the form of legal protection for Muslim consumers against food products with fake halal labels according to Law No. 8 of 1999 concerning Consumer Protection, and Law No. 33 of 2014 concerning Halal Product Guarantees? and (2) What is the legal responsibility of business actors for serving food products with fake halal labels to Muslim consumers according to Law No. 8 of 1999 concerning Consumer Protection, and Law No. 33 of 2014 concerning Halal Product Guarantees?

II. METHODS

This research uses a qualitative method with a normative juridical nature. As stated by Peter Mahmud Marzuki, normative legal research is a scientific activity oriented towards the study and examination of relevant legal norms, principles, and doctrines in order to answer and resolve certain legal problems. In the context of this research, a legislative approach is applied to examine the relevance,

consistency, and effectiveness of the application of legal norms governing the protection of Muslim consumers against the circulation of food products using fake halal labels, specifically in the case of the Widuran Fried Chicken Restaurant in Solo City. The primary legal materials used in this research include Law No. 8 of 1999 concerning Consumer Protection, Law No. 18 of 2012 concerning Food, Law No. 33 of 2014 concerning Halal Product Assurance, the Criminal Code, and Government Regulation No. 42 of 2024 concerning the Implementation of the Halal Product Assurance Sector. The secondary legal materials include books, scientific articles, legal journals, and legal papers. Data collection was conducted through a literature review, reviewing various relevant and widely published written documents in the legal field. The collected data was then analyzed using qualitative analysis methods, systematically interpreting and reviewing previously collected and organized legal documents (Muhammin, 2020).

III. RESULT AND DISCUSSION

Legal Protection for Muslim Consumers Against Food Products with Fake Halal Labels

According to Prof. Philipus M. Hadjon, legal protection is a form of guarantee provided by the state to maintain human dignity and honor, while also guaranteeing the protection of the human rights of every individual from actions that violate legal norms, whether carried out by state officials or business actors. According to Hadjon's view, legal protection can be classified into two main forms. First, preventive legal protection is aimed at avoiding violations by implementing rules and monitoring systems before losses occur. Second, repressive legal protection is applied after a violation occurs, including in terms of law enforcement, sanctions, compensation, or dispute resolution (Hadjon, 1987). Consumers can be defined as any person who uses or utilizes goods and/or services available in social life to fulfill the needs of themselves, their families, other people, or other living beings, provided that such utilization is not intended for business interests or commercial activities. This definition is as stated in Article 1 paragraph (2) of the regulation on consumer protection. Article 1 paragraph (1) emphasizes that consumer protection is a system of legal efforts and instruments formed to guarantee legal certainty, so as to create a sense of security and ensure that consumer rights are optimally fulfilled and protected (Naomi, 2025).

A. According to the Consumer Protection Act

Article 4 letter a of Law No. 8 of 1999 concerning Consumer Protection stipulates that every consumer has the right to obtain goods and/or services that, in their use, guarantee the fulfillment of security, comfort, and safety aspects. Furthermore, Article 4 letter c emphasizes the consumer's right to obtain accurate, transparent, and legally accountable information regarding the condition, quality, and guarantees of goods and/or services offered by business actors (Subagyono et al., 2020). In the context of Muslim consumers, the concept of safety is not solely understood from a physical aspect, but also includes the assurance that the food products consumed are in accordance with and comply with the provisions and principles of Islamic law. Thus, business actors are legally obliged to honestly disclose the presence of elements or materials classified as non-halal in the products they trade. Then, Article 7 letter b of the regulation concerning consumer protection requires business actors to provide accurate, transparent, and honest information regarding the conditions and guarantees attached to the goods and/or services offered to consumers (Aksamawanti, 2015).

In addition, Article 7 letter c emphasizes that business actors are obliged to provide appropriate, honest, and non-discriminatory treatment and services to consumers. Furthermore, Article 7 letter d regulates the obligation of business actors to guarantee that the goods and/or services produced or traded have met quality and quality standards. In the context of the Widuran Fried Chicken Restaurant case in Solo City, business actors should openly disclose to consumers that the food served contains non-halal ingredients. This obligation is not fulfilled when the business actor continues to include the halal symbol on banners and product packaging, even though in the processing process the pork fat is used in the crispy fried chicken, thus potentially misleading consumers, especially Muslim consumers. Article 8 paragraph (1) letter f of the regulation concerning consumer protection expressly prohibits business actors from producing or selling goods and/or services that are not in line with statements, promises, or information included on labels, labels, descriptions, advertisements, and other sales promotion media.

In the context of Muslim consumers, the inclusion of a halal label is not just information, but also has legal consequences because it is directly related to the implementation of religious obligations. Therefore, if a business actor includes a halal label or makes a halal claim in the promotion of a food product, while in reality the production process does not meet halal standards and requirements, then this action can be qualified as a form of violation of consumer rights, especially the right to obtain accurate, transparent, and accountable information. Furthermore, Article 8 paragraph (1) letter h expressly prohibits business actors from producing or selling goods and/or services whose manufacturing process does not meet halal requirements, if the product label includes a halal claim. This normative regulation reflects the existence of special legal protection for Muslim consumers, because it explicitly regulates the prohibition against deviation or misuse of halal statements. In the context of the Widuran Fried Chicken Restaurant case in Solo City, the alleged use of non-halal processing ingredients in serving food indicates a discrepancy between the halal claim submitted by the business actor and the factual condition of the product consumed. This action has the potential to cause non-material losses for Muslim consumers in the form of violations of religious principles and beliefs, as well as material losses because consumers have paid for products that do not meet the promised halal standards.

B. According to the Guarantee Law Halal Products and Government Regulations on the Implementation of Halal Product Assurance

Article 26 paragraph (2) of Law No. 33 of 2014 concerning Halal Product Guarantee requires business actors to include a non-halal label on goods that in the production process or composition use prohibited materials. This provision emphasizes the prohibition for business actors to attach halal claims to food products that originate from or contain non-halal elements. The relevance of this norm is reflected in the case of the Widuran Fried Chicken Restaurant in Solo City, which was known to use non-halal oil in its processing. Thus, the products produced should be expressly stated as non-halal products and are not permitted to use the halal label. Explanation of Article 110 paragraph (1) of Government Regulation No. 42 of 2024 concerning the Implementation of the Halal Product Guarantee Sector emphasizes that every business actor who produces goods using materials categorized as haram is required to include a non-halal statement on the products distributed to the market. In this regard, in the case of the Widuran Fried Chicken Restaurant in Solo City, business actors who serve and sell food products are legally obliged to provide non-halal information, considering that the materials used in processing the food come from elements included in the non-halal category.

Furthermore, the provisions of Article 174 paragraph (1) emphasize that indications of administrative violations can arise from public reports or findings by authorities. Furthermore, the provisions of Article 176 paragraphs (1) and (2) stipulate that complaints regarding alleged administrative violations must at least include the identity of the reporting party, the name and address of the subject being reported, a description of the main points of the complaint, the type of obligation allegedly violated, the time the act occurred, and the chronology of the incident being reported. In addition, the report must also be accompanied by supporting information in the form of facts, data, or other indications that show the existence of a violation, and be supplemented with initial evidence as a basis for strengthening the allegations submitted. In the case of the Widuran Fried Chicken Restaurant, a complaint was filed by a Solo City resident, Mochammad Burhannudin, to the Solo City Police. In addition, a member of the Solo City Council, Sugeng Riyanto, also reported the restaurant owner with the initials RR to the Solo City Police. The complaint relates to the alleged use of ingredients that do not meet halal requirements in serving food, while the restaurant in question previously displayed a halal symbol on its banners and product packaging. The report is registered with number STBP/411/VI/2025/Reskrim and is supported by several pieces of evidence, including purchase receipts, statements from witnesses who also consumed food at the location, and media reports indicating the restaurant does not have halal certification.

C. According to the Food Law

Article 100 paragraph (1) and paragraph (2) of Law Number 18 of 2012 concerning Food stipulates that every food product distributed in buying and selling activities must include label information that is presented accurately, precisely, and does not cause misunderstanding. In addition, every party is prohibited

from including information or statements on food labels that do not reflect the actual conditions and have the potential to mislead consumers. In the case of Ayam Goreng Widuran, it was reported that the restaurant displayed a halal symbol on its banners and food packaging, even though it used ingredients that did not meet halal requirements. This condition indicates that there was information provided that did not correspond to the facts and had the potential to mislead consumers. Furthermore, Article 104 paragraph (1) and paragraph (2) emphasizes that every advertising activity for traded food products must contain information or statements that are conveyed accurately, objectively, and do not cause mislead to the public. In addition, every party is prohibited from including information or claims in food product advertising that do not reflect the actual situation or that have the potential to cause misdirection in food advertisements circulating in the community. In the case of the Widuran Fried Chicken Restaurant, there are banners and food packaging displaying halal symbols that function as advertisements, so that the claim is not true and misleads Muslim consumers.

Legal Liability of Business Actors for Serving Fake Halal-Labeled Food Products to Muslim Consumers

Legal accountability is inseparable from an understanding of rights and obligations. Rights are essentially a concept that always goes hand in hand with obligations, so the existence of a right for a particular legal subject implies an obligation that must be fulfilled by another party. This view is generally accepted in legal doctrine, which states that every right always has a reciprocal correlation with an obligation. In this context, the concept of legal obligation is closely related to the idea of legal responsibility, namely the situation in which an individual can be held accountable for certain actions. Legal responsibility is defined as the obligation inherent in a legal subject to accept and undergo legal consequences, including the imposition of sanctions, if their actions are proven to be inconsistent with applicable laws and regulations (Djaidi, 2022). Criminal liability is understood as a normative construct within the criminal law system that serves as a legal consequence for actions proven to violate established legal norms that apply within the social order. Violations of these norms are manifested through actions explicitly prohibited by applicable law and are subject to criminal sanctions (Putri et al., 2025). Article 19 paragraph (1) and paragraph (2) of Law Number 8 of 1999 concerning Consumer Protection emphasizes the legal obligation for business actors to provide compensation or redress to consumers for damage, pollution, and other forms of loss arising as a consequence of the use or utilization of goods and/or services produced or sold.

This form of compensation can be realized in the form of a refund of a sum of money, the provision of replacement goods and/or services of the same type or equivalent value, or through covering the costs of health services or providing compensation, provided that all of these mechanisms are implemented in accordance with the provisions of applicable laws and regulations. In the case of the Widuran Fried Chicken Restaurant which carried out false halal labeling, although Muslim consumers may not have suffered physical losses, they suffered immaterial losses, religious losses, and losses due to being deceived. Regulations on consumer protection do not limit losses to physical losses alone, losses due to consumption of goods can include non-material losses due to violations of religious values. Therefore, the Widuran Fried Chicken business actor can still be held responsible for compensation as stated in Article 19. Furthermore, the provisions of Article 60 paragraph (1) and paragraph (2) of Law Number 8 of 1999 concerning Consumer Protection authorize the Consumer Dispute Resolution Agency to impose administrative sanctions on business actors who are legally declared to have violated the provisions as stated in Article 19 paragraph (2) and paragraph (3), Article 20, Article 25, and Article 26. The administrative sanctions in question are realized in the form of an obligation to pay compensation with a maximum limit of IDR 200,000,000.00.

Furthermore, Article 62 paragraph (1) stipulates that any business actor who is proven to have violated the provisions as stated in Article 8, Article 9, Article 10, Article 13 paragraph (2), Article 15, Article 17 paragraph (1) letters a, b, c, and e, paragraph (2), and Article 18, can be held criminally responsible in the form of a prison sentence with a maximum term of five years or the imposition of a fine with a maximum value of IDR 2,000,000,000.00. In connection with the allegation that the Widuran Fried Chicken Restaurant has declared its products as halal without fulfilling the applicable halal requirements, this action can be qualified as a violation of Article 8, thus opening up the possibility of criminal liability based

on Article 62 paragraph (1). In addition, Article 27 paragraph (2) of Law Number 33 of 2014 concerning Halal Product Guarantees states that business actors who do not fulfill the obligations as stipulated in Article 26 paragraph (2) are subject to administrative sanctions. Sanctions that can be imposed include giving verbal warnings, issuing written warnings, and imposing administrative fines. Based on these regulations, the use of halal labels that do not reflect the actual condition of the product, as identified in the case of the Widuran Fried Chicken Restaurant, can be classified as an act that is against the law.

This condition is caused by the negligence of business actors in including information regarding the non-halal status of food products produced using prohibited ingredients, thus potentially giving rise to incorrect and misleading information for Muslim consumers. The provisions of Article 101 paragraph (1) and paragraph (2) of Law Number 18 of 2012 concerning Food emphasize that there is a legal obligation for every party that includes a statement regarding halal status on the label of traded food has a legal obligation to guarantee the accuracy of the information. In addition, the inclusion of certain claims on food labels also creates legal responsibility for the parties concerned regarding the validity and accuracy of the claims submitted. In the case of the Widuran Fried Chicken Restaurant, the business actor was found to have included halal information on banners and packaging for traded food products, even though the products were not supported by valid halal certification. This action shows the fulfillment of the elements of responsibility as regulated in Article 101. Based on the provisions of Article 102 paragraph (1) and paragraph (3) of Law Number 18 of 2012 concerning Food, any party that includes information or statements on food labels that do not reflect the actual situation and have the potential to mislead consumers can be subject to administrative sanctions. Sanctions that can be imposed include the imposition of administrative fines, temporary suspension of business activities, production processes, and distribution of food, the obligation for business actors to withdraw products from circulation, the obligation to provide compensation, and the revocation of business permits.

In the case of the Widuran Fried Chicken Restaurant, the inclusion of halal claims on banners and product packaging without being supported by a valid halal certificate can be categorized as conveying inaccurate and misleading information. Thus, the business actor concerned has the potential to be subject to administrative sanctions as stipulated in the provisions of laws and regulations, including administrative fines, suspension of business activities, the obligation to provide compensation, and the revocation of business permits. Then, Article 105 paragraph (1) and paragraph (2) of Law Number 18 of 2012 concerning Food stipulates that every party that includes a statement regarding halal status in food advertisements for sale is obliged to guarantee the truth and accuracy of the information. In addition, every party that conveys certain claims in food advertisements is also burdened with legal responsibility for the truth of the claims made. This provision normatively establishes a legal obligation for every person, which in the practice of food business activities includes business actors, to ensure the accuracy and validity of halal claims conveyed through advertisements, labels, signboards, banners, or other communication media. Therefore, if a food product is promoted as halal but in reality does not meet the halal requirements as stipulated, then this action can be qualified as a violation of the provisions of Article 105 paragraph (1) and paragraph (2).

Furthermore, the provisions in Article 106 paragraph (1) and paragraph (2) of Law Number 18 of 2012 concerning Food stipulate that any party who does not fulfill the obligations as stipulated in Article 104 paragraph (2) and Article 105 may be subject to administrative sanctions. The forms of imposition of these sanctions include the application of administrative fines, temporary suspension of business activities, production processes, and food distribution, the obligation for producers to withdraw food products from circulation, providing compensation to injured parties, up to the revocation of business permits. These regulations show that regulations on food not only contain legal norms, but also establish concrete legal accountability mechanisms that can be effectively enforced against business actors who serve food with halal claims that are not in line with the provisions of applicable laws and regulations. The explanation of Article 144 of Law Number 18 of 2012 concerning Food confirms that any individual who intentionally conveys information or statements on food labels that are not in accordance with the facts and are misleading, as stipulated in Article 100 paragraph (2), may be subject to criminal liability, in the form of imprisonment with a maximum sentence of three years or a fine of a maximum amount of IDR 6,000,000,000.00. This provision

serves as a basis for criminal law against the act of including false or misleading information on food labels. The relevance of this article is clearly seen in the case of the Widuran Fried Chicken Restaurant, considering that the inclusion of halal claims without being supported by valid certification can be qualified as an act of conveying information that is not in accordance with the actual situation and has the potential to mislead consumers.

Furthermore, Article 145 stipulates that any party who intentionally includes or disseminates information regarding food being sold through advertising media that is not in accordance with the truth or is misleading, as referred to in Article 104 paragraph (2), can be held criminally responsible in the form of a maximum prison sentence of three years or a maximum fine of IDR 6,000,000,000.00. In the case of Widuran Fried Chicken, if it can be proven that the business actor consciously displays or allows the halal claim to continue to be used, even though he knows that the raw materials and production process do not meet halal requirements, then the element of intent as required in Article 145 can be declared fulfilled. The provisions regarding fraudulent acts committed by business actors against consumers are expressly stated in Article 493 of the Criminal Code. This article stipulates that any seller who intentionally commits misleading acts, either by delivering goods that do not match the buyer's choice or by providing false information regarding the condition, nature, or quantity of goods traded, can be held criminally responsible. For such actions, the perpetrator can be subject to sanctions in the form of imprisonment with a maximum limit of two years or a maximum fine in category IV. Furthermore, as stipulated in Article 79 of the Criminal Code, the category IV fine is set at a maximum amount of IDR 200,000,000.00. In practice, fraudsters often exploit the victim's innocence, ignorance, or trust to achieve personal goals or the benefit of others. These actions generally result in losses for the victim, making fraud a category of acts that directly harm others (Putri et al., 2025). In the case of Widuran Fried Chicken Restaurant, consumers purchased food with the belief that the product was halal, an essential characteristic for Muslim consumers.

The fact that the food served did not meet halal requirements indicates a discrepancy between the promised product characteristics and the actual condition of the goods delivered to consumers. Therefore, the business actor's actions can be classified as fraud against buyers as referred to in Article 493 of the Criminal Code, because consumers received goods of a different nature than those implicitly promised through the halal claim. Based on the chronology and available evidence, the case of the Widuran Fried Chicken Restaurant in Solo City indicates a possible violation of the law relating to the protection of Muslim consumers. The restaurant, owned by RR, is known to use the halal symbol on its banners and food packaging, but is actually suspected of using non-halal ingredients when serving food. Through a report filed by a member of the Solo City Council, Sugeng Riyanto, this case was reported to the Solo Police and recorded in a police report with number STBP/411/VI/2025/Reskrim, accompanied by proof of purchase receipts, witness statements, and media reports explaining that the restaurant does not have an official halal certificate. According to the researcher's analysis, the actions of business actors who display the halal symbol without having a valid halal certificate have the potential to mislead consumers and are contrary to the principles of good faith and honesty in conducting business activities. Reviewed by regulations on consumer protection, business actors are burdened with a legal obligation to provide accurate, transparent, and non-misleading information regarding the conditions, characteristics, and guarantees of the goods and/or services offered to consumers. The inclusion of the halal symbol on banners or food product packaging is a form of statement or claim that legally gives rise to responsibility consequences for business actors for the accuracy of the information.

If the statement regarding the halal status of a product does not reflect the actual condition, then such actions can be categorized as actions that have the potential to mislead consumers. Furthermore, based on regulations regarding halal product assurance, any inclusion or use of a halal label on a product is only permitted if the business owner has a valid halal certificate issued by the BPJPH. Using halal claims without going through the legally established certification mechanism violates the normative obligations inherent in business owners. Business owners who declare or promote their products as halal without obtaining a valid halal certificate not only violate the principle of legal certainty but also potentially harm the rights of Muslim consumers to products guaranteed to comply with Islamic law. Researchers also argue that evidence in the

form of purchase receipts and witness statements from several parties who have consumed food at the restaurant further confirms the existence of a legal relationship between the business actor and consumers. This legal relationship has legal implications in the form of the birth of rights and obligations for each party, where consumers have the right to receive food that meets the halal claims made, while the business actor is obliged to guarantee the validity of these claims. If these obligations are violated, there will be potential legal liability, whether civil, administrative, or criminal. In this regard, researchers emphasize the importance of vigilance for Muslim consumers when choosing food products, particularly in the restaurant sector. Furthermore, business owners are expected to consistently apply the principles of honesty and responsibility, ensuring that every halal claim is supported by official certification and including clear information if a product contains non-halal ingredients.

IV. CONCLUSION

Legal protection for Muslim consumers against food products displaying false halal labels is stipulated in regulations on consumer protection, halal product assurance, and food. This protection encompasses preventive aspects, namely the obligation of business actors to provide information regarding the halal status of products accurately, transparently, and responsibly, as well as repressive aspects in the form of the imposition of administrative, civil, and criminal sanctions in the event of violations. The case of the Widuran Fried Chicken Restaurant, which displays the halal symbol on its banners and food packaging without supporting halal certification and indications of the use of non-halal ingredients, demonstrates that the fulfillment of Muslim consumers' rights to accurate information and a sense of security has not been fully met.

Legal liability for businesses serving food products with false halal labels to Muslim consumers can be pursued through civil, administrative, and criminal mechanisms. Based on consumer protection regulations, businesses may be required to provide compensation for losses suffered by consumers, including both material and non-material losses. Furthermore, businesses may face administrative and criminal sanctions for violating provisions prohibiting the provision of misleading information or false halal claims. Furthermore, regulations on halal and food product assurance emphasize that responsibility for the accuracy and validity of halal claims included on product labels rests entirely with businesses.

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