

**MAQASHID SYARIAH ANALYSIS OF THE INTERVENTION  
STRATEGY OF THE BANGKALAN AND SAMPANG REGENCY  
GOVERNMENTS IN RESPONDING TO THE FINAL PERIOD OF  
THE HALAL CERTIFICATION OBLIGATION FOR BUSINESS  
ACTORS IN FOOD AND BEVERAGE PRODUCTS, SLAUGHTER  
SERVICES AND SLAUGHTER PRODUCTS**

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**Abstract**

The government established the Halal Product Guarantee Administering Agency (BPJPH) in 2017 in accordance with the provisions of Presidential Regulation Number 83 of 2015 Article 46 which stipulates that BPJPH is tasked with enforcing the halal product guarantee system in accordance with applicable legal provisions, after the enactment of Law Number 33 of 2014 regarding halal product guarantees. So that on October 17 2019, halal certification in Indonesia experienced significant changes. Approaching the new year, the country's industry must immediately prepare to enter the mandatory halal certification stage. This refers to Law Number 33 of 2014 concerning Halal Product Guarantees and Government Regulation Number 39 of 2021 concerning BPJPH which states that all products entering, circulating and traded in Indonesia must be halal certified. This halal certification obligation will come into effect in 2024 for food products, beverages, slaughter products and slaughter services. The aim of this research is to find an effective Regional Government intervention model in implementing the BPJPH Law, namely halal certification, followed by an analysis of the maqashid syari'ah perspective. This type of research method is descriptive, namely research that aims to describe the phenomena that occur in the research subject in depth. It is hoped that the results of this research will provide an overview of how local governments need to take part in overseeing the implementation of the BPJPH Law and providing protection for business actors.

**Keywords :** *Halal certification, masalah, welfare*



## INTRODUCTION

Indonesia is a country that has the largest Muslim population in the world, which is certainly related to the distribution of products that are safe and meet halal standards (Warto & Samsuri, 2020). The fact is that halal has become an important part for a Muslim. Halal aspects cover a wide field, including food, drinks, medicine, cosmetics, and others. For consumer goods, information regarding halal status can be obtained through labels or signs on the packaging. If a product maker attaches a halal mark, it means the product has gone through a thorough review process. This review process covers several aspects, including: evaluation of the information submitted, analysis of manufacturing methods, testing centers, laboratories, stockpiling, transportation, distribution, promotion, up to the validation of a product's halal certificate (Regulation 2 of the Ministry of the Republic of Indonesia No. 519 of 2001 concerning implementation institutions halal food). If during the review it is found to be free from non-halal elements, a halal certificate will be given. This means that the product manufacturer has provided assurance that the product is safe for consumption by consumers. (Faridah, 2019)

On October 17 2019, halal certification in Indonesia received major changes after the enactment of Law Number 33 of 2014 concerning halal product guarantees. The government established the Halal Product Organizing Institution (LPJPH) in 2017 in accordance with the provisions of Presidential Decree Number 83 of 2015 Article 46 which mandates that the LPJPH is responsible for ensuring the halalness of a product based on applicable regulations. Prior to the presence of PP Number 31 of 2019, the processing of halal certification had been regulated by the Indonesian Ulema Council (MUI). However, after the enactment of PP 31 of 2019, the authority to issue halal certification became the obligation of the Halal Product Guarantee Agency (BPJPH) as the spearhead in the realm of halal product guarantees. As one of the determinants of the direction of halal certification in Indonesia as stated in the halal product guarantee law after Government Regulation 31 of 2019, MUI no longer has the authority to determine the validity of products which has now shifted to BPJPH. This transition has raised its own criticism because it is considered that BPJPH is still not fully ready to implement the program, especially in terms of infrastructure and information systems. (Muhammad Farich Maulana & Shofiyun Nahidloh, 2023)

The government's aim in requiring halal certification for all products entering, being distributed and bought and sold in Indonesia is solely to provide legal certainty to consumers regarding the halalness of the goods. Because the halal aspect of a product is rooted in Islamic teachings, the requirements applied must also follow the provisions of Islamic law without hampering the process for people who wish to obtain halal certification. (Sudarmono, 2022) As stated in Government Policy Number 39 of 2021



chapter 140, the implementation stage is mandatory obtain halal certification for food, drinks, slaughter products and slaughter services as stated in Chapter 139, article two points a and point c, effective from 17 October 2019 to 17 October 2024. Government involvement plays a role in regulating the wheels of the economy, such as monitoring or stopping economic activities that are not permitted. What is meant by prohibited economic activities are various types of transactions that are contrary to the principles

of the Islamic religion. (Purwanti, 2020) This means what are the plans or efforts of the Bangkalan and Sampang regional governments in organizing strategies to anticipate business actors or MSMEs that are not yet halal certified. Based on data in Bangkalan Regency in 2021, it can be seen that the number of MSMEs reached 22,500 (Rahman & Destiarni, 2023). However, the proportion of goods that have received halal certification in Bangkalan is still below 3%. On the other hand, Sampang Regency in 2020 recorded a total of 30,830 MSMEs. (Salam & Makhtum, 2022) So from this data in Bangkalan and Sampang districts, the achievement of halal certification has still not reached the optimal level. Therefore, regional governments must take part in monitoring the implementation of the BPJPH Law as well as providing protection for business actors in each region.

Based on Government Regulation Number 39 of 2021 concerning organizers of halal product guarantees, in article 141 Paragraph 2, the scheduling of the obligation to have a halal certificate for products and services related to food products, beverages, slaughtering services, as well as the results of slaughtering will end on the 17th October 2024. This means that the four types of products are required to obtain a halal certificate no later than 17 October 2024, with the implication that business actors who do not have a halal certificate will be deemed to be violating regulations. The Ministry of Religion's BPJPH road map, in 2024, will focus on enforcement, meaning that MSEs that produce food and beverages that are distributed without halal certification will face legal action or threats. The birth of BPJPH is an effort by the state to be present in ensuring comfort, benefit as well as sharia-based economic growth. However, if stakeholders do not immediately act and anticipate, it will actually become a threat to business actors, dealing with the law, with the authorities and the authorities. If this happens then state policy will not create problems but harm.

Based on the problems above, researchers will conduct research in the regional governments of Bangkalan and Sampang districts. The title of the research that will be carried out is "Maqashid Syari'ah Analysis of the Intervention Strategy of the Bangkalan and Sampang Regency Governments in Facing the Final Period of the Obligatory Stages of Sacred Certification for Business Activists Creating Food, Absorption, Slaughter Services, and Goods from Slaughter Products." Based on this description, it is very important to carry out this research in order to understand the efficient and appropriate intervention model of the Bangkalan and Sampang District Governments in implementing the BPJPH Law.



## LITERATURE REVIEW

### Strategy

Strategy can generally be interpreted as a plan or method designed systematically to achieve certain goals more efficiently. In the context of local government intervention, strategy becomes an important tool used to solve problems or to achieve a certain vision.(Abdussamad & Amala, 2017)

### Definition of Product

According to Kotler and Keller, a product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas. According to Tjiptono, a product is anything offered by a producer for attention, request, search, purchase, use or consumption by the market to fulfill the needs or desires of the market concerned. Apart from that, products can also be defined as consumer perceptions which are explained by producers through the results of their products, such as several products including;(Adinugraha et al., 2017)

### Food Products

The definition of food in Wikipedia is a substance eaten by living creatures to obtain nutrients which are then processed into energy, carbohydrates, fats, proteins, vitamins and minerals which are nutrients in food that the body needs. The definition above explains that food is all substances eaten by living creatures which contains elements needed by the body. Meanwhile, according to WHO, food is all the substances needed by the body, excluding water, medicines and other substances used for treatment. The definition of food according to WHO is all substances needed by the body of living creatures. From the two definitions above, we can conclude that food is all substances that contain the elements needed by the body of a creature.(Supriyadi & Asih, 2021)

### Beverage Products

Drinks are anything that can be drunk. In Arabic, drink comes from the word al-ashribah and the plural is al-syarb, which means drinking. In terms of terminology, the word sharab means something that is drunk, whether in the form of ordinary water, or water that has gone through a processing process, which has changed color and taste.(Janna et al., 2021)

### Service products and slaughter results

Slaughter services are professional services that involve the process of killing animals for food purposes in a syar'i manner. Legal slaughter must be carried out by people who understand the procedures for slaughtering according to Islamic law, such as using a sharp knife and cutting the three channels in the animal's neck (food, breath and blood vessels) correctly.



The result of slaughter is a product of the slaughtering process that can be eaten if it meets halal requirements. The results of slaughter must be certified halal, which means they must have passed an evaluation and supervision process to ensure that the meat is not contaminated with haram or unclean substances. (What is meant by slaughtering results and services, <https://www.perplexity.ai/search/apa-yang-dimaksud-jasa-dan-ha> SAc7bkCoSh.fM53YN0n2cw#0, accessed 5 September.)

### Halal Certification

Halal certification is the initial stage of the halal guarantee system process and is an important part. Halal certificates have a role for consumers, namely:

- a. Protecting Muslim consumers from using and consuming food, medicines and cosmetics that are not halal.
- b. Consumers' hearts and minds will feel calm.
- c. protect yourself from decline due to haram products.
- d. Halal certificates provide agreement or legal certainty and protection for consumers and producers.(Nopita Sari et al., 2021)

Halal certificates function as protection for consumers against various types of food that may not meet Islamic sharia standards, especially in Indonesia, where the majority of the population is Muslim. This certificate also provides benefits in increasing competence and becoming a market advantage. Currently, halal certificates have become an important factor in international trade competitiveness. Apart from that, including the halal label also helps protect local products from competition from foreign products due to free trade. Because of the importance of halal certification in protecting consumer interests, this certification needs to have a clear position and legal support so that it can be integrated into the legal system, especially the national legal system.(Agus, 2017)

### Maqashid Syari'ah

Maqashid Syari'ah is a theory of Islamic law that originated in the early stages of the formation of Islamic law, summarized and developed by ulama after the tabi' tabi'in period. Even though the development of ushul fiqh has not been evenly distributed, it has been applied by ulama in every legal case they encounter. Maqashid Syariah is the goal that Sharia wants to achieve in order to ensure the welfare of mankind. This covers all aspects of human life.(Srisusilawati et al., 2022)

Maqashid Syari'ah includes the five most crucial principles of Islamic law. These five things are

- a. Religious Maintenance
- b. Soul care
- c. Maintenance of reason
- d. Maintenance of offspring
- e. Property maintenance



## RESEARCH METHOD

In this research, researchers applied a qualitative approach. Because, this qualitative approach is a study that uses a natural background with the aim of analyzing an event that occurs, and is carried out using various existing techniques. Qualitative research seeks to discover and describe narratively the activities carried out and the impact of the actions taken on their lives. This qualitative research is research that has characteristics that describe reality or an actual condition, but the report produced must consider academic interpretation so that the results are maximum. (Adlini et al., 2022)

This method of research is known as descriptive research, which is research that aims to describe or demonstrate phenomena that occur on a certain subject of study. (Sakiah & Effendi, 2021). This research employs a deductive skema where researchers do research based on existing theories, generating hypotheses or assumptions that are then tested using data to get the desired conclusion. In this study, the theory of Syari'ah is used to identify and solve problems, as well as conduct research and analysis to understand the model of intervention in the Bangkalan and Sampang provinces. This Maqashid Syari'ah highlights the most important issues that have become Islamic legal principles. The following topics are covered: Religion, Soul, Reason, Heredity, and Wealth.

Information collection carried out in a proper manner will result in the production of information that is very reliable. Because of this, it is critical to conduct a thorough data collection process. Failure in data collection techniques can result in disastrous results that cannot be interpreted. The method used to collect information in this research is;

### a. Interview

Interviews are steps in exchanging messages or relationships to collect data using a question and answer method between the researcher and the source of information or research object. With the current development of information technology, conversations can be carried out without physical meetings, namely through long-distance communication facilities. At the core of everything, conversation is an activity to obtain in-depth data regarding a problem or topic raised in the study. Or, it is a testing step against data or explanations that have been obtained through other methods previously. Types of interviews in qualitative research are divided into two, namely:

1. In-depth interviews, where the researcher explores information in depth through direct involvement in the life of the interviewee and exchanges questions freely without pre-arranged question guides, so that the atmosphere feels lively, and is carried out repeatedly.
2. Guided interview (guided interview) where the researcher asks the resource person things that have been prepared beforehand. However, researchers are allowed to add additional questions during the conversation, according to the circumstances and needs that arise. (Rivki et al., n.d.)

### b. Documentation



Documentation includes gathering information from manuscripts, recordings, or other written materials related to the research phenomenon. The documents used can be notes, reports, letters, books, or other official documents. Documentary studies provide insight into the historical context, policies, events, and progress related to the phenomenon under study.

Data analysis is a collection of actions carried out by researchers after information has been accumulated, processed in a certain way to reach the final result. Data analysis is the step of searching for and orderly assembling information obtained from interviews, field notes, and other sources, so that it can be understood and the findings can be conveyed to other individuals. (H. Rifa'i, 2021) In this study, the concept Maqashid Syari'ah is used as an analytical tool to outline and describe the intervention scheme of the regional government of Bangkalan and Sampang Regency in responding to the final phase of the halal certification obligation for food, beverage, slaughtering services and slaughtered processed businesses.

## RESULTS AND DISCUSSION

### Bangkalan District Cooperative Office

#### A. The strategy of the Bangkalan Regency Cooperative and Micro Business Service in responding to the end of the staging of halal certification obligations.

##### 1. Training

This training is designed so that MSMEs have economic independence and are able to create innovative business opportunities in their own environment. For example, utilizing all parts of catfish into products with high economic value. Catfish skin, for example, can be processed into crispy crackers, while the meat is turned into shredded meat that is durable and easy to sell. Even the bones, which are usually wasted, are turned into materials for different items, so nothing is wasted.

In addition to training in food processing, the MSMEs are also equipped with skills to make handicraft products such as bags and sandals, which have good market potential, both locally and outside the region. Another innovation provided is training to become content creators, where MSMEs are taught how to utilize digital technology and social media to create useful and economically valuable content. This training is expected to not only improve their technical skills, but also open up insights into economic opportunities in the digital era.

These training programs are already well underway and have proven to bring significant benefits to MSMEs. Many of them have started to develop the skills learned into small businesses within the MSMEs themselves, thus directly supporting their economy.

##### 2. Socialization



Where in this socialization does not only focus on what will be socialized, the Bangkalan district cooperative and micro business office also provides education to the community regarding MSMEs that are required to have a business identification number or NIB. In addition, no less crucial, the Bangkalan regional cooperative and micro business office introduced that MSMEs need to ensure that the goods developed or traded are halal certified.

Socialization (UMKM) is carried out to provide education related to various business aspects, including halal certification. For example, for batik business actors, it is usually held through an association of craftsmen and business actors. However, such training is not always scheduled as it depends on budget availability.

### 3. Mentoring

The assistance provided here is general in nature and focuses more on fostering micro, small and medium enterprises (MSMEs) and cooperatives as a whole, covering various aspects of business management. However, special assistance that focuses exclusively on halal certification is not provided, as the halal certification process is the responsibility of the Ministry of Religious Affairs (MoRA). Nonetheless, the assistance provided still assists MSME players in understanding and fulfilling the initial requirements needed to apply for halal certification.

This process includes guidance in terms of administration, document fulfillment, and preparations needed before formal registration is made to the Ministry of Religious Affairs. In addition, assistance also includes escorting until the registration stage in the applicable system at the Ministry of Religious Affairs, so that MSME players do not feel overwhelmed by procedures that may be complicated. However, the final decision and issuance of a halal certificate is entirely in the hands of the Ministry of Religious Affairs, which evaluates and verifies the feasibility of the business in terms of halalness. Thus, this assistance aims to facilitate the initial process for business actors, so that they are better prepared and directed in facing halal certification requirements.

Apart from the main task of taking care of halal certification, this assistant also plays a role in helping MSMEs obtain a Business Identification Number (NIB), which is the official identity of business actors recognized by the government. NIB is not only p

## **B. Obstacles of the Bangkalan Regency Cooperative and Micro Business Service in addressing the end of the staging of halal certification obligations.**

1. It is difficult to convey information to the wider community that training and socialization will be held by the Bangkalan regional cooperative and micro-enterprise office. This is because of the low enthusiasm of Micro and Small





Business actors for the strategies pursued by the Bangkalan regional cooperative and micro business offices, while the government has issued policies.

2. The Bangkalan district cooperative and micro business office faces difficulties approaching halal certified business actors, because many do not report after taking care of halal certification. In Bangkalan there are 82 thousand micro-entrepreneurs who are growing and contributing importantly to the local economy. They are engaged in various sectors, including culinary, handicrafts and
3. services, while trying to improve the quality of their products and services. Some already have halal certificates, assuring consumers that their products meet halal standards. These certificates are important for building customer trust in Muslim-majority areas and as a condition for expanding domestic and global market access.
4. Products that do not have halal certification have a small scope, for example, MSME players cannot develop and sell their products in large events or large companies.
5. There are still many people who do not know the importance of NIB (Business Identification Number) for MSMEs.

#### **Sampang Regency Trade Industry Cooperative Office**

##### **A. The strategy of the Sampang Regency Industry Trade Cooperative Office in addressing the end of the staging period for halal certification obligations**

###### **1. Socialization**

The strategy of the Sampang Regency Industry Trade Cooperative Service is to conduct socialization, where in the socialization it is conveyed that how important halal certification is, and the cost of handling the certificate is free because it has become a facility from the government. Socialization of the importance of halal certification is carried out every quarter as an effort to increase awareness and understanding of business actors about the added value of halal-certified products. In addition to updating existing business data, this socialization also allows the agency to identify new business locations that have the potential to obtain halal certification. In its efforts to collect data and facilitate halal certification, the office adopts a sub-district-based approach to reach more businesses efficiently. Sub-districts with a high number of businesses are prioritized in this process, and the office works closely with local MSME leaders to facilitate coordination and socialization. Through this approach, the office can more quickly identify businesses that need halal certification while building a solid communication network at the sub-district level. As of October this year, the office has recorded 125 new businesses registered for halal certification, which shows a significant increase compared to last year which only reached 80 businesses. This indicates the effectiveness of the sub-district-based approach and the increasing awareness and enthusiasm of business actors to obtain halal certification. The data collection process is scheduled to last until the end of the year, with a target



completion date of December. It is hoped that with comprehensive data collection, the agency can design a more targeted strategy in providing halal certification facilities in the coming year, so that more businesses can obtain halal assurance for their products.

## 2. Assistance

The strategy carried out by the Sampang district cooperative and micro business office is to facilitate assistance to MSME players, it aims to make MSME players get halal certification faster, one of which is by providing free facilities to obtain halal certification. the Sampang district cooperative and micro business office also provides assistance to help access certificate registration until the certificate is issued. Assistance is carried out from the initial to the final stage, where it is intended that any MSME actors who experience difficulties can be resolved immediately.

In Sampang Regency, the local government has also assigned special assistants from related agencies to help monitor sub-districts that still have many business actors who have not obtained halal certificates. These assistants are assigned directly to assist Micro, Small and Medium Enterprises (MSMEs) in the process of obtaining halal certification, which is one of the important requirements for products that want to gain consumer confidence.

## 3. Seminars and Education

The government conducts seminars and workshops where halal-certified businesses can demonstrate the concrete benefits they feel, such as increased consumer confidence, increased sales, and access to new markets that were previously difficult to reach. This approach is expected to raise the awareness of other businesses on the importance of halal standards, both in terms of safety and consumer confidence, as well as in improving the competitiveness of their products in local and international markets. In addition, through this network, businesses that are just starting the certification process can get practical guidance directly from their experienced peers, thus accelerating and facilitating their certification process. Thus, this collaboration is expected to expand the scope of halal certification in a sustainable manner and support a stronger halal business ecosystem in Indonesia.

### **B. Obstacles of the Sampang Regency Industry Trade Cooperative Office in addressing the end of the staging period for halal certification obligations**

General obstacles obtained by the Sampang district cooperative and micro-enterprise office include:

1. MSME actors have difficulty accessing the halal certification application, this is because MSME actors in Sampang district still do not master technology.
2. The average MSME actor in Sampang district does not know the importance of halal certification for the products they sell. Apart from general obstacles, there



are internal and external obstacles faced by the Sampang district cooperative and micro business office. Where the external obstacles faced are:

External challenges come from imported products that enter the Indonesian market without going through a screening process according to national halal standards. These products often compete directly with local products that have been certified halal, creating unbalanced competition for domestic industry players. The existence of imported products without halal assurance not only affects local market share, but also has the potential to reduce consumer interest in choosing domestic products that have gone through a rigorous certification process. For consumers who prioritize halal products, this situation can trigger confusion because not all products on the market have easily recognizable certificate marks. In addition, internal challenges also arise, especially regarding the strict requirements applied in the halal certification process.

### **Maqashid Shari'ah's View of Local Government Strategies in Responding to the End of Halal Certification Obligation Staging Period**

Maqashid comes from the word qashada, which means “purpose”. Maqashid Sharia refers to the intention of Allah and His Prophet in establishing Islamic laws. This intention can be traced through verses of the Qur'an and the Prophet's Sunnah as a logical basis for determining laws that are oriented towards human welfare, especially Muslims. The concept of Maqashid al-Syari'ah is a method of formulating (istinbat) a law that makes the purpose as a basis in shara' law as a reference, with the main focus on maslahat. The essence and principle of maqashidus sharia is to create good and avoid bad, or to gain benefits and avoid losses. Maqashid Sharia also serves as a guide to achieve true prosperity. (Maidah & Hammam, 2022)

The division and level of maqashid sharia according to Syatibi consists of three levels, this level includes.

#### **1. Dharuriyat Needs (Primary Needs)**

Dharuriyat is a very important need or emergency which, if not fulfilled, can threaten human safety, both in this world and in the hereafter. Maqashid Dharuriyat includes the protection and preservation of five crucial aspects of human life: hifdz ad-din (Preserving Religion), hifdz an-nafs (Preserving the Soul), hifdz al-aql (Preserving the Intellect), hifdz an-nasb (Preserving Progeny), and hifdz al-maal (Preserving Property).

The Bangkalan and Sampang district governments implement an intervention strategy in addressing the end of the halal certification obligation for food and beverage businesses, slaughter services, and slaughter products. Reviewed in dharuriyat needs (primary needs), namely by looking at halal certification as a guarantor of halal products which are primary needs. It is intended that Muslims can avoid something haram. Therefore, the halal status of products must exist as a basic need for Muslims, because Muslims are prohibited from consuming haram things. Thus, the government



intervention strategy is needed as a necessity to fulfill the dharuriyat needs in halal certification.

## 2. Hajiyat Needs (Secondary Needs)

Hajiyat refers to additional needs that, if not met, will not jeopardize safety, but will cause hardship. In this case, Islam establishes the legal principle of rukhsah (leniency), which provides leeway in the application of the law to reduce burdens and allow the implementation of the law without excessive pressure or restrictions. The intervention strategy of the Bangkalan and Sampang district governments in responding to the end of the mandatory halal certification period for business actors of food and beverage products, slaughter services, and slaughter products is seen from the perspective of hajiyat needs (secondary needs), namely to make it easier, taking into account that halal certification aims to facilitate the implementation of sharia without burdening. Islamic Sharia aims to eliminate all forms of difficulty. Sharia allows any production as long as it is in accordance with sharia law, so that the Bangkalan and Sampang government intervention strategies in dealing with the final stage of the halal certification obligation are an alternative in providing convenience for the community or business actors in obtaining halal certification.

## 3. Tahsiniyat Needs (Supportive Needs)

Tahsiniyat refers to things that are perfective or complementary. This level of need is not threatening and does not cause difficulties if not met. Tahsiniyat includes complementary needs as described by Syatibi which include adherence to customs, avoiding things that are disliked, and adorning with beauty in accordance with norms and morals. (Widyaningsih, 2023) The intervention strategy of the bangkalan and sampang district governments in addressing the final period of the staging of halal certification obligations for business actors of food and beverage products, slaughter services and slaughter products when viewed in tahsiniyat needs (Complementary Needs) is an easy way to implement to realize halal certification for a product where the certification is a complement so that it is easy to know its halalness by consumers and to avoid unwanted things. Therefore, with the halal certification for the product, namely as a complement to the product to make it look attractive. So in this research, when viewed from halal certification which is a dharuriyat need in maqashid sharia, the intervention strategy of the bangkalan and sampang district governments in addressing the end of the staging period of halal certification obligations for business actors of food and beverage products, slaughter services and slaughter products is a principal that is dharuriyat. Because in the author's view halal certification is a dharuriyat (primary need). The government intervention strategy in addressing halal certification for business actors in accordance with the provisions of sharia in achieving a goal, namely benefit, namely in order to protect religion (hifzh al-din) to help Muslims in choosing what is halal for consumption, so enforcing halal certification is very important for consumers.



## CONCLUSION

Local government intervention strategies in Bangkalan and Sampang Regencies related to the obligation of halal certification for business actors of food products, beverages, animal slaughter services, and the results of animal slaughter. The Indonesian government, through BPJPH (Halal Product Guarantee Organizing Agency), implements halal certification obligations to protect Muslim consumers from products that are not in accordance with Islamic law. In Bangkalan and Sampang Regencies, halal certification for MSMEs is not optimal. Therefore, the local government initiated

training, socialization, and mentoring programs to help MSMEs meet halal requirements, although obstacles such as lack of awareness and administrative challenges are still found.

From a Maqashid Syariah perspective, halal certification is seen as a fundamental need (dharuriyat) for Muslims, given the importance of maintaining the halalness of consumed products. The local government acts as a facilitator to ensure that products in circulation comply with Islamic law, provide convenience for the community (hajiyat), and add aesthetic value (tahsiniyat) with halal labeling. With these steps, the government is expected to strengthen the local halal product ecosystem, create economic balance, and support social welfare in line with sharia principles.

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