

STANDARDIZATION OF GLOBAL HALAL NORMS THROUGH SMIIC: SOCIALIZATION & FRAGMENTATION

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BACKGROUND: This study analyzes the dynamics of the formation and diffusion of global halal standards through SMIIC (The Standards and Metrology Institute for Islamic Countries), which serves as the main instrument of the OIC in harmonizing halal norms across the Muslim world.

METHOD: Using literature studies and a constructivist approach (the norm diffusion framework) by Finnemore & Sikkink (1998), this research examines how SMIIC functions as a socializing agent of global halal norms through three stages: norm emergence, norm cascade, and norm internalization. This article focuses on the dominant role of Turkey as **norm entrepreneur** in constructing the architecture of global halal standards, including financing, drafting initial standards, and structuring the SMIIC organization.

RESULTS & DISCUSSION: Furthermore, the study describes the institutionalization process of halal norms through the drafting of OIC/SMIIC 1:2019, the organization of training programs, and the growing acceptance by member states. Although participation has increased significantly (with 45 out of 57 OIC member states ratifying SMIIC), there remain ideological fragmentations among Islamic schools of thought (Sunni, Shia, Wahhabi) and political-economic rivalries that challenge harmonization efforts.

CONCLUSION: The halal standard is also used as a tool for protectionism in trade, as demonstrated by Saudi Arabia and Iran. Thus, the diffusion of halal norms through SMIIC is not entirely linear but is filled with negotiations, resistance, and the reconstruction of sectarian identities and market interests within the Muslim world.

KEYWORDS: Global halal norms, SMIIC, socialization, fragmentation