

THE ROLE OF THE MATARAM CITY GOVERNMENT IN IMPROVING HALAL MSMES CERTIFICATION



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Abstract

This research aims to dig deeper into the role of the Mataram City Government, especially through the Department of Industry, in improving halal certification for Micro, Small and Medium Enterprises (MSMEs). The main focus of this research is to understand the strategies and concrete steps taken by the Mataram City Department of Industry in supporting MSMEs to obtain halal certification, as well as their impact on the growth and development of MSMEs in Mataram City. In the data collection process, interview methods with stakeholders, including government officials and MSME owners, were used to obtain a comprehensive perspective on the efforts made by the Department of Industry. Apart from that, analysis of policy and program documents was also carried out to gain a deeper understanding of the policies that have been implemented and their impact on MSMEs. With this approach, it is hoped that the research results can provide a better understanding of the concrete contribution of the Mataram City Department of Industry in improving MSME halal certification, as well as provide valuable input for the development of more effective policies in the future. The research results show that the role of the Mataram city government in increasing the halal certification of MSMEs is Socialization and Assistance, Special Budget Allocation for Free Services, Quota for Issuing Free Halal Certificates, Collaboration Programs with the Central Government with Subsidies and with Private Parties.

Keywords: MSME, Halal Certification, Mataram City Government

INTRODUCTION

Halal certification has become an important focus in the food and beverage industry in Indonesia, including in the city of Mataram. Halal is an important principle for Muslim aspects of food consumption. This principle is reflected in various fiqh rules that are used to determine the halal or haram status of a food or drink. For example, food contaminated with unclean food is forbidden to consume, as is food contaminated with unclean things (Devi & Mutoharoh, 2023). In addition, if a food contains intoxicating properties, then even small amounts are considered haram. Determining the halal status of food is influenced by various factors, starting from the raw materials used, and the production process, to the transportation stage from producer to consumer. Currently, the issue of halal food has developed into a significant economic issue, where halal products are considered high-quality products and have higher economic value compared to other sectors (Syarif & Adnan, 2019a). The Mataram City Government, through the Industrial Industry Service, supports MSMEs in obtaining halal certification which is strategic in increasing competitiveness and consumer confidence. Halal certification is a form of guarantee given by producers to Muslim consumers to ensure that the food or products they consume or produce meet halal standards recognized by the competent authority. This is very important for Muslim consumers who want to ensure that the food or products they use comply with the rules of their religion. To market their products, producers must pay sufficient attention to the importance of halal certification as one of the main factors. (Syafri, 2017). To ensure the halalness of products produced and consumed by the public, good cooperation between producers, the government and halal certification institutions is a must. With this collaboration, consumer health and safety can be well maintained, while providing significant added value to the products produced by producers (Tarmiji, 2023).

The topic of halal certification has become a major focus since the government transferred halal certification authority to the MUI based on Law No. 33 of 2014 concerning Halal Guarantee Products. This regulation stipulates the obligation for all products circulating in Indonesia, including food, cosmetics, medicines and pharmaceutical products, to obtain halal certification by 2019 (Marasabessy, 2022). This creates a big responsibility for the government as a regulator, MSME producers, and the public as consumers to

understand and implement the halal certification process better. The halal certification policy in Indonesia was introduced in 2001 through Minister of Religion Decree No. 518 of 2001 concerning Provisions and Procedures for Providing Halal Labels to Marketed Products (Pujiono et al., 2018). In this policy, the MUI Food, Drug and Cosmetic Research Institute (LPPOM), which is under the auspices of the Indonesian Ulema Council (MUI), has been appointed by the Minister of Religion as the institution with the authority to provide halal certification to products that wish to be marketed in Indonesia (Habibie, 2023).

In line with growing market demands and increasing public awareness regarding the importance of consuming halal products, in 2014, the government issued Law Number 33 of 2014 concerning Halal Product Guarantees. This law stipulates that all products circulating in Indonesia must have halal certification issued by LPPOM MUI or a halal certification body recognized by the Halal Product Guarantee Organizing Agency (BPJPH), an institution under the Ministry of Religion. This policy is the government's effort to protect consumers' rights in obtaining halal products and increase the competitiveness of Indonesian products in the global market (Octaviani et al., 2021). Halal certification is not only important for large industries, but also for Micro, Small and Medium Enterprises (MSMEs). In this modern era, where style of Life is changing rapidly and demand for halal food products is increasing, halal certification is becoming increasingly important, especially considering that the world's population is predominantly Muslim. Demand for halal products is no longer limited to the domestic market but has expanded to the global market. Therefore, awareness of the importance of halal certification in MSMEs is becoming increasingly significant (Syarif & Adnan, 2019).

The role played by Micro, Small, and Medium Enterprises (MSMEs) in the global economy is truly important, even though their production capacity is not as large as large industry. However, the advantages possessed by MSMEs lie in their flexibility, innovation, and ability to adapt to market changes. In their efforts to survive and compete in a dynamic business environment, awareness of the importance of halal certification is key in their growth strategy (Rafiq, 2018).

In this research, we examine the role of the Mataram City Government in improving Halal MSME certification in the city of Mataram, especially through the Micro, Small and

Medium Enterprises Cooperative Service. This research was carried out at the Mataram City Industry Service Office located at Jl. KH. Ahmad Dahlan No. 38 Pagesangan Mataram City.

REVIEW OF LITERATURE

Micro, Small and Medium Enterprises (MSMEs)

Micro, Small and Medium Enterprises (MSMEs) in Indonesia experienced rapid growth, reaching 62.9 million units spread across various sectors such as agriculture, livestock, processing, trade, services and communications. MSMEs have a very strategic role in the national economy, as evidenced by the existence of 64,194,057 business units and 116,978,631 workers in 2018. The contribution of MSMEs to Gross Domestic Product (GDP) has also increased significantly, from 59.08% in 2012 to 60% in 2018. This shows how important the role of MSMEs is in economic growth and community welfare, which is driven by continuous innovation and creativity (Agustina & Mukmin, 2023).

MSMEs, as business entities that have potential, make a significant contribution to the national economy (Cahyadi, 2015). The definition of MSMEs as regulated in Law No. 20 of 2008 concerning Micro, Small and Medium Enterprises has several aspects that need to be considered. Article 1 paragraph 1 explains that micro businesses are productive businesses owned by individuals or business entities that meet the standards set by statutory regulations (Tulus TH Tambunan, 2021). Furthermore, Article 1 paragraph 2 classifies small businesses as productive economic entities that operate independently, either by individuals or business entities, which are not part of subsidiaries either directly or indirectly. Meanwhile, Article 1 paragraph 3 of Law No. 20 of 2008 stipulates that medium-sized businesses are productive economic entities that stand alone, are run by individuals or business entities, are not tied to small or large businesses, and have annual assets following the provisions stipulated by law (Puspita Ningrum, 2022).

Micro, Small, and Medium Enterprises (MSMEs) are a type of stand-alone business carried out by individuals. As regulated in Law Article 1 Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, several criteria must be met, namely: a) A small business is a form of stand-alone business, which is run by an individual or business entity that is not a subsidiary or branch entity of the company that owns, controls, or is part of the business medium or large that meets the requirements set out in law; b) A medium business

is an independent economic activity, carried out by an individual or business entity that is owned, controlled, or part of a small or large entity, either directly or indirectly, with a net worth value or annual income that follows the provisions stated in the regulations. Legislation; c) Large businesses are productive economic activities carried out by business entities with a net worth or annual income that exceeds medium-sized businesses, including national economic entities owned by either the government or the private sector, business partnerships, as well as foreign entities involved in economic activities in the territory of Indonesia.

Article 2 of Law Number 20 of 2008 determines that Micro, Small and Medium Enterprises (MSMEs) are based on (Republic of Indonesia, 2008): a) Kinship; b) Economic democracy; c) Togetherness; d) Fair efficiency; e) Sustainable; f) Environmentally conscious; g) Independence; h) Balance, and; i) National economic unity.

Article 3 of Law Number 2008 concerning "Micro, Small, and Medium Enterprises" states that the aim of Micro, Small, and Medium Enterprises (MSMEs) is to promote and develop the continuity of their businesses as part of efforts to strengthen the basis of the national economy which is based on the principles of fair economic democracy (Absah et al., 2016).

Based on this description, it can be concluded that Micro, Small, and Medium Enterprises (MSMEs) are productive economic entities, that are run by individuals and business entities, operate in various economic sectors including small, micro, and medium enterprises, and have a high annual turnover. regulated by applicable regulations. Apart from the definition of MSMEs, there is also the concept of Small and Medium Enterprises (UKM) which is regulated in Presidential Decree No. 99 of 1998. SMEs refer to small-scale economic activities, the majority of which are in the small category, and require protection to prevent unfair business competition.

Halal Products and Halal Certification

In the Islamic religion, Allah SWT has provided everything humans need on this earth. However, not all halal food can be consumed properly. There are two categories of halal food, namely good and bad, so not all halal food is automatically good for consumption. Therefore, humans need to filter and select the food they consume. According to Dewi &

Agustina, 2021, halal food must fulfill two aspects: it comes from halal and good sources or *thayyib*. Halal food must be obtained in a legal manner according to Islamic law and must contain balanced nutrition for health. There are three reasons why food can be considered haram: its substance, how it is obtained, and how it is processed. For example, haram foods include carrion, blood, and pork. Slaughter must be carried out according to sharia law by a Muslim. It is haram for animal blood to be consumed, and food processing is also important in determining its halalness.

The implementation of the halal theory on food products related to halal food products is realized by checking the halal label on the packaging, and if the food product does not have a halal label, then ask friends or directly to the seller about the halalness of the product. Implementation of the characteristics of adequate and balanced nutritional content is realized by paying attention to the ingredients in food, the composition of food in packaging, consuming four healthy five perfect foods, sorting and choosing foods that are healthy for the body, and buying various food variants. what the body needs, look at the nutritional value information on the packaging, and allocate certain expenses to consume adequate and balanced nutritious food. The implementation of proportional characteristics is realized by consuming food that suits the needs and condition of the body and consuming healthy food, although some do not or do not pay attention to the body's needs by consuming food that they consider delicious and available. The implementation of safe characteristics in food products is realized by consuming food that does not harm the health of the body, consuming food that can provide benefits to human health that will strengthen the soul, and avoiding foods that can cause disease and which can worsen disease, looking at the suitability of food products, paying attention to the composition of food, avoid preserved foods, and look at the food expiration date printed on the packaging (Dewi & Agustina, 2021).

The implementation of the Halal Guarantee Regulation in Indonesia begins with halal labeling and halal certification. These two things have significant differences. Halal labeling is the act of including a halal logo on products that are considered halal. Meanwhile, halal certification is the official recognition that a product has passed various stages of inspection

which aim to prove the suitability of raw materials, production processes, and product halal guarantee systems with established standards (Nahlah et al., 2023).

Objectives of MSME Halal Certification

Halal certification policies have very strategic economic benefits in optimizing specific markets. The implementation of halal certification obligations for business actors for the products they sell, without realizing it, has had a significant positive impact on the development of the Indonesian economy. From a macro perspective, demand for halal products is still a trend in many countries around the world. Moreover, with the Muslim population reaching 87% of Indonesia's total population, the potential is enormous. Therefore, all of us need to be aware of and make good use of this special market that is before our eyes, so that exploitation by outside parties does not occur. In this way, the development of halal products can be directed in the desired direction and provide a sustainable positive impact (Warto & Samsuri, 2020).

According to an interview with the Mataram City Industry Service Office, the main objectives of halal certification for Micro, Small and Medium Enterprises (MSMEs) are as follows: a) **Product Compliance Guarantee:** Halal certification for MSMEs aims to ensure that the products produced meet halal standards. This includes guaranteeing that the product complies with the principles of the Islamic religion, including the absence of prohibited ingredients; b) **Expanding Business Networks:** By having halal certification, MSMEs can access markets that need halal products, including in countries with a majority Muslim population. This opens up opportunities for MSMEs to explore new markets and increase market share; c) **Quality Assurance:** The halal certification process involves strict monitoring of ingredients, production processes, and product storage. This assures consumers that the product has been produced in accordance with established halal standards; d) **Improving Competitive Product Quality:** By following the halal certification process, it is hoped that MSMEs can improve the quality of their products, including aspects of cleanliness, packaging, and product innovation. This will help MSMEs compete better in local and international markets; e) **Product Suitability Testing:** Halal certification involves testing that includes analysis of ingredients and production processes. This not only guarantees the

halalness of the product but also guarantees the suitability of the product in terms of health and safety.

Thus, halal certification for MSMEs has an important goal in increasing consumer confidence, expanding markets, and improving product quality and competitiveness in an increasingly competitive market.

Overview of the Role

According to (Soerjono Soekanto, 2002), role is a dynamic aspect of a person's position or status. When someone carries out their rights and obligations in accordance with their position, it can be said that they are carrying out a role. (Suhardono, 1994) Roles can be interpreted as a series of guidelines that regulate the behavior that must be carried out by someone who occupies a certain position.

According to (Suhardono in Patoni, 2007), the approach that can be used to explain roles can be divided into several aspects. First, from a historical explanation perspective, the concept of role first appeared in a context closely related to drama and theater in Ancient Greece or Rome. In this context, role refers to the character played by an actor in a show with a certain story. Second, in the definition of role according to social science, role refers to the function a person plays when he occupies a position in a particular social structure. By filling a certain position, a person can carry out their functions because of the position they occupy.

According to Levinson (in Soekanto, 2006), roles have three main dimensions: a) Roles involve a collection of norms related to a person's position or status in society. In this context, a role is a series of rules that direct individuals in social interactions; b) Role refers to the concept of activities that can be carried out by individuals within the organizational framework of society. Roles can also be understood as individual behavior patterns that have important significance in the social structure of society.

RESEARCH METHOD

The type of research used in this research is qualitative, which allows researchers to understand the role of the Mataram City Government in improving Halal MSME certification in the city. Through this qualitative approach, researchers attempt to describe

the problems related to evaluating the role of the Mataram City Government in improving Halal MSME certification in the region. Qualitative research accurately describes reality based on words by collecting relevant data and applying analytical techniques obtained in natural contexts, as well as within a particular society. This approach is a way to express the existing situation (Aan Komariah & Djam'an Satori, 2017). Primary data collection was carried out through in-depth interviews with respondents, which involved direct interaction between researchers and informants and sources. This process is carried out through face-to-face questions and answers to obtain in-depth and detailed information. In this context, in-depth interviews were conducted with the Department of Cooperatives and MSMEs as well as MSME entrepreneurs operating in the working area of the Mataram City Government. Apart from that, data such as library documents, regulations and other sources are also used as additional data in the form of secondary data (Sugiyono, 2016).

RESULTS AND DISCUSSION

The Role of the Mataram City Government in Improving Halal MSME Certification in the City of Mataram.

Table 1
Number of MSMEs in NTB Province

District/City	Micro	Small	Medium	Amount
Mataram	15746	6194	533	22473
West Lombok	16635		-	16635
North Lombok	4820	173	5	4998
central Lombok	309	11	3	323
East Lombok	14356	6390	284	21030
West Sumbawa	7780	49	-	7829
Sumbawa	5501	4	3	5508
Dompu	2261	5	4	2270
Regency. Bima	11610	-	-	11610
Bima City	7904	2293	411	10608
Amount	86922	15119	1243	103284

Source: NTB Provincial Department of Cooperative Industry and MSMEs (Number of MSMEs Based on Regency, City and Business Classification in 2022 - MSMEs Based on Classification Business One Data NTB)

From the data presented in Table 1, it can be seen that Mataram City shows the highest number of MSMEs among other cities, namely reaching 22,473 MSMEs, which are divided into micro MSMEs with 15,746, followed by small MSMEs with 6,194, and medium MSMEs with 533. The proportion of MSMEs in Mataram City to the total MSMEs in West Nusa Tenggara (NTB) Province is around 21.74%, this illustrates a fairly large contribution to the MSME ecosystem in West Nusa Tenggara. This relatively high proportion also reflects the dynamics and diversity in the business structure in Mataram City, which has the potential to support economic growth both on a regional and national scale.

Table 2
Percentage of Halal Certification Ownership in Mataram City

Year	Percentage
2020	20-25%
2021	30-35%
2022	40-45%

Source: Interview with the Mataram City Department of Cooperative Industry and MSMEs.

Table 2 above shows the percentage of halal certification ownership in Mataram City in the period from 2020 to 2022. The table provides an overview of the trend or change in the number of MSMEs that have obtained halal certification during the period from 2020 to 2022.

The table above can be seen as an indicator of the success or effectiveness of the programs carried out by the Mataram City Government in carrying out its role in increasing the halal certification of MSMEs. By looking at the trend of increasing the percentage of halal certification ownership from 2020 to 2022, it can be concluded that these programs have had a positive impact and have succeeded in increasing awareness and participation of MSMEs in the halal certification process. This indicates an increase in the commitment and capacity of MSMEs to meet halal standards, which can benefit both consumers and the development of the halal economy in Mataram City.

Table 3
Mataram City Government Program to Support MSME Halal Certification Program Description

Program	Description
Socialization and Mentoring	The Mataram City Government, through the Mataram City Industry Service, provides outreach and assistance to MSMEs to obtain halal certification.
Special Budget Allocation for Free Services	The Mataram City Government allocates a special budget for free services for MSMEs that will process their halal certificates.
Free Halal Certificate Issuance Quota	Every year, the city government provides a free quota for issuing halal certificates for MSMEs.
Collaboration Program with the Central Government with Subsidies and with Private Parties.	The central government provides a program with subsidies for MSMEs who wish to obtain halal certification either through collaboration with the central government or private parties such as.

Source: Interview with the Mataram City Department of Cooperative Industry and MSMEs

The Mataram City Government in its role in improving halal certification for MSMEs is following the work program table above, namely: 1) Socialization and Assistance: Through this program, the government provides knowledge and guidance to MSMEs about the importance of halal certification. This not only increases their awareness of the need for halal certification, but also helps them understand the process better. With a better understanding of the requirements and benefits of halal certification, MSMEs are more likely to actively participate in the certification process; 2) Special Budget Allocation for Free Services: The special budget allocated for free services provides direct incentives to MSMEs to obtain halal certification. Cost is often the main obstacle for MSMEs to access halal certification, so providing this service without additional costs helps speed up the certification process and increase the number of MSMEs that are halal certified; 3) Free Halal Certificate Issuance Quota: Providing a free halal certificate issuance quota is a concrete step to encourage MSMEs to immediately obtain halal certification. By providing opportunities. Today, the government provides direct support to MSMEs to improve the quality of their halal products without having to worry about additional costs; 4) Program

Collaboration with the Central Government with Subsidies and with the Private Sector: Collaboration with the central government and the private sector expands MSME access to subsidy programs to obtain halal certification. This creates a supportive environment for MSMEs to access the various resources and support needed to obtain halal certification more effectively.

Overall, it can be seen that the combination of these four programs reflects the active role of the Mataram City Government in providing concrete support to MSMEs to improve their halal certification. In this way, it not only provides direct benefits for MSMEs themselves, but also makes a positive contribution to the development of the halal economy in Mataram City as a whole.

Obstacles Faced by the Mataram City Government in Improving Halal MSME Certification.

Improving halal MSME certification in Mataram City is a challenge that requires serious attention from the local government. MSMEs (Micro, Small, and Medium Enterprises) have a very important role in the local economy, and halal certification is crucial in expanding the market and increasing the competitiveness of their products, especially in the global market which increasingly demands halal products.

However, as in many other regions in Indonesia, the Mataram City Government faces various obstacles in its efforts to increase halal MSME certification. In this essay, we will discuss some of the main obstacles faced by local governments and some steps that can be taken to overcome them.

Lack of Awareness and Knowledge

One of the main obstacles faced by the government is the lack of awareness and knowledge among MSME players about the importance of halal certification. Many MSMEs may not be aware of the economic benefits that can be gained from halal certification, or may not even understand the process or criteria required to obtain it.

Costs and Resource Limitations

Obtaining halal certification often requires quite large costs for MSMEs, especially for those who operate on a small scale. The registration process, inspection payments and other fees can be a significant financial burden for MSMEs. Apart from that, limited human

resources and infrastructure owned by local governments can also be an obstacle in providing assistance and support to MSMEs in the certification process.

Regulatory Complexity and Bureaucracy

Regulations related to halal certification are often complex and complicated, which can be confusing for MSMEs who lack experience or have limited access to information. Apart from that, long and complicated bureaucratic processes can also be an obstacle in obtaining halal certification quickly and efficiently.

Infrastructure and Accessibility

The level of accessibility to halal certification bodies, testing laboratories and other resources can also be an obstacle for MSMEs, especially for those operating in interior or remote areas. Inadequate infrastructure and lack of accessibility can slow down the certification process and increase operational costs for MSMEs.

The research results show that the role of the Mataram City Government through the Mataram City Industry Service is very significant in increasing the halal certification of MSMEs. Through various programs and policies, such as outreach, mentoring, special budget allocations, and quotas for issuing free halal certificates, the agency has succeeded in increasing the number of MSMEs that have halal certification.

CONCLUSION

The role of Mataram City Government through the Mataram City Industry Service has an important role in increasing the halal certification of MSMEs through various programs and policies implemented. However, further efforts are still needed to achieve higher halal certification targets in the future.

Based on previous findings, we can provide several suggestions or steps to overcome obstacles in increasing halal MSME certification in Mataram City. These suggestions include: a) Increasing Awareness and Education: Education and outreach programs need to be increased by the Mataram City Government to increase awareness and knowledge of MSME players about the importance of halal certification; b) Providing Financial and Technical Support: MSMEs need to get financial and technical support from the government in fulfilling halal certification requirements. This support can take the form of a certification

fee subsidy or technical assistance in the application process; c) Simplifying Regulations and Processes: The government must work together with relevant institutions to simplify regulations related to halal certification and speed up bureaucratic processes related to registration and supervision; d) Improving Infrastructure: Investing in adequate infrastructure, such as halal testing laboratories and certification service centers, can help improve accessibility and efficiency in the certification process.

By overcoming these obstacles and implementing appropriate steps, the Mataram City government can accelerate the increase in halal MSME certification. This will support local economic growth and increase the competitiveness of MSMEs in the global market.

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