

HALAL CERTIFICATION FROM THE PERSPECTIVE OF MAQASHID SHARIAH: A STRATEGY TO ENHANCE THE ADDED VALUE OF MSMEs IN PEKALONGAN DISTRICT, EAST LAMPUNG

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Abstract

This study aims to examine the application of halal certification in Micro, Small, and Medium Enterprises (MSMEs) food products in Pekalongan District, East Lampung Regency, from the perspective of Maqosid Sharia. Halal certification is an important effort to ensure the halalness of products consumed by the Muslim community. This aligns with the government's policy to strengthen the guarantee of halal products in Indonesia. This study uses a descriptive qualitative approach with interview and documentation methods from 11 MSME actors. The study results show that several MSMEs in Pekalongan have obtained halal certification. Still, many have not met the requirements due to a lack of knowledge, administrative costs, and the complexity of the bureaucratic process. From the perspective of Maqosid Syariah, halal certification provides benefits in protecting the religion, soul, and property of consumers, as well as increasing the competitiveness of products in the market. It is hoped that there will be wider socialization and simplification of the administrative process to support MSME actors in obtaining halal certification.

Keywords: Halal certification, MSMEs, Maqosid Sharia, East Lampung, Food Products

Abstrak

Penelitian ini bertujuan untuk mengkaji implementasi sertifikasi halal pada produk pangan Usaha Mikro Kecil dan Menengah (UMKM) di Kecamatan Pekalongan, Kabupaten Lampung Timur, dari perspektif Maqosid Syariah. Sertifikasi halal merupakan upaya penting untuk memastikan kehalalan produk yang dikonsumsi masyarakat Muslim, sejalan dengan kebijakan pemerintah dalam memperkuat jaminan produk halal di Indonesia. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode wawancara dan dokumentasi dari 11 pelaku UMKM. Hasil penelitian menunjukkan bahwa sebagian UMKM di Pekalongan telah memperoleh sertifikasi halal, namun masih banyak yang belum memenuhi persyaratan karena

kurangnya pengetahuan, biaya administrasi, dan kompleksitas proses birokrasi. Dari perspektif Maqosid Syariah, sertifikasi halal memberikan kemaslahatan dalam menjaga agama, jiwa, dan harta konsumen, serta meningkatkan daya saing produk di pasar. Diharapkan adanya sosialisasi yang lebih luas dan penyederhanaan proses administrasi untuk mendukung pelaku UMKM dalam memperoleh sertifikasi halal.

Kata Kunci: Sertifikasi halal, UMKM, Maqosid Syariah, Lampung Timur, Produk Pangan

Introduction

The economic development in Indonesia in the field of fashion has the potential to become the largest producer of halal food, which needs to be guaranteed halal legally as a form of consumer protection. (Wulan 2019) One of the factors that has led to an increase in factors that affect customers' interest in buying processed foods is Using brand image, quality perception, value perception, and halal certification in Marketing as one of the main aspects of the halal concept in food and beverages that meet Islamic halal standards by influencing the purchase intention to Customer. (Nurhasah, Munandar, and Syamsun 2018) Producers who are aware of the community's needs have their way of attracting consumers because Allah has determined what halal and haram are and gives instructions in verses in the Qur'an on this subject, especially about activities consumed by humans. The Prophet PBUH also strongly emphasized the importance of understanding halal and haram. Many verses of the Qur'an discuss halal, including surah al-baqarah verse 168.

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

It means: "O man, eat (food) on earth that is lawful and good and do not follow the steps of Satan. Indeed, he is a real enemy to you" (Q.S. Al-Baqarah: 168)

The verse above contains Allah's encouragement for humans to consume anything halal and good. The existence of Qur'anic verses on the concept of halal further emphasizes that every Muslim must have a correct understanding of halal and haram by religious teachings. (Ilmia and Ridwan 2023) In Islam, halal is the main condition that consumers must comply with when consuming a product. Halal determines whether something is allowed or not consumed by a Muslim. (Fauziah 2021)

In October 2024, business actors in the food, beverages, and slaughterhouse sectors are required to have a halal certificate. Through the Free Halal Certificate (SEHATI), business actors can comply with the policies issued by BPJPH. The obligation of halal certificates is regulated in Government Regulation Number 39 of 2021 concerning implementing the Halal Product Assurance Sector. (Fatima, Ema Jumiati, and Yulianti 2023)

The acceleration of the halal certification process is held to make Indonesia the largest halal producer in the world in 2024. In its implementation, many obstacles still occur among business actors that show that halal certification has not been carried out evenly; this gives rise to the falsification of the halal logo. The presence of a halal logo on product packaging affects the purchase decision. (Saefullah, 2023)

The main purpose of the assistance provided to MSME business actors is to strengthen consumer confidence in providing guarantees to consumers by increasing product competitiveness, stimulating sales turnover growth, opening global marketing opportunities, and complying with government provisions related to halal regulations, including starting from Law Number 33 of 2014 to Government Regulation Number 39 of 2021 which mandates every MSME actor to Have a halal certificate on the product. This synergy will optimize halal *self-declaration*, accelerating halal certification for MSME business actors.

East Lampung Regency is one of the districts located in the province of Lampung, Indonesia. East Lampung Regency has an area of 5,35.03 km² and a population of 1,101,977 people. East Lampung Regency consists of 24 sub-districts and 264 villages/sub-districts. One of the sub-districts in East Lampung, namely Pekalongan District, has income from trading businesses. Based on sources from the Lampung Province Cooperatives and Micro, Small, and Medium Enterprises Office in Pekalongan Regency, East Lampung Regency, in 2023, there will be 33,528 MSMEs, which are divided into 33,519 Micro Enterprises, 4 Small Enterprises, and 5 Medium Enterprises (Milyati et al. 2022).

This increases the area's potential, which has prospects for further development and is attractive for investment in various sectors, especially MSMEs. These sectors are supported by adequate infrastructure and high access, such as the East Sumatra Crossroad, which connects the island of Java with cities on Sumatra Island. Based on this data, the researcher chose to study halal certification in Pekalongan District, East Lampung Regency.

Research on halal product certification has developed with various perspectives and focuses in recent years. In 2021, Eka Rahayuningsih and M. Lathoif Ghozali researched the implementation of halal certification in the context of

Maqosid Sharia, especially in Pekalongan, East Lampung. This research emphasizes the importance of an integrated system that regulates materials, human resources, and product distribution by halal principles to ensure public safety. Another study by Wahyu Abdul Jafar in 2022 strengthened the legal basis of halal certification from Maqosid Sharia's perspective, which assures consumers that food products are truly halal, improves product quality, and builds consumer trust.

Furthermore, research in 2022 by Alva Salam and Ahmad Makhtum discussed the importance of the halal food sector in supporting Indonesia's economic growth through micro, small, and medium enterprises (MSMEs). Erwan Aristyanto, in 2023, reviewed the halal certification process carried out independently by MSME actors in Surabaya, highlighting its benefits in increasing competitiveness. In 2024, Muhammad Rafiuddin found a gap in the implementation of halal certification by MSMEs, although the majority were aware of its importance. Factors such as cost, complicated procedures, and lack of information hinder the full implementation of the maqosid syariah principle in MSME halal certification. This research underlines that the principle of maqosid syariah has not been fully achieved because many MSMEs still have not been halal certified.

This study has several similarities and differences with previous research on halal certification. One of the similarities is that this research, such as the one conducted by Alva Salam and Ahmad Makhtum (2022), highlights the importance of the halal food sector in encouraging economic growth through MSMEs. The two studies emphasized that halal certification is an important instrument for increasing the competitiveness of MSME products in the local and international markets. In addition, this research aligns with the findings of Muhammad Rafiuddin (2024), who identified challenges in the implementation of halal certification by MSMEs, such as high costs, complicated procedures, and lack of information. From the perspective of *the principle of maslahah mursalah*, this study and previous research also highlight that this principle has not been fully achieved because there are still many MSMEs that have not been certified.

However, there are significant differences between this study and previous studies. This study specifically examines the implementation of halal certification for MSMEs in Pekalongan District, East Lampung Regency. The focus of this research is more localized and in-depth compared to the research of Salam and Makhtum (2022), which discusses the broader role of the halal food

sector in supporting Indonesia's economic growth. In addition, the Erwan Aristyanto study (2023) reviews the implementation of halal certification by MSMEs in Surabaya, which has a different geographical and social context from Pekalongan.

This research also makes a more specific contribution by identifying local challenges faced by MSMEs in Pekalongan, such as lack of awareness among business actors and the complexity of the administrative process. Unlike previous research, this study offers concrete solutions, such as simplifying administrative procedures and assisting MSMEs in obtaining halal certification. This is a significant difference because the last research, such as Rafiuddin (2024), focused more on identifying challenges without providing practical implementation steps.

Thus, this study not only complements the findings of previous research but also offers a more local and practical perspective on implementing halal certification. This makes this study relevant to understanding the challenges faced by MSMEs in Pekalongan and providing solutions to support the effective adoption of halal certification.

The results of the pre-survey research found that several MSMEs in Pekalongan District, East Lampung Regency, have received halal certificates, and some do not. The reason these MSMEs do not have halal certificates is because, according to them, they take care of the complicated requirements and processes to obtain halal certificates. They do not want to pay the administration if the production of halal certificates is paid. There is a lack of awareness among the business actors regarding halal certification. They consider that with or without sales certification, they are still selling.

Based on this data, this study will examine the halal certification program's process, constraints, and impacts on Micro, Small, and Medium Enterprises (MSMEs) in Pekalongan District, East Lampung Regency. Halal certification is a very important aspect of the food and beverage industry, especially in Indonesia, where the majority of the population is Muslim. However, for MSMEs, the process of obtaining halal certification is often a complex challenge. This research will explore what processes MSMEs must go through in obtaining halal certification, the obstacles they face during the process, and the impact on their business.

Methodology

This study uses a descriptive qualitative research method that aims to obtain an in-depth understanding of halal certificates for MSME business actors, with a focus

on protecting the interests of the community. This approach was chosen because it can capture the complexity related to halal certification for MSMEs. Actors who do not have halal certificates, as well as exploring their long-term implications for people's welfare, especially in terms of halal and safe food consumption.

This descriptive qualitative method is designed to identify and understand the implementation of halal certification in the Pekalongan area, East Lampung, as well as to develop effective strategies in dealing with obstacles faced by the community, especially MSME actors who have not obtained halal certificates. The main focus of this research is on halal certification as part of efforts to protect consumers and benefit the community. This certification is very important because it is directly related to the assurance of halal products consumed by the public, as well as its impact on long-term health and well-being. The data in this study were collected through three main techniques: observation, in-depth interviews, and documentation.

The researcher conducted direct observation in Pekalongan, East Lampung, to observe MSMEs that do not have halal certificates and those who already have them. This observation aims to collect data on how business actors run their businesses without halal certificates and the challenges they face in obtaining the certificate.

Interviews were conducted with 11 MSME business actors involved in the halal certification process. The interview is conducted face-to-face, where the interviewer asks pre-arranged questions according to the research topic. These questions focus on the experiences, challenges, and perceptions of business actors regarding the importance of halal certification in their business. The documentation collected includes photos, interviews, and other evidence, such as halal certificates, which several MSMEs have owned. These photos and documents are used as support in research to provide a real picture of the process that business actors have passed.

This study emphasizes the urgency of implementing halal certification in Pekalongan District, East Lampung Regency, considering the regional potential and challenges faced by local MSMEs. East Lampung is an area with a significant number of MSMEs—more than 33,000 units—spread across various sectors, especially in the field of food and beverage production, which are the main contributors to local economic activities. The dominance of the Muslim population in the region makes halal certification not only a business requirement but also an important social and religious responsibility.

The urgency of this research is further strengthened by the lack of awareness and low level of halal certification among MSMEs in Pekalongan. Many business actors still consider certification to be a complicated and

unnecessary process. However, it has the potential to increase consumer confidence, expand market opportunities, and ensure compliance with Islamic principles. In addition, high-cost challenges, complicated administrative procedures, and inadequate government outreach hinder MSMEs' ability to obtain certification.

By addressing these gaps, this study aims to provide practical solutions to accelerate the adoption of halal certification, such as simplifying the bureaucratic process and offering targeted mentoring programs. Given Indonesia's goal to become the largest halal producer in the world, empowering MSMEs in areas like Pekalongan is very important to achieve this national goal. The findings of this study not only contribute to increasing local economic resilience but also strengthen the application of Maqosid Sharia principles, ensuring community welfare through the availability of halal-certified products.

With this qualitative approach, the research is expected to provide deeper insights into how halal certification is applied in Pekalongan, East Lampung, and its impact on the community's benefit, especially in the context of the safety and halal of food products consumed by the community.

Results and Discussion

Halal Certification and Maqashid al-Syariah

The principle of halal is a fundamental obligation for Muslims. However, in a broader context, halal is a key quality standard that must be met in order for a product to be eligible for trade in Indonesia (Huda et al., 2023). In line with that, according to research Fithriana & Kusuma (2018), the Government of Indonesia has facilitated the community through halal product policies and established a body that supervises and controls halal products. There is an obligation for MSME business actors without a halal label to include a halal label on the packaging of each product produced (Suhendi et al., 2023).

Halal food is an important factor for consumers in ensuring that products has a clear halal status, with the certification position in Halal labeling being something that is urgently needed (Muhammad, 2018). Therefore, the halal assurance system is designed as a mechanism. which must be carried out by producers if they want to apply for halal certification to the MUI (Indonesian Ulema Council). MUI, as an institution, is authorized to issue halal certificates (T. Nur et al., 2016).

Halal certification in Islamic law is in line with the concept of Maqashid al-Syariah (the purpose of Islamic law), which aims to protect and advance the welfare of the

community. This is relevant to the five main goals of Maqashid al-Sharia: religion (*din*), life (*nafs*), intellect (*aql*), heredity (*nasl*), and property (*mal*). Halal certification ensures that the products consumed by Muslims are in accordance with Islamic law, thus protecting religious integrity (*din*) by ensuring that the food and beverages consumed are halal. In addition, halal certification prevents dangerous or harmful products from entering the market, which protects life (*nafs*), intellect (*aql*), and property (*mal*). This is also in line with the principle of Maslahah Mursalah, where actions are taken to promote public welfare and avoid losses to society. Therefore, halal certification supports the protection of consumer rights, public health, and ethical business practices.

Maqosid Shariah is one of the different methods of Islamic law that emphasizes general benefits or goodness that are not explicitly mentioned in the Qur'an or Sunnah but have the aim of preserving the five main things (*maqasid sharia*), namely: religion (*Religion*), soul (*NAFS*), Intelligence (*Aql*), descendants (*Nose*), and property (*Mall*). (Aaron, 2022)

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ

It means: "Eat what Allah gives you as halal and good food, and fear Allah who only believes in Him".

This verse contains the command to consume halal and good sustenance as a form of obedience to Allah. By prioritizing halal in every aspect of life, including business and food, we not only maintain physical health but also maintain spirituality and blessings in the sustenance we receive. This verse emphasizes that Allah SWT wants His servants to only consume what is good and halal, which is obtained through the means allowed by Sharia. Halal food is part of worship and obedience to Allah, and maintaining halal food is a way to keep the soul and body from uncleanness. Piety here means guarding oneself from haram and adhering to the rules set by Allah to achieve blessings in this life and the hereafter. In the context of halal certification for MSMEs in Pekalongan, East Lampung, the theory of *sharia maqosid* can be used to analyze the benefits obtained from the implementation of halal certification, both in terms of economy, society, and religion. Halal certification serves to protect the interests of religion and the assets of people who consume MSME products.

Islamic law to form a law must aim to provide benefits and avoid harm to society. Benefits are everything that brings goodness, usefulness, and benefits to human life. The principle of life benefits contains the understanding that relationships between humans can be carried out as long as the relationship brings

goodness, usefulness and benefits to human life and does not contradict Sharia principles (Syatar et al., 2023).

The Ushul scholars are divided into three broad categories: *daruriyat*, *hajiyat*, and *tahsiniyat*. *Daruriyat* is an interest that must exist in order to realize the benefits of the world and in the world. *Daruriyat* also includes five aspects, namely the protection of religion, soul, hereditary intellect and property protection. *Hajiyat* is an interest that must be realized for profit, but without it, survival can still be maintained, but in difficulties and is not normal. *Tahsiniyat* is a manifestation of interest without which it does not cause difficulties, let alone threaten survival. As in surah Al-Baqarah verse 168

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

It means: "O man, eat (food) on earth that is lawful and good and do not follow the steps of Satan. Indeed, he is a real enemy to you."

Allah commands every individual to consume halal and healthy food, as emphasized in the Qur'an, Surah Al-Baqarah, Verse 168. This verse calls on humanity to eat what is permissible and good from the earth's supply while refraining from following in the footsteps of Satan, who is indeed the clear enemy of humanity. The imperative for food entrepreneurs to label every halal product is not only to create consumer confidence in the food products to be consumed, but also to apply the principle of prudence to the *Syubhat* Activities in the consumption of food and beverages (Ghifari & Prima Dwi Priyatno, 2024).

All MSME owners who will add halal labels to their products must first obtain a halal certificate. In Islam, halal and haram, foodstuffs, are very important, so it encourages consumers to seek information about foodstuffs used in the manufacture of products as a form of guarantee of the safety of Muslims. From this explanation, the importance of halal certification in a business product can be seen.

In this case, several derivative rules made to regulate the practice of implementing halal product assurance in Pekalongan District, East Lampung Regency, especially assistance in the process of halal food and beverage products, also have consistent goals. Therefore, it can be correlated between the mechanism for assisting the halal product process regulated in the Regulation of the Minister of Religion Number 20 of 2021 with the aspect of *sharia maqosid*.

This process is in line with the values of the goals of Islamic law to achieve benefits and avoid harm in all aspects of human life, especially in the aspect of *dharuriyyat*. *Dharuriyyat* emphasizes the aspects of religious protection (*hifdz*

din), soul protection (*hifdz nafs*), protection of intellect (*hifdz aql*), protection of property (*hifdz mall*), and protection of descendants (*hifdz nasi*).

Religious Protection (*hifdz din*)

The implementation of religious protection begins with the process of inspecting the production of raw materials used in products and checking supporting documents that strengthen the legality of halal ingredients and can be used in the production process. This inspection procedure is carried out to maintain the halal quality of the ingredients used to create products that can be considered halal and safe for consumption.

Following the narration of Ibn Abbas, the Prophet Muhammad said to Sa'ad bin Abi Waqash, *"O Sa'ad, improve your food, and indeed you will be the one whose prayers are always answered. With my life in His hands, if a man eats forbidden food, his deeds will not be accepted for forty days."* Based on this hadith, it can be understood that the consequence of consuming haram food, which includes food that contains haram ingredients, is the refusal of worship and the non-fulfillment of prayer for forty days since the servant consumes haram food. (Ghifari & Prima Dwi Priyatno, 2024)

This can be a consequence that can interfere with the quality of one's worship and even threaten the religious aspect of the individual. Therefore, the inspection of ingredients in the halal product process assistance procedure is aimed at preventing these consequences for every Muslim in Indonesia so that Muslims do not worry about the aspect of worship they do to Allah SWT. (Ghifari & Prima Dwi Priyatno, 2024)

For MSMEs in Pekalongan, East Lampung, this means they need to follow standards that ensure their products are halal, not only to fulfill religious obligations, but also to attract the trust of Muslim consumers.

Protection Against the Soul (*hifdz nafs*)

The application of life protection is also found in the examination of the composition of raw materials, which aims to ensure that they do not harm consumers when they consume such food and beverage products. The criteria for not being harmful to consume are implemented by proving that the ingredient not contaminated with dirt and grime, the cleanliness of the material well maintained, and the materials used are purely derived from halal ingredients and are allowed for human consumption. (Lutfika et al., 2023)

This criterion is also emphasized because the ingredients in food and drink significantly affect a person's soul and attitude or disposition. This is stated in the Tafsir Al-Azhar by Buya Hamka, precisely in the discussion of Surah Al-Baqarah Verse 171;

وَمَثَلُ الَّذِينَ كَفَرُوا كَمَثَلِ الَّذِي يَنْعِقُ بِمَا لَا يَسْمَعُ إِلَّا دُعَاءً وَنِدَاءً صُمُّ بُكُمْ عَنِّي فَهُمْ لَا يَعْقِلُونَ

It means: "The parable of the people is like (the shepherd) who shouts (his shepherd) who hears nothing but the call and the call (only). (They) are deaf, dumb, and blind so that they do not understand."

Based on the explanation in Tafsir Al-Azhar by Buya Hamka, foodstuffs not only play a role in meeting human physical needs but also affect mental and spiritual conditions. Attitude or ethics become part of the human soul and affect the state of the soul. Therefore, foodstuffs must meet the criteria for halal and product goodness because they have significant implications for the human psyche (Syahputra et al., 2023).

From the explanation given, it can be concluded that analyzing the composition of this ingredient aims to ensure a sense of safety and certainty for consumers who intend to consume halal-certified food and beverage products. In addition, this examination procedure is intended to prevent the appearance of negative impacts that are formed on the human soul due to consumption activities. Finally, from this procedure, consumers are not worried about the clarity of the ingredients to be consumed so that the consumer's soul is protected from unwanted influences.

Halal-certified products ensure that they are safe to consume, which means they do not contain harmful or unhealthy ingredients. In the framework of *maslahah mursalah*, protecting the soul from danger is an important goal. The implementation of halal certification in Pekalongan MSMEs, East Lampung, will ensure that consumers get products that are safe to consume, so that public health is protected.

Protection Against Intellect (*hifdz aql*)

The application of protection to Intelligence is characterized by the composition of the ingredients used in a product that will be halal certified, intended as an actual form to protect the human mind. This is reflected in the examination, which requires that the ingredients used are suitable for human consumption and do not cause a disturbing effect on the consciousness of those who consume them. Ingredients that can have a disturbing or intoxicating effect are those that contain *khamr elements*.

In the context of *masalah mursalah*, maintaining reason is also related to ensuring that the products consumed do not damage the human mind or mind. Halal products, especially food and beverages, must be free of substances. This can affect the mental health and intelligence of consumers. Halal certification will ensure that the product is suitable for consumption without causing negative effects on Intellect.

Protection of the Descendants (*Hifz an-Nasl*)

Halal food and *tayyib* also affect offspring because the consumption of halal food will have a good impact on the next generation. The implementation of halal certification on Pekalongan MSME products means ensuring that public consumption is maintained and indirectly the health and quality of the next generation are also maintained.

Preserving Treasures (*Hifz al-Mal*)

With halal certification, MSMEs can expand the market and increase the competitiveness of their products, both in the local and international markets. This also supports an increase in community income, especially for MSME actors, so that their assets are maintained. Halal certification provides confidence for consumers and creates greater economic benefits. *Maslahah Mursalah* here shows that maintaining wealth is an important Shariah goal. The perspective of *masalah mursalah* regarding halal labeling on a product is a benefit that goes beyond one party, both those that include business actors and consumers or the wider community. Basically, *masalah mursalah* focuses on the welfare of the community. These benefits, while not always aimed at every individual, can overcome the interests of the majority or majority of the faithful

Halal certification is the first step to expand the halal product market to help consumers get halal, safe and quality products. The benefit of making this halal certification is the legal recognition that the products we issue have met halal requirements in Indonesia.

Halal certification creates clear product quality standards for consumers. People do not need to worry about the halal status of the products they consume, because it is guaranteed through certification. From the social side, this creates a sense of security and trust in the Muslim community.

Awareness of Pekalongan MSME Actors on the Obligation of Halal Certification

In synergy with the Ministry of Religion, the Halal Product Assurance Agency (BPJPH) has made a breakthrough, namely the SEHATI Program (Free Halal

Certification) for business actors. (Panji, nd) The purpose of implementing halal product guarantees in Indonesia is to develop halal products, especially in the Micro and Small Enterprises (MSEs) sector. The documents and requirements that business actors must prepare are:

Table 1. Free Halal Certificate Application Documents

Not.	Information	Letter
1.	Business Actor Data	<ul style="list-style-type: none"> • Business Identification Number (NIB) • Halal Supervisor
2.	Product Name and Type	The name and type of the product must match the name and type to be halal-certified.
3.	List of Products and Materials Used	<ul style="list-style-type: none"> • Raw materials • Additional ingredients • Auxiliary materials
4.	Product Processing Process	Purchasing, receiving, storage of materials used, processing, packaging, storage of products, and distribution
5.	Application letter and statement letter of the perpetrator (<i>self-declare</i>)	<ul style="list-style-type: none"> • Halal certificate application letter containing data on Business Actors, name and type of product; list of Products and Materials used, product processing process, and halal product assurance system • Statement letter from business actors

Once the business actor has gathered the necessary documents for registration, they can register through <http://ptsp.halal.go.id/>. The implementation of free halal certification has several stages that business actors namely must pass:

1. Prospective recipients of SEHATI facilities enter data and upload the

- required documents on the SI HALAL page (<http://ptsp.halal.go.id>)
2. If it is declared complete and passes verification, BPJPH will issue an STTD (Document Receipt Letter)
 3. The issued STTD can be accessed by the Halal Product Process Companion (PPH Companion) for further inspection/testing of halal products (verification and validation).

In the next step, PPH Companions will carry out several stages of Halal Certification Implementation, including (Pardiansyah, Abduh, and Najmudin 2022)

1. PPH assistants check the validity of documents and conduct inspections of materials, products, production processes, and production locations
2. In the next stage, the results of the product inspection will be brought to the MUI Fatwa Commission to obtain the determination of halal products.
3. BPJPH will upload the results of determining the halalness of the product through the SI HALAL application.
4. Business actors get the results of determining the halalness of the product and download the results through the SI HALAL application in their respective accounts.
5. The Halal Certification obtained will be valid forever as long as there are no changes in the composition of halal ingredients or production processes.

Assistance in the halal product process in Pekalongan District, East Lampung Regency, was carried out in collaboration with Mrs. Triyanti, Chairperson of RW Gantiwarno Village. Mrs. Tri asked us to be companions to the PPH Metro Halal Center to assist business actors in Ganti Warno in making a halal certification.

Assistance in the halal product process is carried out in Gantiwarno Village with several business actors there: Mrs. Eni, Mrs. Tri, Mrs. Ika, Mrs. Eva, Mrs. Ferlya, Mrs. Rani, and Mrs. Tantri. The assistance began with a PPH companion asking business actors related to whether the requirements for applying for halal certification were complete, such as business actors' identity cards, PIRT, NIB, and NPWP. If a business actor does not have an NIB, one example is Mrs. Tantri, then a PPH companion can help make it.

PPH assistants ask business actors about the products they sell, such as Mrs. Eni, who sells cassava chips; Mrs. Tri, who sells various pastries; and Mrs. Tantri, who sells bases. The process of applying for halal certification, for example, in cassava chips products from Mrs. Eni, is the first PPH companion who asks Mrs. Eni about product

photos, raw materials, processes, tools, and places used by business actors when producing their products. After that, the PPH companion helped Mrs. Eni create an account in Sihalal and fill in data and documents.

Applying for halal certification through the Sihalal platform involves filling in all the necessary information. This includes details about the business actor, company profile, product name, type, list of products and ingredients, production process, facilities and equipment used for halal product processing, and halal product assurance system. So, the PPH companion can verify the data from Mrs. Eni in the Sihalal account of the PPH companion itself. After that, Mrs. Eni can click the cream button in Sihalal, and the PPH companion then validates the data; after that, the data of business actors is sent to the MUI fatwa commission. The task of PPH assistants has been completed, namely only verifying and validating business actors' data. Business actors only need to wait for the certification to be issued within a few weeks or months from BPJPH; the issuance process can be seen in the business actor's halal account.

Based on an interview with Mrs. Ida, Advisor for Religious Affairs at KUA Pekalongan, East Lampung, there are 12 villages in Pekalongan District, East Lampung Regency, namely Adirejo, Sidodadi, Gondang Rejo, Siraman, Pekalongan, Tulus Rejo, Jojog, Ganti Warno, Kali Bening, Wonosari, Adi Jaya, and Ganti Mulyo. The number of Pekalongan businesses that received halal certification in 2023 is approximately 116 registered MSMEs. Of these, 110 MSMEs in Pekalongan, East Lampung, have obtained halal certification, while 6 MSMEs have not received PIRT and have not been halal certified.

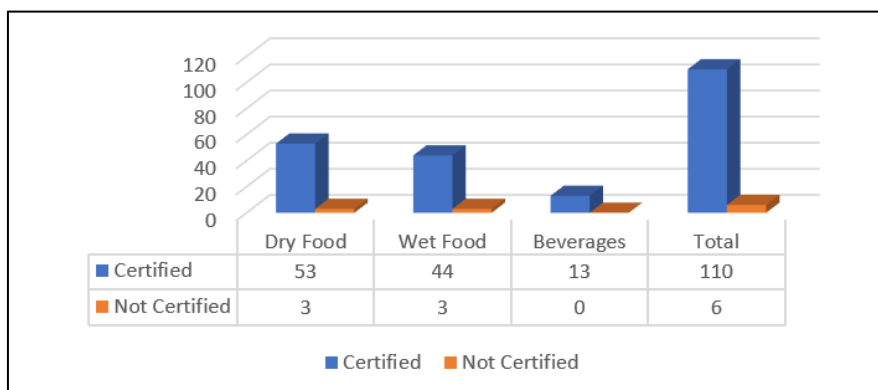


Figure 1. Data on Halal-certified MSMEs and MSMEs without Halal Certification

The following are some food products from the MSME sector that were successfully interviewed in Pekalongan District, East Lampung Regency.

Table 2. MSME Products in Pekalongan District, East Lampung Regency

No.	Brand name	Product	Business Category
1.	Atharr Snacks by Gembul	Basreng	Ready-to-eat Snack Products Industry
2.	SDEKH	Cassava Chips	
3.	Mbak Tantri Shop	Spicy Basreng with Orange Leaves	
4.	Zafira Kitchen	Marble sponge	Cake and Bakery Products Industry
5.	Brownies Mustika Indah	Fudgy Brownies	

Source: Interview data with MSME actors in Pekalongan District, East Lampung Regency

1. Athar Snack by Gembul is a business owned by Mrs. Tantri Kumala Sari. It is in Hamlet 1 RT 003 RW 001, Jojog Village, Pekalongan District, East Lampung Regency. This business has been in the ready-to-eat snack product industry for approximately two years. The mainstay is the basic. This product also has business licenses such as Brand Patent Permits, PIRT, NIB, and Halal Certification.
2. SDEKH, owned by Mrs. Eni Nursiyam, has been in the ready-to-eat snack product industry for approximately three years. It is in Hamlet 1 RT 007 RW 003 Jojog Village, Pekalongan District, East Lampung Regency. SDEKH MSMEs' flagship product is Cassava Chips. This business also already has business licenses such as brand patents, PIRT, NIB, and Halal Certification.
3. Kedai Mbak Tantri is a business owned by Tantri Kurniawati's mother, who is involved in the ready-to-eat snack industry. This business is in Hamlet III RT 015 RW 006 Jojog Village, Pekalongan District, East Lampung Regency. The mainstay of the Tantri Mbak Shop is spicy basing with lime leaves. This business also has business licenses such as brand patents, NIB, and Halal Certification.
4. Zafira Kitchen is a business owned by Mrs. Triyati Sundawati. It is in Hamlet IV RT 010 RW 004, Gantiwarno Village, Pekalongan District, East Lampung Regency. It has been operating for five years and offers a superior product: Marble Sponge cake. This product also has business licenses such as PIRT, NIB, brand patents, and halal certification.
5. Brownies Mustika Indah is a business owned by Mrs. Mustika Indah, which is engaged in the cake and bakery product industry. This business, located on Jalan Rawamangun Dusun IV RT 010 RW 004, Gantiwarno Village, Pekalongan

District, East Lampung Regency, has been running for approximately three years. The flagship product of Mustika Indah Brownies MSMEs is Fudgy Brownies. This business also has licenses such as NIB, brand patents, and halal certification.

The MSME actors above know the importance of halal certificates for product marketing. They admitted that they already have halal certificates and halal-labeled packaging, making their products included in small—and large-scale trade. MSMEs that already have halal certificates and have halal certainty are one of the main requirements for supplying these products to modern markets or supermarkets.

One of the obstacles to implementing halal product assurance with halal certification obligations for MSMEs in Pekalongan District, East Lampung Regency, is the lack of legal awareness and knowledge of procedures to obtain halal certification from business actors. As conveyed by Cindy, Halal Product Process Assistant (Cindy, Interview, July 17, 2024), *"The reason for business actors who have not been certified, there are those who do not want to carry out halal certification, there are business actors who do not know information related to Sehat even though KUA Pekalongan itself often informs business actors about certification to business actors, and the lack of awareness, from business actors themselves regarding halal certification, They assume that with or without sales certification, they still sell."* So, business actors do not know the function of halal certification, consider it only to fulfill obligations in Islam, and have not seen an opportunity to increase business turnover.

Obstacles in the implementation of halal certification among MSMEs are often rooted in a lack of adequate understanding and information. As stated by Mrs. Eni (Interview, July 17, 2024), a **business actor** in the culinary sector, revealed that she is aware of the importance of halal certification but is worried about the costs that may be incurred. *"I know halal certification is important, but I don't understand how the process works, let alone the cost. I'm worried that if I've already registered, I'll have to pay any taxes or additional fees."* From this statement, it is clear that the lack of information regarding halal certification's costs and long-term benefits is one of the main obstacles, so more in-depth socialization is needed.

Meanwhile, as stated by Mrs. Tri (Interview, July 20, 2024), as a Wet and Dry Cake Business Actor, halal certification may be more relevant for larger businesses. *"Halal certification is good, but I don't think it's necessary for a small business like me. The people around me who bought it are also people around me; they already believe in me,"* he said. This shows that MSME actors in the region are more focused on local consumer

trust, so they feel that halal certification is not too urgent. This shows a gap in understanding the importance of accreditation beyond religious aspects, such as opportunities to increase turnover.

Technology is also a barrier for some business actors, as experienced, as conveyed by Mrs. Ika as a Fudgy Brownies Business Actor (Ika, Interview, July 20, 2024): *"I don't understand online technology. If I have to take care of halal certificates online, I need help because I rarely use the internet for business matters,"* he explained. This obstacle indicates that many business actors are still not used to digital technology, so training and assistance in online platforms are urgently needed to help them access halal certification services.

On the other hand, Mrs. Eva, as an Es Teller Business, lacks an understanding of administrative requirements is also an obstacle (Eva, Interview, July 20, 2024). *"I don't know how the condition is. They said they had to have a business license and NPWP, but I didn't have all that,"* he said. The lack of information on legality requirements such as NPWP and business licenses shows the importance of further education from the government or related institutions so that the certification process can be carried out more smoothly.

As conveyed by Mrs. Ferlya as a Fried Business Actor (Ferlya, Interview, July 20, 2024), she voiced concerns regarding the high cost of taking care of halal certification. *"If the cost is too expensive, I can't afford it, especially if my income is not fixed. Not to mention that if you have to take care of this permit, it seems complicated,"* he said. This highlights financial constraints as a major factor that prevents small businesses from obtaining halal certification, especially amid uncertain revenues and complicated administrative procedures.

It is the same with the statement of Mrs. Rani as a Bun Business Actor (Rani, Interview, July 2, 2024), who feels that halal certification is unnecessary for small businesses like hers. *"I don't feel like I need a halal certificate because my neighbor bought it. They already know what kind of person I am,"* he said. Mrs. Rani relies on the local community's trust to run her business, so she does not see the urgency to get halal certification. This indicates that awareness of the importance of certification is still low among small business actors.

Finally, as conveyed by Mrs. Tantri as a Basreng Business Actor (Tantri, Interview, July 20, 2024), the halal certification management process feels easier if done collectively. *"If there is an appeal from the village or the R.W. to take care of it together, I want to participate. But if I have to walk alone, I am confused and afraid of taking the wrong step,"* he explained. Mrs. Tantri's opinion shows that small

business actors are more comfortable taking care of certification with guidance from the village or R.W., so it is important to provide group assistance in the certification process.

From the results of interviews with several MSMEs that are obstacles to halal certification, the administrative process is very complicated and requires many documents and requirements to be met. This complex bureaucracy is often confusing and time-consuming for business actors with inadequate resources or knowledge to deal with it. In addition, the very long certification process is also a big obstacle for MSMEs. The time it takes to complete the entire certification procedure can take months. This causes many MSMEs to feel hampered in their operations because they cannot immediately take advantage of the benefits of halal certification, such as increased consumer trust and access to a wider market.

Halal certification positively impacts, and benefits positively impact and benefits consumers, producers, and the government. As stated by Mr. Wahyu Abdul Jafar, Chairman of Metro Halal Center, "*Halal certification is very important to increase consumer confidence that the products they consume are truly halal, especially among non-Muslim MSMEs, halal certification serves as an additional guarantee for Muslim consumers, instilling greater confidence that the products they use meet strict halal requirements. This ensures that consumers can trust the halal integrity of the product without hesitation.*". Therefore, a halal certificate guarantees the products' safety because it goes through strict procedures to ensure its halalness.

Another positive implication of halal certification is that halal certificates provide a *Unique Selling Point (USP)* that increases the competitiveness of products in the eyes of consumers. Second, halal certification offers peace of mind for the community by ensuring that the product does not contain haram ingredients. Third, halal certification is a ticket to access the global market, allowing Indonesian products to compete in other Muslim countries.³⁶ Thus, halal certification is an important tool for consumers, manufacturers, and governments to ensure the halalness of products and expand business opportunities in domestic and international markets.

Conclusion

Halal certification is an important recognition that guarantees the halalness of products and is an obligation for business actors, especially MSMEs, to include halal labels on the products produced. Through BPJPH and MUI, the Government of Indonesia has facilitated the halal certification process to protect

consumers and ensure that the products marketed comply with halal standards. This process includes checking raw materials, production, and the process and halal assurance system. The SEHATI program, financed by the government, aims to support MSMEs in complying with Sharia provisions and increasing product competitiveness in local and international markets.

Halal certification in Pekalongan District, East Lampung Regency, has positively impacted MSME actors. However, it still faces obstacles such as low awareness of business actors, lack of knowledge about certification procedures, and complicated bureaucracy. The long administrative process is often an obstacle for MSMEs, especially those who do not have adequate resources or expertise. However, halal certification still guarantees safety and trust for Muslim consumers and opens up wider market opportunities for business actors.

Halal certification also has strong religious value, especially in areas with a majority Muslim population, such as Pekalongan and East Lampung. Halal-certified products help people maintain Sharia principles, which is one of the goals of *Sharia maqasid*. With halal certification, MSME products will gain the trust of the wider community, especially Muslim consumers who prioritize halal products. This can encourage an increase in turnover and significantly expand the MSME market. *Maqosid Sharia*, in this case, provides direct benefits to the assets of business actors.

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