

Challenges of Halal Certification Policy for MSE Products with a Leading Food and Beverage Sector Approach: Local Government Policy Analysis

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Abstract

Purpose – The study aims to that public policy in implementing the halal certification process massively in recently years especially in local government approach. This study has the scope of roles as well as challenges of halal certification by local governments which have an important role in accelerating halal certification. Thus, the government can map priorities of challenges in order to alleviate various problems in the implementation of halal certification evenly in all business sectors.

Methodology - The study was conducted qualitatively with descriptive analysis in several sectors of government service institutions in accordance with the main tasks of functions in Micro Small Enterprises, especially in the leading sector for food and beverages.

Findings - Some of the challenges faced by local governments, especially in Micro, Small Food and Beverage Enterprises, include; availability of data on business actors, literacy of micro business actors, government socialization programs, synchronization of regulations and programs to local governments, regional budget limitations, collaboration with related parties. This study is the basis for mapping the challenges that will be experienced by local governments in the implementation of halal policies and comprehensive halal certification. Then it is an implication of the support of the local government which specifically tries to implement halal policies in various units according to its authority which has not been discussed in other studies. Meanwhile, other studies have not discussed the policy approach of local governments through regional autonomy in supporting the optimization of halal policies in their regions.

Keywords: Halal Certification; Small Micro Enterprises, Leading Sector Product; Food and Beverages

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1. INTRODUCTION

The halal lifestyle is a lifestyle that is inseparable from the lives of today's world society (Monoarfa et al., 2023; Juliana et al., 2024a; Darojatun et al., 2018). This condition is like increasing the production of goods in the context of the availability of halal goods (Juliana et al., 2024b; Pratiwi & Purwanto, 2024). Apart from that, various government programs are starting to emerge to encourage halal certification for business actors. The availability of various halal product commodities is also inseparable from SMEs as the dominant sector supporting the economy of Indonesian society (Sarfiyah et al., 2019). The number of micro and small business units in Indonesia is more than 65 million spread across all regions in Indonesia. This number has the potential to be even higher considering that MSMEs are dominated by informal institutions so that more business units that have not been registered could be based home industry (Juliana et al., 2024c). In pre-pandemic conditions, according to data released from the Ministry of Cooperatives and MSMEs in 2019, the number of workers absorbed from the micro, small and medium enterprise sector was more than 119 million, which is more than 40% of the total population in Indonesia.

Indonesia places halal as an instrument that exists in national life even though the halal obligation is an obligation of one of the official religions adhered to by society, namely the obligation of the Islamic religion (Mahri et al., 2024). This obligation is reflected in the implementation policy of Law no. 33 of 2014 concerning Halal Product Assurance which became a milestone in the birth of the Halal Product Assurance Organizing Body (BPJPH) so that halal certification which was originally voluntary changed to become mandatory for all products in circulation. This regulation then gave birth to various derivatives such as PP no. 39 of 2021 concerning the implementation of Halal Product Assurance and various derivatives as technical guidelines for ministries and institutions (Supriyadi & Asih, 2020). As a priority, the halal certification obligation in 2024 will start from the food and beverage sector. However, the implementation of halal certification obligations is faced with Indonesia's broad characteristics and heterogeneous conditions along with the conditions of its consumers. The number of business units spread across 38 provinces throughout Indonesia means that the obligation of halal certification, especially in the MSE sector, cannot be left to the implementation mechanism which depends on several parties. Therefore, the target number of halal certification, the method of halal certification simultaneously in large quantities, is an important acceleration in achieving this halal product assurance regulation (Julian et al., 2024c).

Business conditions and business actors are important factors in halal certification. The diverse characteristics of MSEs in various regions are an aspect of accelerating the implementation of halal certification (Juliana et al., 2024c). If we return to the priority of halal certification obligations for food and beverages for MSEs, there are several adjustments, especially in downstream food processing. Apart from that, the standardization aspect in implementing halal certification as a basis for the flow of product standards can be seen as something new so that business actors may need adaptation (Pujiono et al., 2018).

The implementation of Halal Certification in various regions has different conditions. Furthermore, the government has a policy direction in order to make Indonesia the world's halal center so that various policies to encourage assurance halal products through halal certification are carried out on an ongoing basis (Muhamad, 2020). These various programs are supported by accelerating halal convenience and literacy improvement programs in various regions. Meanwhile,

regional governments have not yet fully encouraged the implementation of halal certification on a large scale for MSEs within their target areas and regions (Mahri et al., 2024).

Regional governments play a role that cannot be considered small in implementing national policies. National policies can actually still be implemented even though there is an aspect of authority over local governments. So the role of regional government in the context of policy integrity and involvement with the community is not only as an object but also as a subject implementing policy can strengthen aspects of the quality and equitable implementation of a policy as well as various government regulations related to the role of regional government. This aspect also applies to the implementation of the halal chain as a whole, where the aspect of adapting national policies to local governments cannot be avoided.

Other studies have tried to look at various potential aspects in order to achieve a halal ecosystem as a whole. Studies on various regulations and the completeness of the legal basis have also been carried out. However, the approach to policies implemented by local governments has not been carried out much. In fact, in the context of regional autonomy and regional authority in various policies in the region, it has an important role even in the role of comprehensive regulations nationally. So what are the challenges faced by local governments that are trying to implement halal obligations in their areas. Moreover, the obligation of halal certification for food and beverages has begun. Therefore, the urgency of the implementation of halal certification is inevitable to be carried out to the regions. This study seeks to raise various challenges in the local halal certification process in the Sumenep Regency area in the food and beverage sector as the first stage of the type of business that is obliged to carry out halal certification.

The obligation of halal certification for MSE actors, on the other side is uneven in number. In fact, the distribution of MSE actors as a support for the community's economy reaches remote parts of the country (Puspitaningrum et al., 2021). Inequality occurs in various regions in Indonesia in the realization of the implementation of halal certification. The inequality factor occurs due to the characteristics of each region in determining the priority scale in the implementation of halal certification. In addition, the condition of MSE actors as subjects and objects is also an equally important factor.

Furhthermore, on the other side that ideal conditions sometimes cannot be achieved by every region. Aspects of the basic capital dimensions of regional governments are fundamental factors. On the other hand, the implementation of policies in the regions themselves cannot be directly implemented ideally and comprehensively. Moreover, the halal policy is a policy with a broad sector and requires gradual implementation at a national level. So the challenge in implementing halal policies is a form of progression that can be carried out in policy implementation.

2. LITERATURE REVIEW

2.1. Halal Certification

Halal certification is a form of halal labeling that is regulated according to certain standards. Halal labeling is not just about providing information on a product that explains the raw materials and the product is a material that according to sharia is a halal material (Ilyas, 2017). Apart from that, in the halal certification process there are standards for compliance with various halal aspects which are contained in the Halal Product Assurance Standards (SJPH) from the Halal Product Assurance Organizing Body (BPJPH) of the Ministry of Religion for the halal certification process.

The existence of halal assurance is not only a basis for proof of obedience to religion and the aspect of consumer religiosity towards products. More than that, halal is also proof of support for the company's production trust which is given indicators through the halal label (Koc et al., 2024). The halal aspect is a certainty both in terms of sharia and state protection in the context of legal certainty for products consumed and circulating in society (Rachim Hardiyanto A, 2021). Apart from that, it is a assurance of compliance with upstream to downstream management standards for production activities. Because the halal aspect of a product is something of certainty and clarity. So do not be surprised when halal becomes one of the assurances in consumption in the community. In the end, halal is not only important for Muslims but for non-Muslims.

Technological advances in various fields, including in the field of food processing, open up opportunities for various innovations in products circulating in society. The development of various products has made aspects of basic materials, production methods, packaging, and delivery aspects a major part of the industrial process and supply chain is also inseparable from development. The aim of using technology in aspects of effectiveness to efficiency is also carried out by micro, small to large scale business actors who produce products to meet mass needs.

Progress in various fields has actually made achieving halal aspects an important aspect of standardization, especially for Muslim consumption products. Development based on advances in various engineering and biotechnologies raises challenges to the criteria for consumer goods based on halal materials. The development of these various fields is in order to achieve safety and efficiency levels of processing materials. Then the next challenge is the various developments in the context of adjusting to sustainability challenges, especially related to the issue of food security (Yunita, 2018). These various developments are still needed today to face various challenges in the future, but the halal aspect for Muslim communities must not be abandoned as a assurance of religious freedom.

Apart from that, the halal trend has become one that is developing a lot in the world today. World community awareness regarding halal aspects is not just part of practicing religion. However, halal awareness is not just a basic obligation, so it can increase demand for a product. The development of the halal awareness trend is due to factors, among others, halal awareness aspect is not just religious observance but also contains aspects of hygiene, safety, assurance suitability for consumption and consumer protection (Rachim Hardiyanto A, 2021). So halal standards, especially through the implementation of halal certification as the basis for halal in Indonesia, are also experiencing a similar trend increase.

2.2. Halal Certification Obligatory

The obligation for halal certification was marked by the enactment of Law number 33 of 2014 concerning Halal Product Assurance. Apart from that, the law which became the basis for the birth of the Halal Product Assurance Organizing Body also made a shift in the standardization aspect of products circulating in society, from previously the existence of halal certification being voluntary to becoming an obligation for a product circulating in society (Rachim Hardiyanto A, 2021). Then, in order to implement it, it will be implemented in stages in 2024, divided into various product dimensions in stages.

The birth of these mandatory regulations also means that various supporting tools in implementing halal certification are increasingly equipped. The regulatory mandate is complete from the basic supporting regulations of a general nature to the technical stages in decisions to various standards including the existence of technical Halal Product Assurance Standards (SJPH) (Nasori et al., 2022). Then the development and development of the technical implementation

authority of the implementing parties was also carried out, which included the LP3H (Halal Product Assistance Agency) and the LPH (Halal Inspection Agency) was further strengthened. Apart from that, in order to massively encourage Micro, Small Enterprises (UMK), which are the business actors with the largest number, the Free Halal Certification Program (SEHATI) is being implemented, especially in the product aspect with a simple process.

The implementation of the obligation to implement halal certification has so far been more actively carried out by the central government. Therefore, the government in this case continues to strive to expand the area of activity level in various lines of government to the regions. The method of facilitating halal certification obligations is expanded both through economic authorities and local governments through related agencies. This encouragement is carried out with the complexity factor of success in the even distribution of the very dynamic implementation of halal certification policies. Moreover, if it is linked to public awareness, especially business actors who are very heterogeneous in a relatively large area, then the effectiveness of the policy can be measured as a form of policy diffusion can be developed (Arifin, 2020).

The obligation to halal certification is currently carried out in stages based on the various sectors that have been divided. Currently, the obligation to halal certification is emphasized for various products in the food and beverage sector (Supriyadi & Asih, 2020). This sector will achieve its implementation obligations for every marketed product in 2024. Then it will move on to its obligations in other sectors to the implementation of halal obligations through halal certification for products in all sectors.

One of the objectives of this halal certification obligation is to increase product competitiveness, especially for MSE products, which currently still have the potential to continue to grow. Through halal indicators, which actually start from halal achievements based on sharia aspects, developing to the application of halal standards. Based on the implementation of these standards, it becomes a way to develop product quality capacity. In this way, various product explorations with penetration and expansion of the market through improving product quality can be carried out periodically and sustainability (Harmen et al., 2024).

The policy of enforcing the obligation to implement halal certification is carried out on all products initially circulating in 2024 in food and beverages. The government has also prepared sanctions for business actors who do not implement the halal certification policy. However, the business sector especially in Indonesia is not a region with homogeneous characteristics. In addition, the number of MSEs that majority of which are in the informal sector is an aspect that continues to be considered. So then it is possible to change the policy so that food and beverage MSEs are suspended until 2026. However, middle-class and large-class business actors will still be obliged to carry out in 2024.

2.3. Halal Assurance System and Product Halal Process

The implementation of halal assurance in Indonesia has been going on since the enactment of the Halal Product Assurance Law no. 33 of 2014 which was decided to take effect 5 years later since 2019. In the period since its enactment, various regulations supporting and strengthening the position of halal obligations have been issued by various authorities and related authorities. During this period, the halal certification process has also taken place in various regions in Indonesia, both regular and self-declared, both with paid and free channels through the SEHATI (Sertifikasi Halal Gratis/Free Halal Certification) program. In that period, the halal ecosystem has also begun to form, including in several locations that have begun to create halal supply chains from upstream to downstream (Mya & Handayani, 2023).

Some time ago, the process of implementing halal product assurance has been systematically and developed periodically, starting from administrative and procedural aspects (Keputusan Kepala Badan Penyelenggara Jaminan Produk Halal Nomor 20 Tahun 2023 Tentang Perubahan Atas Keputusan Kepala Badan Penyelenggara Jaminan Produk Halal Nomor 57 Tahun 2021 Tentang Kriteria Sistem Jaminan Produk Halal, 2023). This condition makes the creation of halal product processes that can be applied in various production sectors as a standard. The business sector, especially in the food and beverage sector with various classes, has implemented halal policies (Pratiwi, & Purwanto, 2024). Therefore, the halal product assurance system has begun to exist in the process of implementing halal product certification.

The development of the halal certification mechanism has been going on for a long time, adapted to various conditions, including technological developments in order to improve the process to be more effective. The effectiveness of the process is more sought from the beginning to the end of the production process for business actors and related parties involved in the halal certification process. Therefore, the application of the halal assurance system in the processing and industrial process is a condition for the fulfillment of the halal certification process in a product (Adi et al., 2023). The achievement of the final result in the form of assurance of halal products is sought to be integrated and implemented so that a sustainable halal product assurance system can be maintained.

The halal assurance system of a product continues to be the basic reference in the halal product process. So it is not surprising that the implementation of the SJPH (Halal Product Assurance System) manual is applied on all lines comprehensively. The process of making halal products is carried out after the application of SJPH in various production activities (Munawar et al., 2023). This is done as part of halal principles that are applied to all production lines and can be applied both in the process until the goods are marketed and accepted by consumers.

The halal principles applied in the Halal Product Assurance System (SJPH) approach ensure that all aspects of production can be carried out halal in accordance with sharia provisions and various other regulations (Niza, 2023). Sustainable aspects are carried out in various lines ranging from materials, production processes, procedures, product storage, equipment, packaging, to human resources in accordance with sharia provisions. This sharia provision is the basis of the halal policy of a company business actor in carrying out halal certification on its products. Thus, audit aspects in the implementation of the halal certification process will be carried out in these various lines. These various criteria are guidelines and there are provisions in the Decree of the Head of the Halal Product Assurance Agency (BPJPH) no. 20 of 2023 concerning Criteria for the Halal Product Assurance System.

The complexity of this aspect is actually not a certain obstacle if the halal literacy aspect has been carried out previously by entrepreneurs (Fatmawati et al., 2023). The aspect of purity that will support hygiene in the world of health if it has been fulfilled will help the fulfillment of the halal certification process. The feasibility of consumption, the goodness of the product, the usefulness, and the benefits of the product are part of the goodness of halal products. So it is not surprising that halal is not only interpreted as only sharia abilities, but the goodness of the product when consumed.

2.4. Small Micro Businesses

Micro, Small and Medium Enterprises (MSMEs) are one of the sectors that are the backbone of the Indonesian economy with a number of business actors of more than 64 million, according to data from the Ministry of Cooperatives and Micro, Small and Medium Enterprises. The majority

of 63.4 million are micro and small scale businesses. Furthermore, this number can be very dynamic every year according to the conditions of economic development and growth that occur.

Specifically, micro and small business actors in Indonesia have various characteristics. The heterogeneous aspect of the MSE sector is due to the general conditions of Indonesian society which are also diverse. Various raw materials for products originating from various natural conditions are also an important factor in the conditions of MSEs. Therefore, the policies implemented can be implemented with regular evaluations on aspects of effectiveness and efficiency.

The conditions of the MSME sector and the heterogeneous business actors within it mean that the approaches used can be different. Encouragement for the empowerment of Micro, Small Enterprises (UMK) can be done by implementing development priorities (Amalia, 2022), especially for superior MSEs. The government through Ministry of Home Affairs Regulation number 9 of 2014 concerning the development of superior products including in the MSE sector based on priorities and procedures which will later become Regional Superior Products (PUD). In this way, developing regional uniqueness and characteristics can become an advantage and economic strength in the region.

On the other hand, the implementation of halal certification obligations for MSEs has so far in recent years been mostly implemented through the Free Halal Certification (SEHATI) program. At least from the Ministry of Religion's SEHATI program in 2022 a total of more than 25,000 have been processed and have been certified halal by BPJPH. However, so far this massive program has not been uniformly and comprehensively adopted by regional governments. However, on the other hand, the obligation of halal certification is also an increase in product standardization through the implementation of SJPH in business units in the community so that not only the halal aspect is achieved but also the implementation of product standards for MSEs. Moreover, referring to various halal regulations, the implementation of halal obligations on every product in circulation will be carried out in 2024, so that if you don't have a product in circulation, it will have special consequences.

MSE development can be continuously pursued in various patterns (Maulida & Yunani, 2017). This development program can be pursued in various patterns according to the needs of MSEs. Apart from that, minimum standard capabilities can be obtained by MSEs which are related to internal conditions which will influence the condition of MSEs in facing external disturbances. So the condition of MSEs in facing the halal certification process which is carried out at the level of obligation is a form of empowerment because it will have an impact on MSEs in many aspects.

3. METHODOLOGY

The method used in this research uses an empirical qualitative approach with a policy implementation approach. The basis of the analysis dimension is an empirical public policy analysis related to the implementation of halal certification in Sumenep Regency which has initiated a halal policy in accordance with the authority of various government authorities, agencies and related institutions at the regional level. Data collection was carried out by observing MSME actors and authorities involved in the halal certification mechanism. Data collection was conducted by interviewing relevant authorities related to the authority and implementation of programs in the food and beverage sector. In addition, observation was carried out with the role of triangulation and verification of other data collection methods. Some data sources and informants came from the Regional Planning and Development Agency as the determinant of the policy direction of development programs in the Sumenep district government area. Then The Cooperative, MSME

and Industry Sumenep Regency office as the authority of authority on micro and small businesses. Then the Global Halal Hub in Sumenep Regency as a third party that cooperates with the coaching and upgrading process of micro and small businesses. Further data sources are also obtained from leading MSE actors in the food and beverage sector who are involved in the process of implementing halal certification policies. The next data source comes from the MUI of the Sumenep region as an authority that plays a major role in the transition to halal authority. These various data sources are carried out in order to describe the implementation of various aspects of the halal ecosystem in the Sumenep District area.

The type of research used is qualitative, namely research that produces information in the form of notes and descriptive data contained in the text under study (CRESWELL, 2014). The descriptive analysis method provides a clear, objective, systematic, analytical and critical picture and information regarding halal product certification in the context of the availability of halal products by MSEs in Sumenep Regency. The use of this methodology is carried out to accurately describe the various experiences of many parties in the implementation of public policies. Moreover, in the implementation of the halal certification process, there are parties involved in accordance with the authority. This includes parties that can support the acceleration of policies evenly and comprehensively.

4. RESULTS AND DISCUSSION

4.1. Halal Certification Implementation Mechanism

The halal aspect in product development is not just that all products produced have aspects that are permitted in religion. However, more than that, in halal there are standards as well as product assurance and consumer protection (Agus, 2017). In the halal aspect, there are many goodness and great benefits in every product consumed by the public. Furthermore, there are several aspects such as cleanliness, and safety.

The government's target of making Indonesia the center of halal in the world has resulted in an increasing trend in the development of the halal ecosystem in terms of developing aspects of research, regulation and innovation. The mechanism for implementing halal certification through various conveniences without ignoring standardization is carried out by the relevant parties. Therefore, in order to accommodate these objectives, regulations related to the implementation of halal certification are developing dynamically.

The halal certification mechanism generally exists within the coordination area of the Halal Product Assurance Organizing Body (BPJPH). Various regulations as derivatives of the Halal Product Assurance Law no. 33 of 2014 has mandated various authorities of implementing parties. The emergence of the role of the halal center is important in order to increase public awareness and literacy regarding the importance of halal. The role of other institutions, such as the Halal Inspection Institute, is no less important in maintaining the standardization of halal implementation on various halal products circulating in society and maintaining the position of fatwas at the Indonesian Ulema Council (MUI). The completeness aspect of these regulations has dynamically emerged as a basis for strengthening and developing the halal ecosystem. Various regulations have also been strengthened, ranging from Government Regulations, Regulations and Ministerial Decrees until Decree of the Head of the Halal Product Assurance Agency (BPJPH) as an institutional operator.

The implementation of the halal certification mechanism itself is in line with the risk approach, namely consisting of 2 routes, namely the regular route and the self-declare route. The

regular route is a route given to business actors with product characteristics and the complexity of processing raw materials. This route also has the potential to carry out scientific testing processes in the laboratory to decipher the composition of raw materials. This route can be taken by both micro and large scale businesses. On the other side there is also a path *self declare* that is, it can be achieved with simpler compositional characteristics. This mechanism can only be used by micro business actors where the majority of raw materials are materials *positive* which clearly have the basic characteristics of being part of halal food according to the law.

The implementation of halal certification is carried out through the digital-based SIHalal system. Business actors open and register for halal certification applications through this platform before technically conducting product inspections. Business actors with simple products through the self-declaration route are carried out together with halal assistants for the independent process of checking process materials and simple products. Meanwhile, in the regular halal certification pathway, the preparation of inspections is carried out by halal supervisors before audits are carried out on various aspects of production in accordance with standards and provisions.

Furthermore, the role of Human Resources is also specifically the backbone of strengthening the halal ecosystem. Some of the increased roles include halal assistants, halal auditors, halal supervisors to sharia-based human resources. The roles of various professions in the halal realm range from the halal center to the Halal Inspection Institute. Therefore, the portrait of competency development which is part of the halal ecosystem cannot be avoided in the realm of Human Resources development.

4.2. Government Involvement in Implementing Halal Certification Policy

Hierarchical regulatory mandates regarding the implementation of halal certification have existed in various forms. Starting from statutory regulations to more technical regulatory stages by the competent authorities. BPJPH's efforts as a technical implementer are in various existing programs. These various implementations in the context of implementing halal certification as a whole in various sectors in various regions and regions, including alignment with foreign sectors, are inevitable in the current era. The gradual implementation of halal certification obligations is also a stage that is being taken starting from the food and beverage sector which will start in 2024, medicines and various other products.

Various programs originating from the central government and regional governments have been pursued comprehensively and continuously. Apart from that, socialization has also been carried out in various ways, both from the government itself and the community who have become halal literate. Even some roles Halal *influencer* related issues have existed on social media. Apart from that, the role in the halal ecosystem apart from government elements as the competent authority has continuously synergized in implementing halal product assurance in various fields.

Socialization is one thing that is carried out continuously in implementing halal certification (Arifin, 2020). Its effectiveness will increase in line with halal literacy awareness. Apart from that, this socialization aspect can also be carried out using a product usefulness approach with halal certification. Products with halal certification are an important part of improving product standards so that they have and increase bargaining power in the market and increase the potential for a more open market.

Furthermore, in efforts to implement halal product assurances as a whole, government involvement at the smallest level cannot be ignored. Especially if it is related to limitations in the dimensions of space, time, and regulations included in the budget, then the involvement of local governments becomes important. Apart from that, it cannot be denied that there is a need for the

role of regional government through services assisted by MSEs in it. Departments at the regional government level have their own patterns of guidance for MSEs so that the approach and involvement of departments in these regions is important in implementing halal standards and guarantees down to the smallest units for business actors.

Regional governments already have awareness of the importance of halal certification, including the obligations that will be implemented in 2024, carrying out their obligations in various ways. Starting with the implementation of various mechanisms and schemes for related service schemes. Apart from that, preparing human resources to strengthen and develop certain themes. In the halal ecosystem aspect, there are many things that can be developed, starting from the regulatory level to grounding and socializing to facilitating the implementation of halal certification, especially for MSEs who still need many aspects of development and empowerment.

As with public policies in general that will be carried out in all regions, full support is needed from the national level to local governments. On the technical side, local government policies that adhere to regional autonomy can still implement the priority scale. Comprehensive public support will be an encouragement in the implementation of halal certification. In addition, like other public policies, political support is also a fundamental aspect that will encourage policy strengthening.

The implementation of halal principles in various production sectors has become many policies in other countries as well. Institutions in various countries already have collaborations and cooperation partners and are acceptable conditions in the country. Standardization in the implementation of halal certification is also developing in adopted a halal certificate policy and standardization in these country. Malaysia, Brunei, or even a country with a majority of non-Muslim populations. Because the country's priorities are for industries where some of them are Singapore, Thailand, Vietnam, and Japan (Priatna et al., 2023). In line with Indonesia, halal policy in Malaysia also implements policies with government institutional authorities (Marjudi et al., 2017).

The role of the implementation of the halal certification process also involves different parties in the halal ecosystem, especially in Malaysia, which also involves external parties outside the government. Authorities in Brunei Darussalam also recognize the role of halal certification through the role of institutions under the Sultanate of Brunei (Ibrahim, 2022). Other ASEAN countries that are not countries with a Muslim minority, namely Thailand, are also among the countries that have authority in halal certification. Then other countries have halal links through policies initiated from various levels of society such as scholars, Muslim communities, or academics who have an interest in the halal field. This condition is due to the orientation of industrial products that will ensure quality and universality in marketing, including in Muslim-majority countries.

4.4. Opportunities to Grow in Number of Certification Halal

The implementation of halal certification has been launched by the government where Indonesia is one of the centers of halal world. At this time, Indonesia's development in the State of the Global Islamic Economic Report 2023/2024 in general Indonesia is ranked 3rd below Malaysia and Saudi Arabia. The increase in the ranking in the previous year is actually the most interesting among these indicators is Indonesia's achievement in the Halal Food aspect which is ranked 2nd. So this proves that the movement of halal certification in the food aspect has begun to have an impact on Indonesia globally.

Indonesia's potential in the development of the halal food ecosystem even though it has begun to have a big impact and is ranked 2nd is still wide open. This position gives an idea that Indonesia opens up its potential not only in the consumption aspect but also in the production aspect. The potential aspect of halal food consumption alone based on the State of the Global Islamic Economic Report amounts to more than 2 trillion USD. The opening of Indonesia's opportunity as the world's halal center is due to the fact that the number will continue to increase. Some of the supporting factors include the increase in the number of Muslims in the world which is supported by the awareness of the halal lifestyle which is not only limited to Muslims as compliance with sharia but in non-Muslim communities. Halal principles are known not only in the sharia aspect but also in the aspects of cleanliness, safety, and health (Fithriana & Kusuma, 2018). Furthermore, the concept of halal is not only in the aspect of food and beverages, but also in medicines, cosmetics, tourism, industry, expeditions and various other sectors.

Halal certification policies have become a major concern for countries with significant Muslim populations, as well as for countries oriented to export products to halal-oriented global markets, such as the Middle East. Halal certification policies in various Asian countries have increased due to factors such as consumer demand, the improvement of the global halal economy, and export competition. Universal product orientation and industrialization on all lines make halal a basic standard in the absorption of halal products in various countries.

Furthermore, where Thailand is not a Muslim-majority country, the Thai government has prioritized halal certification as an export strategy. Through the Central Islamic Council of Thailand (CICOT), Thailand has succeeded in expanding the export market for halal products in the Southeast Asia and Middle East region. In 2022, about 6,000 Thai companies have halal certificates, an increase from previous years due to certification programs for seafood and agricultural products. Then in other countries such as Singapore where halal certification is managed by the Islamic Religious Council of Singapore (MUIS). As a country with a multicultural population, MUIS develops strict standards and is recognized by many countries. In 2022, there are more than 2,000 halal-certified companies, driven by the demand for halal tourism and the export market.

Then technological developments can also be an important driving factor in the development of the halal ecosystem in Indonesia (Adinegoro, 2022). The use of digital technology as an information medium is also something that can increase halal, an inseparable part of life. One of the things that can be seen is that many content creators and influencers are discussing halal lifestyle in daily life openly. This development is an illustration that halal not only becomes exclusive to certain groups but is increasingly inclusive, although in this case halal is sourced from Islamic teachings.

Halal is not only in the aspect of the halal certification process in essence solely through the provision of halal labels on products. However, the existence of halal certification and the issuance of halal labels is a guarantee of the existence of halal principles in a product. On the other hand, there is a positive impact of the halal certification process on the development of Micro, Small and Medium Enterprises. The sustainability of the halal product process through the implementation of a halal assurance system with a halal certification estuary can be maintained (Istanti et al., 2019).

Furthermore, specifically, there are many advantages of improving aspects of the business process of MSME actors. For example, production standards carried out by MSMEs tend to be implemented systematically and well-patterned. In the halal certification process, the production process flow can be measured well by halal assistants, halal supervisors, and halal auditors. So if

this can be done continuously by business actors, of course, it will be created, then the improvement of production quality will be able to be carried out further checking the quality of production so that the product can be monitored properly.

Then halal certification will improve the quality of data on MSE actors who are mostly engaged in the informal sector. The legality aspect through licensing in obtaining NIB through the OSS platform required in the implementation of halal certification will be taken by MSME actors so that legality and data will also grow. Around 70 million MSEs as released by the Ministry of Cooperatives and MSMEs need to have good data, especially if they formulate policies that favor MSEs. Moreover, so far MSEs in various simulations and data results show that MSEs are associated as the backbone of the real economy of the community with consistent absorption and growth (Darojat & Utarie, 2022).

Furthermore, the implementation of the halal certification process will also improve the brand image of MSE actors. MSE actors who already have halal certification will help increase public perception of these actors. As in the halal certification process, it is the basis and guarantee of products carrying out sharia compliance so that the availability of halal product processes is achieved. Consumers who are aware of the importance of halal will certainly have priority consideration for products that have received halal certification.

Halal labels through halal certification will further improve purchasing decisions for halal products. In various studies, there has been a point of view of consumer purchasing decisions towards halal products. Halal products are considered to have guarantees against various aspects of halal perception which are not only in the aspect of sharia compliance. If this can be maintained sustainably as the process in the halal product assurance system, it is not impossible that the estuary will be consumer loyalty to the product (Purnama & Ulinuha, 2023).

Based on halal certification, there will also be open access to the product market and various penetrations that can be carried out by MSE actors. The standards that have been possessed in the halal product process can lead to products having flexibility in expanding and penetrating the market. The consumer's purchase decision also applies as a result of halal certification which is not only in the sharia aspect but more than that, namely consumer protection. The implementation of the halal product assurance system is in line with the regulatory mandate of Law number 8 of 1999 concerning consumer protection.

Some of the positive impacts of the implementation of the estuary of the application of halal principles through the provision of halal labels in halal certification are linear with the application of sharia will give birth to benefits. The beneficial aspect in sharia can be achieved through halal compliance. The application of sharia aspects can be achieved in various fields ranging from upstream to downstream, businesses can be applied in the business world (Hendra Rofiullah et al., 2024). Thus, if these ideal conditions can be implemented, it can be expected that the development of MSE actors can also take place in a sustainable manner.

In the halal certification process carried out by MSEs through the self-declaration route in recent years, the SEHATI program has been carried out. The free and mentoring approach is carried out to facilitate the conditions of MSEs that vary, especially those that have many limitations. In that period, more than 3 million self-declaration channels have been implemented for MSEs with low-risk products. Furthermore, in order to ensure consistency in the implementation of the SJPH halal product assurance system, continuous evaluation and coaching for MSEs is an important thing that at the same time expands the implementation with a large gap in the number of MSE actors in Indonesia. Thus, the sustainability of the availability of halal product guarantees can be carried out consistently and evenly across various products.

4.5. Challenges In Implementing Halal Certification for Leading MSME's in The Food and Beverage Sector

The implementation of halal certification in various regions has various diversity that is quite dominant. This condition is due to various factors in the area, both in terms of policy, human resources, awareness, and local government assistance in the implementation of halal certification. In the literacy aspect of various parties related to halal certification, it will also be an influential factor, starting from policy makers, technical implementers in the region to be an impactful factor. As with the implementation of other public policies, political support will also have an impact on the implementation of halal certification.

The number of people in Indonesia, which is majority Muslim with strong religious traditions, will not necessarily guarantee the high implementation of halal certification for business actors. Local government support in the implementation of halal certification also plays a role that can be immediately ignored. The difference in the number between regions related to the implementation of halal certification that applies nationally is also the impact of regional support for different halal certifications. This condition shows that in Indonesia the halal industry plays an important role but is not evenly distributed to the regional level. Thus, efforts to develop halal certification in the world of halal industry.

Policy formulation and evaluation in order to increase policy effectiveness can be carried out periodically. Apart from that, policy development and studies can be carried out using a more effective policy diffusion process in other locations. In this context, Sumenep Regency has several policy directions that have led to the implementation of assurance policies and halal standards for perpetrators in the region. Apart from that, existence *Global Halal Hub* In this region, it is one of several programs and policies that support regional government towards the implementation and standards of halal in the Sumenep region.

Furthermore, the relevant agencies have made efforts with the programs that have been implemented. However, there are still many things to improve performance in quantity and quality. Optimization from the policy stage to the implementation of technical development can potentially still be developed. Human resource capacity that is not yet balanced with the large number of business actors requires a pattern with a different method approach. At its peak, synergy between parties and cross-authorities is no less important in strengthening and developing the implementation of the halal ecosystem through halal certification in various fields.

The diverse characteristics of MSE actors and the diverse characteristics of Indonesia as a country mean that policy approaches can be taken differently. Therefore, the challenges faced will also be relatively different (Sari et al., 2023). Formulating an analysis of challenges in the policy implementation process in improving the implementation mechanism for halal certification in various product sectors. Some of the challenges encountered in the region include (perluasan uraian poin):

1. Data on leading MSMEs and business actors. When implementing a policy with business actors as both subjects and objects, of course a good database is needed. Data can contain good data elements so that the implementation and development of policy targets and policy evaluation can follow the same pattern. The more complete the condition of the data, the more appropriate the condition of policy adjustments and technicalities can be carried out. The heterogeneous condition of MSE actors will be able to become a database in mapping analysis and conditions that are a formulation in the effectiveness of the implementation of policies for MSE actors.

2. Literacy of business actors. Literacy is an important aspect in implementing and accelerating certain themes in society. The right policy does not only make certain sectors as objects but also as subjects. Treating policy theme sector targets as subjects creates active participation as an overall element. Therefore, the overall acceleration of policy implementation can be implemented. In this aspect, it is actually a challenge that needs to be fundamentally identified. The halal literacy aspect owned by business actors will enable business actors to understand the importance of halal in business aspects starting from upstream and downstream (Oemar et al., 2023). If this can be achieved, the rest of the halal certification will only have to go through the administrative aspect. The characteristics of business actors with areas with a Muslim majority in general have understood the importance of applying halal principles. However, with the halal certification mechanism process, it will be a view that will be different from the understanding of business actors with a profit orientation.
3. Socialization of government programs. Increasing literacy is at the same time as implementing policies including increasing the number of active participation, so program socialization is important and unavoidable. Moreover, in this context, there are business actors who in fact have various characteristics and are not small in number. Socialization carried out continuously, especially in line with policy goals, will be a supporting factor in strengthening the effectiveness of policy goals.
4. Synchronization of regulations and programs down to the regional level. As the direction of national policy and strategy is to make Indonesia the world's halal center where various regulatory hierarchies have relatively developed. However, in the context of the hierarchical system of government in Indonesia, it still requires harmonization and synchronization with the implementation of regional autonomy in Indonesia. This synchronization applies in the context of implementing collaboration between related parties. This synchronization is also carried out in order to eliminate various obstacles found in the field. In the context of this comprehensive mandatory halal policy, a national policy has also been carried out in order to fulfill the allocation in local governments.
5. Limited local government budget. The implementation of a government policy as a whole sometimes cannot have immediate existence and effectiveness. The main reason encountered is related to local government budget limitations. This is due to the division of priorities for budget use so that sectoral management activities are needed in optimizing the budget to increase the effectiveness and efficiency of policies. In this condition, it can be started and carried out with anticipation for strengthening the branding and distinctiveness of the products of a region that has become the strength of the region. Thus, later products that have become the strengths and advantages of a product will increase in quality. Then in the next stage, it is more about policy priorities and improving other products. In this position, halal can be used as an instrument to strengthen the advantages and specializations of products that have been owned in the region.
6. Collaboration of related parties. In the halal ecosystem aspect, there are various parties involved. Therefore, these various parties can carry out increased collaboration periodically and comprehensively. This halal ecosystem sector is especially related to business actors in which there are many parties, including quite a few business actors, with various characteristics of each. This collaboration can be done vertically or horizontally equally. Moreover, there is still an impression that the process of managing halal certification for MSE actors in various regions (Siti Zakiah Abu Bakar et al., 2023). Collaboration can also be carried out from policy designers to technical policy implementers. As with other approaches in

public policy, it can be done in implementing and strengthening political support. In the context of the regional autonomy approach where the authority of the local government has an area of authority in a certain dimension.

5. CONCLUSION

The halal certification obligation has been implemented in various regulatory hierarchies so that its implementation is expected to be carried out comprehensively. Apart from that, halal certification is important in an effort to ensure peace in various aspects of consumption products, especially for Muslim communities. As a policy that is established as a whole, examples of diffusion are needed in various policies down to the regional government stage. Therefore, various programs are needed to provide comprehensive policy synergy by related parties from national to regional levels.

Sumenep Regency is one of the regencies that has started to implement halal policy direction in the region. Several programs have been implemented in order to realize the halal certification process in various fields. In the food and beverage sector, several strengthening the implementation of halal certification have been carried out to assistance, especially in the MSE sector in food and beverages. The implementation is carried out in the form of a cross-sector policy, but evaluation in order to map out challenges needs to continue to be carried out in the context of the comprehensive implementation of halal certification. The involvement and attention of local governments by prioritizing the existence of halal certification and the halal ecosystem through various programs is an effective approach method that can be carried out.

Government involvement is an important factor in implementing halal certification on various products before the halal obligation applies to every product in circulation, especially in the food and beverage sector in 2024. However, this does not mean that the implementation of halal certification policies in the region is free from several challenges that will arise. It is important to continue to address this and become an important factor in expanding the direction of the challenges of implementing halal standards and assurance. The implementation of the halal certification policy in Sumenep Regency faces various challenges ranging from aspects of data, literacy, local government budgets, to synergy obstacles between authorities and institutions. In this position, local governments can continue to develop the implementation of halal certification policies through the identification of various challenges.

Increasing the number of halal certifications has been carried out through various programs and synergies between various parties. Apart from that, outreach efforts to encourage the number of halal certifications are important to implement in various sectors. Moreover, this halal certification effort requires various roles from related parties, from those directly involved in the halal certification process to those who are not involved but have an important role in this overall policy, such as authorities related to MSEs, local governments, universities and other parties.

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