

Analysis of Halal Food Product Certification in Micro and Small Enterprises (MSEs) in Increasing Product Sales Value in Bone Regency

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Abstract

This research aims to determine the relationship between halal food product certificates in micro and small enterprises and the increase in the sales value of these products in Bone Regency. This study used qualitative research with data collection techniques, interviews, documentation, and literature observation. The research approach used in this research is phenomenology. To increase the selling value of the product, it must show product quality that refers to Islam, of course, food products that are halal certified. Halal certificates can play an important role in proving to consumers that the product meets the requirements so that consumers feel safe in consuming the product.

Keywords: halal product, Islamic economy, selling value

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INTRODUCTION

As the country with the largest Muslim population in the world, (Saputri, 2020) The need for halal products is an urgent matter that must be met. Fulfilling this need is increasingly urgent along with increasing public awareness of consuming halal products. The government has made a number of efforts to provide requirements and guarantee halal products. The guarantee of halal products was realized by the government in collaboration with the Indonesian Ulema Council (MUI) by establishing the Indonesian Ulema Council Food, Drug and Cosmetic Study Institute which was later shortened to LPPOM-MUI on January 6 1989 as an effort to provide inner peace for Muslims in consume a product and maintain the halalness of products circulating in society (Zulham, 2017).

For Muslims, the law on eating halal food refers to the QS. Al-Baqarah/2 : 168, as follows:

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

“O people, eat what is halal and good from what is on earth, and do not follow the steps of the devil; because indeed the devil is a real enemy for you” (Kemenag RI, 2019).

Consuming halal products according to Islamic religious beliefs is also a citizen's right guaranteed by the 1945 Constitution, especially the Consumer Protection Law Number 08 of 1999. This Consumer Protection Law functions to provide protection to consumers for the products they consume and to encourage traders to trade food that

meets applicable standards, because the public has the right to obtain food products that meet standards and are suitable for consumption (Agus, 2017).

On the other hand, Law Number 33 of 2014 concerning Halal Product Guarantees which has previously been amended to become Law Number 11 of 2020 concerning Job Creation, where in the amended articles there is an article inserted that requires micro and small business actors to have halal certificate for processed products (Hosen dkk., 2022). So, the obligation to consume halal products is not only mandatory for consumers to always consume halal food, but also mandatory for business actors involved in the food business to always apply the principles of halal products in the management of their food business.

In Bone Regency in particular, which is the study site for researchers, even though the majority of Bone's population is Muslim, it cannot be denied that currently it is very easy to start a food business without checking it is halal first. The Bone Regency government also has not implemented strong enough control regarding the halalness of food products, this is proven by the rise of Micro and Small Enterprises (MSes) entrepreneurs, especially food products that are established but not yet certified halal, this seems to allow the market mechanism to act. In fact, the ease of doing business today is also closely related to the industrial era, as shown by the emergence of various Micro and Small Enterprises (MSes), especially those focused on the home food industry. These products are sold massively via social media platforms and directly.

Products that are halal certified are believed to be able to increase the selling value of a product (Cholifah & Mustaqim, t.t.), because having halal certification will be a guarantee that their products are in accordance with Islamic principles that are safe and clean and free from unclean elements. This is certainly an advantage for Micro and Small Enterprises (MSes) which will encourage an increase in the number of consumers and sales, increase consumer confidence and increase product quality, ultimately increasing turnover and income for Micro and Small Enterprises (MSes) players. Non-halal food cannot be consumed by all groups of people (namely Muslims) however halal food can be consumed by all groups, both Muslims and non-Muslims, this is one of the factors that can increase the selling value of a product from the consumer's point of view.

Based on the Fatwa Commission of the Indonesian Ulema Council, it is explained that all processed products are basically syubhat. Therefore, study and analysis is needed before determining the halal and haram status of a product. This is done to calm the minds of Muslims when consuming a product.

METHOD

Types and Research Approaches

In this research, qualitative research was used. According to Creswell, qualitative research is an investigative method that aims to study and understand central symptoms. Researchers conduct interviews with research participants by asking general and broad questions and then collecting information from them (Raco, 2008). The research approach used is phenomenology (Brannen, 2017).

Research Location and Time

This research was carried out in Bone Regency, lasting for one month, namely from May to June. The location was determined purposively with the consideration that

this location was strategic for the application of the problems and titles raised by the researcher.

Data and Data Sources

The data collected in this research consists of 2, namely, primary data and secondary data. The primary data used by researchers was obtained from three sources of observation, interviews and documentation. The primary data referred to in this research was obtained from Micro and Small Enterprises (MSes) entrepreneurs in Bone Regency. Meanwhile, the primary data comes from MSes, especially food products that are halal certified, where 100 researchers took samples from 20 business units. Secondary data was obtained through library studies in the form of library documents, theoretical studies, scientific works that are relevant to the problem being studied (Hs, 2017).

Data Analysis Techniques

The data analysis technique used in this research is qualitative descriptive analysis, namely describing and interpreting data from each problem focus that is measured qualitatively by reducing data, displaying data and concluding (Sugiyono, 2014).

RESULT AND DISCUSSION

Halalness of a Food Product from an Islamic Economic Perspective

As a Muslim, of course you are obliged to consume halal food. In Islam, halal and haram are interconnected parts of sharia law. Halal refers to things that are permitted, while haram refers to things that are prohibited or not permitted. Every Muslim is required to consume food and drinks that are halal, good and healthy for the body.

For Muslims, the basis of every action must be worship, namely worshipping Allah SWT. Likewise, the activity of consuming food can have the value of worship if it is carried out with rules and procedures according to the Shari'a. Food itself comes from the Arabic word *ṭa'am*. *Ta'am* in terms means absolutely everything that can be eaten. The original law is that all food is halal, unless there is an argument that prohibits it. However, the word halal does not only refer to permitted food (Manik, t.t.). However, actually halal has penetrated the fields of pharmaceuticals, cosmetic products and services including finance, investment and business. So in essence, the concept of halal is not only related to food but also covers all aspects of Muslim life. As explained in the Koran, a Muslim must consume halal food. As the word of Allah SWT. in Q.S Al-Baqarah (168).

Therefore, halal product is a mandatory requirement for every consumer, especially Muslim consumers. Be it products such as food, drinks or medicines and other consumer products. In the food industry, currently food ingredients are processed through various methods or management techniques by utilizing science and technology, so that they become products that are ready to be served to consumers. All processed food products that are served using technology and science help us to process food that can be consumed directly by consumers so that there is no longer any doubt if there is a halal logo on a food product.

Apart from having to understand and understand the meaning of the word halal, Muslims must also understand that eating is not only enough to be halal but also has to be good. This can be seen from several expressions of the word halal in the verses of the

Koran which are always followed by good words. In these verses the word "halal" becomes the basis for the command to eat and drink that is halal and good because not all halal food is good. The basis of all halal food is: plants, fruit, vegetables that do not contain any danger, domestic animals such as cows, buffalo, sheep, goats, camels, chickens, geese, ducks and turkeys, non-predatory wild animals such as deer, antelope, chamois, wild cattle and zebra, non-predatory birds such as pigeons, sparrows, quail, starlings and ostriches, grasshoppers and all fish with scales (including their eggs), and shrimp (Hussain & Will, 2021).

Allah SWT. ordering Muslims to eat halal food as mentioned above is not without reason, but there are benefits that can be felt by every Muslim, namely that their morals will be good, their hearts will be alive, it can be the cause of prayers being answered, it is beneficial for health both physically and mentally and his tongue always spoke good words. Meanwhile, the basics of haram food include dead animals or carrion, blood, pigs, animals slaughtered without mentioning the name of Allah SWT., animals with sharp teeth, primates, reptiles and amphibians, donkeys, mules (horses are not prohibited, lycapictus, most insects) (Satriani, 2023).

The presence of the halal label really helps Muslims in particular and business actors, especially in Bone Regency, in carrying out their obligations as servants of Allah SWT. by making people avoid food products that are prohibited by him. So producers must provide honest news about halal labels on the products they produce. This is because Muslim consumers' confidence in the halal label will influence their attitudes as a result of assessing whether they like or dislike certain products, because Islam considers food and other products consumed or used by humans as important apart from their worship, because every item they consume will have a big impact on physical and spiritual growth. Apart from that, halal labeling is also very helpful for the Indonesian Ulema Council (MUI) and the Bone Regency government where they can realize the implementation of MUI inclusion regarding the determination of halal products by considering food, drinks, medicines, cosmetics, etc. that will later be consumed. society can be guaranteed its purity. Therefore, for processed products that have been inspected, investigated, discussed and inspected at MUI Inclusion Commission meetings, the Inclusion Commission needs to determine halal and purity labels to be used as guidance by Muslims (Maslul & Utami, 2018).

Government Efforts in Guiding and Supervising Micro and Small Enterprises (MSes) in the Food Business Sector in Producing Halal Food in Bone Regency

On the Bone Regency government's side, total support and policy regarding the halal label will really help improve the economy in Bone Regency. Indonesia, as the first country with the largest number of halal food expenditures in the world, should be superior to non-Muslims in the economic field. So, the Bone Regency government must also make policies such as making it easier to certify products entering Indonesia without reducing the halalness of the product, monitoring the process of product certification to prevent fraud and giving heavy sanctions to employees or officers who deviate from the rules that have been made by MUI (Rahmatunnair, 2024).

Looking at Micro and Small Enterprises (MSes) in Bone Regency which are currently starting to flourish and quite a few of these businesses have published their halal products. According to Mulyani (Mulyani, 2024), sources in this research, Currently, the process of providing halal product guarantees for Micro and Small Enterprises (MSes) in Bone Regency is easier, because as a Halal Product Companion

(PPH) BPJPH has been given convenience in providing free facilities in administering halal certificates. BPJPH created a program to give quotas to several small businesses in issuing halal certificates so that now many are starting to issue halal products. This program will run until 2024, although there are still several obstacles related to the program, this has not reduced the interest of small businesses in Bone Regency in obtaining their halal certificates.

The free facilities referred to above are subsidies provided by the government or in this case BPJPH to Micro and Small Enterprises (MSes) who wish to issue halal certificates so that MSes are given relief in the costs of processing their halal certificates. Currently the program has met its quota and the government will continue the program again in 2026 (Rahmatunnair, 2024).

So far in Bone Regency there are around 100 Micro and Small Enterprises (MSes) that have been registered, but those that have been published are still relatively small because of the stages that must be passed in issuing halal products. Not a few of these businesses are no longer continuing the process of publishing halal products. SMEs that have successfully gone through the stages of issuing halal products will immediately be confirmed by PPH (Mulyani, 2024).

Some of the efforts made by PPH so that the SMes they accompany can ensure SJPH standards are by developing and assisting them from start to finish, supported by several criteria.

1. Training and Education

BPJPH holds regular training activities and evaluations after the training will improve the abilities and understanding of the entire PPH team. New business personnel will receive training so they can equalize their understanding with existing personnel. The results of the training evaluation can be used to assess if there are personnel who do not have the required level of understanding, so that the follow-up given can be more specific and efficient (for example, retraining is carried out for these personnel).

2. Ingredient List

By having an approved list of ingredients, businesses can ensure that products are only produced using ingredients with consistent specifications and quality. The dynamic application of SJPH really allows businesses to add alternative ingredients that have previously been selected by the internal team of business actors.

3. Written procedures for critical activities

Written procedures can guarantee that the stages of product processing are consistent. Even though there are changes in personnel, business actors have written procedures for carrying out critical halal activities, such as provisions for inspection of incoming materials, production provisions/SOPs, trial provisions/SOPs, and provisions/SOPs for selecting new materials. These procedures allow even new personnel to ensure that the production process runs in the appropriate corridor.

4. Internal Audit

This criterion allows if there are findings, they can be followed up and corrected so that these findings are not repeated in the future.

5. Internal Audit and Management Review

This criterion allows for regular checks on the implementation of HAS in the business so that top management or leaders or business owners know about the latest activities carried out by the team at the location. If there is a discrepancy, the root of the problem can be formulated and a solution can be found.

Identify gaps through conformity between SJPH document requirements and business conditions in issuing halal certification. The results of the assessment of identifying gaps in fulfilling the SJPH criteria are presented in the following Table 1 and Table 2:

Table 1. Identification of gaps in MSEs for halal food products

No.	SJPH Criteria	Available Systems	Gap	Proposed Fulfillment of Requirements
1.	Commitment and Responsibility	<ul style="list-style-type: none"> ▪ There is a halal policy ▪ The halal team's Decree (SK) already exists ▪ The company provides guidance through training and increasing competency in the halal sector 	There isn't any	-
2.	Material	The materials used are included in the non-critical material category (positive list)	There isn't any	-
3.	Halal Product Process	Committed to consistently implementing PPH	There isn't any	-
4.	Product	The product has met the criteria	There isn't any	-
5.	Monitoring and Evaluation	Internal audits and reviews are not optimally carried out to assess the implementation of SJPH	There is	Conduct internal audits and management reviews to evaluate SJPH implementation

Source: Micro and Small Enterprises for Bone Regency Food Products

In the previous implementation of SJPH requirements, there were 4 criteria that had been fulfilled, namely commitment and responsibility criteria, materials, halal product processes, and products approved by company management. The halal policy is formulated in the form of a written statement, the commitment of Bone Regency MSEs to use halal materials, process halal products and produce halal products in accordance with general requirements, halal certification in a sustainable and consistent manner.

The halal policy is socialized to all employees and posted in production facilities. Halal competency training by MSEs is carried out by involving employees in taking part in halal supervisor training held by BPJPH.

Table 2. PPH Execution Results in SJPH implementation

No.	SJPH Criteria	Proposed Fulfillment of Requirements	Final Condition
1.	Commitment and Responsibility	-	<ul style="list-style-type: none"> ▪ Has made posters and disseminated halal policy information ▪ Has appointed a halal assistant as the person responsible for the halal production process ▪ Has involved one of the employees in the halal companion training carried out by BPJH
2.	Material	-	The materials used are included in the non-critical category (positive list)
3.	Halal Product Process	-	Has committed to carrying out the PPH process with several established production process SOPs.
4.	Product	-	The products used do not use names, shapes and packaging that are prohibited and are produced using materials and production facilities that are clean and free from uncleanness.
5.	Monitoring and Evaluation	Conduct internal audits and management reviews to evaluate the implementation of SJPH	Internal audits and management reviews have been carried out with all employees via forms on SJPH

Source: Mulyani (Industry and Trade Counselor, Young Expert, Bone Regency Industry Service)

In the previous implementation of SJPH requirements, there were 4 criteria that had been fulfilled, namely commitment and responsibility criteria, materials, halal product processes, and products approved by company management. The halal policy is formulated in the form of a written statement, the commitment of Bone Regency MSEs to use halal materials, process halal products and produce halal products in accordance with general requirements, halal certification in a sustainable and consistent manner. The halal policy is socialized to all employees and posted in production facilities. Halal competency training by MSEs is carried out by involving employees in taking part in halal supervisor training held by BPJPH.

Other efforts made by the government are by running training and education programs about the importance of halal products. Among the programs that have been implemented are LPH training carried out by BPJPH and training for business actors which is usually carried out by BPJPH, the Cooperative Service, Universities and community communities.

At the end of 2023, through zakat and waqf organizers, the Bone Regency Ministry of Religion launched a halal product action program for all of Indonesia. This was conveyed by Muhammad Rafi As'Ad as the Zakat and Waqf organizer at the Bone Regency Ministry of Religion. He also said that after the determination in October 2023, the Ministry of Religion had held a number of meetings and had formed a team involving the Regional Government and related parties to carry out the campaign. The implementation of the mandatory halal product campaign which started in 2023, means that from October 2023 onwards all types of goods, no matter how small, must be halal certified (As'ad, 2024). According to him, the mandatory halal product action campaign activities are not only people from the Ministry of Religion involved or religious instructors, but stakeholders who have a big influence on halal product certification starting from the Regional Government, the MUI Industry and Trade Service and MSEs. He also emphasized that this activity requires the public to know that all products, no matter how small, must be halal certified.

The Relationship between the Implementation of Halal Food Products Based on Islamic Economics and Increasing Product Sales Value in Bone Regency

The implementation stage begins with observations and interviews to find out the actual conditions of Micro and Small Enterprises (MSEs). The purpose of this interview is to find out about the relationship between halal certification and increasing the selling value of products in MSEs, which consists of information about legal documents owned by business actors, production facilities, advantages, increasing the number of sales, trust and increasing the number of consumers as well as quality. Apart from that, the aim of this interview is to find out how committed business actors are to managing halal certification. Based on the presentation of the research results above, the next researcher will explain the relationship between halal food product certification and increasing the sales value of food products from Micro and Small Enterprises (MSEs) in Bone Regency, as will be explained below (Research Resource, 2024).

1. Does not contain prohibited ingredients

One of the important things so that these Micro and Small Enterprises (MSEs) products can pass the test and be certified halal is that the products produced by these business actors must not be mixed with materials that are considered haram by Islamic law and must not contain any ingredients that have been determined to be haram, either basic materials or ingredients that are has been processed.

The form of effort made by the government is to foster the process of implementing halal products. In Law no. 33 of 2014 concerning Halal Product Guarantees which consists of 68 articles which emphasize that products entering, circulating and being traded in Indonesian territory must be certified halal. For this reason, the Bone Regency Government is responsible for implementing the Halal Product Guarantee (JPH).

Through guidance on the process of implementing halal products in Law no. 33 of 2014 concerning Halal Product Guarantees that products entering, circulating and traded

in Indonesian Territory must be certified halal. This is the duty and responsibility of the government and related institutions to encourage food business actors in Bone Regency to issue halal certification.

The implementation process development carried out is by conducting mentoring training for PPH to remain focused, sincere and consistent in assisting business actors. One source said that this assistance could provide motivation and encouragement for business actors, with this, business actors could be helped in issuing halal certification. As said by one of the business sources, Hasnawati said:

“.....Moreover, halal product companions are quite agile and good at accompanying halal certificates, so we as small entrepreneurs are motivated to immediately issue halal certificates”. (Hasnawati, 2024)

Apart from that, other sources also explained that the assistance provided by PPH was quite good and clear in conveying information so that business actors were really helped. As expressed by Nurwantifta:

".....So I think that there are many things that can increase the selling value of a business product, but halal certificates are very important, PPH is also quite good and clear in assisting and providing information to business actors”. (Muhammad Nurwan Tifta, 2024)

From interviews conducted by researchers, Mulyani said that so far, especially for PPH, they have carried out their duties optimally according to orders from the central and regional BPJPH in Bone Regency to further maximize the management of halal certification in Bone Regency. (Mulyani, 2024)

Based on the above, the researcher concludes that the government has carried out its duties by fostering the process of issuing halal certification for Micro and Small Enterprises (MSes) in Bone Regency by paying attention to the halal provisions of food products, one of which is to guide business actors in providing production materials so that they do not contain and are mixed with prohibited ingredients, so that The process of implementing halal products can help business actors in issuing halal certification. Along with public awareness regarding the importance of halal products, halal certification can become a selling point for products in terms of quality and superiority.

2. Not from khamr or alcohol

Khamar or alcohol are two ingredients that are often mixed with food and drinks, so researchers assume that these two things are very important for the government to pay attention to.

In Article 31 Paragraph (3) of Law Number 33 of 2014 "Inspection of the Product as intended contains materials whose halalness is doubtful, testing can be carried out in the laboratory. Furthermore, LPH submits the results of inspection and/or halal testing of products to BPJPH to be submitted to the Indonesian Ulema Council (MUI).

The government's efforts to carry out training on the halal guarantee system (SJH) and halal supervisors play an important role in the Halal Production Process (PPH). Halal supervisors have a very important role in companies or MSEs, especially companies or MSEs that want to obtain halal certification for their products. This is based on article 28 (1) The Halal Supervisor as referred to in Article 24 letter c is tasked with: a. supervising PPH in the company; b. determine corrective and preventive actions; c. coordinating PPH; and d. accompany the LPH Halal Auditor during the inspection.

Through training/coaching and education on the implementation of halal products in Law no. 33 of 2014 article 28 (1) as stated that the duties and responsibilities of the government and related institutions in facilitating Micro and Small Enterprises (MSEs) to provide training are very important. Training not only guarantees the issuance of a halal certificate but also provides guidance to maintain product quality.

With the government's responsibility to provide training for both PPH, halal supervisors and business actors, it will increase the knowledge of business actors in providing materials to ensure they are protected from the elements of khamar and alcohol. (As'ad, 2024)

Based on this, one of the research sources, Akhmad Sumardi as a business actor, said that:

".....As for government assistance, as long as there is some kind of training that they always provide and sufficient guidance, God willing, all food businesses can be maintained". (Sumardi, 2024)

So from the research results, researchers concluded that increasing understanding of both halal product assistants (PPH) and halal supervisors will help business actors maintain the quality of their products. The quality of this product will be a driver of increasing the selling value of a product.

3. Material obtained well

Ingredients are obtained properly, meaning that the basic ingredients or mixtures are not obtained from theft or plunder which violates the Shari'a and/or the basic ingredients from livestock must be slaughtered in accordance with the Shari'a and the origin of the food ingredients is known.

Based on the Koran Surah Al-Baqarah verse 168, apart from the term halal, there is also the term thayyib which means having good and healthy qualities. Thayyib food must also be safe to consume, non-toxic and non-intoxicating.

In the interview conducted by researchers, the resource person, Dr. Rahmatunnair is of the view that:

"There are many actual aspects in measuring the value of an item, in this case, value. But especially regarding halal certification, I think it provides a lot of value to a business, especially for Muslim entrepreneurs and consumers. How come? If an item is certified halal, it represents the elements of good food and may be consumed in accordance with the Shari'a. In terms of value, of course this has superior value because not all entrepreneurs have it. However, the government is certainly making efforts so that everything can be certified halal". (Rahmatunnair, 2024)

One of the government's efforts is the results of an assessment of the identification of gaps in fulfilling the SJPH criteria. It has been previously explained in table 4.1 that in the implementation of fulfilling the SJPH requirements previously, there were 4 criteria that had been fulfilled, namely the criteria of commitment and responsibility by providing supervision and caution to business actors in obtaining materials. (Mulyani, 2024)

Based on Article 65 of Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Guarantee Sector, to maintain the continuity of the halal product process, business actors are required to implement a halal product guarantee system. This is a form of the government's efforts and responsibility in

developing and supervising food product Micro and Small Enterprises (MSEs) in Bone Regency.

Based on Verse 168 in QS. Al-Baqarah stated that apart from food that must be obtained halally, it must also be obtained through tayyib or food obtained well. For business actors, this is important to pay attention to when obtaining raw materials and this is the government's responsibility through PP Article 65 No. 39 of 2021 Implementation of Halal Product Guarantee Sector.

From the results of the assessment of the identification of gaps in SJPH fulfillment, the criteria that have been fulfilled are the criteria for commitment and responsibility by providing supervision and caution to business actors in obtaining materials. According to one source, Herman DP as a business actor said that:

"...there is a procedure, if I'm not mistaken, it's called a halal product guarantee system, there are several criteria that must be met before it can be done. If this has been fulfilled, the processing of halal certification will run well, the halal companion will not be overwhelmed". (Herman, 2024)

Therefore, the researchers concluded that by fulfilling the SJPH criteria by business actors, business actors can issue halal certification, this provides guarantees for business actors that their products are of good quality.

4. Produced from good facilities

One of the important things so that MSE products can pass the test and be certified halal is that the food production facilities used by these business actors must not be mixed with equipment that has been used to process haram food. Because the majority of people and business people in Bone Regency are Muslim, this problem is not a big problem, but it still needs to be monitored. Apart from that, good facilities in question are production facilities that are continuously kept clean, this is an important concern in this Indicator.

Regarding this indicator, it has been regulated in the Food and Drug Supervisory Agency Regulation Number 18 of 2023 concerning Classification Criteria for Technical Implementation Units at the Food and Drug Supervisory Agency, where the Regulation also regulates GFMM (Good Food Manufacturing Methods) GMP standards which focus on procedures. food production. So food business actors need to pay attention to various aspects of production so that the products produced remain safe and clean.

One of the efforts made is to maximize the number of Micro and Small Enterprises (MSEs) that are halal certified. This is a form of effort so that food businesses can be motivated by their responsibility in providing good production facilities. (As'ad, 2024)

Article 7 in Law no. 33 of 2014 reads "in carrying out the authority as intended, BPJPH collaborates with related ministries and/or institutions, the Halal Inspection Institute (LPH), and the Indonesian Ulema Council (MUI)". So that the government mechanism that is responsible for implementing halal product guarantees can maximize its performance in reaching all levels of MSEs. According to Mulyani, research sources said that:

"We are trying our best to reach all MSEs in Bone Regency, to make it easier for business people, we simply share the registration link so they can register online anywhere and anytime". (Mulyani, 2024)

The government's efforts to maximize the number of halal-certified MSMEs in Bone Regency cannot be separated from the regulations of Law no. 33 of 2014 Article 7

where this article discusses cooperation between the government and related institutions in implementing halal product guarantees.

With this collaboration, government performance can be maximized in reaching all levels of MSEs and the communities involved. This encourages increased knowledge and understanding of business actors and the public regarding halal products. Along with public awareness regarding the importance of halal products, halal certification can become a selling point for products in terms of quality and superiority.

CONCLUSION

Halal product is a mandatory requirement for every consumer, especially Muslim consumers. Be it products such as food, drinks or medicines and other consumer products. Apart from having to understand and comprehend the meaning of the word halal, Muslims must also understand that eating is not only enough to be halal but also has to be good. The halal label is a brand on food that is justified according to Islamic sharia, meets the requirements and does not endanger human health.

Several things are very urgent in providing guidance and supervision in handling halal products. A number of efforts have been made by the government, especially the Bone Regency Industrial Service, which is tasked with guiding and assisting UKM which will issue halal certificates in order to maximize food product businesses that have been established for a long time and those that are new so that the majority can be certified halal. With the help of technology in today's modern era, it is certainly not difficult to provide education and information to all people in Bone Regency regarding halal food products.

To increase the sales value of the product, the product must show the quality of the product referred to in Islam, of course food products that are halal certified. Halal certificates can play an important role in proving to consumers that the product has received the necessary conditions so that consumers feel safe to consume the product.

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AUTHOR CONTRIBUTION STATEMENT

S. as the first author of this article, he is fully responsible for completing the writing of this article. MK., J., AW., and K are responsible for guiding and directing the writing of this article.

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