

## Improving Medical Wellness with Halal and Thayyib Certification in Traditional Health Services: A Literature Review

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### ABSTRACT

**Background:** Halal and thayyib certifications are generally used to certify that food products adhere to Islamic rules. "Halal" refers to what is permitted or halal in Islam, whereas "Thayyib" emphasizes goodness, safety, and responsible sourcing. However, certification can be applied to a variety of commodities and services, including traditional health services. Traditional healing services must be developed in a complete manner that respects cultural variety, stimulates collaboration among many healing traditions, assures quality and safety standards, and prioritizes community involvement and empowerment. **Aims:** This study examines thayyib and halal certification as a means of improving traditional health service promises and achieving medical wellness. **Method:** The present study employs a literature review methodology, drawing on national and international journals published between 2019 and 2023. The journal sources consulted for this research encompass PubMed, Google Scholar, Elsevier, and Research Gate. **Result:** The findings indicate that common beliefs about moral sourcing, religious compliance, and holistic health promotion underpin the association between halal and thayyib certification and medical health. Providers can deliver services that prioritize the safety, quality, and well-being of people as well as the community as a whole while still adhering to religious restrictions by incorporating this accreditation into their medical operations. **Conclusion:** In summary, the relationship between medical wellness and certifications for halal and thayyib highlights the value of cultural sensitivity, quality control, and comprehensive health promotion in healthcare services. Integrating this credential into medical practice allows healthcare professionals to serve a variety of patient populations better and advance inclusive, moral, and sustainable healthcare.

**Keywords:** Halal certification, Thayyib, Traditional Health Services, Medical Wellness

### INTRODUCTION

The term "halal lifestyle" is gaining popularity in the modern world. This style of living violates aspects of Islamic Sharia, particularly Muslims' responsibility to use and consume only halal products. It has potential for building a halal lifestyle for a variety of things that society needs (Mursidah and Fartini, 2023). Halal and thayyib certifications are most commonly related to food goods, ensuring they adhere to Islamic requirements. "Halal" refers to what is allowed in Islam, whereas "thayyib" emphasizes goodness, safety, and ethical sources. However, the concept of certification can be extended beyond merely food to include other items and services, including traditional health services.

Traditional healing services must be developed using a comprehensive approach that respects cultural variety,

stimulates collaboration among different healing traditions, assures quality and safety standards, and prioritizes community involvement and empowerment. Communities can provide more comprehensive and culturally sensitive healthcare services by leveraging the abundance of traditional healing traditions and integrating them with modern healthcare systems (Patwardhan *et al.*, 2023).

The connection between halal and thayyib certification and medical health is rooted in religious principles, ethical sources, and holistic health practices. Halal certification guarantees that products and services adhere to Islamic law, including healthcare practices. For Muslim patients, halal-certified medical services offer reassurance that these services align with their religious beliefs. Additionally, thayyib certification focuses on integrity, safety, and ethical resources.

In the medical context, this certification ensures that services are not only permissible but also of high quality, safe, and free from harmful substances or practices (Firdayani and Sholichah, 2023)

Moreover, medical health encompasses a broad spectrum of services designed to enhance overall well-being, including preventive care, alternative therapies, and lifestyle interventions. Halal and thayyib certified medical services align with Islamic principles of healthy living, which emphasize physical, mental, and spiritual health. These certifications reflect cultural sensitivity and inclusivity, catering to the specific needs and preferences of Muslim patients. This approach can build trust and engagement within Muslim communities, promoting better access to health services. This research aims to explore halal and thayyib certification as a means to enhance traditional health service guarantees and achieve medical wellness.

## METHODS

This study employs a literature search approach that draws on national and international journals published between 2019 and 2023. The following terms are used in the literature: medical wellness, halal certification, thayyib, and health services. A study and analysis of various literatures were conducted to determine the development of halal and thayyib certified traditional health services in Indonesia. Meanwhile, the journal sources used include PubMed, Google Scholar, Elsevier, and Research Gate. The process of sorting literature involves establishing keywords and search criteria. The main keywords were “medical health,” “halal certification,” “thayyib,” and “health services.” The researchers then assessed the method, the results, and the discussion’s relevance to the research issue. Meanwhile, descriptive analysis was employed. Researchers describe their main findings from each categorized literature and then address the findings’ significance for enhancing medical health through halal and thayyib certification.

## RESULTS AND DISCUSSION

No	Authors, Year	Title	Methods	Results
1	(Wahyudi et al., 2023)	<i>Halal Certification of Drugs and Food in Normative and Health Review</i>	Literature review	The certification of food and medicine items as halal is crucial for Muslim customers and advantageous for producers of food and medicine. The products in question that fall under the category of halal are any and all types of items that are created using materials that are approved by the Shari'a for use, everyday use, or eating.
2	(Yuanitasari, Sardjono and Susetyo, 2021)	<i>The Government's Role in Indonesian Halal Industry to Protect Muslim Consumer</i>	Normative law	The government, or state, is required to participate in halal certification in order to safeguard Muslim consumers and promote social welfare, as a result of the numerous rules and regulations that effectively manage the interests (almaslahah) of Muslim consumers. By handling halal certification for business actors through digital application-based data integration, processes will be accelerated and new laws pertaining to the Ciptaker Law regarding halal certification will be created.
3	(Hasan, 2019)	<i>The Importance of Halal Certified Products in Samarinda City : in the light of Maqasid Al-Syari'ah</i>	Sociology legal theory combined with empirical normative research	In Samarinda, halal certification is at the hajjiyah level, meaning that it is necessary. The absence of halal certification in Samarinda City does not necessarily result in errors, although it may complicate matters. As a result, Samarinda City's halal certification requirement is crucial since Muslim customers want it.

No	Authors, Year	Title	Methods	Results
4	(Rahman, 2023)	<i>Obligation to Register Halal Certification of Pharmaceutical Products as Guarantee of Halal Products Based on the Perspective of Maqashid Al Syariah</i>	Normative-juridical approach	Maqashid sharia on the requirement that pharmaceutical products register for halal certification as maslahah, or goodness and welfare in delivering benefits. Despite the fact that using pharmaceuticals in a health facility requires registration and halalness consideration.
5	(Ruhana, 2021)	<i>Research on Halal Certification in Indonesia</i>	Literature review	Publications about developments in halal certification in Indonesia have multiplied dramatically. The most searched-for keyword subjects include Indonesia, items, and halal. The literature suggests that the implementation of halal certification in Indonesia faces four main challenges, which are infrastructure, technical, regulatory, and interrelationship-related.

## DISCUSSION

### The Urgency of Halal and Thayyib Certification

Indonesia is a Muslim majority country (Hasan, 2019). With the development of food and beverage processing technologies, complicated manufacturing procedures, and a wide variety of components in cosmetics and medications, it is becoming harder and harder to verify whether a product is halal. Determining what food is halal and what is haram has become more difficult due to recent developments in science and technology. The halal label is necessary due to the growing distribution of processed food items. It covers the supply of ingredients, processing, storage, packaging, distribution, sales, and product presentation in addition to the raw materials. Consequently, it is necessary to have adequate knowledge of Islamic legal principles or norms (Yuanitasari, Sardjono and Susetyo, 2021).

According to (Wahyudi *et al.*, 2023) halal certification of a product is very important for Muslim consumers. A halal certificate, in the form of a fatwa from the MUI certifying that a food product conforms with the relevant provisions of Islamic law, is issued by the Halal Product Guarantee Organizing Agency (BPJPH) via the Indonesian Ulema Council (MUI). The MUI halal certificate is a prerequisite that must be satisfied in order to receive a halal label; in other words, the inclusion of a

halal label on food product packaging is dependent upon the MUI halal certificate.

Meanwhile, incorporating halal and thayyib certification into traditional health services can provide several benefits (Warto and Samsuri, 2020).

1. Religious Compliance: Understanding that their medical care is in line with Islamic teachings can give Muslim patients comfort and a sense of religious fulfillment.
2. Quality Assurance: According to the thayyib principles, certification guarantees that the services are safe, of the highest caliber, and devoid of any harmful or outlawed chemicals.
3. Customer Confidence: By showcasing a dedication to moral and open business procedures, certification can boost customer confidence and trust, both among Muslims and non-Muslim patients.
4. Market Expansion: Healthcare providers can reach the expanding market of Muslim customers who value upholding Islamic principles in all facets of their lives by providing halal and thayyib certified healthcare services.
5. Worldwide Recognition: Possessing a halal certification can help traditional healthcare services become more reputable and competitive in areas

with sizable Muslim populations or where it is highly prized.

Ultimately, incorporating halal and thayyib certification into traditional healthcare can serve as a way to improve the quality, accessibility, and cultural relevance of healthcare, meeting the specific needs and preferences of Muslim patients while promoting broader ethical principles and sustainable practices (Warto and Samsuri, 2020).

### How to Improve Traditional Healthcare Coverage

Indonesia has provided sufficient regulatory mechanisms for guaranteed halal products, ranging from the Minister of Religious Affairs' Regulation to the Law. Regretfully, there has been a glitch in the halal certification process. The organization's preparedness and sound halal governance did not seem to promote the increase in public knowledge of halal and the business actors' desire for halal certificates (Ruhana, 2021).

Conventional healthcare centers are facilities that organize and provide healthcare services. Medical practitioners in their field treat patients using methods and treatments that are based on information and skills that have been passed down through the generations. The services offered by the health industry lack a clear relationship between the customers' (i.e., patients') health and that of the employees. Basic individual rights, which are related to the right to self-determination and include the right to know one's own health status, the right to consent to or refuse medical treatment, and the right to seek a second opinion, are distinct from basic social rights, which are supplied by health services for patients (Rastiti *et al.*, 2025).

Efforts to broaden traditional health service coverage include a number of steps aimed at improving access, quality, and safety. Several attempts can be made in this area, including the following:

1. Recognition and Integration:  
Increase the official recognition of traditional health practices within the national health system. Traditional health practices can be integrated into modern health systems, increasing community accessibility and care options.
2. Regulation and Standardization:

Create an appropriate regulatory framework for traditional healthcare procedures, such as licensing requirements, patient safety rules, and quality standards. Standardization is also necessary to assure the consistency and quality of care.

3. Education and Training:

Investigate education and training programs for traditional health practitioners to improve their competence in safe and effective techniques. This may also involve education in medical ethics, patient care, and practice administration.

### The Relationship between Medical Wellness and Halal and Thayyib Certification

The term "medical wellness" was invented in 1959 by American physician Halbert Dunn, who described a certain state of health as an all-encompassing sense of well-being that sees people as being dependent on their surroundings for their physical, mental, and spiritual well-being. High levels of health are what Dunn refers to as an exceptional state of personal fulfillment (Dewi, 2023). The relationship between halal and thayyib certification and medical wellness has many aspects, including:

- Cultural Sensitivity and Inclusivity:  
Certifications for halal and thayyib guarantee that goods and services adhere to ethical purchasing practices and Islamic dietary guidelines. In the context of medical care, providing halal and thayyib certified services shows inclusion and cultural awareness while attending to the needs of Muslim patients who follow these moral and dietary rules (Islami, 2023)
- Quality and Safety Assurance: While thayyib certification places an emphasis on completeness, safety, and ethical sourcing, halal certification confirms that goods and services adhere to Islamic dietary regulations. This certification, when applied to medical health services, gives customers peace of mind that the offerings are safe, high-quality, and devoid of dangerous materials or procedures (Pebriani, Setiawan and Bayinah, 2023).



- **Holistic Health Promotion:** Promoting holistic health and well-being, which takes into account elements of mental, spiritual, and physical health, is the main goal of medicine. Medical services that are certified as halal and thayyib adhere to the tenets of Islamic teachings, encourage healthy lives, and accommodate the demands of people from a variety of cultural backgrounds (Ambushe *et al.*, 2023).
- **Building Confidence and Trust:** A certification in service delivery denotes accountability, transparency, and honesty. Healthcare service providers can gain the faith and confidence of Muslim clients and non-Muslims who respect morality and openness by providing halal and thayyib certified medical services (Vian, 2020).
- **Market Differentiation and Accessibility:** Providing halal and thayyib certified medical healthcare services can help service providers stand out in the marketplace and make themselves more accessible to Muslim patients looking for healthcare options that are appropriate for their cultural background in areas with sizable Muslim populations or where halal certification is highly valued (Fitrianingrum and Aruny, 2021).

It is crucial to remember that halal and haram refer to more than just food and drink; when using medicinal items, one must also consider their idolatry in order to receive treatment. The aspects of drug idolatry should also be considered when using drugs. The Qur'anic mandate to exclusively eat halal food serves as the foundation for every Muslim's attention to detail and deliberate consumption of halal food (Rahman, 2023).

In general, the correlation between medical wellness and certification in halal and thayyib highlights the significance of cultural sensitivity, quality control, and comprehensive health promotion in the provision of healthcare services. Providers can better serve the needs of different communities and advance inclusive, moral, and sustainable healthcare by incorporating this accreditation into their medical practices.

## CONCLUSION

The study found that halal and thayyib certifications and medical health are linked by common principles such as ethical sourcing, religious compliance, and holistic health promotion. Integrating this accreditation into medical health practices allows clinicians to provide services that not only follow religious requirements but also prioritize the safety, quality, and well-being of people and the community as a whole. Halal and thayyib certifications contribute significantly to the improvement of traditional health services to obtain medical wellness. Halal certification ensures that products and services adhere to Islamic law, assuring Muslim customers that the services they get are consistent with their religious beliefs and practices. Meanwhile, thayyib certification stresses integrity, safety, and ethical resource management, assuring that the services offered are not only compliant but also of high quality, safe, and devoid of dangerous materials or procedures.

According to a review of the literature, medical services can become more inclusive and sensitive to cultural differences if they are certified as halal and thayyib. Increased trust and engagement within Muslim communities can result from this, which can promote easier access to healthcare. This health service can provide a holistic and all-encompassing approach to medical well-being by integrating the health principles recommended by Islamic teachings, which include physical, mental, and spiritual health.

Recommendations for future researchers are to compare the health outcomes of patients who receive certified traditional health services with those who are not certified. For the government, to develop policies and regulations that support halal and thayyib certification in the traditional health sector. Furthermore, the government and non-governmental organizations can collaborate to create and enhance guidelines and requirements for thayyib and halal certification in conventional healthcare services. In addition, people in the community need to learn more about the benefits of thayyib and halal in relation to health services. They should take care to select

conventional health services that have received halal and thayyib certification and participate actively in research and development projects pertaining to traditional health services that are certified halal and thayyib, or make other contributions.

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