Sanjana
Jurnal Perbankan Syariah dan Ekonomi Syariah
e-ISSN : 2723-5289
Vol. 07 No. 04, (Oktober: 2025)

Overcoming Barriers to Halal Certification: A Study of SMEs in Indonesia's Food Industry

Kholid Albar[a], Nasrullah Bin Sapa[b], Cut Muthiadin[c]

[a] Universitas Sunan Gresik Jawa Timur, 61153, k.albar@lecturer.usg.ac.id
[b] Universitas Islam Negeri Alauddin Makassar, 90222, nasrullah.sapa@uin-alauddin.ac.id
[c] Universitas Islam Negeri Alauddin Makassar, 90222, cutmuthiadin@uin-alauddin.ac.id

Abstract

This study examines the challenges and opportunities associated with halal certification for small and medium-sized enterprises (SMEs) in Indonesia's food industry. The objective is to explore how SMEs perceive and navigate the halal certification process, as well as the role of government initiatives and technological tools in overcoming barriers to certification. The research employs a qualitative methodology, using semi-structured interviews and case studies to gather data from SMEs, certification bodies, and government officials. Thematic analysis is applied to identify key themes related to the challenges, such as a lack of understanding and the high costs of certification, as well as the support provided by government programs like SEHATI (Free Halal Certification) and the use of digital tools in streamlining the process. The findings indicate that while SMEs face significant barriers in obtaining halal certification, including financial constraints and knowledge gaps, government support and technological innovations play a crucial role in facilitating access to certification. Halal certification is shown to improve the competitiveness of SMEs by enhancing product quality, fostering consumer trust, and opening access to global markets. Additionally, it promotes sustainable and ethical production practices. The study contributes to the understanding of halal certification's impact on SMEs, highlighting the need for continued collaboration between stakeholders. It suggests further research into the long-term effects of halal certification on SMEs' financial performance and the role of digital tools in simplifying certification processes.

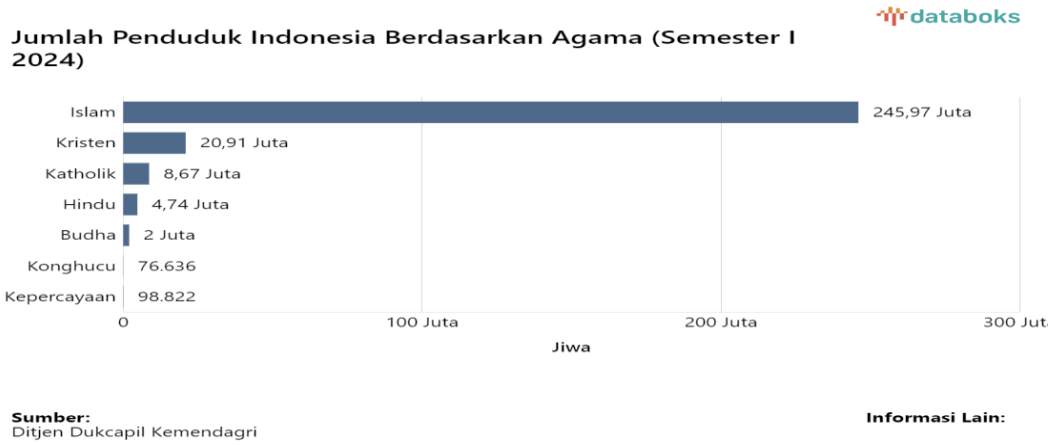
Keywords: *Halal certification; SMEs in Indonesia; food industry; government support; halal certification challenges; digital tools in certification; sustainable food production*

INTRODUCTION

The halal food industry in Indonesia has seen significant development in recent years, driven by growing consumer awareness and strong government support. With a Muslim-majority population, Indonesia has become one of the largest halal markets in the world, offering a unique opportunity for businesses to cater to both domestic and international demands. The increasing demand for halal products, fueled by the broader global recognition of the halal market, has transformed this sector into a promising economic driver (Fitri, 2024). As one of the largest Muslim countries, Indonesia is at the

forefront of the halal food industry, playing a critical role in the global halal ecosystem. Moreover, Indonesia's food industry continues to align itself with international halal certification standards, ensuring that it remains competitive both locally and globally.

Figure 1.1 Population of Indonesia by Religion



In recent years, Indonesia has witnessed a dramatic rise in halal certification. This transformation is not just about catering to religious requirements but also about positioning local businesses to compete effectively in a growing global marketplace. As the halal market expands globally, it opens up new avenues for trade and economic integration. However, while the sector grows, several challenges persist, particularly in relation to the complexities and costs of halal certification. Many small and medium-sized enterprises (SMEs) (Albar et al., 2025), which make up a significant portion of Indonesia’s food production sector, face barriers to obtaining halal certification due to limited financial and technical resources (Rohmanuddin et al., 2023; Fibrianto, 2024). The cost and intricacy of the halal certification process often act as major obstacles for these businesses, restricting their access to broader markets and hindering the growth of Indonesia's halal food sector.

Figure 1.2 Number of Halal Certified Products

Jumlah Produk Bersertifikasi Halal (2020-2023)

databoks

Bar | Table

Nama Data	Nilai
2020	59.405
2021	315.668
2022	704.989
2023*	1.429.095

One of the central issues that businesses face in the halal food industry is the complexity of halal certification standards. These standards, while crucial for ensuring the integrity of halal products, are often seen as burdensome due to their intricate requirements and the high costs associated with the certification process. In particular, SMEs, which often lack the necessary resources and expertise, find it challenging to navigate the halal certification procedures. Previous studies highlight the need for improved education and training for industry players to better understand and implement halal management practices (Vanany et al., 2019). Furthermore, the lack of streamlined processes and insufficient technical support has limited the widespread adoption of halal standards in smaller enterprises, restricting their ability to benefit from the growing consumer demand for halal products.

To address these challenges, various solutions have been proposed in the literature. One promising solution involves increasing the accessibility of halal certification through government intervention and support programs. Government initiatives aimed at simplifying the certification process and providing financial and technical assistance can ease the burden on SMEs. For example, programs like the Halal Information System (SIHALAL) have been developed to help SMEs better navigate the certification process, offering resources that allow for smoother access to halal certification (Saadah & Sampoerno, 2023). These initiatives demonstrate the government's commitment to enhancing the halal supply chain's integrity and ensuring that halal food products remain safe and compliant with Islamic principles. Such efforts not only facilitate the certification process but also aim to create a more robust regulatory environment that benefits both businesses and consumers.

In addition to government support, the increasing awareness of halal products among consumers has also driven the demand for certified food products. As consumer knowledge of halal labels and religious values grows, it has become evident that purchasing behaviors are being influenced, particularly among younger generations (Susanti et al., 2023; Suryaputri, 2020). This consumer awareness has created a shift in demand, with more consumers prioritizing halal-certified products when making purchasing decisions. This shift in consumer behavior encourages businesses to adopt halal practices in order to meet market expectations. Halal certification not only serves as a religious obligation but also as a competitive advantage in an increasingly discerning

market. The increased awareness among consumers has consequently led to a larger market share for halal-certified food products, benefiting businesses that meet these requirements.

Technology plays a pivotal role in modernizing and enhancing the efficiency of halal supply chains. One of the most notable innovations is the adoption of blockchain technology to ensure product traceability and security. Blockchain, which offers transparency and immutability in tracking products from their origin to consumers, has become an increasingly popular tool in the halal food sector. This technology provides a means of ensuring that halal food products are handled according to Islamic law, from production to consumption (Masruroh, 2020; Rishelin et al., 2023). Such innovations in supply chain management not only bolster consumer confidence but also allow businesses to respond more effectively to global market demands. With increasing global competition, the adoption of advanced technologies such as blockchain can help Indonesian halal food businesses maintain their competitive edge, ensuring that their products meet international standards.

In light of globalization, Indonesia's halal food industry has the potential to strengthen its position in the international market. This expansion includes not only the export of halal products but also positioning Indonesia as a global hub for halal industry development (Charisma, 2022). To remain competitive, companies involved in the halal food sector need to understand and comply with international halal certification standards, as these are essential for accessing global markets where the demand for halal products is continuously rising (Mubarok & Imam, 2020). This creates significant opportunities for businesses to tap into new markets while contributing to the growing global halal economy. However, it is crucial for companies to adopt and maintain high standards of halal compliance in order to capitalize on these opportunities and avoid risks related to non-compliance.

Despite the promising future, the halal food industry in Indonesia faces ongoing challenges, particularly regarding certification processes and supply chain transparency. However, by fostering collaboration between various stakeholders, including government bodies, certification agencies, and the business community, Indonesia can overcome these hurdles. The role of government is particularly significant, as policies that streamline certification procedures and provide support to SMEs can enable wider participation in

the halal food sector. Additionally, the rising awareness among consumers and the adoption of technology will likely continue to drive the growth of the halal food market, both domestically and internationally.

This study, therefore, aims to explore the current challenges and opportunities in implementing halal standards in Indonesia's food supply chain. It will focus on the specific barriers faced by SMEs in accessing halal certification and the role of government initiatives in overcoming these obstacles. By examining these issues, the study seeks to provide valuable insights into the halal certification process, highlighting potential solutions and policy recommendations for improving the efficiency and effectiveness of the halal food supply chain. Furthermore, the research will contribute to the growing body of literature on halal food industries, particularly in emerging markets like Indonesia, by proposing strategies that could be applied to enhance the competitiveness of the sector in a globalized market.

The novelty of this study lies in its emphasis on the role of government support, consumer awareness, and technological innovation in overcoming the barriers to halal certification faced by Indonesian SMEs. The research aims to bridge the existing gap in understanding how these factors interact to foster the growth and sustainability of the halal food industry. By focusing on the specific challenges of SMEs, this study seeks to provide actionable insights for policymakers, industry leaders, and researchers working to enhance the halal food ecosystem in Indonesia and beyond. Ultimately, the findings of this study will contribute to the broader discourse on halal supply chains, offering practical recommendations for improving the industry's efficiency and competitiveness.

METHODS

This study employs a qualitative approach (Albar & Kulsum, 2021), commonly used to gain in-depth understanding of the challenges and practices related to halal certification in the food industry. Qualitative methods, including interviews and case studies, are particularly effective in uncovering the social, cultural, and economic nuances that affect the implementation of halal standards, which may not be captured by quantitative methods (Adham et al., 2022; Daud et al., 2023).

The primary method used for data collection is semi-structured interviews with various stakeholders in Indonesia’s halal food industry, including business owners, certification bodies, government officials, and industry experts. This approach allows for

flexibility in exploring key issues while maintaining consistency across interviews. These interviews aim to identify the challenges SMEs face in obtaining halal certification and their strategies for compliance.

Additionally, case studies are utilized to analyze how specific Indonesian companies apply halal certification in their food supply chains. These case studies offer a detailed investigation into the practical challenges and opportunities that businesses encounter during the certification process. By focusing on diverse food sectors, including processed foods and beverages, the case studies provide a comprehensive view of the halal certification experience.

Data analysis will be carried out using thematic analysis (Albar et al., 2024), which involves identifying and analyzing patterns in the data (Braun & Clarke, 2020). This method helps uncover key themes related to halal certification, such as government support, consumer demand, and technological innovations like blockchain for supply chain transparency. Thematic analysis will also assess factors influencing the internationalization of Indonesia's halal food industry, as noted by Yang et al. (2016).

Triangulation will be used to validate findings, combining data from interviews, case studies, and secondary sources such as government reports and industry publications. This approach ensures a comprehensive and balanced perspective on the challenges and successes of halal certification in Indonesia’s food industry. The study aims to provide actionable insights to improve the halal certification process, particularly for SMEs.

DISCUSSIONS

Results

The implementation of halal certification has a profound impact on the competitiveness of food products in Indonesia, both domestically and internationally. Halal certification serves not only as a legal requirement for food products but also enhances consumer trust, particularly among Muslim consumers who are highly concerned with the halal status of food (Firdaus, 2023; (Iswanaji et al., n.d.). Certified halal products are often perceived as higher quality and can serve as a Unique Selling Point (USP), which improves the competitive advantage of products in increasingly crowded markets. Furthermore, studies have shown that halal certification contributes to the improvement of operational and financial performance for small and medium-sized

enterprises (SMEs), indicating a positive relationship between compliance with halal practices and business performance (Alfarizi, 2023).

Impact on Product Competitiveness and Consumer Trust

Halal certification plays a pivotal role in enhancing the competitiveness of food products in Indonesia's market. Research highlights that consumers tend to trust halal-certified products more, especially Muslim consumers, who view certification as a guarantee of compliance with religious dietary laws. This trust not only enhances the perceived quality of the product but also builds customer loyalty. The presence of halal certification is often seen as an assurance of product safety, cleanliness, and quality, making it an essential factor for businesses seeking to tap into the growing halal market (Nurhasah et al., 2018).

For SMEs, particularly, halal certification represents an opportunity to distinguish their products in the market. By achieving certification, SMEs can compete with larger firms and access a wider consumer base, both locally and internationally. Halal certification thus becomes a powerful marketing tool, particularly in Indonesia, which is home to the largest Muslim population globally. This competitive edge is crucial in a highly competitive food market where consumers are increasingly looking for products that align with their religious and ethical values.

Moreover, halal certification has shown to positively influence the operational and financial performance of SMEs. Research indicates that businesses that comply with halal practices tend to experience better performance in terms of market reach and profitability (Alfarizi, 2023). This effect is especially pronounced in the food sector, where certification not only opens doors to a larger domestic market but also facilitates entry into international markets, especially in countries with a significant Muslim population. This underscores the potential of halal certification as a key factor for growth in the global food industry.

Challenges and Support for SMEs in Halal Certification

Despite the benefits, many SMEs in Indonesia still face challenges in understanding and implementing halal certification due to limited resources and knowledge. Many SMEs do not have the technical expertise required to navigate the complex halal certification process, which often involves significant documentation and compliance

with rigorous standards. This knowledge gap can impede their ability to obtain certification, ultimately affecting their competitiveness (Fibrianto, 2024).

The implementation of support programs has helped mitigate these challenges. For example, the use of applications like SIHALAL has proven effective in guiding SMEs through the halal certification process. These digital platforms simplify the certification process by providing a streamlined system for submitting applications and tracking certification status. As highlighted by Fibrianto et al. (2024), SMEs that utilized such tools reported improved understanding and increased success rates in obtaining halal certification.

Moreover, government initiatives aimed at facilitating halal certification have proven beneficial. Programs that offer counseling and training have helped increase the number of SMEs successfully obtaining halal certification. These programs often focus on educating businesses about the importance of certification, its benefits, and the procedural steps required to attain it. Such efforts reflect the critical role that government support plays in improving SMEs' access to halal certification, thereby enhancing their competitiveness in the market.

Role of Technology in Halal Certification

The adoption of digital technologies has played a key role in simplifying and accelerating the halal certification process for SMEs. Digital tools that support the registration and application for halal certification have been instrumental in reducing the time and effort required to obtain certification. According to M et al., 2023 and Putro et al., 2024, the digitalization of the certification process has led to significant improvements in efficiency, making it easier for SMEs to navigate the complex certification procedures. By automating parts of the process, businesses can submit applications more quickly, track their certification status, and manage required documentation efficiently.

In addition to improving the speed and efficiency of certification, digital tools also provide SMEs with a more organized system for managing and storing documents needed for certification. This is particularly beneficial for smaller businesses, which may lack the resources to maintain complex filing systems. As Nuraliyah et al., 2023 note, integrating technology into business management not only streamlines certification processes but also enhances the overall organizational capacity of SMEs, which is essential for their growth and competitiveness. The ability to store and retrieve documents electronically

also reduces the risk of errors and enhances transparency, making the certification process more accessible and reliable.

Technology also plays a role in fostering greater compliance and quality assurance within the halal certification process. By utilizing digital tools, SMEs can more easily track the source and quality of ingredients, production processes, and product storage conditions to ensure compliance with halal standards. This integration of technology into halal food supply chains is a critical step toward improving product quality and meeting consumer expectations for halal products.

Community Engagement and Capacity Building

Community engagement activities, such as discussion forums and training sessions, have been vital in improving the understanding of halal certification among SMEs. These activities help promote the importance of legal compliance and highlight how halal certification can enhance business sustainability. Training programs that focus on the halal certification process provide SMEs with practical knowledge and help them overcome the barriers to obtaining certification (Leksono et al., 2024; Fandhy & Robino, 2023).

Such community-based initiatives serve as an essential mechanism for raising awareness and building capacity among SMEs, especially those in rural or less developed areas. By creating platforms for knowledge exchange and offering guidance from experts, these activities help demystify the certification process and make it more accessible to a broader range of businesses. They also provide SMEs with the opportunity to network, share experiences, and learn from others who have successfully navigated the certification process. This collaborative approach has proven to be effective in promoting halal certification among SMEs, thus improving their competitiveness and market access.

Overall Impact of Halal Certification on Competitiveness

The impact of halal certification on the competitiveness of food products in Indonesia is profound. It enhances the trust and confidence of consumers, particularly in the Muslim community, by ensuring that products comply with religious dietary laws. This trust, in turn, boosts the marketability of certified products, offering businesses a competitive edge. The integration of digital tools and support programs has further facilitated the process, particularly for SMEs, improving their understanding, efficiency, and access to certification.

Moreover, the use of technology and community-based support programs has played a significant role in making halal certification more accessible to SMEs, who are often faced with resource constraints. The positive relationship between halal certification and business performance highlights its importance not only for legal compliance but also as a strategic tool for growth and market expansion. As the halal food sector continues to grow both domestically and internationally, the role of halal certification in enhancing the competitiveness of Indonesian food products will only become more critical.

In conclusion, halal certification has a substantial impact on the competitiveness of food products in Indonesia, with significant benefits for SMEs in terms of market access, operational efficiency, and financial performance. The integration of digital technologies and government support programs has made the certification process more efficient and accessible, while community engagement activities have helped improve understanding and compliance. As the global demand for halal products continues to rise, the continued support of SMEs in obtaining halal certification will be crucial for their success in both local and international markets.

Discussions

The adoption of halal certification by small and medium-sized enterprises (SMEs) in Indonesia faces several significant challenges, as identified in previous research. The findings of this study corroborate these challenges, highlighting the critical barriers that hinder the widespread adoption of halal certification in Indonesia's food industry, particularly among SMEs. These challenges include a lack of understanding about halal certification, the high cost of obtaining certification, and the complexity of the certification process. This discussion will explore these issues in greater detail, evaluate the role of government initiatives and collaboration among stakeholders, and examine the broader implications of halal certification for the sustainability and ethical practices in Indonesia’s food industry.

Challenges in Halal Certification Adoption

One of the most pressing challenges faced by SMEs in Indonesia is the lack of knowledge and understanding about halal certification. Many small business owners are not fully aware of the importance of halal certification or the process involved in obtaining it. This knowledge gap has been identified as a significant barrier, as many business owners lack the resources or guidance to navigate the often-complex

requirements of halal certification (Pujilestari & Rahmawati, 2023). The confusion surrounding halal certification is further exacerbated by a lack of accessible information and resources. As a result, many SMEs remain unaware of the long-term benefits of certification, both for legal compliance and for enhancing the competitiveness of their products in both domestic and international markets.

The findings of this study support previous literature indicating that SMEs often have limited exposure to the educational resources necessary for understanding halal certification (Wahyuni et al., 2023). Without sufficient knowledge, these businesses tend to view halal certification as an unnecessary or burdensome process. This lack of understanding has been reported to lead to a negative perception of halal certification, where SMEs see the certification process as an obstacle rather than an opportunity (Pujilestari & Rahmawati, 2023). This lack of knowledge is compounded by the operational constraints many SMEs face, including limited access to formal education and training in halal management, which makes it difficult for them to comply with halal standards.

In addition to the knowledge gap, the high costs associated with halal certification remain a significant barrier for many SMEs. Certification fees, alongside the costs of ensuring compliance with halal production standards, are often viewed as a financial burden that small businesses cannot afford (Nur & Istikomah, 2021). These costs include the expenses for audits, documentation, and the need to maintain halal integrity throughout the production process. For many SMEs, these costs present a substantial challenge, especially when considering the limited financial resources available to small businesses in the food sector. This finding reflects the broader economic challenges that SMEs in developing countries face when attempting to meet regulatory requirements, especially when these regulations involve additional costs for certification.

Government Support and Collaboration Among Stakeholders

To address these challenges, the importance of collaboration between the government, certification bodies, and industry stakeholders cannot be overstated. Government initiatives, such as the SEHATI (Sertifikasi Halal Gratis) program, which provides free halal certification for SMEs, have proven to be effective in alleviating some of the financial burdens associated with certification (Damayanti et al., 2023). These initiatives not only reduce the financial cost of certification but also offer educational

support, providing SMEs with the necessary tools and knowledge to navigate the certification process. The availability of free certification has helped many SMEs that were previously unable to afford the fees, providing them with a vital opportunity to access halal markets both domestically and internationally.

In line with the findings of Wahyuni et al. (2023) and Ulfin et al., 2022), this study found that government-led educational initiatives and support programs significantly contribute to enhancing SMEs' understanding of halal certification. These programs typically involve direct outreach to businesses, where government officials and certification bodies offer training, workshops, and resources to explain the certification process. This support helps SMEs gain the confidence and knowledge required to pursue halal certification and understand its benefits. It also encourages SMEs to see halal certification as an opportunity to enhance their business credibility and competitiveness rather than an additional burden.

Moreover, collaboration with certification bodies has been identified as a crucial factor in facilitating the halal certification process. Certification bodies not only provide the necessary legal and technical expertise but also offer training to ensure that SMEs understand the standards and requirements. (Gunawan et al., 2021 and (Akim et al., 2019) emphasize the importance of certification bodies in offering practical guidance and streamlining the certification process, which ultimately helps SMEs achieve certification more efficiently. This collaboration is essential in reducing the complexity of halal certification, making it more accessible to smaller businesses and ensuring that they can compete in the halal food market.

The Role of Halal Certification in Sustainability and Ethical Practices

Halal certification is not only an economic advantage but also contributes to the promotion of sustainability and ethical business practices in the food industry. Research has shown that halal certification encourages businesses to adhere to higher standards of production and product quality, which aligns with broader sustainability goals (Gunawan et al., 2020). By complying with halal standards, SMEs are required to implement traceability systems and maintain transparency in their production processes. This, in turn, leads to improved product quality, better environmental practices, and more ethical business operations.

The ethical dimension of halal certification is particularly relevant in Indonesia, where halal certification serves as a key indicator of product integrity, especially among Muslim consumers. Halal certification assures consumers that the products they purchase comply with religious and ethical dietary laws, fostering consumer trust and loyalty (Firdaus, 2023). As halal food products are increasingly sought after by not only Muslim consumers but also non-Muslim consumers who value ethical and sustainable production practices, the demand for certified halal products continues to rise. This trend is evident in the growing global market for halal products, which is expected to expand significantly in the coming years (Alfarizi, 2023).

By adopting halal certification, SMEs in Indonesia are not only meeting the demands of the halal market but also contributing to a broader culture of sustainability and ethical production. This connection between halal certification and sustainability is important, as it helps SMEs align with global market trends that prioritize environmental responsibility and ethical business practices. Halal certification, therefore, serves as a tool for businesses to demonstrate their commitment to social responsibility and environmental stewardship, which can enhance their market appeal and long-term viability.

The Impact of Halal Certification on Business Performance

The relationship between halal certification and business performance, particularly for SMEs, is a significant focus of this study. The findings suggest that halal certification has a positive impact on both operational performance and financial outcomes for SMEs. Certified businesses are more likely to experience improved product quality, enhanced consumer trust, and increased market access, all of which contribute to better financial performance (Rido & Sukmana, 2021). The halal certification process encourages SMEs to implement more rigorous quality control systems, ensuring that their products meet both halal and general food safety standards. This improvement in product quality helps businesses gain a competitive edge in the market, especially in the context of the growing demand for halal products in both local and global markets.

Furthermore, halal certification has been shown to contribute to increased marketability and customer loyalty. Consumers are more likely to trust and purchase products from companies that are halal certified, particularly in the Muslim community, where halal compliance is a key concern (Alfarizi, 2023). This enhanced consumer trust

translates into stronger sales performance, which is critical for the growth of SMEs in a competitive market. Additionally, halal certification can open doors to new markets, particularly in countries with significant Muslim populations, thereby expanding the reach of Indonesian SMEs and contributing to their growth and profitability on a global scale.

In conclusion, halal certification offers numerous benefits for SMEs in Indonesia, not only in terms of enhancing competitiveness and business performance but also by promoting ethical practices and sustainability within the food industry. The collaboration between government bodies, certification organizations, and SMEs is essential to overcoming the barriers to certification, such as cost and knowledge gaps. As the demand for halal products continues to grow, it is crucial for all stakeholders to work together to optimize the halal certification process and ensure that Indonesian SMEs can fully leverage the opportunities presented by the halal food sector.

CONCLUSION

This study explores the challenges and opportunities faced by small and medium-sized enterprises (SMEs) in Indonesia regarding halal certification. The findings highlight key barriers, including a lack of understanding about the certification process and the financial burden it imposes on SMEs. However, government initiatives such as the SEHATI program and collaborations with certification bodies have proven effective in addressing these challenges. These initiatives provide educational support and reduce costs, making halal certification more accessible.

Furthermore, the study reveals that halal certification enhances the competitiveness of SMEs by improving product quality, fostering consumer trust, and providing access to both domestic and international markets. The adoption of halal certification also promotes sustainable and ethical production practices, contributing to broader industry trends. These findings underscore the importance of collaboration between government, certification bodies, and businesses to facilitate the halal certification process.

This research contributes to the existing body of knowledge by providing insights into the practical challenges faced by SMEs in halal certification and the role of government and technological support in overcoming these challenges. It also emphasizes the broader economic and ethical benefits of halal certification. Future research could explore the long-term impact of halal certification on SMEs' financial performance and

its influence on consumer behavior across different regions. Additionally, further investigation into the effectiveness of digital tools in streamlining the certification process would be valuable for improving its accessibility.

REFERENCE

Adham, K. A., Rahim, A. A., Muhamad, N. S., Masood, A., & Said, M. F. (2022). Evolution of the Malaysian Halal Certification System: The Viable System Model as the Diagnostic Framework. *Jurnal Pengurusan*, *66*. https://doi.org/10.17576/pengurusan-2022-66-03

Akim, A., Konety, N., Purnama, C., & Adilla, M. H. (2019). Pemahaman Usaha Mikro, Kecil Dan Menengah (Umkm) Di Jatinangor Terhadap Kewajiban Sertifikasi Halal Pada Produk Makanan. *Kumawula Jurnal Pengabdian Kepada Masyarakat*, *1*(1), 31. https://doi.org/10.24198/kumawula.v1i1.19258

Albar, K., Amiruddin K, & Abdullah, W. (2025). Integrating Maqasid Shariah in Enhancing MSME Business Sustainability in the Digital Economy. *El-Jizya : Jurnal Ekonomi Islam*, *13*(1 SE-Articles), 57–68. https://doi.org/10.24090/ej.v13i1.13174

Albar, K., & Kulsum, U. (2021). Metodologi Penelitian Bisnis. *Bangkalan: Guepedia*.

Albar, K., Tasbih, T., & Ilyas, A. (2024). Kewirausahaan dan Bisnis Syariah: Kajian Hadis Tematik Ekonomi di Era Digital. *Al-Mada: Jurnal Agama, Sosial, Dan Budaya*, *7*(3), 656–670. https://doi.org/https://doi.org/10.31538/almada.v7i3.5421

Alfarizi, M. (2023). Peran Sertifikasi Halal Dan Kepatuhan Praktik Halal Terhadap Kinerja Bisnis Berkelanjutan: Investigasi Pemodelan Empiris Sektor Umkm Kuliner Nusantara. *Harmoni*, *22*(1), 93–116. https://doi.org/10.32488/harmoni.v1i22.654

Braun, V., & Clarke, V. (2020). Can I Use TA? Should I Use TA? Should I<i>not</I>use TA? Comparing Reflexive Thematic Analysis and Other Pattern-based Qualitative Analytic Approaches. *Counselling and Psychotherapy Research*, *21*(1), 37–47. https://doi.org/10.1002/capr.12360

Charisma, D. (2022). Potret Kinerja Bank Syariah Indonesia (Bsi) Dalam Mengembangkan Industri Halal Di Indonesia. *Adbispreneur*, *6*(3), 259. https://doi.org/10.24198/adbispreneur.v6i3.34962

Damayanti, A. Y., Luthfiya, L., Pibriyanti, K., Mufidah, I., Zhifah, S. S., Salsabila, J. F., Aini, H., & Fauziatunnisa', E. (2023). Implementasi Jaminan Produk Halal Melalui Sosialisasi Dan Pendampingan Sertifikasi Halal Gratis (SEHATI) UMKM Kabupaten Ngawi. *Jurnal Abdi Mas Adzkia*, *4*(1), 64. https://doi.org/10.30829/adzkia.v4i1.18292

Daud, A. H. M., Lee, U. H. M. S., & Ismail, A. (2023). The Practice of Halal Certification: A Case of Malaysia's Halal Meat-Based Industry. *International Journal of*

Academic Research in Business and Social Sciences, *13*(8). https://doi.org/10.6007/ijarbss/v13-i8/17666

Fandhy, A., & Robino, R. (2023). The Upaya Kementerian Agama Kota Medan Dalam Menyuluh Masyarakat Muslim Terhadap Urgensi Konsumsi Produk Halal. *Kuriositas Media Komunikasi Sosial Dan Keagamaan*, *16*(1), 32–44. https://doi.org/10.35905/kur.v16i1.5880

Fibrianto, K. (2024). Sosialisasi Dan Pendampingan Sertifikasi Halal Melalui SIHALAL Pada UMK Makanan Minuman Di Desa Wonorejo Kabupaten Malang. *Jurnal Abmas Negeri*, *5*(1), 60–68. https://doi.org/10.36590/jagri.v5i1.844

Firdaus, F. (2023). Implikasi Sertifikat Halal Dalam Manejemen Bisnis Industri Makanan Dan Minuman. *TWZ*, *11*(02), 39–54. https://doi.org/10.55799/tawazun.v11i02.322

Fitri, F. (2024). Penerimaan Konsumen Terhadap Produk Pangan Halal Di Pasar Indonesia. *Pusaka*, *12*(1), 223–235. https://doi.org/10.31969/pusaka.v12i1.1479

Gunawan, S., Darmawan, R. D. L., Juwari, J., Qadariyah, L., Wirawasista, H., Firmansyah, A. R., Hikam, M. A., Purwaningsih, I., & Ardhilla, M. F. (2020). Pendampingan Produk UMKM Di Sukolilo Menuju Sertifikasi Halalan Thayyiban. *Sewagati*, *4*(1), 14. https://doi.org/10.12962/j26139960.v4i1.6446

Gunawan, S., Juwari, J., Aparamarta, H. W., Darmawan, R. M. A., & Rakhmawati, N. A. (2021). Pendampingan Berkelanjutan Sistem Jaminan Halal Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM). *Sewagati*, *5*(1), 8. https://doi.org/10.12962/j26139960.v5i1.8120

Iswanaji, C., Aziz, A., Rizki, M., Zulfkar, A. L., Romli, N. A., Saftri, D., Mahardika, S. G., Kurnia, R., Hasan, D. H., & Nurhasanah, S. (n.d.). *Perkembangan Industri Halal & Penguatan Lembaga Keuangan Syariah*. Penerbit Adab.

Leksono, P. Y., Ratnanto, S., Kurniawan, R., Sasongko, M. Z., Suhardi, S., Purnomo, H., Soeprajitno, E. D., & Hasanah, R. N. (2024). Sosialisasi Peranan Sertifikat Halal Untuk Meningkatkan Performa UMKM Bagi Masyarakat Kabupaten Kediri. *Jurnal Pustaka Mitra (Pusat Akses Kajian Mengabdi Terhadap Masyarakat)*, *4*(1), 18–25. https://doi.org/10.55382/jurnalpustakamitra.v4i1.669

M, A. A. Y., Putri, R. E., & Jubba, H. (2023). Implikasi Sertifikasi Halal Terhadap Perkembangan Industri Halal Di Indonesia. *Al-Tijary*, *8*(2), 155–169. https://doi.org/10.21093/at.v8i2.7652

Masruroh, N. (2020). The Competitiveness of Indonesian Halal Food Exports in Global Market Competition Industry. *Economica Jurnal Ekonomi Islam*, *11*(1), 25–48. https://doi.org/10.21580/economica.2020.11.1.3709

Mubarok, F. K., & Imam, M. K. (2020). Halal Industry in Indonesia; Challenges and Opportunities. *Journal of Digital Marketing and Halal Industry*. https://doi.org/10.21580/jdmhi.2020.2.1.5856

Nur, S. K., & Istikomah, I. (2021). Progam SEHATI: Kemudahan Pelaksanaan Sertifikasi Halal Bagi UMKM. *At-Tasharruf Jurnal Kajian Ekonomi Dan Bisnis Syariah*, *3*(2), 72–79. https://doi.org/10.32528/at.v3i2.6780

Nuraliyah, M. I., Adiba, E. M., & Amir, F. (2023). Keputusan Sertifikasi Halal Oleh UMKM Di Bangkalan. *Jurnal Tadbir Peradaban*, *3*(1), 1–9. https://doi.org/10.55182/jtp.v3i1.235

Nurhasah, S., Munandar, J. M., & Syamsun, M. (2018). Faktor-Faktor Yang Mempengaruhi Minat Beli Produk Makanan Olahan Halal Pada Konsumen. *Jurnal Manajemen Dan Organisasi*, *8*(3), 250–260. https://doi.org/10.29244/jmo.v8i3.22473

Pujilestari, S., & Rahmawati, R. (2023). Peningkatan Pemahaman Dan Sikap Sertifikasi Halal Self-Declare Pada Usaha Susu Kedelai Di Kota Bekasi. *Jurnal Abdi Masyarakat Indonesia*, *3*(5), 1401–1408. https://doi.org/10.54082/jamsi.886

Putro, H. S., Purnomo, A. S., Rizqi, H. D., Putra, S. R., Wilujeng, S. A., Indrawan, I. A., Zahra, E. A. A., Oktafia, G. K., Azzahira, S., Abdillah, S. P., Yediya, H., Sabilla, W., Pangayom, D. L., Nurhayati, A., Yulianengtias, A., Prasetiyowati, M., & Aldianita, A. K. (2024). Pengembangan Kawasan Halal Desa Kare, Kabupaten Madiun Melalui Kampanye Gerakan Menuju Sertifikasi Halal (GEMESH). *Sewagati*, *8*(3), 1741–1748. https://doi.org/10.12962/j26139960.v8i3.1037

Rido, M., & Sukmana, A. H. (2021). Urgensi Sertifikasi Halal Bagi Bisnis Umkm. *Journal of Applied Business and Banking (Jabb)*, *2*(2). https://doi.org/10.31764/jabb.v2i2.5644

Rishelin, N., Ardi, R., & Suryadi, I. (2023). Pengembangan Model Kriteria Penilaian Manajemen Risiko Halal Supply Chain Daging Pada Bagian Downstream Di Indonesia. *Jurnal Pasti (Penelitian Dan Aplikasi Sistem Dan Teknik Industri)*, *17*(1), 126. https://doi.org/10.22441/pasti.2023.v17i1.012

Rohmanuddin, T. N., Sulistijono, S., Susanti, D., Abdul, F., Nurdiansyah, H., & Ramadhani, M. (2023). Upaya Sertifikasi Halal Produk Minuman Pada UMKM Untuk Mempermudah Kewirausahaan Mandiri. *Sewagati*, *7*(4), 507–514. https://doi.org/10.12962/j26139960.v7i4.531

Saadah, M. A., & Sampoerno, M. N. (2023). Pendampingan Pengurusan Sertifikasi Halal Bagi Komunitas Pelaku Usaha Kecil Dan Menengah. *Jurnal Pembelajaran Pemberdayaan Masyarakat (Jp2m)*, *4*(1), 35–40. https://doi.org/10.33474/jp2m.v4i1.19876

Suryaputri, R. V. (2020). Analisis Faktor-Faktor Yang Mempengaruhi Niat Beli Produk Halal. *Taraadin Jurnal Ekonomi Dan Bisnis Islam*, *1*(1), 1. https://doi.org/10.24853/trd.1.1.1-15

Susanti, E., Apriyana, A., & Lubis, Z. (2023). Perilaku Pembelian Produk Makanan Halal Pada Mahasiswa Muslim Di Indonesia (Ditinjau Dari Religiusitas, Pengetahuan

Label Halal Dan Sikap). *Perbanas Journal of Islamic Economics and Business*, *3*(1), 1. https://doi.org/10.56174/pjieb.v3i1.60

Ulfin, I., Rahadiantino, L., Harmami, H., Ni'mah, Y. L., & Juwono, H. (2022). Sosialisasi Halal Dan Pendampingan Sertifikasi Halal Untuk UMKM Kelurahan Simokerto. *Sewagati*, *6*(1), 10–17. https://doi.org/10.12962/j26139960.v6i1.14

Vanany, I., Soon, J. M., Maryani, A., & Wibawa, B. M. (2019). Determinants of Halal-Food Consumption in Indonesia. *Journal of Islamic Marketing*, *11*(2), 507–521. https://doi.org/10.1108/jima-09-2018-0177

Wahyuni, H. C., Handayani, P., & Wulandari, T. (2023). Pendampingan Sertifikasi Halal Untuk Meningkatkan Daya Saing Produk UMKM. *To Maega | Jurnal Pengabdian Masyarakat*, *6*(1), 17–25. https://doi.org/10.35914/tomaega.v6i1.1271