

# Analyzing Halal Certification: Strategies for Culinary Small and Micro Enterprises in Jakarta

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**ABSTRACT :** The Job Creation Act Number 11/2020 requires halal certification under the Self Declare scheme for processed products of Micro and Small Enterprises (MSEs). Jakarta, the capital city of Indonesia has a high population density and a large number of MSEs, but only 2 percent of the total MSEs have obtained halal certification, this remains relatively low hence it needs to be improved. This research identifies key problems, prioritized solutions, and strategies that can increase the number of Halal certifications. The research method is based on the Analytical Network Process (ANP) by involving stakeholders in obtaining Halal certification, including BPJPH, PPKUKM Office, Halal Product Process Support, and the MSEs. It was found that there was a consensus among stakeholders that the most important problem among MSEs in Jakarta is the lack of understanding of the importance of halal certification and the lack of awareness of the concept of halal products. Therefore, the prioritized solutions include increasing socialization regarding the benefits, mechanisms, and importance of halal certification for MSEs in Jakarta. Building partnerships among certification bodies, industry associations, and other parties involved in halal certification could be the prioritized strategy to increase the number of halal certifications. To increase MSE understanding and compliance with halal certification in Jakarta's culinary sector, policy recommendations include the implementation of intensive training programs and active partnerships.

**Keywords :** *analytical network process, halal certification, self declare, small and micro enterprises*

## INTRODUCTION

Indonesia, with a majority Muslim population, as indicated by a study from The Royal Islamic Strategic Studies Center (RISSC) in 2023, states that the number of Muslims in Indonesia reaches 237.55 million people. This figure holds the distinction of being the largest among countries in the Association of Southeast Asian Nations (ASEAN) and internationally. The Muslim population in Indonesia constitutes 86.7 percent of the total population of the country. Ensuring the halal certification of products or food is of utmost importance in building trust among Muslim customers when using such products. The inclusion of halal certification, authorized by the Indonesian Council of Ulama (MUI), on product packaging is intended to assist consumers in confirming the halal status of the food they wish to consume. A halal certificate is an official statement provided by the Indonesian Council of Ulama (MUI) that verifies a product's compliance with Islamic principles and legal regulations. To affix a halal label on product packaging, a halal certificate issued by government authorities is required.

Indonesia has gained global recognition for its commitment to the development of the halal business sector. According to the Global Islamic Economy Report (GIER) for 2022, Indonesia ranks fourth in the world among the top 15 countries in the global Islamic economic indicator scores. Indonesia holds the second position globally in the fashion industry, fourth in the halal food industry, fifth in media and entertainment, and sixth in the sectors of Islamic

banking, travel, pharmaceuticals, and cosmetics. In 2021, the spending of Muslims on food increased by 6.9 percent, from US\$1.19 trillion to US\$1.27 trillion. This figure is projected to further increase by 7.0 percent in 2022, reaching a total of USD 1.67 trillion by 2025. These estimates demonstrate simultaneous progress in sustainable development, population growth, and increased awareness among Muslims worldwide regarding the consumption and use of halal products.

Ensuring the priority of halal products or food is crucial in building trust among Muslim customers when using such products. The purpose of including halal certification, endorsed by the Indonesian Council of Ulama (MUI), on product packaging is to assist consumers in verifying the halal status of the food they intend to consume. A halal certificate is an official statement issued by the Indonesian Council of Ulama (MUI) that verifies a product's compliance with Islamic principles and legal regulations. To affix a halal label on product packaging, a halal certificate granted by government authorities is required.

To demonstrate its commitment to expanding the halal industry, the government established the Halal Product Assurance Agency (BPJPH) following the enactment of Law Number 33 of 2014 concerning Halal Product Assurance. The Ministry of Religious Affairs oversaw the formal certification of BPJPH on October 27, 2017. This marked a significant change in the implementation of halal product regulations in Indonesia, shifting from voluntary compliance to mandatory responsibility for manufacturers to provide halal products to Muslim consumers. This change aims to promote the growth of halal products domestically. According to Law No. 33 of 2014 and related regulations, there are three categories of products that require halal certification, including food and beverages. Additionally, the provisions encompass raw materials, food additives, and food and beverage supplements. Furthermore, the offerings covered include processed meat products and professional slaughtering services.

DKI Jakarta, the capital of Indonesia, has experienced remarkable growth in various professions and industries. The exponential expansion of Jakarta may be attributed to several factors, including the presence of office centers, commercial hubs, administrative facilities, and businesses that attract many individuals seeking employment opportunities in the city. The influx of immigrants to Jakarta has led to the transformation of the metropolitan area into a dynamic hub of life, with a continuously growing population each year. As a result, the demand for food has been on the rise. This is evidenced by the increasing number of culinary MSMEs in Jakarta, as reported by the Jakarta Public Information and Documentation Center (PPID) in 2023.

**Table 1 Number of Culinary MSMEs in Jakarta in 2023**

<b>Administrative City/Regency</b>	<b>Number of Culinary MSMEs</b>
Central Jakarta	18.099
North Jakarta	22.494
West Jakarta	31.694
South Jakarta	37.498
East Jakarta	30.161
Kepulauan Seribu	1.725
<b>Total</b>	<b>141.671</b>

Source: Jakarta Province PPID PPKUKM Service 2023

According to reports, the number of culinary MSMEs (Micro, Small, and Medium Enterprises) in the administrative cities/regencies of the Jakarta Province as of 2023 stands at 141,671. These MSMEs are spread across the entire Jakarta region. However, the number of MSMEs with halal certification in 2023 is only 3,075. This means that only about 2 percent of culinary MSMEs in Jakarta have obtained halal certification. Based on statistics from the Central Statistics Agency (BPS), Islam is the most widely practiced religion among the population of DKI Jakarta. The Muslim population is projected to reach 9.42 million people in 2021. Considering the

majority of the population in Jakarta is Muslim and the suboptimal implementation of Law Number 33 of 2014, the enforcement of halal certification needs to be improved.

Previous research on this issue has included findings by Agustina (2019), which highlighted various factors contributing to the limited awareness among MSME entrepreneurs about obtaining halal certification for their products. These factors include a lack of understanding of the importance of halal certification and its impact on commercial entities (Agustina et al., 2019). Additionally, according to Sari in Aprilia & Priantina (2022), business companies may have budget constraints that make halal certification costly, and the process of obtaining halal certification is perceived as complicated due to prolonged application procedures and limited certificate validity periods. Research conducted by Widiastuti et al., (2020) also identified several challenges and obstacles in the development of the halal industry in Indonesia. Contributing factors to these issues include inadequate government regulations, inefficient manufacturing and marketing methods, inadequate halal infrastructure, and a lack of skilled human resources.

Currently, research on halal food consumption in Indonesia, particularly in Jakarta, is very limited. There is a lack of discourse on strategies to promote the growth of the halal food and beverage industry for micro and small businesses (MSMEs). Research conducted in Jakarta primarily focuses on halal certification for Micro and Small Enterprises (MSEs), as studied by Viverita & Kusumastuti (2017). This research investigates the factors that influence business owners' decisions to obtain halal certification using path analysis. This study serves as motivation for researchers to conduct research that focuses on enhancing the halal food and beverage industry in Jakarta. The Analytical Network Process (ANP) approach is used to identify the most important elements or indicators by calculating subjective weights assigned by experts.

Given this situation, researchers are interested in conducting a study titled "Analysis of Strategies to Increase the Number of Halal Certifications Through the Self-Declare Program for Culinary Micro and Small Enterprises (MSEs) in West Jakarta." This research aims to analyze the priority issues, as well as potential solutions for increasing halal certification in culinary businesses in West Jakarta. It also aims to analyze priority strategies that can be implemented by the Halal Supervisory Agency to increase the number of halal certifications for MSEs.

## **RESEARCH METHODS**

This research combines two research approaches: qualitative and quantitative. Qualitative methodology aims to provide a comprehensive analysis and interpretation of the results obtained from data collected directly in the field (Sugiyono, 2018). The primary data for this research was collected through ANP (Analytical Network Process) questionnaires and interviews with representatives of micro and small businesses (MSMEs) in the culinary sector in West Jakarta. Secondary data was obtained from previous research. The population included in this research consists of culinary MSME operators in DKI Jakarta and related institutions responsible for halal certification, such as BPJPH, PPKUKM Office, Halal Product Process Support (PPH). According to data released by PPID PPKUKM (Public Information and Documentation Center of the Office for Small and Medium Enterprises and Cooperatives) of the DKI Jakarta Province, there were 141,671 culinary MSMEs across the entire DKI Jakarta region in the year 2023.

This research employs purposive sampling, specifically a type of non-probability sampling. Purposive sampling involves intentionally selecting samples based on specific criteria or characteristics. In this research, the respondents selected for the study include practitioners involved in halal certification for Micro and Small Enterprises (MSEs) in West Jakarta, representing institutions like PPKUKM Office West Jakarta, Halal Product Process Support (PPH). These practitioners have distinct roles, including authenticating halal certification, providing halal service facilities, and regulating certification applications. Additionally, the research incorporates culinary MSEs operators who have been operating for over a year without halal certification, totaling five participants. This diverse group of respondents, ranging from

government officials to business operators, brings various perspectives and experiences to the study, enriching its insights.

This research employs a data collection methodology involving questionnaires, interviews, and a literature review. The use of questionnaires enables the acquisition of accurate primary data through a predefined set of questions, distributed electronically and in print media, making it a practical method. The questionnaire consists of fifteen questions using the Analytic Network Process (ANP) scale by Thomas L. Saaty & Vargas (2006). Additionally, face-to-face interviews are conducted by the researcher with culinary SMEs operators in Jakarta using a semi-structured interview technique, allowing the researcher to gain a deeper understanding from the respondents. The literature review is used to gather theoretical data that supports the research, drawing sources from books, scientific journals, and verified internet sources. By combining these three methods, this research can generate comprehensive and in-depth data to explore information about halal certification in the context of MSEs in West Jakarta.

The collected data will be processed and analyzed using the Super Decision application with the Analytic Network Process (ANP) analysis tool to identify the differences in priority strategies for increasing the number of halal certifications for culinary MSEs in West Jakarta. This will involve presenting various relevant and valid problems and solutions. The construction of the ANP model is initiated by gathering data or basic research theories through literature reviews, in-depth interviews, or discussion forums. These data are then visualized into the ANP model using the Super Decision application (Ascarya, 2005).

In the quantification phase, the model created is incorporated into the Super Decision application. Each element is paired using pairwise comparisons to generate the ANP research questionnaire, which involves comparing the influence between two elements on a numerical scale from one to nine (Ascarya, 2011). The questionnaire generated in the Super Decision application is then reformulated using Google Forms for better understanding by respondents. The analysis of ANP results begins by inputting the questionnaire data into the Super Decision application. The data is then processed to create paired comparison matrices, ultimately resulting in priorities and supermatrices. Supermatrices consist of several matrices and are used in ANP due to the interrelatedness of elements in the network (Saaty, 2004). Pairwise comparison matrices are considered consistent if the consistency ratio (CR) is less than or equal to 10%, according to Saaty (1993). When the Consistency Index (CI) is zero, it indicates that the matrix is indeed consistent.

To calculate the overall results from nine respondents, the questionnaire results are processed using the geometric mean in Microsoft Excel. In this study, the geometric mean is used to indicate the tendencies of respondents (R1 – Rn) towards problems, solutions, and strategies. The calculated results are then synthesized into the Super Decision application to recalculate, ultimately providing priorities and supermatrices from all respondents. The geometric mean is formulated as follows (Ascarya, 2005):

$$GM = \frac{R1 \times R2 \times \dots \times Rn}{n}$$

## DISCUSSION

Internal problems refer to the challenges faced by commercial entities in obtaining halal certification for their products.

1. Lack of knowledge and understanding among business owners about the importance of halal certification. According to Savitri & Putra (2022), many MSEs owners are unaware of the significance of obtaining halal certification, partly due to the lack of consumer awareness about halal certification. As a result, food business owners do not see halal certification as added value in their businesses. MSEs owners who do not yet have halal certification often delay the process due to their lack of knowledge of its benefits (Agustina, 2019).

2. The halal certification process is considered complex and costly, with limitations in information technology for MSEs. The halal certification process is conducted online through specialized applications, which poses challenges for MSEs owners due to their limited knowledge and experience in technology. MSEs owners are more accustomed to handling things manually, such as paperwork related to local civil registration (Ningrum, 2022).
3. Lack of awareness of halal and the concept of halal products among MSEs owners. Findings indicate that the awareness of small and medium-sized enterprises (SMEs) regarding Halal Certification is still low, but entrepreneurs have a positive perception of halal food (Tawil et al., 2015). According to Saifuddin et al (2020), many entrepreneurs believe that they can continue to profit without halal certification because they lack the knowledge or ability to certify their halal products. The foundation of these products is faith in Allah SWT. External problems encompass challenges faced by halal certification authorities and the government.
1. Increasing government awareness among business owners about halal certification, emphasizing the necessity of providing halal-certified food and beverages for Muslim consumers. Many micro and small businesses currently lack halal certification. This is due to a lack of knowledge about halal certification, even though Law No. 33 of 2014 on Halal Product Assurance mandates its implementation (Ningrum, 2022).
2. Uneven distribution of the work areas of Halal Product Process Assistants (PPH). Besides the uneven allocation of work areas among PPH, another problem in the halal certification process is the ineffective verification carried out by these assistants regarding the mandatory documents that MSEs must publish on the BPJPH website. BPJPH receives incomplete documents, which must be returned (Kasanah et al., 2014).
3. Lack of socialization and understanding among business owners about the halal certification application mechanism. The scarcity of halal-certified MSEs products is primarily due to the lack of awareness and understanding of food industry players regarding the halal product manufacturing process and the Halal Product Assurance Law (Gunawan et al., 2020).

The Internal Solution Cluster consists of solutions that can be offered to business owners to facilitate halal certification for their products.

1. Providing knowledge about products and consumer rights in consuming halal products. MSEs owners still have limited knowledge about halal certification, where halal certification is necessary, among other things, to protect consumers. Therefore, a solution is to provide knowledge about products and consumer rights in consuming halal products, ensuring that business owners are aware of consumer rights when consuming halal products (Aprilia & Priantina, 2022).
2. Contributions from various parties to assist business owners in obtaining halal certification. Collaboration and support from various parties, including village governments, community organizations, and universities, raise awareness of the importance of halal certification, even in terms of ownership certificate management. This assistance is provided to MSEs located in rural or peripheral areas (Ningrum, 2022).
3. Providing an understanding of the goals and positive impacts of halal certification on business sustainability. To help MSEs owners understand the importance of halal certification, it can start by providing knowledge about the influence and impact of halal certification on buyer product satisfaction. Increasing the productivity and competitiveness of MSEs owners can be achieved through enhanced knowledge and experience (Perdana et al, 2018).

The External Solution Cluster consists of solutions that can be offered to halal certification authorities and the government to enhance halal certification.

1. Increasing government awareness among business owners about halal certification, emphasizing the necessity of providing halal-certified food and beverages for Muslim consumers. This socialization activity increases business owners' awareness of implementing the Halal Assurance System in production activities, especially by Micro, Small, and Medium

Enterprises (MSMEs) (Ulfin et al., 2022).

2. Increasing the number of Halal Product Process Assistants (PPH) in regions to reach more micro-business owners. PPH assistants are individuals who provide guidance in the halal product process and have received PPH assistant training certificates. The number of PPH assistants in each region should be increased to reach more micro-business owners (Ilham, 2022).
3. Establishing collaboration between certification bodies and the government. According to Perdana et al. (2018), the halal label positively contributes to higher profits. The presence of a label on products increases consumer trust, and it is recommended that the government collaborate with certification bodies.

This cluster includes innovative approaches to increase halal certification compliance among MSMEs.

1. Enhancing information, education, and socialization related to halal certification for business owners. Increasing awareness and educating the public about halal certification is crucial for the implementation of Law No. 33 of 2014 on Halal Product Assurance. This will ensure that the public understands the importance of halal certification and has a high level of awareness about it through socialization, education, and information to improve public understanding and knowledge (Qomaro et al., 2019).
2. Increasing the number of skilled personnel in halal certification and improving the availability of qualified halal supervisors. According to Wahid (2021), halal supervisors are a key component of the Halal Assurance System (SJH). Qualified halal supervisors are essential in the implementation of halal certification. Competence refers to the ability to develop, implement, and assess the Halal Assurance System (SJH). Therefore, halal supervisors play a crucial role in preventing incidents that could harm companies with a good reputation concerning the halal status, both materially and non-materially, and can ensure that the products produced are halal sustainably and consistently.
3. Building alliances and collaborations with certification authorities, industry groups, and other relevant stakeholders to streamline and expedite the halal certification acquisition process. To enhance halal certification, it is recommended to establish partnerships with various stakeholders such as the government, business world, MSMEs, consumers, the Halal Center, BPJPH, and Certification Professional Institutions (LSP) (Arsil et al., 2022).

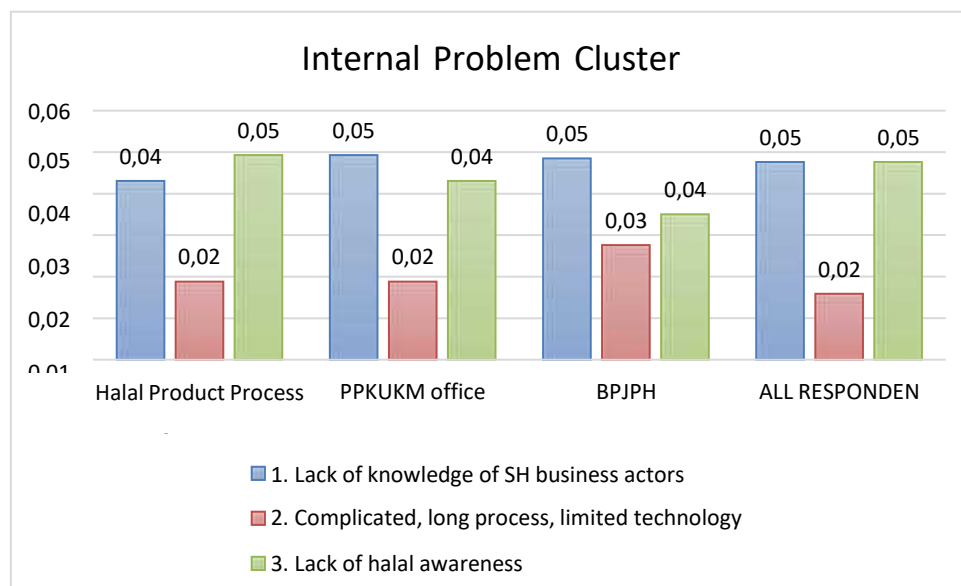
The following description presents the weighting results from the Analytical Network Process (ANP) method in determining the tendencies of the nine respondents, who are practitioners from three different institutions: Halal Product Process Assistants (PPH), West Jakarta Small and Medium Enterprises (MSEs) Sub-District Office, and BPJPH, towards internal problems, external problems, internal solutions, external solutions, and halal certification improvement strategies.

**Table 2 Results of Supermatrix Weighting and Limiting Data Processing**

Criteria	Subcriteria	Weight	Limiting Supermatrix
Internal Problems	Lack of knowledge of business actors about halal certificates	0,43	0,05
	The process is considered complicated, long, and the technology of business actors is limited	0,14	0,02
	Lack of halal awareness and halal concept of products	0,43	0,05
External Problems	Lack of dissemination of halal certification information by the Government and other institutions	0,33	0,04

	Facilitation of halal product process (PPH) is not yet optimal	0,33	0,04
	Lack of socialization regarding the mechanism for applying for halal certification	0,33	0,04
Internal Solutions	Provide knowledge about halal products	0,33	0,06
	Contributions from various parties to assist business actors in obtaining halal certificates	0,33	0,06
	Providing an understanding of the positive impact of halal product certification	0,33	0,06
External Solutions	Increasing the dissemination of halal certification throughout the region	0,40	0,07
	Add competent PPH in each region	0,20	0,03
	Collaboration between institutions to help increase the number of halal certification	0,40	0,07
Strategy	Increase education regarding halal certification to business actors intensively and evenly	0,25	0,11
	Increasing PPH competency in implementing the Halal Guarantee System (SJH)	0,25	0,11
	Building partnerships between institutions to simplify and speed up the halal certification process	0,50	0,22

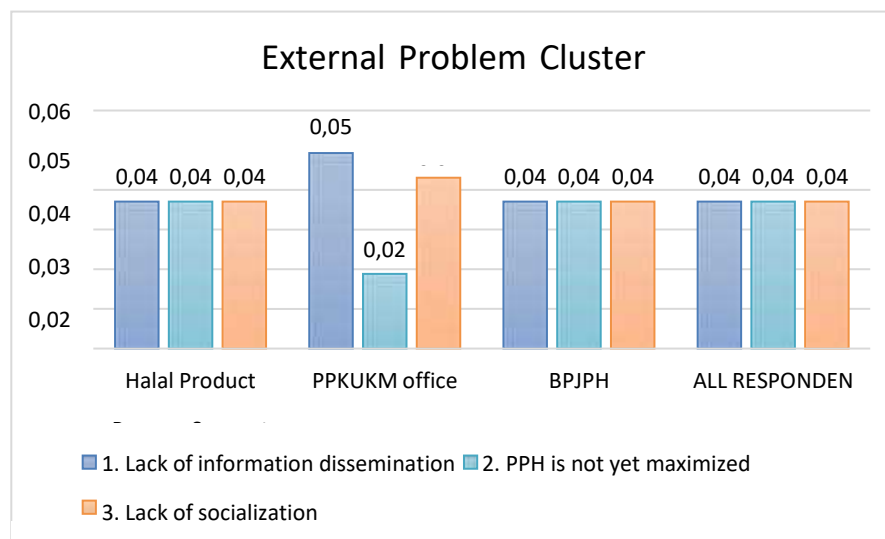
Source: Data processed by the Author (2023)



**Figure 1 Internal Problem Priorities**

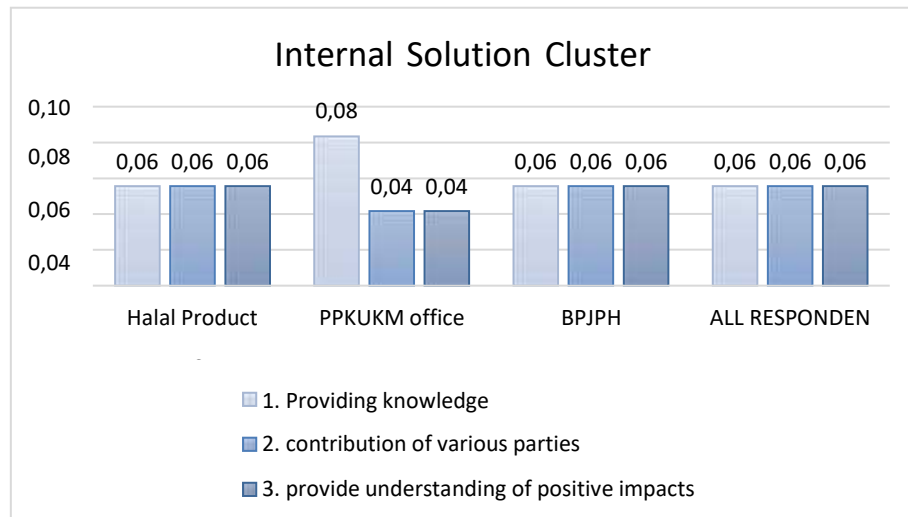
Internal issues faced by micro, small, and medium-sized enterprises (MSEs) in obtaining halal certification for their products revolve around the challenges they encounter, with a particular focus on the lack of knowledge among business owners about the importance of halal

certification and the absence of awareness and understanding of the halal concept for their products. Both of these issues hold equal weight, emphasizing their significance as primary internal problems that must be addressed by halal certification institutions. Additionally, the perception of complex and time-consuming certification procedures, along with the technical limitations of MSEs operators, is considered less important, given the relatively simpler nature of the self-declaration halal certification program. The prioritization of these issues varies among institutions, with the PPH assistants emphasizing the lack of halal awareness and the concept among business operators, the West Jakarta Office of Micro, Small, and Medium Enterprises and BPJPH institutions prioritizing business owners' lack of knowledge about halal certification, emphasizing the need for consistent and widespread education and socialization regarding the importance of halal certification for products.



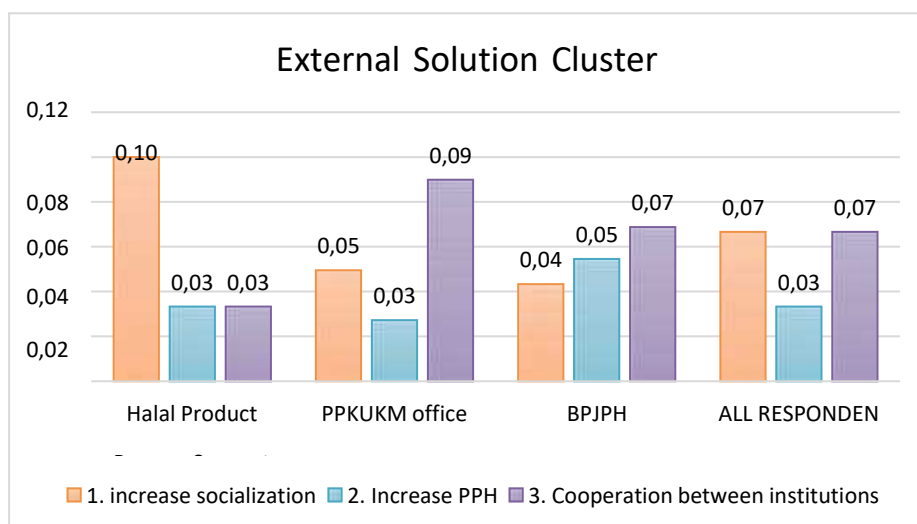
The challenges faced by the government and halal certification organizers in order to improve halal certification are used as external problems in this study. The three aspects in the external problem cluster have the same weighted value in the ANP results of all respondents, which is 0.33. This means that aspects of the problem of lack of dissemination of halal certification information by the Government and other institutions, aspects of not maximizing the assistance of the halal product process (PPH), and aspects of lack of socialization of the mechanism for applying for halal certification are external problems that must be considered and resolved by the government and halal certification institutions.





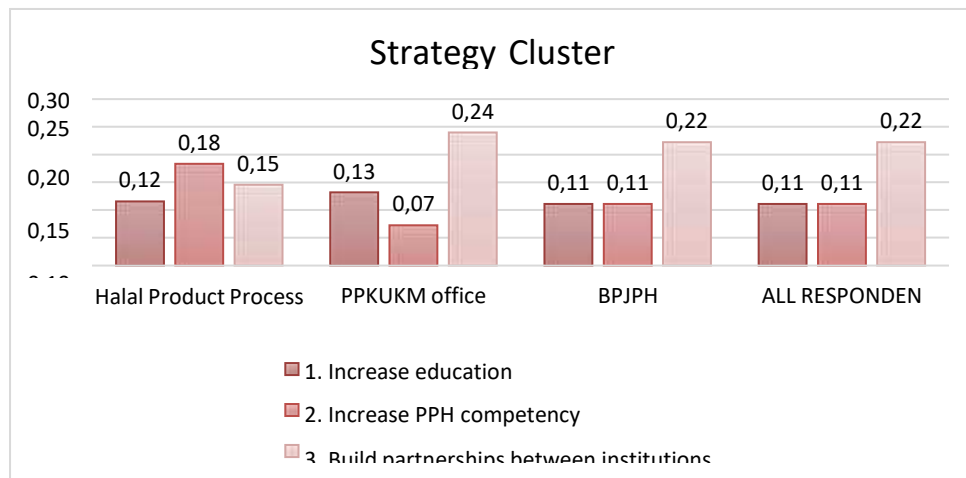
**Figure 3 Internal Solution Priorities**

The cluster of internal solutions in this research comprises proposed solutions that can be presented to certification institutions and the government to address the challenges faced by MSEs operators, which are deemed to have a positive impact or the ability to address the research problems. All three aspects within the cluster of internal solutions have equal weight values in the ANP results, amounting to 0.33. This indicates that all three indicators are equally important. Therefore, the internal solutions to address the issues within the internal problems involve providing knowledge and understanding of the concept of halal products, the purpose and positive impact of halal certification, and the need for contributions from various parties, including The West Jakarta Office of Micro, Small, and Medium Enterprises, BPJPH, and PPH Assistants, to provide assistance to MSEs operators in obtaining halal certification, fostering awareness among business operators to respect consumers' rights when using halal products. The aspect of providing knowledge to business operators about halal products and consumers' rights in consuming halal products takes the highest priority as the top solution for the West Jakarta Office of Micro, Small, and Medium Enterprises.



This external solution cluster is a solution that can be given to certification organizers to increase halal certification and is considered capable of solving external problems in this study. In the graph above, the solution aspects of increasing the socialization of halal certification to all regions and establishing cooperation between institutions in helping to increase the number of halal certifications have the same weighted value in this study, namely 0.4.

The aspect with the last priority in external solutions is to increase the number of competent PPH Assistants in each region, this aspect has a weighted value of 0.20. Based on the results of weighting the external problem cluster, the solution that can overcome the external problem indicators is to increase socialization to business actors regarding halal certification and establish cooperation between institutions in helping to increase the number of halal certifications. The SEHATI (self-declaration) program involves BPJPH, Local Government, MUI, and the Halal Product Process Assistance Agency (LP3H) to help strengthen micro and small businesses (MSEs).



**Figure 5 Strategy Priorities**

Based on the above graph, it is evident that the aspect of building partnerships among institutions to simplify and expedite the halal certification process is the highest-priority strategic aspect, receiving a weight value of 0.50. The next priority strategy in enhancing halal certification for MSEs involves intensively and evenly increasing education on halal certification for business operators and enhancing the competence of PPH (Product Halal Process Assistant) in implementing the Halal Assurance System (SJH). Both of these aspects share the same weight value of 0.25, underscoring their significance. The West Jakarta Office of Micro, Small, and Medium Enterprises actively confirms its involvement in providing education, training, and socialization to MSEs operators through the Jakpreneur program, which facilitates business operators in obtaining business permits and halal certificates. The enhancement of competent PPH and halal supervisors is also a strategy executed by the BPJPH institution through specialized training for PPH and halal supervisors. This PPH training is conducted by the Halal Production Process Assistance Agency (LP3H) in collaboration with relevant stakeholders to promote the halal certification process for MSEs through the self-declare mechanism, optimizing the role of PPHs spread across various regions in Indonesia. This aligns with the findings of Zailani et al. (2015), emphasizing the importance of a country having a Halal Hub or halal center that allows all stakeholders, including suppliers, halal logistics providers, and halal certification bodies, to collaborate in developing the halal food and beverage industry. By building partnerships, institutions can support each other to expedite the certification process. Collaboration in terms of information exchange, coordination, and evaluation can reduce the time required to complete certification procedures.

The results of interviews with several owners of Micro Small Enterprises (MSEs) in Jakarta revealed various information related to the characteristics of their businesses and their views on halal certification.

1. Murni, the owner of Bombonuni, is a producer of bomboloni donuts who started her business during the Covid-19 pandemic. Despite having 3 years of business experience, she still works in an office, so her time to manage her business is limited. Murni plans to register her product for halal certification in 2024 after learning about the government regulations regarding halal certification. She considers halal certification to be very important for her food products.
2. Alifia, a college student who owns a snack business called Dapur Juns, started this business with the help of her family members. Despite having 2 years of business experience, Alifia does not yet know how to register her products to obtain halal certification. She plans to do this when her business turnover becomes larger.
3. Mrs. Yobby Kumala Fransisca has been running the Pondok Bahari 99 grilled chicken business for 10 years in West Jakarta. However, her business does not yet have halal certification because she is not aware of the regulations that require MSEs to register for halal certification. Therefore, she needs awareness about the importance of halal certification and its application process.
4. Zulfa, the owner of Nyamnyammy, established a snack food business amidst her busy work schedule. Currently, marketing is done online with a pre-order system due to the time she allocates between her office job and her business. Zulfa also plans to register for halal certification if her business grows larger, and she emphasizes that she uses raw materials from brands that already have a halal logo.
5. Fiqri, the owner of Biji Kopi, started a coffee business with his friends. His business already has several outlets and continues to grow. Although Biji Kopi opens up opportunities for collaborations with other businesses, such as food or snacks, Fiqri has not yet registered his products for halal certification because he is not aware of the required cost mechanisms.

In conclusion, the interview results with MSE owners in Jakarta indicate that some of them are aware of the importance of halal certification for their products but still need a better understanding of the registration mechanisms and processes. Some business owners plan to register for halal certification when their businesses grow larger, while others still need further awareness about the rules related to halal certification.

## CONCLUSION

Based on the analysis and discussion, the following conclusions can be drawn:

1. The main problem faced by micro and small enterprises (MSEs) in West Jakarta in obtaining halal certification is the lack of knowledge among business owners about the importance of halal certification and their limited awareness of halal concepts for products. Issues include the insufficient dissemination of halal certification information by the government and other institutions, the suboptimal support for the halal product process (PPH), and the lack of socialization regarding the halal certification application mechanism. These problems are challenges faced by both government authorities and halal certification institutions.
2. In line with the identified challenges, the prioritized solutions, considering both internal and external factors, involve enhancing awareness and understanding of the benefits, mechanisms, and importance of halal certification for MSEs across all districts and sub-districts in Jakarta. This entails spreading information more evenly and fostering collaboration between certification institutions and the government to expedite the increase in halal certifications.
3. The priority strategies for increasing the number of halal certifications in the culinary sector of MSEs in West Jakarta include establishing partnerships among certification institutions, industry associations, and other relevant halal certification bodies to streamline and expedite

the certification process. Another priority strategy is to intensively and uniformly educate business owners about halal certification and enhance the competence of PPH in implementing the Halal Assurance System (SJH).

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