

**PROBLEM AND BENEFITS OF HALAL CERTIFICATION FOR MICRO,
SMALL AND MEDIUM ENTERPRISES (MSMEs) IN BANGKALAN REGENCY
IN REVIEW OF LAW NO.33 OF 2014**

Savita Surya Vanny

Trunojoyo Madura University
200711100085@student.trunojoyo.ac.id

Abstract

Based on data from the Central Bureau of Statistics in 2022, Indonesia is a country with a population of 275,773.8 million with a Muslim population of around 237.56 million. Thus, Indonesia has a huge opportunity to become a halal food producer. The halal industry is one of the topics that is currently widely discussed in the international business environment. Bangkalan Regency is one of the areas with the largest number of MSMEs in Madura, which is around 22,500 MSMEs. There are 196 MSMEs in Bangkalan Regency that have been halal certified, this is evidenced by data obtained from the UTM halal center. However, ironically, almost all MSMEs in the Regency do not have halal certification. This is evidenced by data obtained from the Office of Cooperatives and Micro Enterprises and the Office of Industry and Trade of Bangkalan Regency. The diversity of MSMEs in Bangkalan Regency has now increased along with the times, therefore the government has issued a regulation stipulating that all kinds of products circulating in Indonesia are obliged to be halal certified, in accordance with Law No. 33 of 2014 concerning Halal Product Guarantee. Madura with the potential of a society that has a strong character to uphold Islamic teachings and economic potential is very supportive of the development of the business world. However, the facts in people's lives, the business world in Madura has not developed as expected. This is because there is no good regulation on business in accordance with the characteristics of the people of Madura. One of the efforts to realize this is the existence of Halal certification for MSME players. Therefore, it is hoped that this research can provide solutions and benefits to the problems that are currently occurring. This study aims to determine how the problems and benefits of halal certification for MSME players in Bangkalan Regency are viewed from Law No. 33 of 2014. This research is descriptive qualitative research. Data collection was carried out using interviews, documentation and observation techniques to several MSME actors in Bangkalan Regency.

Keywords : *Problematics, Benefits, Halal Certification, MSMEs*

Introduction

Given the advances in food science and technology that can quickly produce food and beverages. The process of determining the halal status of a product is no longer laborious and can now be done easily thanks to the use of certain devices, tools, methods and mixtures to produce goods in the desired quantity and quality. Advances in science



and technology, promotion of free trade and open spaces for trade in goods and services, the creation of various types of goods or services needed by many consumers.¹

In addition, certain science and technology are needed for halal testing procedures of a product, including the utilization of laboratories started by small and medium enterprises, in order to keep up with the progress of the food industry in science and technology.²

Indonesia has a huge opportunity to become a halal food producer. The halal industry is one of the topics that is currently widely discussed in the international business environment. Bangkalan Regency is one of the areas with the largest number of MSMEs in Madura, which is around 22,500 MSMEs. There are 196 MSMEs in Bangkalan Regency that have been halal certified,³ this is evidenced by data obtained from the UTM Halal Center. However, ironically, almost all MSMEs in the Regency do not have halal certification. This is evidenced by data obtained from the Office of Cooperatives and Micro Enterprises and the Office of Industry and Trade of Bangkalan Regency.⁴

Based on data from the Central Statistics Agency in 2022, Indonesia is a country with a population of 275,773.8 million with a Muslim population of around 237.56 million according to The Royal Islamic Strategic Studies Center (RISSC) report. As a country with the largest Muslim citizens in the world, Indonesia has the ability to become the largest halal food producer in the world. On the other hand, the halal food marketing movement has not been able to take over the global market. Trends in the halal industry are a hot topic in the international business world today. In addition to bringing inner peace to the Muslim population, halal certification also aims to bring peace of production to businesses that are increasingly in demand.⁵

Producing safe and halal food is a very promising business for the Muslim community by using halal certification and labeling. In practice, it is very difficult for food producers, especially micro, small and medium enterprises (MSMEs), to authorize their products. This situation occurs because the product content is not in accordance with consumer desires. The attitude of the Halal Product Guarantee Agency (BPJPH) with the existing problems calls for halal certificates to be a requirement for food producers not just a

¹ Ahmadi Miru Sutarman Yado, *Hukum Perlindungan Konsumen*, 1st edn (Jakarta: RajaGrafindoPersada, 2004), p. 37

² Meivi Kartika Sari and Eny Sulistyowati, 'KESADARAN HUKUM PELAKU USAHA MIKRO KECIL MENENGAH BERKAITAN KEPEMILIKAN SERTIFIKAT HALAL PADA PRODUKOLAHAN PANGAN', 7 (2020), 8 (p. 36).

³ Halal Center UTM

⁴ Masyrif : Jurnal Ekonomi, Bisnis dan Manajemen Perbankan Syariah Institut Dirosat Islamiyah Al-Amien Prenduan Vol. 3 No. 2 pp. 147-155

⁵ Warto Warto and Samsuri Samsuri, 'Sertifikasi Halal dan Implikasinya Bagi Bisnis Produk Halald Indonesia', *Al Maal: Journal of Islamic Economics and Banking*, 2.1 (2020), 98 (p. 104)



voluntary initiative, this benefits consumers, while supporting the growth of MSME-owned business products both in the domestic and international markets.⁶

The existence of a rule does not necessarily demand compliance from the business actors who regulate it, but compliance is achieved through the social mechanisms of society and the rules above.⁷

Halal certification regulations have been around for a long time, but the relevant provisions are not always followed by stakeholders in the food industry, especially MSME players in Bangkalan. One area that has many MSMEs is Bangkalan, which is around 22,500. Many people there are Muslims. Even so, in Bangkalan Regency, many MSME players have not registered for halal certification.

The diversity of MSMEs in Bangkalan Regency has now increased along with the times, therefore the government has issued a regulation stipulating that all kinds of products circulating in Indonesia are obliged to be halal certified, in accordance with Law No. 33 of 2014 concerning Halal Product Guarantee.

This study aims to determine how the problems of halal certification of MSMEs in Bangkalan Regency and what are the benefits of halal certification for MSME players in Bangkalan Regency in terms of Law No.33 of 2014.

Literature Review

1. Problematics

a. Definition of Problematics

Problematics comes from the word problem which is defined as "something that still causes problems or still cannot be done." From the above understanding, it can be understood that problematic is a problem or problem that has not been resolved and disrupts an activity. Problematics has the meaning of things that cause problems that cannot be solved.⁸

b. Types of Problematics

According to Kartini Kartono, there are two types of known problems, namely simple problems and difficult problems. The two problems can be distinguished based on their characteristics, range and how to solve them, namely;

a. Simple Problems

Simple problems are characterized by a small scale, simple problems have no connection with other problems, do not have major consequences, problem solving does not require broad and deep thinking and can be resolved individually. This problem-solving technique can be done from experience, intuition and habits in a person.

b. Difficult Problems

⁶ Sari and Sulistyowati, p. 36.

⁷ *Ibid*

⁸ Mujahid Damopoli, *Problematika Pendidikan Islam dan Upaya Pemecahannya* (Jurnal Nasional Manajemen Pendidikan Islam, Tadbir ISSN: 2338-6673, 2015), Volume 3, h. 5.



Difficult or complex problems have a large scale, which are closely related to other problems, have major consequences, and solving these problems requires hard thinking or sharp analysis. Difficult problems are divided into two types, namely structured and unstructured. Structured problems are problems that have clear causes, are routine and occur frequently so that their solutions are predictable. Unstructured problems are problems with unclear causes and consequences, and are not problems that are often repeated.⁹

2. Benefits

Benefits according to the Big Indonesian Dictionary (KBBI) are use or benefit, profit or profit. From the above understanding, it can be said that the benefits obtained will certainly cause changes to a certain function in an institution.¹⁰ In this study, it will be directed at how the benefits of halal certification for micro, small and medium enterprises (MSMEs) in Bangkalan Regency.

Article 30 paragraph (2) of the food law, in its explanation, states that the halal description of a product is very important for the Indonesian people, the majority of whom adhere to Islam. Based on the food law, the obligation of business actors to include a halal logo obtained through LPPOM MUI before the product is traded, the aim is to protect and provide legal certainty for consumer rights against products that are not halal. The halal logo provides benefits to Muslim consumers, because it avoids products that are not halal.¹¹

3. Halal Certification

a. Definition of Halal Certification

The word halal comes from a root that means "loose" or "unbound". Something that is halal means something that is free from the bondage of worldly and ukhrawi dangers.¹²

Halal certification is the process of obtaining a halal certificate by going through several stages of examination to prove that the raw materials, production process, and product halal assurance system at a company are in accordance with established standards (LPPOM MUI 2008). Certification is carried out by conducting a series of examinations carried out by auditors who are competent in their fields to then determine the halal status so as to create a written fatwa that states the halalness of the product in the form of a halal certificate. Halal certificates are valid for a period of four years. Then an extension

⁹ Abd. Rauf, *Potret Pendidikan Agama Islam di Sekolah Umum (Jurnal Nasional, 2015)*, volume 3 Nomor 1, h.9.

¹⁰ <http://repository.uin-suska.ac.id> diakses pada tanggal 1 September 2023

¹¹ Syafrida, *Sertifikat Halal Pada Produk Makanan dan Minuman Memberi Perlindungan dan Kepastian Hukum Hak-Hak Konsumen Muslim*, *Journal Hukum*, Volume 7, Nomor 2.

¹² Ahmad Mahtum, Muhammad Ersya Faraby jurnal *"Sertifikasi Produk Halal Untuk Usaha Mikro Kecil dan Menengah di Kabupaten Bangkalan"* Vol 5, No 1 Tahun 2021 hal 41-53



can be made. The company must provide halal assurance by always maintaining the consistency of halal products.¹³

Article 1 point 10 of Law Number 33 of 2014 concerning Halal Product Guarantee states that a halal certificate is recognition of the halalness of a product issued by BPJPH based on a written fatwa issued by MUI. Meanwhile, what is meant by halal certification is a process to obtain a halal certificate through several stages to prove that the ingredients, production process and Halal Assurance System (SJH) meet LPPOM MUI standards.¹⁴

If the halal requirements are met, then the producer can get a halal certificate for his product. This halal certificate is then used by manufacturers as a requirement to be able to include a halal label and halal registration number on product packaging. This halal label is commonly used by business actors in order to fulfill their obligation to provide information to consumers regarding the halalness of their products. This label serves to show consumers that the product is a halal status product.¹⁵

b. Law Number 33 of 2014 concerning Halal Product Guarantee

The government continues to encourage Indonesia to become a producer of halal products. One of them is by making regulations, namely Law Number 33 of 2014 concerning Halal Product Guarantee, some of whose provisions have been amended by Law Number 11 of 2020 concerning Job Creation. One of the regulations that emerged from the JPH Law is the change in the nature of halal certification which was originally voluntary (voluntary) for business actors, has now turned into a mandatory (mandatory). Provisions regarding halal products are regulated in such a way in the JPH Law. In essence, the JPH Law is divided into several chapters, namely: 1. General provisions; 2. Implementation of halal product guarantees; 3. Halal product materials and processes; 4. Business actors; 5. Procedures for obtaining halal certificates; 6. International cooperation; 7. Supervision; 8. Public participation; and 9. Criminal provisions.

Article 1 number 1 states that products are goods and / or services related to food, beverages, drugs, cosmetics, chemical products, biological products, genetically modified products, as well as goods used, used, or utilized by the public.

Article 1 point 5 states "Halal Product Guarantee, hereinafter abbreviated as JPH, is legal certainty of the halalness of a product as evidenced by a halal certificate.

In Article 2 of Law Number 33 of 2014 concerning Halal Product Guarantee, it is stated that the implementation of JPH is based on:

- a. Protection
- b. Justice
- c. Legal Certainty

¹³ Hayyun Durotul Faridah, *Sertifikasi Halal di Indonesia: Sejarah, Perkembangan, dan Implementasi*, *Journal of Halal Product and Research*, Volume 2, Nomor 2, (Desember 2019), h. 72.

¹⁴ Panduan Umum Sistem Jaminan Halal Lembaga Pengkajian Pangan Obat-obatan dan Kosmetika Majelis Ulama Indonesia (LPPOM MUI)

¹⁵ Hayyun Durotul Faridah, *Sertifikasi Halal di Indonesia: Sejarah, Perkembangan, dan Implementasi*,...h. 101.



- d. Accountability and Transparency
- e. Effectiveness and Efficiency
- f. Professionalism

Then in Article 3 of Law Number 33 of 2014 concerning Halal Product Guarantee, it is stated that the implementation of JPH aims to provide comfort, security, safety, and certainty of the availability of Halal Products for the community in consuming and using Products, as well as increasing added value for Business Actors to produce and sell halal products. One of the most prominent characteristics in the JPH Law is its mandatory or mandatory nature. This can be seen from the sound of Article 4, namely products that enter, circulate, and are traded in the territory of Indonesia must be halal certified.¹⁶

4. MSME

a. Definition of MSMEs

The definition of MSMEs is an implication of the division/criteria of businesses in the Indonesian context. This is very important considering that these criteria will have an impact on the determination of related business policies. MSME stands for Micro, Small and Medium Enterprises.

According to Awalil Rizky, micro-enterprises are normal businesses that have very small assets, capital, and turnover. Other characteristics are that the types of business commodities carried out often change, business locations are sometimes less fixed, generally not served by banks, and not many have business legality.¹⁷

The definition of MSMEs in Law of the Republic of Indonesia No. 20/2008 on Micro, Small and Medium Enterprises varies. The Law states that 'a micro business is a productive business owned by an individual and/or an individual business entity that meets the criteria of a Micro Business as stipulated in this Law'.¹⁸The micro business criteria referred to in the Law are:

- a. Has a net worth of at most Ro. 50,000,000.00 (fifty million rupiah) excluding the land and building of the place of business; or
- b. Having annual sales revenue of at most Rp. 300,000,000.00 (three hundred million rupiah).¹⁹

As for small businesses under the Law, they are 'stand-alone productive economic businesses, carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or part of either directly or indirectly by Medium Enterprises or Large Enterprises that meet the criteria for Small Businesses as referred to in this Law'.²⁰

¹⁶ <https://halalcenter.id/blog/details/perbedaan-sertifikasi-halal-skema-reguler-dan-self-declare/5> diakses pada tanggal 1 September 2023

¹⁷ Awalil Rizky, Strategi Jitu Investasi di UMK: Optimalisasi Kontribusi UMK dalam Makroekonomi Indonesia, Makalah Launching & Seminar BMT Permodalan (Jakarta: BMT Permodalan, 2008), h. 50.

¹⁸ Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah, Bab I Ketentuan Umum, Pasal 1.

¹⁹ Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah, Bab IV Kriteria, Pasal 6.

²⁰ Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah, Bab I Ketentuan Umum, Pasal 1.



The small business criteria referred to in the Law are:

- a. having a net worth of more than Rp. 50,000,000.00 (fifty million rupiah) up to a maximum of Rp. 500,000,000.00 (five hundred million rupiah) excluding the land and building of the place of business; or
- b. has annual sales revenue of more than Rp. 300,000,000.00 (three hundred million rupiah) up to a maximum of Rp. 2,500,000,000.00 (two billion five hundred million rupiah).

Medium Enterprises based on the Law are 'stand-alone productive economic businesses, conducted by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or part of either directly or indirectly by Small Enterprises or Large Enterprises with a net worth or annual sales as stipulated in this Law'. The criteria referred to are:

- a. has a net worth of more than Rp. 500,000,000.00 (five hundred million rupiah) up to a maximum of Rp. 10,000,000,000.00 (ten billion rupiah) excluding land and building of the place of business; or
- b. having annual sales revenue of more than Rp. 2,500,000,000.00 (two billion five hundred million rupiah) up to a maximum of Rp. 50,000,000,000.00 (fifty billion rupiah).

It is also added that the criteria stated above may change in accordance with economic development as regulated by Presidential Regulation.

MSMEs are stand-alone productive business units, carried out by individuals or business entities in all economic sectors and are an economic activity that has a base from the community with very minimal capital affordability.

b. Types of MSMEs

There are many different types of small and medium enterprises (MSMEs) in Indonesia, but broadly speaking they can be grouped into four groups, namely:

1. Trading Enterprises
Agency: newspaper/magazine agents, shoes and clothing and others, export/import of local and international products, informal sector: collection of used goods, street vendors and others.
2. Agriculture Business
Including plantations: nurseries and orchards of fruits, vegetables and others, animal husbandry: laying hens, dairy cows and fisheries: land / sea such as shrimp ponds, fish ponds and others.
3. Industrial Enterprises
Food/beverage industry, mining, craftsmen: convection and others.
4. Service Business
Consulting services, workshops, restaurants, construction services, transportation services, telecommunication services, education services and others.²¹

²¹ Andang Setyobudi. 2007. *Peran Serta Bank Indonesia dalam Pengembangan Usaha Mikro, Kecil dan Menengah (UMKM)*. Buletin Hukum Perbankan dan Kebanksentralan, Volume 5, No. 2



Research Methodology

The type of research used in this research study is descriptive qualitative research. The data in qualitative research are not in the form of numbers but verbal words.²² The location used in this research is located in Bangkalan Regency, precisely at Munirah Herbal Coffee, Jl. Jati Luhur Martajesah, Bangkalan, G3 ZYR Comfortable Ongghu, Jl. K.H Moh. Yasin Gg. III, Kemayoran Bangkalan, Azzahra Honey, Jl. Hos Cokroaminoto No. 80 A Bangkalan, Bu Lilik Catering, Perum. Griya Abadi AK/11 Bilaporah, Socah, Bima Bakery, Jl. Hos Cokroaminoto No.66 Pangeranan Bangkalan, Dora Bakery, Wisma Pangeranan Asri C7 003/009 Pangeranan Bangkalan, Jmu Herbal Drink, Perum. Taman Gili Jl. Yakurt Blok ED No. 2 Kamal Bangkalan, Pecel Blitar, Jl. Teuku Umar No.28 Kemayoran Bangkalan, Dapur Berkah Jaya on Jl. K. Lemah Duwur VIII/10 Pejagan Bangkalan. As well as at the Halal Center of Trunojoyo University Madura. Research time starts in September until completion.

Research Data Sources Primary data is data obtained directly from the source or from the first source where data is generated. This primary data is obtained from Law Number 33 of 2014 concerning Halal Product Guarantee and related parties in the form of direct interviews with MSME players in food and beverage products in Bangkalan Regency and at the Halal Center located at Trunojoyo Madura University. Secondary Data Is a data source that helps provide information, this secondary data is supporting and complementing primary data. Namely from document data and library materials (such as some book literature), as well as from articles, journals and websites related to the object of research.

Data Collection Techniques, Observation technique (observation) is an activity of the researcher to capture the symptoms of the observed object.²³ The reason the author makes observations is to present a realistic picture of behavior or events, answer questions, help understand human behavior, and evaluate, namely measuring certain aspects of conducting feedback on these measurements. In this case, the object referred to in the study is halal certification of MSME food and beverage products in Bangkalan Regency. The documentation process will be carried out by researchers to record the results of responses from respondents as a form of accountability in this study in the form of recordings, photo files as strong evidence for researchers to handle which is reinforcing. The interview technique is one of the data collection tools that digs with questions either by using an interview guide (guideline) or a questionnaire (list of questions). Interviews in this study were conducted with MSME players in Bangkalan Regency and at the Halal Center located at Trunojoyo University Madura.

²² Suteki dan Galang Taufani, *Metodologi Penelitian Hukum (Filsafat, Teori dan Praktik)*, (Depok: Rajawali Pers, 2020), h. 139

²³ Sri Mamuji dkk, *Metode Penelitian dan Penulisan Hukum*, (Jakarta: Badan Penerbit Fakultas Hukum Universitas Indonesia, 2005), h. 48



Data analysis is defined as an effort to process data into information, so that the characteristics or properties of the data can be easily understood and useful for answering problems related to research activities.²⁴ In this study, the data analysis used is descriptive qualitative analysis, because this study aims to find out and describe a phenomenon based on the data collected, namely to find out how the Problems and Benefits of Halal certification for MSME actors in Bangkalan Regency.

Results and Discussion

A. Problematika dan Manfaat Sertifikasi Halal Bagi Pelaku UMKM di Kabupaten Bangkalan

In this study, researchers chose 9 umkm actors to be used as sources because they could represent sources from various MSME actors to answer about the problems and benefits of halal certification for MSME actors in Bangkalan Regency. Researchers chose the location of Bangkalan Regency as a place to obtain information from sources because in Bangkalan Regency there are still few MSME players who have halal certification.

1. Munirah herbal coffee in Bangkalan Regency

a. Mrs. Munirah, an MSME player in herbal coffee

Mrs. Munirah is an MSME actor located on Jl. Jati Luhur, Martajesah, Bangkalan Regency who sells herbal coffee products starting in 2017 which was pioneered by Mrs. Munirah herself, for the ingredients used, namely green coffee, cardamom, habatussauda, cinnamon and ginger, to add a distinctive aroma, Mrs. Munirah cooks these ingredients in shangrai using a furnace, because of its distinctive taste, Mrs. Munirah has special customers and to market Mrs. Munirah's products by word of mouth so that the product becomes widespread. to make consumers more confident Mrs. Munirah took care of the certification that had been offered by her friend, here the researchers asked Mrs. Munirah about how much knowledge about the obligation to have halal certification, then Mrs. Munirah answered that I just knew about the obligation to have halal certification. So that consumers are more confident, Mrs. Munirah takes care of the certification offered by her friend, here the researcher asked Mrs. Munirah about how much knowledge about the obligation to have halal certification, then Mrs. Munirah answered that I just found out because a friend of mine offered to arrange halal certification for free, initially I did not know because of my lack of knowledge about halal certification. But after I got halal certification, the benefits that I got for my consumers added to my confidence, said Mrs. Munirah.

b. Mrs. Anita Yuliatin

Mrs. Anita is an MSME actor who is located on Jl. Kh. Moh Yasin Gg. III, Kemayoran Bangkalan which sells G3 ZYR Nyaman Ongghu products starting in 2016 which was pioneered with her husband, initially marketing the product by word of mouth so that the products sold are increasing, the snack products that

²⁴ Suharsimi Arikunto, *Prosedur Penelitian: Suatu Pendekatan Praktik*, (Jakarta: PT.Rineka Cipta, 2006), h. 236



Mrs. Anita sells vary from sweet spicy cassava chips, banana chips, and rengginang. In her business, Mrs. Anita does not produce her own but takes her snack products from Pamekasan and then packs them herself until she is given her own sticker, there is no program or training from the government. Bu Anita took care of the halal certification with the help of her friend, coincidentally Bu Anita is also an Admin at the University of Trunojoyo Madura. Here the researcher asked Ms. Anita about how much knowledge about the obligation to have halal certification, then Ms. Anita answered that I know the regulations regarding the obligation to have halal certification, but I thought that taking care of the certificate was complicated so I was reluctant to make a halal certificate, the researcher also asked what long-term benefits were obtained after the product received a halal label, then Ms. Anita answered that I was more confident in the products I sold, said Ms. Anita.

c. Mrs. Evin, Honey Azzahra MSME Actor

Mrs. Azzahra, the perpetrator of the Azzahra Honey MSME, which is located on Jl. Hos Cokroaminoto No. 80 A Bangkalan, has been selling since 2016, so the origin was given honey by a family (aunt) who had lived in Lombok for a long time, she received a civil service there (dentist) and had a family there. When he returned to Madura, he was given a souvenir of 1 bottle of Marjan forest honey, from there his aunt told him that he was always given forest honey by a honey farmer who happened to be a cleaner at his aunt's house (his wife). So his wife's aunt's worker is a household assistant in her aunt's house (her husband is a forest honey farmer) when it's season and the harvest is always given, since there is a lot of interest and is liked by many people, there is an intention to sell original forest honey through the aunt.

d. So at the beginning, what my aunt gave me (1 bottle of marjan honey) with my father was divided into 3 bottles, my sister sm in my parents' house, then I brought it to my house I gave a tester to neighbors and friends, there began to be a lot of interest from neighbors and also friends, finally that's where I collaborated with my aunt who was a doctor, so, every time my aunt returned to Madura I always asked to bring forest honey if there was stock if there was no aunt did not bring it. Because forest honey here is sought after by people if cattle honey in Malang also exists. here the researcher asked Mrs. Evin about how much knowledge about the obligation to have halal certification then Mrs. Evin answered that I knew about halal certification since 2 years ago but I was confused about the registration procedure. the researcher also asked what long-term benefits were obtained after the product received a halal label, then Mrs. Evin answered that my consumers were more confident that with a halal certificate, it would be more in demand and buyers were also interested, said Mrs. Evin.

e. Mr. Mochammad Indrajati Bima Bakery

Mr. Indra is an MSME actor located on Jl. Hos Cokroaminoto No. 66 Pangeranan Bangkalan. Starting its establishment in 2015, open an outlet in 2022. The products sold are various kinds of cakes, desserts, snacks, drinks and catering. here the researcher asked Mr. Indra about how much knowledge about the



obligation to have halal certification, Mr. Indra replied that I have known it for a long time, it's just that regarding procedures and how to register, I am still confused so that is an obstacle, because there is no program or training related to halal certification, the researcher also asked what long-term benefits were obtained after the product received a halal label, then Mr. Indra answered that my consumers have more confidence in the existence of a halal certificate, the buyer is no longer hesitant. Said Mr. Indra.

f. Mr. Lukito Soeyanto Dora Bakery

Mr. Lukito is an MSME actor located at Wisma Pangeranan Asri C7 003 / 009 Pangeranan Bangkalan. Starting its establishment since 2008 until now, it was pioneered with his wife selling various kinds of wet cakes which are in great demand because of their small shape and taste so good. and only accept orders. here the researcher asked Mr. Lukito about how much knowledge about the obligation to have halal certification, Mr. Lukito replied that I had understood for a long time, it's just that I thought the halal certification process was long so I was reluctant to register it. the researcher also asked what long-term benefits were obtained after the product received a halal label, then Mr. Lukito replied that maybe for a few years later I would be more confident selling the cake products that I sell and consumers would increase, said Mr. Lukito.

g. Mrs. Sri Herbal Medicine

Mrs. Sri is an MSME actor located at Perum. Taman Gili Jl. Yakurt Blok ED No. 2 Kamal Bangkalan who has been selling since 2018 until now, the ingredients used are traditional ingredients such as ginger, turmeric, tamarind, cinnamon, sugar and others. Selling at shoope merchants and shops in the Surabaya area and already has 5 resellers. here the researcher asked Mrs. Sri about how much knowledge about the obligation to have halal certification, Mrs. Sri replied that I had understood for a long time, it's just that I was confused about the registration flow. the researcher also asked what long-term benefits were obtained after the product received a halal label, then Mrs. Sri replied The long-term benefits obtained by consumers are more confident and trust in these products and for the increase in turnover, in my opinion, it is normal as usual after getting halal certification because I have put it in Surabaya outlets since long ago, said Mrs. Sri.

h. Mr. Febri Ariyanto Pecel Blitar

Mr. Febri is an MSME actor located on Jl. Teuku Umar No. 28 Kemayoran Bangkalan who has been selling since 2004 with his mother and then continued selling with his wife in 2005 until now, not only in Bangkalan but in Pamekasan there are also 5 branches held by each of his siblings. Not only pecel rice, there are also many variants of the food and beverage menu. here the researcher asked Mr. Febri about how much knowledge about the obligation to have halal certification, Mr. Febri replied that I know it's just that I'm confused about the procedure. the researcher also asked what long-term benefits were obtained after the product received a halal label, then Mr. Febri replied The long-term benefits obtained by consumers are more confident in the products I sell and for the



increase in turnover from before halal certification and after sales are still standard or ordinary.

i. Mrs. Nur Amalia Fried Potatoes

Mrs. Nur is an MSME actor located on Jl. K. Lemah Duwur VIII/10 Pejagan who has been selling since 2022 until now and pioneered it herself, starting from making it on a whim and then entrusting it to sinjay restaurants and rice shops and running until now, for her ingredients, namely red chilies, large chilies, tamarind and potatoes, a day can consume 5-7 kg of potatoes. Here the researcher asked Mrs. Nur about how much knowledge about the obligation to have halal certification, Mrs. Nur replied that I know only do not know what the procedure is like confused about where to ask, finally I looked on the internet and thank God my friend offered it for free, so I immediately wanted to reveal Mrs. Nur. The researcher also asked what long-term benefits were obtained after the product received a halal label, then Mrs. Nur replied The long-term benefits obtained by consumers are more confident and my sales are increasing.

B. Problems and Benefits of Halal Certification for MSME Actors in Bangkalan Regency in Review of Law. No. 33 Year 2014

Mr. Hammam Lc, M.Sy as the head of the halal center said that he saw the main challenges faced by MSME players in Bangkalan Regency in obtaining halal certification, namely the main challenge is the mindset and mindset of the Bangkalan people who still do not really understand the obligation of halal certification and its benefits. Because in their opinion, at this time there is still no need except if where Bangkalan is the condition of business actors or factories are Muslim people.

Here the researcher asks what can be a particular obstacle for MSMEs in understanding and meeting the technical requirements of halal certification? Mr. Hammam answered Technically, they still do not understand the sihalal system because applying for halal certification in fish using the sihalal website system or application, they have to input while this is the work of people who must have an understanding of IT and technology. And How does the halal center help MSMEs overcome obstacles, such as certification costs and technical requirements that may be complicated? That is, I provide assistance, understanding as we do either in collaboration with the industrial office or with business groups.

The researcher asked whether there was a specific role played by the halal center in improving MSMEs' understanding of this law, and how this approach helped overcome misunderstandings or confusion around halal certification requirements. According to Mr. Hammam, it is clear that in the law there are actors, for example BPJPH as the main organizer but it cannot be completed if it does not involve other agencies or institutions including the ministries of industry, economy, cooperatives and MSMEs. And how does the halal center see the benefits obtained by MSME players after obtaining halal certification based on Law No. 33 of 2014? How does this increase the competitiveness of their products? Mr. Hammam answered that after obtaining halal certification, the advantage of the plus point is to increase self-confidence. So far, Mr. Hammam has not seen an increase in consumer confidence in MSME products that have been halal certified.



In terms of the fulfillment of legal prosecution, to what extent the Law, to what extent Law No. 33 of 2014 helps Bangkalan Regency MSMEs comply with legal regulations and halal requirements that may apply, They many do not understand in detail. So we don't know the data because we haven't done statistics, conducted research related to this. The halal center collaborates with the local government, the industry office, the cooperative and MSME office, the agriculture office, so that later they can work together in the success of the work, which is actually a fairly large target that by 2024 10 million products will be halal certified.

MSME players who have been halal certified

No	Business Actors	Trademark	Product Type	Service Type	Certification Number	Address
1.	Ibu Munirah	Kopi Herbal	B0001	B0000	SH2022-1-132188	Jl. Jati Luhur, Martajesah, Bangkalan
2.	Ibu Anita	G3ZYR Nyaman Ongghu	A0014	A0000	SH2023-1-243368	Jl. KH. Moh Yasin Gg. III, Kemayoran Bangkalan
3.	Ibu Evin	Madu Azzahra	B0001	B0000	SH2023-1-340679	Jl.Hos Cokroaminoto No. 80 A, Bangkalan
4.	Ibu Lilik	Catering Bu Lilik	A0014	A0000	SH2023-1-044269	Perum Griya Abadi AK/11 Bilaporah, Socah
5.	Bapak Indra	Bima Catering dan kue	A0007	A0000	SH2022-1-013219	Bima Cafe Jl. Hos Cokroaminoto No.66 Pangeranan Bangkalan
6.	Bapak Lukito	Dora Bakery	A0007	A0000	SH2022-1-011316	Wisma Pangeranan Asri C7



						003/009 Pangeranan Bangkalan
7.	Ibu Sri	Jamu Herbal				Perum. Taman Gili Jl. Yakurt Blok ED No. 2 Kamal Bangkalan Kabupaten Bangkalan
8.	Bapak Febri	Pecel Blitar	A0016	A0000	SH2023-1- 440800	Jl. Teuku Umar No.28 Kemayoran Bangkalan.
9.	Ibu Nur	Dapur Berkah	A0004	A0000	SH2023-1- 351814	Jl. K. Lemah Duwur VIII/10, Pejagan Bangkalan

Conclusion

Based on information obtained by researchers, Bangkalan Regency is one of the areas with the largest number of MSMEs in Madura, namely around 22,500 MSMEs and the number of 196 MSMEs in Bangkalan Regency that have been halal certified, it can be seen that food producers in Bangkalan Regency are still very low in using halal certification in their products. Some of the obstacles faced by MSME actors in obtaining halal certification are in terms of knowledge, most of the Bangkalan people do not understand what halal certification is, what products must be certified, what are the registration procedures, how is the halal certification process, where to apply for halal certification, what are the pluses and minuses of halal certification on products, a long certification process, so that MSME actors are reluctant to register for halal certification, and low legal awareness, producers and consumers to obtain halal certification. The long-term benefits for MSME actors in food or beverage products that have been halal certified are that MSME actors are more confident in the food or beverage products they sell, increase the level of consumer confidence to be more confident and not hesitate to buy the products we sell, increase the market share of MSME products will be more accepted in the market, especially among Muslim consumers.



Bibliography

Ahmadi Miru Sutarman Yado, *Hukum Perlindungan Konsumen*, 1st edn (Jakarta: RajaGrafindo Persada, 2004)

Meivi Kartika Sari and Eny Sulistyowati, 'KESADARAN HUKUM PELAKU USAHA MIKRO KECIL MENENGAH BERKAITAN KEPEMILIKAN SERTIFIKAT HALAL PADA PRODUKOLAHAN PANGAN', 7 (2020)

Halal Center UTM

Warto Warto and Samsuri Samsuri, 'Sertifikasi Halal dan Implikasinya Bagi Bisnis Produk Halal di Indonesia', *Al Maal: Journal of Islamic Economics and Banking*, 2.1 (2020)

Masyrif : Jurnal Ekonomi, Bisnis dan Manajemen Perbankan Syariah Institut Dirosat Islamiyah Al-Amien Prenduan Vol. 3 No. 2

Sari and Sulistyowati, p. 36

Mujahid Damopoli, *Problematika Pendidikan Islam dan Upaya Pemecabannya* (Jurnal Nasional Manajemen Pendidikan Islam, Tadbir ISSN: 2338-6673,2015),Volume 3, h. 5.

Abd. Rauf, *Potret Pendidikan Agama Islam di Sekolah Umum* (Jurnal Nasional, 2015), volume 3 Nomor 1, h.9.

<http://repository.uin-suska.ac.id> diakses pada tanggal 1 Sepember 2023

Syafrida, Sertifikat Halal Pada Produk Makanan dan Minuman Memberi Perlindungan dan Kepastian Hukum Hak-Hak Konsumen Muslim, *Journal Hukum*, Volume 7, Nomor 2

Ahmad Mahtum,Muhammad Ersya Faraby jurnal "Sertifikasi Produk Halal Untuk Usaha Mikro Kecil dan Menengah di Kabupaten Bangkalan" Vol 5, No 1 Tahun 2021

Hayyun Durotul Faridah, Sertifikasi Halal di Indonesia: Sejarah, Perkembangan, dan Implementasi, *Journal of Halal Product and Research*, Volume 2, Nomor 2, (Desember 2019)

Panduan Umum Sistem Jaminan Halal Lembaga Pengkajian Pangan Obat-obatan dan Kosmetika Majelis Ulama Indonesia (LPPOM MUI)

<https://halalcenter.id/blog/details/perbedaan-sertifikasi-halal-skema-reguler-dan-self-declare/5> diakses pada tanggal 1 September 2023

Awalil Rizky, Strategi Jitu Invetasi di UMK: Optimalisasi Kontribusi UMK dalam Makroekonomi Indonesia, Makalah Launching & Seminar BMT Permodalan (Jakarta: BMT Permodalan, 2008)

Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro,Kecil, dan Menengah, Bab I Ketentuan Umum, Pasal 1.

Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro,Kecil, dan Menengah, Bab IV Kriteria, Pasal 6.



Andang Setyobudi. 2007. *Peran Serta Bank Indonesia dalam Pengembangan Usaha Mikro, Kecil dan Menengah (UMKM)*. Buletin Hukum Perbankan dan Kebanksentralan, Volume 5, No. 2

Suteki dan Galang Taufani, *Metodologi Penelitian Hukum (Filsafat, Teori dan Praktik)*, (Depok: Rajawali Pers, 2020)

Sri Mamuji dkk, *Metode Penelitian dan Penulisan Hukum*, (Jakarta: Badan Penerbit Fakultas Hukum Universitas Indonesia, 2005)

Suharsimi Arikunto, *Prosedur Penelitian: Suatu Pendekatan Praktik*, (Jakarta: PT.Rineka Cipta, 2006)



