

Analysis of the Implementation of Halal Product Certification for MSME Actors (Case Study of MSME Actors in Kraton Lor)

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ABSTRACT

The implementation of halal certification also has a significant impact on the competitiveness of MSMEs in domestic and international markets. By having halal certification, MSMEs can expand access to markets that prioritize halal products, increase consumer confidence, and create added value for their products. However, challenges such as certification costs, process complexity, and difficulties in understanding certification requirements still need to be overcome. This study highlights the importance of appropriate support from the government, non-governmental organizations and financial institutions in helping MSMEs overcome the challenges of implementing halal product certification. Training, education, and technical assistance are also needed to improve understanding and compliance with halal certification procedures. In this way, MSMEs can exploit the full potential of halal certification to increase their competitiveness in an increasingly halal-conscious market. The type of research that researchers use is a descriptive and interpretive approach to explore the phenomenon being studied thoroughly. The descriptive qualitative analysis technique is an analysis of data in the form of oral or written information that does not have the nature of numbers.

Keywords: halal certification, halal guarantee, MSMEs



INTRODUCTION

Economic activities and advances in science and technology in the rapidly developing product processing industry are of course closely related. Taking advantage of scientific and technological breakthroughs, various components, both halal and haram, have been used intentionally or not in the production of goods essential for life. The combination of halal and non-halal ingredients is a consequence of adding extra elements to products made from different basic ingredients, especially ingredients of animal origin. Once these ingredients are combined, the product loses its halal status. When non-halal ingredients are used in many daily needs, even though corporate actors state that their products are halal, there is no guarantee that the products circulating in the community are halal. This is due to the fact that specific and interdisciplinary research and knowledge such as in the fields of food, chemistry, biochemistry, industrial engineering, biology, pharmacy, and understanding of sharia are needed to ensure the halalness and purity of a processed product¹.

In order to protect Muslim consumers throughout the world, the issue of halal certification and product labeling has received great attention in the international trade system as an effort to answer the challenges of globalization through the implementation of a free market system within the framework of ASEAN-AFTA, NAFTA, the European Economic Community and the International Trade Organization (World Trade Organization). The halal provisions in CODEX have been recognized by the international trading system for a long time, and are supported by influential global institutions such as the WTO, FAO and WHO. Commodity producing countries will send them to Indonesia and other Islamic countries. Halal labels/marks on goods are an important tool in international trade to gain market access and increase the competitiveness of domestic products in international markets².

The halal industry has recently become increasingly popular in a number of countries, including Indonesia. The majority of Indonesia's population is Muslim. It is not surprising that this will influence the shopping decisions of the Indonesian people by making them value the halal label. Halal is an important consideration that needs to be made when choosing goods, such as food and

¹ Warto Warto and Samsuri Samsuri, "Sertifikasi Halal Dan Implikasinya Bagi Bisnis Produk Halal Di Indonesia," *Al Maal: Journal of Islamic Economics and Banking* 2, no. 1 (2020): 98, <https://doi.org/10.31000/almaal.v2i1.2803>.

² Tulus Abadi, "Tim Pengkajian Hukum Tentang Peran Serta Masyarakat Dalam Pemberian Informasi Produk Halal," Kementerian Hukum dan Hak Asasi Manusia RI Badan Pembinaan Hukum Nasional, 2011.

cosmetics³. This is because consumers still lack adequate access to information regarding halal certification and halal brands⁴.

As far as we know, public understanding of halal law is still low. The only way they can determine whether a product is halal or haram is if the product is packaged in packaging that is labeled halal. Especially nowadays, there are many products that do not have halal markings. Several MSME companies responded to this condition by taking over the halal certification procedures for their products. This increases consumer confidence and of course has an impact on product sales turnover⁵. Furthermore, the aim of halal certification is to protect consumers who use halal and harmless products. Apart from providing guarantees to consumers, halal certification functions to encourage the use of products that have successfully completed halal certification tests⁶. However, on the other hand, there are still many MSMEs in Kraton Lor who are not yet aware of the importance of obtaining halal certification.

Halal certification itself is a process carried out in order to obtain a halal certificate from the Indonesian Ulema Council (MUI) which has gone through several stages of inspection which show that the proposed product meets the requirements of the Indonesian Ulema Council's Food, Drug and Cosmetic Assessment Institute in terms of ingredients, production methods, and guarantee systems⁷. Food and beverage product certification is intended to protect consumers, not only Muslims, but all consumers who understand the value of cleanliness and safety for their health⁸. In accordance with a halal certificate, it is an acknowledgment of the halal status of a product issued by the Halal Product Guarantee Administering Agency (BPJPH) based on a halal fatwa written issued

³ Muhammad Salman Al Farisi, "Preferensi Masyarakat Terhadap Pembelian Produk Makanan Halal Di Dusun Mlangi Yogyakarta," *Jurnal Manajemen Bisnis Dan Keuangan*, 2020.

⁴ Asmat-Nizam Abdul-Talib and Ili-Salsabila Abd-Razak, "Cultivating Export Market Oriented Behavior in Halal Marketing," *Journal of Islamic Marketing* 4, no. 2 (January 1, 2013): 187–97, <https://doi.org/10.1108/17590831311329304>.

⁵ Siti Indah Purwaning Yuwana and Hikmatul Hasanah, "Literasi Produk Bersertifikasi Halal Dalam Rangka Meningkatkan Penjualan Pada UMKM," *Jurnal Pengabdian Masyarakat Madani (JPMM)* 1, no. 2 (2021): 104–12, <https://doi.org/10.51805/jpmm.v1i2.44>.

⁶ M Abduh, M Fakhruddin, and D Herlina, "Pendampingan Sertifikasi Halal Pelaku Usaha Mikro Dan Kecil Di KUBE Talaga Berkah Abadi Kabupaten Lebak," ... *Jurnal Pengabdian Kepada ...* 4, no. 4 (2023): 2535–43, <https://www.ejournal.unma.ac.id/index.php/bernas/article/view/6306><https://www.ejournal.unma.ac.id/index.php/bernas/article/download/6306/3631>.

⁷ Yuli Agustina et al., "Pentingnya Penyuluhan Sertifikasi Jaminan," *Jurnal Graha Pengabdian* 1 (2019): 139–50.

⁸ Hana Khairunnisa, Deni Lubis, and Qoriatul Hasanah, "Kenaikan Omzet UMKM Makanan Dan Minuman Di Kota Bogor Pasca Sertifikasi Halal," *Al-Muzara'ah* 8, no. 2 (2020): 109–27, <https://doi.org/10.29244/jam.8.2.109-127>.

by the Indonesian Ulema Council (MUI). Government Regulation Number 39 2021 concerning the Implementation of Halal Products. Halal Product Guarantee Sector. By technical, the Institute for the Study of Food, Drugs and Cosmetics (LPPOM) which is also concurrently as a Halal Inspection Institution (LPH) is an institution that provides halal certificate. Thus, BPJPH, LPH, and MUI are three (three) bodies handling halal certification in Indonesia. The purpose of halal certification is to recognize formal and legal that a product meets halal standards and criteria, thus guaranteeing its safety for public consumption ⁹. All types of companies (processing industry, slaughterhouses, restaurants, catering, including wholesalers) can apply for halal certification. Products that can be materials raw, semi-finished products, finished products, auxiliary products, or food, drinks, medicines and cosmetics are all halal certified ¹⁰.

Halal products are a major concern in the current global context, especially among Muslims who follow the rules and principles of Islamic sharia. A literature review on halal products reveals several important aspects including definitions, industry developments, global standards and challenges faced. The definition of halal products refers to goods or services that are produced, processed, or provided in accordance with Islamic principles. This includes the raw materials used, the production process, and distribution and sales methods. Halal product standards have expanded from just food and beverages to include cosmetics, pharmaceuticals and other consumer products, reflecting increasing market demand.

The halal product industry has grown rapidly in the last few decades. Halal organizations and certification such as the Indonesian Ulema Council (MUI) in Indonesia or Jabatan Progress Islam Malaysia (JAKIM) in Malaysia have an important role in regulating and guaranteeing halal products ¹¹. At the global level, the International Islamic Standardization Organization (OIC) and the World Halal Forum (WHF) are working to strengthen the international framework for halal certification. Despite progress, there are still several challenges in the halal product industry. One of them is the harmonization of consistent global standards, which is key to overcoming the diversity of interpretation and

⁹ Risa Qoniah, "Tantangan Dan Strategi Peningkatan Ekspor Produk Halal Indonesia Di Pasar Global," *Halal Research Journal* 2, no. 1 (2022): 52–63, <https://doi.org/10.12962/j22759970.v2i1.246>.

¹⁰ Farid Wadji, *Jaminan Produk Halal Di Indonesia, Urgensi Sertifikasi Dan Labelisasi* (Depok: Rajawali Pers, 2019).

¹¹ Mohammad Mominul Islam, Mohamed Syazwan Ab Talib, and Nazlida Muhamad, "Challenges of Halal Standards and Halal Certification for Islamic Marketing," *Muslim Business and Economic Review* 2, no. 1 (2023): 105–24, <https://doi.org/10.56529/mber.v2i1.156>.

implementation of sharia. In addition, honesty in halal labeling and fraud are serious problems that affect consumer trust.

A positive step towards the implementation of sharia principles in law by the government is the Halal Product Guarantee Law, which regulates all topics related to halal certification, halal labels and non-halal content. The halal status of a product was regulated by a number of laws before this law was passed, but is still limited to the halal label. These regulations include Government Regulations concerning Food Labels and Advertisements which are also known as Government Regulations, Law Number 8 of 1999 concerning Consumer Protection (usually called the Consumer Protection Law) and Law Number 18 of 2012 concerning Food (also known as with the Food Law) is an example. laws governing consumer protection. Regulation Number 69 of 1999 regulates food labels and advertising¹².

The public needs to be made more aware of the importance of halal certification through socializing food safety and halal guarantees. Providing training and assistance to the general public, especially MSMEs, to find out new information regarding the introduction of raw materials, the definition of halal and haram, as well as distribution permits from the Food and Drug Supervisory Agency (BPOM) and Home Industry Food (PIRT). one way to socialize. sharia financing, halal certification, launching a halal guarantee system, and providing internet marketing materials. In addition, MSMEs who take part in this training will receive comprehensive and planned guidance to ensure they comply with all applicable laws in Indonesia¹³.

Based on the description above, researchers are looking for ways to provide better education to the public about halal issues in relation to goods that will be consumed by the general public. They are also interested in learning how important it is for MSMEs producing beverage and food products to achieve halal certification for their products.

The aim of this research is to provide better information to business actors regarding the meaning of halal products and learn how to register and process halal certification for their products. By doing this, they will be able to increase their product sales turnover.

¹² Iffaty Nasyi'ah, "Pelanggaran Kewajiban Pendaftaran Sertifikat Halal: Dapatkah Dibuat Sanksi?," *Jurnal Hukum Dan Syariah* 9 (2018): 90.

¹³ Setiyo Gunawan et al., "Pendampingan Berkelanjutan Sistem Jaminan Halal Bagi Usaha Mikro, Kecil, Dan Menengah (MSME)," *Jurnal Direktorat Riset Dan Pengabdian Kepada Masyarakat*, 2021.

Research conducted by D.Q. Alva Salam and Ahmad Makhtum¹⁴ in the *Qawwam Journal: The Leader's Writing* in 2022 with the title "Implementation of Halal Product Guarantees through Halal Certification in MSME Food and Beverage Products in Sampang Regency". In the discussion, it was explained that the superior food and beverage products of Sampang Regency MSMEs have a lot of potential to develop a halal product ecosystem. The best approach to achieving a fair halal product ecosystem design can be identified by providing an overview of how halal certification for superior MSME food and beverage products in Sampang Regency has been implemented to guarantee halal product guarantees.

Research conducted by Diyah Mar'atus Sya'fiah and Lailatul Qadariyah¹⁵ in the *Maro Journal of Sharia Economics and Business* in 2022 with the title "Analysis of the Implementation of Halal Product Guarantees Through Halal Certification in Salak Processed Food Products". In the discussion, it was explained that procedures for determining halal guarantees for processed salak food products could be implemented. MSME owners and staff ensure that halal materials and equipment are always used in the selection of main and auxiliary materials, production facilities remain hygienic and pure, and halal production processes are carefully adhered to.

Research conducted by Nadiya Eva Diyah, Anggun Riyanti, Moh. Karim¹⁶ in the *SIBATIK JOURNAL* in 2022 with the title "Implementation of Halal Certification in MSME Culinary in Burneh District, Bangkalan Regency". In the discussion, it was explained that although there are not many food producers in Burneh District, Bangkalan Regency, the process of determining or implementing halal certification of food products has been carried out. The majority of customers and producers in Burneh District, Bangkalan Regency adhere to the Islamic religion, which is one of the supporting elements for implementing halal certification for MSMEs. Another consideration is the existence of regulations governing halal certification. Apart from that, there are a number of obstacles.

¹⁴ D Q Alva Salam and Ahmad Makhtum, "Implementasi Jaminan Produk Halal Melalui Sertifikasi Halal Pada Produk Makanan Dan Minuman Umkm Di Kabupaten Sampang," *Qawwam : The Leader's Writing* 3, no. 1 (2022): 10–20, <https://www.jurnalnuad.org/index.php/qawwam/article/view/110>.

¹⁵ Diyah Maratus Sya'fiah and Lailatul Qodariyah, "Analisis Implementasi Jaminan Produk Halal Melalui Sertifikasi Halal Pada Produk Pangan Olahan Salak," *Maro: Jurnal Ekonomi Syariah Dan Bisnis* 5, no. 2 (2022): 233–45, <https://ejournal.unma.ac.id/index.php/maro/article/view/3525%0Ahttps://ejournal.unma.ac.id/index.php/maro/article/download/3525/2134>.

¹⁶ Nadiya Eva Diyah, Anggun Riyanti, and Moh Karim, "Implementasi Sertifikasi Halal Pada Kuliner Umkm Kecamatan Burneh Kabupaten Bangkalan," *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan* 1, no. 12 (2022): 2863–74, <https://doi.org/10.54443/sibatik.v1i12.461>.

Lack of socialization of procedures for processing halal certification and low understanding of the law by consumers and producers are two factors inhibiting the implementation of halal certification among MSMEs in Burneh District, Bangkalan Regency.

RESEARCH METHODS

This research can be categorized as a qualitative study that adopts an approach descriptive and interpretive in order to explore the phenomenon being studied thoroughly. This approach aims to achieve a holistic and deep understanding of the topic research, paying attention to the context and complexity involving the research subject¹⁷. After preparing the topic in the form of a long debate, then developed a solution concept through both methods. The aim of this research is to provide research and development strategies to overcome current problems. This research is an example of library research carried out by conducting various reviews of related literature.

Searching for literature sources that are relevant to the research problem is used as a data source in this research. Scientific journals, books, research reports, theses and trusted internet articles can all be used as sources of this information.

The data that will be analyzed in this research uses descriptive qualitative analysis techniques, namely an analysis of data in the form of oral or written information that does not have the nature of numbers. The data collected will be categorized so that it is easy to distinguish which data is needed and which is not needed. This information will be explained in text form so that the intent and purpose can be understood.

A systematic process of characterizing, evaluating, and analyzing data for enabling the extraction of in-depth conclusions is known as data analysis. This is an important stage in converting unprocessed data into useful information. The author carried out data analysis by looking at the information contained in library sources collected. This includes grouping data, comparing studies, synthesize findings, look for patterns, and assess the reliability of sources.

¹⁷ Lexi J. Moleong, *Metode Penelitian Kualitatif* (Karawang: Remaja Rosdakarya, 2022).

RESULT AND DISCUSSION

The cost of halal product certification affects the sustainability of micro, small and medium enterprises (MSMEs)

The cost of halal product certification is one important factor that can have a big influence on the sustainability of micro, small and medium enterprises (MSMEs). Because MSMEs often have limited resources, including capital, technology and managerial capabilities, additional costs such as certification fees can be a significant burden for them. In the context of halal product certification, these costs include registration fees, inspection fees, audit fees and certification maintenance fees.

One of the main impacts of halal product certification costs is increasing production costs. For MSME, which often operate on thin profit margins, increasing production costs can reduce their competitiveness in a competitive market. Sometimes, the cost of halal certification can even be an obstacle for MSMEs to maintain or increase their profitability. Some MSMEs may feel forced to increase the prices of their products to cover certification costs, which in turn may reduce the product's appeal to consumers looking for lower prices.

Apart from that, the cost of halal certification can also lead to financial difficulties for MSMEs that are just developing or are still in the early stages of their operations. They may not yet have enough revenue to cover significant certification costs, which could hinder their business growth. These costs can also be a barrier for MSMEs to access financing from financial institutions, as the prospect of investment returns may not appear attractive enough to lenders.

Apart from the direct impact on production costs and capital availability, halal product certification costs can also have a wider impact on the sustainability of MSMEs through aspects such as innovation and product development. When most resources are allocated to meeting certification requirements, MSMEs may have few resources left to conduct research and development of new products, improve product quality, or improve their operational efficiency. As a result, they may be stuck in a stagnant production cycle without the ability to adapt to changes in the market or consumer demand.

In overcoming the challenges of halal product certification costs for MSMEs, it is important to find solutions that take into account the long-term sustainability of the business. This could include developing subsidy or financial assistance schemes to help MSMEs cover certification costs, providing training and technical support to improve their operational efficiency, or facilitating their access to wider markets through capacity building programs. Thus, MSMEs can

benefit from halal product certification without compromising the sustainability of their business.

How Good Is The Understanding and Level of Compliance of MSME Actors With Halal Product Certification Procedures

The understanding and level of compliance of MSME actors with halal product certification procedures is a crucial factor in the successful implementation of halal certification among MSMEs. A good understanding of halal certification procedures includes in-depth knowledge of halal standards, certification requirements, audit processes, and compliance with halal principles in the production and distribution of products.

A good level of understanding of halal certification procedures allows MSMEs to prepare themselves well before applying for certification. This includes ensuring that their entire production process and supply chain complies with established halal standards, ensuring that the raw materials used are halal, and understanding the policies and procedures required to maintain such certification. However, in many cases, adequate understanding of halal certification may be lacking among MSMEs. There are several reasons for this:

1. **Limited Resources and Access to Information:** MSMEs often have limited resources and may not have sufficient access to information regarding halal certification procedures. They may not have the time or resources to actively seek information or attend training related to halal certification.
2. **Procedure Complexity:** The halal certification process can be quite complex, especially for MSMEs who may not have any background or experience in this matter. This can be an obstacle to a good understanding of halal certification procedures.
3. **Possible Lack of Awareness:** Some MSME players may not be aware of the importance of halal certification in attracting consumers, both in the domestic and international markets. As a result, they may be less motivated to seek information or carry out halal certification procedures.
4. **Linguistic and Cultural Challenges:** For MSMEs in some regions, especially in countries with diverse languages and cultures, language and cultural differences may be an additional barrier in understanding halal certification procedures regulated by different authorities.
5. **Difficulty Implementing Halal Standards:** Implementing halal standards in daily business practices can be a challenge, especially if MSMEs have complex supply chains or use raw materials from various sources that may be difficult to verify as halal.

Therefore, it is important to provide adequate support to MSMEs to increase their understanding and compliance with halal product certification procedures. This can be done through providing affordable and accessible training and education, providing technical assistance in implementing halal standards, and increasing awareness of the long-term economic benefits of halal certification for their businesses. In this way, MSMEs can become better able to follow halal certification procedures correctly and increase the competitiveness of their products in an increasingly halal-conscious market.

The Implementation of Halal Product Certification Affects The Competitiveness of MSMEs in Domestic and International Markets

The implementation of halal product certification has a significant impact on the competitiveness of micro, small and medium enterprises (MSMEs) in domestic and international markets. Here are some aspects to consider:

1. **Access to Markets:** In several countries, especially in markets with a majority Muslim population, demand for halal products continues to increase. Halal certification can provide easier access to these markets for MSMEs that meet halal standards. Thus, implementing halal certification can help MSMEs to expand their market share and compete better at the domestic level.
2. **Consumer Trust:** Halal certification provides assurance to consumers that the product has been produced in accordance with halal principles, which can increase consumer trust and loyalty to the brand or product. This is important in both domestic and international markets where consumer confidence in product halalness is often an important factor in purchasing decisions.
3. **Product Differentiation:** Halal certification can be a strong differentiation factor in an increasingly competitive market. MSMEs that have halal certification can stand out from their competitors who do not have such certification, especially in markets where the Muslim population is significant. This can help MSMEs to create added value for their products and attract wider market segments.
4. **International Expansion:** In international markets, especially in countries with a majority Muslim population, halal certification is becoming increasingly important. This certification is an absolute requirement for products to be exported to these markets. By having halal certification, MSMEs have better access to these international markets and can better compete with products from other countries.

5. **Compliance with Regulations and Standards:** In some countries, the government implements regulations that require certain products to have halal certification before being sold on the market. MSMEs that comply with these regulations will have a competitive advantage compared to their competitors who do not have halal certification.

Although there are clear benefits from implementing halal product certification for MSMEs, challenges remain. Certification costs, process complexity, and difficulties in understanding halal certification requirements are some of the problems that MSMEs must face. However, with the right support from governments, non-governmental organizations, and financial institutions, as well as focused education and training, MSMEs can harness the full potential of halal certification to increase their competitiveness in domestic and international markets.

CONCLUSION

In reviewing the implementation of halal product certification for Micro, Small and Medium Enterprises (MSMEs), several important aspects were revealed. First of all, certification costs play a central role in determining the sustainability of MSME businesses. While halal certification can be an opportunity to expand markets and increase consumer confidence, these additional costs can be a significant burden for MSMEs that often operate on thin profit margins. Apart from that, the level of understanding and compliance with halal certification procedures is also the key to the success of MSMEs. A lack of understanding or awareness of halal standards, certification procedures, and the importance of compliance can be a significant barrier to obtaining or maintaining such certification. However, if addressed with appropriate education, training and technical support, MSMEs can take advantage of halal certification to increase their competitiveness in domestic and international markets. Halal certification can provide better access to an increasingly halal-conscious market, strengthen consumer confidence, and help MSMEs differentiate their products. With the right support, MSMEs can overcome challenges and harness the benefits of halal certification for sustainable business growth.

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