

Implications of Halal Certificates for Micro, Small and Medium Enterprises

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ARTICLE INFO

Date of entry:

28 August 2025

Revision Date:

5 September 2025

Date Received:

8 September 2025

ABSTRACT

Halal certification for micro, small, and medium enterprises (MSMEs) is a form of government recognition that guarantees the halal status of a product and must be complied with by business actors. The urgency of this research lies in the increasing importance of halal certification as a standard of consumer trust and a driver of competitiveness in the halal industry. This study aims to analyze the implications of halal certification on MSMEs in Lumajang Regency. The research uses a descriptive qualitative method with data collected through observation, interviews, and documentation. Primary data were obtained from respondents' interviews, while secondary data came from relevant documents. Data analysis was conducted in three stages: data reduction, data presentation, and conclusion drawing. The findings show that halal certification has significant implications for MSMEs, particularly in enhancing product credibility and business sustainability. The policy provides economic benefits by expanding market opportunities, optimizing the captive market, and increasing producer turnover. Moreover, halal certification positively contributes to regional economic development by opening employment opportunities for auditors and facilitators of halal product processes. These results emphasize that the implementation of halal certification is not only a compliance requirement but also a strategic instrument for strengthening the halal business ecosystem in Lumajang Regency.

Keywords: Business Actors, Halal Certificates, Implications, MSMe.



Cite this as: Mudhofar, M., Wibisono, Y., & Samsuranto, S. (2025). Implications of Halal Certificates for Micro, Small and Medium Enterprises. *International Journal of Accounting and Management Research*, 6(2), 52-63.
<https://doi.org/10.30741/ijamr.v6i2.1662>

INTRODUCTION

Islamic sharia has given signs, that a Muslim is obliged to consume halal and good products. Halal and haram are strict areas in Islamic law, and must be used as a guideline for adherents to be implemented. Compliance with the use or utilization of halal products is closely related to the faith or spiritual life of Muslims. People who use halal products are a reflection of their behavior,

besides ensuring their safety and health (Andriana et al, 2023).

The need for all halal products for Muslims, not all of them are able to be fulfilled by themselves. Many goods or food that are a person's needs are fulfilled by people or traders of micro, small and medium enterprises who trade products for primary needs and secondary needs of the community. As sellers and suppliers of the main needs of the community, business actors must have strong integrity in providing services and consumer goods for Muslims that are good and halal. In order for the integrity of micro, small and medium business actors to be maintained, the government needs to regulate by providing regulatory guidelines as a form of protection for the public in consuming all products in the market.

As a form of protection for citizens, especially Muslims, the government has issued a halal certification program for all products that are circulating and traded in the community. Halal certification for all products sold in the market begins with the use of raw materials and the processing process until the finished materials to be marketed are in accordance with the provisions of Islamic law. Muslims have an obligation to ensure that all types of necessities they distribute and use have a distribution permit from the government and are identified or certified halal (Mustaqim, 2023). Starting from the type of food and beverages, products cosmetics, medicines, and toiletries. The Qur'an has made it clear that a Muslim is obliged to consume halal goods, be it food or drink, as stated in surah Al-Baqarah; 168, 172-173, Al-Maidah; 1-5, and Al-An'am; 121.

Perp Micro, Small and Medium Enterprises Those who obtain a halal certificate are required to include a halal label on their products according to the nationally applicable form. For producers, halal certification, in addition to fulfilling the obligations of the needs of Muslims, has an impact on winning business competition because the product has added value. Law No. 6 of 2023 has made it easier for business actors to achieve halal certification. This regulation encourages the development of the halal ecosystem in Indonesia and the acceleration of halal certification services, reduces costs, facilitates halal certification financing for micro, small and medium enterprises, organizes authority and provides legal certainty. Halal certificates for business people have the following objectives: 1) build awareness of business people about the importance of halal certificates; 2) creating public behavior regarding the importance of consuming halal products; 3) providing reinforcement for halal products produced by micro, small and medium business actors; and 4) increase the value and competition of local and international trade. Rido & Sukmana (2021) states that halal certification is a benchmark for business sustainability with and is an important instrument for decision-making to buy products and can increase sales, business or business turnover.

Lumajang Regency has many micro, small and medium business actors who participate in developing the local economy. Micro, small and medium business actors, especially the food sector as one of the integral parts of small-scale tourism cities, must be able to provide quality assurance of the products produced, including halal product guarantees, so that consumers become more comfortable and get satisfaction. The potential for the development of micro, small and medium enterprises and the demands of running in accordance with Islamic law in the production area of food and beverages and goods traded must be the concern of all parties, especially the government and universities. In Lumajang Regency, the provisions on halal product assurance have not been strictly and effectively implemented considering that the rules on product obligations have not been implemented optimally even though they have legal force through Law Number 33 of 2014 concerning Halal Product Assurance and were effectively enforced on October 17, 2019. Halal certification by small business actors has not received serious attention by the government at this time. Halal certification activities have not all been able to attract the awareness of micro, small and medium business actors, because they think that the halal certification process

is complicated, costs are large, the unavailability of halal supervisors, and requires adjustments to the business structure carried out by micro and small business actors. The lack of awareness of business actors on the importance of halal certification can have a negative impact on consumer confidence. Muslim consumers tend to avoid food products that do not have halal certificates, so it can hinder the growth of MSME businesses (Sari & Sulistyowati, 2020).

Against the background of this condition, this study was carried out to analyze the implications of halal certification for micro, small and medium enterprises with research loci in the Lumajang Regency area. This research is based on the implementation of halal product assurance which must refer to systematic and implementive regulations and strict supervision as an effort to provide certainty of halal products for both business actors and consumers. Arekatun et al., (2024) stating that halal certification provides good benefits for business actors and buyers and business actors get benefits such as increased sales, income, and consumer trust in buying micro, small and medium business products.

Islamic teachings expressly state that we are required to consume halal food or products. The concept of halal can be interpreted as something that is allowed by sharia law. Setiawan, et al (2021) stating that as a result, the implementation has to do with how far the action in the direction that has been programmed is really satisfactory. Factors that affect the success or failure of policy implementation are: 1) communication factors, 2) Power Sources, 3) disposition, and 4) bureaucratic structure. Law Number 33 of 2014 concerning Halal Product Assurance explains that the submission of halal certification by producers is mandatory. Law Number 33 of 2014 concerning Halal Product Assurance aims to ensure legal certainty and consumer protection of halal products

Law Number 6 of 2023 concerning Job Creation regulates the halal certification of drugs, biological products, and medical devices circulating in Indonesia. This certification is related to Halal Product Assurance which is a legal certainty of the halal nature of a product. This law regulates the halal certification of these products derived from halal ingredients and halal manufacturing methods. Products whose ingredients are not halal or the way they are made are not halal can be circulated by including information on the origin of the ingredients. Halal product assurance from the government is legal certainty for the halalness of a product as evidenced by halal certification. Halal certification is one of the important things that consumers consider when choosing products, especially for Muslim consumers.

Widodo (2021) explains that implementation means providing a means to implement a policy and can have an impact/effect on something. Halal Certificate is the recognition of halal products issued by the Halal Product Assurance Agency based on a written fatwa of the Indonesian Ulama Council. Halal certification provides verification that companies that produce food and beverages have complied with the regulations and standards set by law. Halal certification assures Muslim customers that the product meets quality and safety standards and meets halal standards. Halal certification is essential for compliance with religious and business laws, especially in the food and beverage sector (Syafitri et al, 2022). Harahap (2018) explained that the implementation of halal certification obligations for business actors by pocketing halal certification of products that are sold without realizing it has a positive impact on the development of the country's economy.

Halal certification by micro, small and medium enterprises has not received attention at this time by the government. Halal certification activities are not all able to attract the awareness of business actors because they think that the halal certification process is complicated, large costs, the unavailability of halal supervisors, and requires adjustments to the business structure carried out by micro and small business actors. The inclusion of the Halal Product Assurance Law in the structuring of the Job Creation Law is a momentum to solve the problem of implementing Halal

Product Assurance. In the Job Creation Law, several provisions are considered to be problematic points and hinder the halal certification program for products Micro, Small and Medium Enterprises has been changed. These changes include the authority for the accreditation of Halal Certification Institutions and Halal Auditor certification, the involvement of Islamic organizations with legal entities in the Halal certification process, simplification of bureaucracy and certificate issuance time, and sanctions/law enforcement norms. Hosen et al, (2022) stated that the material changes and provisions in these articles show the government's strong desire to regulate regulations, ease of investment and the widest possible job creation.

Farida, (2019) explains that Halal certificates are obtained through several stages of inspection to prove that the raw materials, production process, and product halal assurance system in a company are in accordance with the set standards Institute for the Study of Food, Drugs, and Cosmetics of the Indonesian Ulema Council. If the halal requirements are met, then the manufacturer can get a halal certificate for their products. Halal certificates can be used by manufacturers as a condition to be able to include halal labels and halal registration numbers on product packaging. This label serves to show consumers that the product is a halal product. Halal certification provides inner peace and security for consumers. For people who are aware of the importance of halal products, they will feel worried when they find that the product to be purchased does not yet have a halal logo approved by the Indonesian Ulema Council or the Halal Product Assurance Agency (Warto & Samsuri, 2020).

Through the halal certificate of a product The product will have a high uniqueness. In other words, halal-certified products have competitive advantages that make the product more valuable in the eyes of consumers. Unique Selling Point as a unique sales strategy and has a positive image in the eyes of consumers. Saifuddin (2020) states that products with halal certification will have a Unique Selling Point or Unique Selling Proposition, a marketing concept that distinguishes one product from another. Pujiono et al., (2018) stating the urgency of halal certification for micro, small and medium enterprises is very necessary because it is able to improve human resources and the quality of business products through social media and as a reinforcement of the purity of Islamic beliefs in producing goods sold.

Thus, the implementation of halal certification in developing small and medium businesses is very important, because halal certification can improve the community's economy, so that people get welfare in their lives. Hartini & Malahayatie (2024) stating that the urgency of halal certification in the food and beverage industry illustrates that the certification provides a guarantee of the halalness of products and meets safety and quality standards. Halal certification is also linked to the concept of sharia business management, which regulates business operations based on sharia principles. Halal certification not only affects aspects of product marketing and global market access, but also affects overall business management practices, including planning, execution, and operational control.

METHODS

This study uses a descriptive qualitative approach. The case study approach is used because the researcher wants to see, analyze and explore the implications of halal certification for micro, small and medium enterprises in Lumajang Regency. Data collection was carried out using in-depth interview techniques, observation, and documentation studies. Awkwardness is one of the ways or techniques to communicate with respondents. Survey research is very closely related to primary data collection so interviews are one of the techniques often used in survey research. The location of this research is in the Lumajang Regency area, which includes micro, small and medium business actors.

In accordance with this research approach, the informants of the research are micro, small and medium enterprises in various areas of Lumajang Regency who have micro, small and medium enterprises that are considered relevant and competent with the research problems being studied. The informants were selected purposively. Data is processed from the results obtained from the field, namely interviews, observations, field notes, and documentation studies. Researchers draw from specific facts, concrete events and then draw conclusions that are general. This is done to find out the implications of halal certificates for micro, small and medium enterprises in Lumajang Regency.

RESULTS AND DISCUSSION

Halal certification is interpreted as proof that the product being traded has met the halal requirements set by the fatwa of the Indonesian Ulema Council. The increasing middle-class population in Lumajang Regency is one of the huge marketing potentials. Especially Muslims who reach 87% of the total population. Gradually, several goods manufacturers began to direct special marketing targeting middle-class Muslims, and did not hesitate to provide halal guarantees through halal certification. Thus, halal certification provides great benefits for consumers, producers, and the government itself.

Halal and haram are not simple things that can be ignored, but are very important issues that receive attention from religious teachings in general. The cleanliness, purity, and good or bad of food and other products including cosmetics and medicines used by Muslims are always related to halal or haram laws. Therefore, Muslims need to know clear information about halal and haram regarding food and drinks, medicines, cosmetics, biological chemical products and genetic engineering.

Universally, halal labeling aims to meet the demands of the market (consumers). If these demands can be met, economically entrepreneurs in Indonesia will be able to host in terms of products on the market. Another very basic goal is to protect the faith of consumers, especially those who are Muslim. This means that with labeling, Muslim consumers will not hesitate to consume something they need. The requirements for halal food products according to Islamic law are: a) Halal, which is halal from the law of origin, for example, vegetables. b) Halal way of obtaining it, that is, how to obtain it in accordance with Islamic law, for example, not by stealing. c) Halal in processing it, namely the process of slaughtering stars with Islamic law, for example by reading bismillah. d) Halal in its storage, meaning that the storage place does not contain prohibited items such as pigs, dogs (animals that are forbidden by Allah SWT).

As an official government institution, the researcher sees that the Ministry of Religion of Lumajang Regency has strong authority to implement Law Number 33 of 2014 concerning Halal Product Assurance. This is due to strategic authority, both in the legal apparatus and infrastructure. The authority in question is to formulate and establish halal product assurance policies, issue or revoke halal certificates, and publish halal products. Policy implementation is a stage in the formulation of policies that have been made and is important because without these stages, the policy-making process will be futile. The implementation of halal certificates on a processed food product that is marketed to every consumer is one of the important aspects that need to be implemented. Halal certification is a product identification that has met halal requirements (Hilma et al., 2024).

Micro, small and medium enterprises are important sectors that support the community's economy and even more so in Indonesia's economic growth. The way to increase employment includes developing micro and small businesses. This type of labor-intensive activity will provide more

work according to the amount of capital invested. The large number of micro, small and medium enterprises in Lumajang Regency is inseparable from the potential of natural resources and human resources. Providing a sense of security to consumers in consuming a product is a task for every producer, whether it is in the food sector or others. The government has set regulations by providing halal certification to make it easier for consumers to choose products without the need to test the safety or halalness of the products they want to consume. The halal guarantee of a product can be marked with a halal label listed on the product packaging, this proves that the product already has halal certification from the halal product assurance agency. Table 1 below is data on micro, small and medium enterprises in Lumajang Regency in the last five years which shows an increase graph every year.

Table 1. Micro, Small and Medium Enterprises in Lumajang Regency

No	Kecamatan	2020	2021	2022	2023	2024
1	Tempursari	1.670	398	466	467	497
2	Pronojiwo	1.112	398	300	325	325
3	Candipuro	1.319	1.359	1746	1757	1792
4	Pasirian	1.386	2.462	4193	4193	4193
5	Tempeh	1.935	2.951	3832	3834	3834
6	Sumbersuko	1.227	2.085	2516	2519	2549
7	Lumajang	2.986	6.964	8312	8371	8431
8	Tekung	573	1.764	2199	2199	2199
9	Kunir	1.281	1.963	2451	2457	2457
10	Yosowilangun	2.195	2.526	3890	3896	3896
11	Rowokangkung	655	1.686	3318	3318	3318
12	Jatiroto	1.708	1.364	1965	1992	1992
13	Randuagung	566	1.877	4061	4093	4093
14	Ranuyoso	274	757	1239	1241	1241
15	Klakah	805	1.535	3206	3210	3210
16	Kedungjajang	357	1.465	2763	2766	2796
17	Sukodono	1.372	2.876	3813	3831	3831
18	Padang	226	903	1257	1257	1257
19	Gucialit	372	280	450	450	450
20	Senduro	2.635	830	1264	1273	1303
21	Pasrujambe	1.240	1.195	1270	1281	1311
Jumlah		25.894	37.502	54.511	54.730	54.975

Source: <https://diskopindag.lumajangkab.go.id/data/detail/3180>

The development of the number of micro, small and medium enterprises in Lumajang Regency shows a significant number, by the end of 2024 there will be 54,975 micro, small and medium business actors. The awareness of selling halal-certified products also shows increasing data. Since the beginning of the halal certificate program for products distributed in the community in 2014, the number of small business actors holding halal certificates in Lumajang Regency at the end of 2024 was recorded at 3,032 halal certificates ([https://bpjph.halal.go.id/detail/cek-status-sertifikasi-halal-produk-di-halal-go-id-ini how/](https://bpjph.halal.go.id/detail/cek-status-sertifikasi-halal-produk-di-halal-go-id-ini-how/)).

Adiyanto & Amaniyah (2023) stated that the interest of micro, small and medium business actors to have halal certificates is influenced by various internal and external factors. Internal factors that drive interest in halal certification are: 1) religious awareness, i.e. many small businesses feel religiously responsible to ensure their products are halal and halal certification is considered a

form of compliance with Islamic teachings and guarantees for Muslim consumers; 2) halal literacy, which is the level of knowledge of business actors about the importance of halal certification has a significant effect on their interests and small business actors who understand the benefits of certification tend to be more proactive in managing it; and 3) business strategy, i.e. halal certification is seen as an effective marketing tool to increase competitiveness and expand the market and businesses realize that halal labels increase consumer trust and buyer loyalty.

External factors that affect interest are: 1) government regulations, namely Law Number 33 of 2014 and Government Regulation Number 39 of 2021 which require halal certification for food and beverage products; 2) the existence of a free halal certification program (self-declare) that encourages business actors to participate; 2) consumer demand, namely consumers are increasingly selective and demand halal-certified products as a guarantee of quality and halalness and halal certification has been proven to increase consumer interest in rebuying; and 3) the potential of export markets, namely halal certification, opens up export opportunities to Asian countries, Islamic countries and the global Muslim market.

Halal certificates are now seen as a guarantee of quality, safety, and compliance with sharia standards, which can increase consumer confidence and expand market access, both domestically and internationally. However, behind this high interest, there are various driving and inhibiting factors that are not fully understood. Business actors' knowledge of halal, perception of costs and procedures, and the encouragement of religiosity and consumer literacy are important variables that need to be analyzed in depth. Therefore, this study was conducted to identify and analyze the strategic implications of halal certification on the sustainability and competitiveness of micro, small and medium enterprises. This qualitative descriptive analysis was carried out to see the dominant factors that affect the interest of business actors in halal certification. By understanding the motivations and challenges faced by business actors, this research is expected to contribute to strengthening the national halal industry ecosystem and encouraging inclusive and sustainable sharia-based economic growth. The researcher collected samples of several micro, small and medium enterprises in Lumajang Regency who have held halal certificates and those who have not been halal certified. Table 2 below is an analysis of the results of data collection in this study.

Table 2. Micro, Small and Medium Enterprises Data as Research Analysis Objects

No	Brand's name	Address	Types of product	Bussines owner	Halal certificates status	Respon
1	Lembah Semeru (Mbah Meru)	Pasrujambe	Green Bean, Kopi Bubuk	Pak Robert	already	Positive
2	Siroji Group	Lumajang	Kripik Singkong	Pak Siroji	already	Positive
3	Strudele Wong Lumajang	Sukodono	Kue oleh-oleh	Winariyanto	already	Positive
4	Dwi Tunggal	Lumajang	Aneka Kripik	H. Anwar	already	Positive
5	Aroma	Pasirian	Aneka olahan pisang	Toyyibahturr ohmah	already	Positive
6	Senduro Coffe	Senduro	Kopi Bubuk, Roasting, Dan Green Bean	Rendi	already	Positive

7	Dua Putri Snack	Yosowilangun	Snack, kripik	Ibu Tatiek	not yet	Optimistic
8	Emping Jagung	Yosowilangun	Kripik	Ning Sayuti	not yet	Optimistic
9	Piscok	Kunir	Pisang coklat	Yanto	not yet	Optimistic
10	Dapur mak'e	Tekung	Aneka lalapan	Ryan	not yet	Optimistic

Source: data processed by researchers

Ten data were taken as qualitative research samples for analysis, discussion and conclusion. The following is the result of an interview with Robert (40 years old) as a producer of various coffee and bean products (Pasrujambe):

"Halal certification is a halal guarantee of products produced by business actors. Basically, business actors must be responsible for quality, including halal guarantees to consumers. Small business actors like us who produce local drinks are sometimes still considered less safe to consume. The existence of halal labeling on the products we have marketed, the purchasing power and trust of consumers has increased. Because they believe that the products that have been purchased are halal according to the recommendations of Islam (Interview, April 15, 2025).

According to Robert, we can understand that every product produced by business actors must be accompanied by a halal labeling guarantee, both in terms of quality, quality, and halal. Therefore, business actors need to understand how to increase consumer trust. For micro, small and medium business actors who manage local snacks, they are sometimes still considered less secure both in terms of quality and halal. This explanation is in line with the opinion of Yanti (48 years old), as a consumer of various drinks from Robert as the result of the following interview:

"Halal certification is a form of protection for consumers. It is their responsibility to ensure my safety as a buyer. That way I feel that the products I consume are safe, healthy and halal, meaning that I eat from the type of food that is allowed in the teachings of Islamic law. Furthermore, I will often buy this drink product". (Interview, April 20, 2025).

In line with Yanti's explanation, another buyer or customer, namely Qurrotun Ayyun (43 years old) explained as follows:

"In my personal opinion, halal certification is important for us consumers, especially lovers of various foods and drinks, because when a product already has a halal certificate, the product will include a halal label on the product and consumers can easily buy and consume it without any worries, just need to see the expiration date". (Interview, April 20, 2025).

According to Qurrotun Ayyun's statement above, he assumes that consumers will feel safe when the products they consume have guaranteed their halal through the inclusion of halal certification in their products. Yanti also thinks that the halal guarantee is a form of producer responsibility to consumers. Another statement about the implications of halal certificates was explained by Siroji (50 years old) from Lumajang who sells cassava chips. When asked what benefits are obtained after the food sold gets a halal certificate, he replied:

"Halal certification is very important for me, because it proves that the product is guaranteed to be healthy and halal, in accordance with sharia and the sales results will be a blessing. Alhamdulillah, my sales are in demand by customers and there is an increase in profit. Consumer satisfaction is not only from taste number one, in an effort to provide security for consumers to consume our products, of course we will guarantee the halalness of the products we produce with the presence or absence of a halal certificate in the product" (Interview, April 27, 2025).

Other statements that are almost the same were given by Winariyanto (46 years old), Anwar (50 years old), and Toyyibahturrohman (37 years old) with their type of business around snacks and snack chips. They stated:

"That halal certification is considered to be able to provide a guarantee of halal certainty and product cleanliness, will automatically attract more buyers and can maintain customers and businesses can grow, including maintaining the business being run" (Interview, May 10, 2025).

Rendi (40 years old) a coffee powder, roasting, and green bean seller in the Senduro area stated: I am motivated to get a halal certificate on my merchandise because of customer needs, follow government regulations, and want to maintain consumer trust. The management of halal certificates is also not difficult, I was assisted by a halal companion from the Ministry of Religion, then the halal certificate was issued. My customers feel happy and satisfied because the products I sell have a halal logo" (Interview, May 18, 2025).

Small business actors who have not been certified halal in the products sold also have high hopes to get it. Because not all small business actors who take care of or get halal certificate assistance services, hope to get it soon. They do not want their products to be certified halal, but hope to soon be able to get free services and assistance from the Ministry of Religion. So far, they have only heard about the provisions of the halal label from the media and other traders and get information that if it is labeled halal, it will be trusted by buyers and according to government regulations.

Mrs. Tatik (38 years old), Ning Sayuti (35 years old), Yanto (40 years old), and Ryan (35 years old) small business actors in the food and snack sector gave the same statement. They welcomed the halal certificate program for food and beverages sold in the community, because consumers in Lumajang are the majority of Muslims. Selling halal food will bring blessings and be sure to get many benefits. Even though it is not labeled halal yet, they want to get it for free immediately. Non-Muslim buyers are also comfortable and happy to buy their products that are halal-certified.

The halal aspect is one of the important aspects marked by the existence of halal labeling on products that can affect consumer preferences in purchasing food and beverage products. The high number of products that have been certified halal will have a big impact on consumers as a manifestation of protection for them for the halalness of the products to be consumed. The impact of business actors clearly gets profits, because the sense of customer satisfaction in addition to quality is labeled halal. Strict halal certification procedures make consumers believe that the product or goods will be guaranteed to be halal for consumption so that this will increase public safety and trust in the product, especially in food and beverage products as the main need of the community (Hasanah, 2019).

Thus, halal labeling for small business actors shows several indications. First, the existence of halal labeling on a product indicates that the composition of the food product is guaranteed to be halal. Second, the hygiene aspect, consumers consider that food products that have halal labeling must be hygienic and guaranteed from the hygiene aspect because to obtain halal certification, the process is very strict and prioritizes the hygiene and hygiene aspects. Third, the health aspect, with halal labeling on products, especially on food and beverages that are very vulnerable to health aspects, with halal labeling, the guarantee of health aspects will definitely be fulfilled. Fourth, the legally guaranteed aspect, which means that when consumers consume food/beverage products that have halal labeling, the legal aspects from an Islamic perspective and from an Indonesian legal perspective have been fulfilled. In addition, halal certification provides peace and security of birth and mind for consumers.

The impact of halal certification greatly affects sales, because already having a halal certificate

there is a difference in turnover, after having a halal certificate turnover also increases, meaning that the ownership of halal certificates is a main factor in increasing business *income* and income. The positive impact of certificate ownership can increase income while proving that halal certificates have a significant relationship in affecting the income level of business actors. Several studies explain that having a halal certificate can increase income for business actors. This also happens to business actors in the Lumajang Regency area, including business actors who have not obtained a halal certificate, but they are eager to get it immediately.

For people who are aware of the importance of halal products, they will feel worried when they find that the product to be purchased does not have a halal logo because they believe that the halal sign is important for a product to be safe to consume. With halal certification, consumers no longer need to worry about food that contains something haram such as containing pork or other haram things.

(Andini et al., 2021) and (Asiyah & Hariri (2021) stating that consumers with strong religiosity pay great attention to the halal labeling aspect of a product. Millatina & Sayyaf (2023) states that beliefs and attitudes will affect the purchasing behavior of each individual based on beliefs about religion so that seeing products labeled halal or not is a basic consideration for consumers.

Micro, small and medium enterprises are confident that if their products already have a halal certificate, they will further develop and expand their market share and increase global market access. Halal certificates allow manufacturers to enter the global market, especially the Muslim market which continues to grow with the times. Halal labels on products will be an added value to the products marketed. When there is recognition through a halal logo, the manufacturer feels that everyone who consumes the products they make will feel more confident and confident to buy their products. Based on the existing conditions, this is actually the basic capital for the availability of a halal ecosystem in Lumajang Regency, because if awareness of the importance of halal certification as a guarantee of halal products has become part of production for micro, small and medium business actors so that halal certification can be socialized and well received by all communities and then an ecosystem of halal products is created.

CONCLUSION

Based on research and discussions, it shows that the implementation of halal certification has great implications for the halal product business, especially in Lumajang Regency. Halal business is a very attractive object because the population of Lumajang residents are converting to Islam and need halal food and beverage needs according to religious law. Indonesia has great potential in the halal product development industry not only for domestic needs but also to meet the global market with the availability of products from regions including Lumajang Regency. The halal certification policy has economic benefits and is very strategic to optimize the *captive market*.

The implementation of halal certification obligations for small business actors has a positive impact on increasing consumer confidence because halal labels are considered safer and in accordance with sharia, expand market access, have added value and can be a differentiator in the midst of competition, and increase turnover. Operating profit shows the potential for increase, although the impact is not always direct because it depends on the business strategy being carried out. Halal certification is a strategic investment that can increase profits, as long as it is supported by professional business management and effective marketing

Another positive implication of mandatory halal is the opening of new jobs. Because, with the obligation to be halal certified, the need for human resources to support the implementation of

halal product assurance is certainly large. Among them are the need for halal auditors and Halal Product Process Assistance Institutions which are important elements and must exist in the Halal Inspection Agency. Halal auditors will later become quite an interesting profession. This will certainly be positive for the development of halal certification, especially in the Lumajang Regency area.

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