
Analysis of Halal Certification Implementation Strategy for MSMEs in Banyuwangi Regency (Study on Food and Beverage MSMEs in Banyuwangi Regency)

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Abstract: *Nowadays, the strengthening of halal chain development is also associated with various industrial production activities. In Banyuwangi Regency, related to the institution that coordinates the running of halal economic programs for food and beverage MSMEs, it is under the auspices of the Micro Business and Trade Cooperative Office, the Banyuwangi Regency Industry and Trade Office. In addition to the MSME and IKM offices, it was also assisted by the Banyuwangi Ministry of Religion and also MSME associations in Banyuwangi Regency. This study aims to find out the strategy for the implementation of halal certification, socialization of halal certification in MSMEs and find out the inhibiting and supporting factors in the implementation of halal certification in MSMEs in Banyuwangi Regency. This study uses a qualitative descriptive method with a case study and SWOT approach. The results of this study show that the strategy used: first, by providing official offices. Second, take steps to develop human resources. Third, building relationships. Fourth, socializing halal certification. The socialization used: carried out by the Banyuwangi Regency Cooperatives and MSMEs Office, the Banyuwangi Regency Industry and Trade Office and carried out by the Ministry of Religion. The inhibiting and supporting factors are based on the SWOT analysis: being in the aggressive category in the sense of a very favorable situation.*

Keywords: *Implementation Strategy, Halal Certification, MSMEs*

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INTRODUCTION

The teachings of Islam attach great importance to goodness and cleanliness in all aspects. In addition, Islam as a perfect religion has regulated legal provisions on all activities of human life, including the existence of Islamic shari'a law regarding halal and haram. Halal itself is briefly defined as a legal provision for something that is permissible according to Islamic law, while haram is a legal provision for something that is prohibited according to the provisions of Islamic shari'a and has an impact on sinful law if violated. For a Muslim himself, obeying the laws of Allah SWT is a form of obedience, therefore for every Muslim, consuming something halal is an obligation as well as a necessity, as a manifestation of obedience in carrying out the laws of Allah SWT which is a manifestation of faith. On the other hand, Islam has also taught that every product that is consumed, must also involve inner cleanliness. Because physical and mental cleanliness is an important value and prioritized in Muslim life, because these two factors are highly liked by Allah SWT (Khairiyah, 2022; Nurhasanah & Fauziah, 2021).

Nowadays, the strengthening of halal chain development is also associated with various industrial production activities, namely through halal certification activities in food, beverages, medicines, cosmetics and other types of products that are often used by the Indonesian people. Indonesia itself can be said to be one of the countries that has become a potential market to be used as a forum for producing and distributing various halal industries. The role of the Indonesian government itself in optimizing halal economic activities is one of them through the empowerment program for the micro, small and medium enterprises (MSMEs) industry at each regional level, especially in the types of micro, small and medium enterprises (MSMEs) of the food and beverage type (Hakim & Rahmat, 2023; BPJPH, 2024).

One of the district-level local government institutions that contributes to the empowerment of this halal industry is the Banyuwangi Regency Government (Fauziyah, 2023; Diskopumdag Banyuwangi, 2021). Banyuwangi Regency in order to strive for nationally or internationally competitive micro, small and medium enterprises (MSMEs) products, has the goal of achieving the goals of the Regency government, namely: listed in the Regional Development Basic Pattern related to optimizing the role of micro, small and medium enterprises (MSMEs), as well as to support the results of micro, small and medium enterprises (MSMEs), especially food and beverages that are nationally or internationally competitive. As for the population density level, Banyuwangi Regency at the end of 2020 had a density level of 1,617,814 people. And this number continues to increase every year. This can be seen in the following data exposure:

Table 1 Population Data of Banyuwangi Regency, 2020

Year	2015	2016	2017	2018	2019	2020
Sum	1.594.083	1.559.811	1.604.897	1.609.677	1.613.991	1.746.665

Source: Central Statistics Agency of Banyuwangi Regency

In addition, Banyuwangi Regency also has a population with a Muslim majority with a total of 1,691,132 Muslim population. This can be seen based on the following data exposure:

Table 2 Religious Data of Banyuwangi Regency Population, 2020

Religion	Islam	Prosthetic	Catholic	Hindu	Buddhist	Other
Sum	1.691.132	18.536	4.853	27.602	239	96

Source: Banyuwangi Regency Population and Civil Registration Office

As for the potential of micro, small and medium enterprises (MSMEs) itself, Banyuwangi Regency has a very large distribution rate of MSMEs in various sub-districts in it, based on data by the MSME Cooperative Office and the Banyuwangi Regency Industry and Trade Office in 2021, the number of SMEs and MSMEs in Banyuwangi Regency reached 113940, with the largest number of MSMEs in Srono District of 17,175, then followed by Blimbingsari District with 9,104 and Kabat District with 6963.

Based on all the data exposures above, of course this is a very big opportunity if all local wisdom and the large number of SMEs and MSMEs owned by Banyuwangi Regency are utilized comprehensively, as well as optimized as a forum to support integral development and as a real contribution to the regional economy through the development and development of micro, small and medium enterprises (MSMEs) in Banyuwangi Regency. namely by maximizing the implementation of halal certification in each of these MSMEs (Lestari & Widodo, 2024; S.S., 2021); (Rahmawati, 2023; Unair, 2024).

In Banyuwangi Regency itself, related to the institution that coordinates the running of halal economic programs in micro, small and medium enterprises (MSMEs) products, especially in food and beverages, is under the auspices of the Banyuwangi Regency Micro Business and Trade Cooperative Office (DISKOPUMDAG). The Banyuwangi Regency Micro Business and Trade Cooperative Office (DISKOPUMDAG) also has a vision and mission as well as the direction of the Banyuwangi Regency government's goals. The vision he has: to realize the more prosperous, independent and noble Banyuwangi community through improving the economy and the quality of human resources. Then the vision is carried out: realizing economic competitiveness through quality and sustainable economic growth based on the potential of natural resources and local wisdom. And the desired direction of the goal is to increase economic growth in the cooperative sector and quality and inclusive micro, small and medium enterprises (MSMEs) (Diskopumdag Banyuwangi, 2023; Huda, 2024).

Then related to the implementation of halal certification for MSMEs themselves, apart from being under the auspices of the Banyuwangi Regency Micro Business and Trade Cooperative Office, there are also other service institutions that are also active in supporting the empowerment of MSMEs, namely the Banyuwangi Regency Industry and Trade Office. The Department of Industry and Trade itself, in short, basically also has a role in strengthening regional economic growth through supervision, monitoring, evaluation, and development facilities for SMEs in Banyuwangi district. So that the two MSME and IKM offices both have an important role, in terms of maximizing the implementation of halal certification for MSMEs. In addition to this office, in this case there are also other institutions that also participate in maximizing the implementation of hala certification for MSMEs, namely the Ministry of Religion of Banyuwangi Regency and also the MSME association team in Banyuwangi Regency. Regarding the systematics of the implementation of halal certification in MSMEs in Banyuwangi Regency, the Micro Business Cooperative and Trade Office, the industry and trade office, the ministry of religion and MSME associations in Banyuwangi district, have so far synergized and carried out several business implementations, including: the existence of a human resource improvement program in MSME official institutions related to halal certification, the socialization of halal certification in MSMEs has been carried out in conjunction with other socialization programs, the existence of a free halal certification program (SEHATI)

and socialization from extension workers from the Ministry of Religion of Banyuwangi and the provision of materials and additional insights to MSME actors by MSME associations in Banyuwangi Regency.

However, with the implementation of several applications from each related service institution, namely: the Micro Business Cooperative and Trade Office, the Industry and Trade Office, the Ministry of Religion and MSME Associations. It still cannot be said to be maximum because there are still many products in micro, small and medium enterprises (MSMEs) for food and beverages that only include PIRT and do not include halal labels, the number of business actors who complain about the difficulty of managing halal certification files, and there are still many micro, small and medium enterprises (MSMEs) who do not understand the function of halal certification itself. even the people of Banyuwangi Regency themselves are still not concerned about the importance of consuming types of food and beverages that are halal certified (Faridah & Hidayat, 2023; BPJPH, 2024); (Isnaini & Zulfikar, 2023; Hakim & Rahmat, 2023).

By considering the initial purpose of the establishment of the Micro and Trade Cooperative Office (DISKOPUMDA) which is listed in the Regional Development Guidelines related to the development of micro, small and medium enterprises (MSMEs), namely to: optimize the results of micro, small and medium enterprises (MSMEs), especially food and beverages that are nationally or internationally competitive, and considering that micro, small and medium enterprises (MSMEs) themselves are under the auspices of the Micro, Small and Medium Enterprises (MSMEs) Cooperative Office (DISCO DAY) Banyuwangi Regency. Therefore, the research examines in depth the strategies carried out by the Micro and Trade Cooperative Office in optimizing micro, small and medium enterprises (MSMEs) to be halal certified, especially in food and beverages.

LITERATURE STUDY

1. Definition of Strategy

Strategy as a coordinated way by the organization to achieve its goals and objectives, is important for the survival of a company to be more effective and efficient. Companies are required to be able to face any problems or obstacles that come from inside and outside the company. Strategy is also termed as a tool to achieve goals, in its development the concept of strategy must continue to develop and each person will have different opinions or definitions about strategy (Oktaviani, 2022; Azkia & Rakhman, 2021).

Strategic management is a process consisting of three activities, including strategy formulation, strategy implementation, and strategy evaluation. The strategy management process model includes three stages:

- a. The strategy formulation stage, namely making a statement of vision, mission, and goals.
- b. The strategy implementation stage, which is the process of translating strategies into actions.
- c. The strategy evaluation stage is the process of evaluating whether the implementation of the strategy can achieve the goals.

2. Definition of MSMEs

The term MSMEs when viewed from the definition explained in Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises are, as follows:

- a. Micro Business is a productive business owned by individuals or individual business entities that meet the criteria for Micro Business.

- b. Small Business is a type of economic business that is productive and independent, carried out by an individual or business entity that is not a subsidiary or not a branch of a company that is owned, controlled, or is part of either directly or indirectly of a medium or large business.
- c. Medium Business is a stand-alone productive economic enterprise, which is run by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled, or is a part either directly or indirectly with a Small Business or large business with a total net worth or annual sales proceeds.
- d. Large Enterprises are economic enterprises that are productive in nature and are run by business entities with a net worth or annual sales result greater than medium enterprises, which includes state-owned or private national enterprises, joint ventures, and foreign enterprises that carry out economic activities in Indonesia.

Then based on the existence of government regulation No. 7 of 2021, the criteria for MSMEs are specifically stated in article 35 number 3 that, all of them also have characteristics that are then classified based on the minimum and maximum income in each business, the characteristics are as follows:

- a. The criteria for Micro Enterprises are as follows:
 - 1) Micro Enterprises have a business capital of up to a maximum of IDR 1,000,000,000.00 (One Billion rupiah) excluding land and buildings where the business is located.
 - 2) Micro Enterprises have annual sales results of up to a maximum of IDR 2,000,000,000.00 (two billion rupiah).
- b. The criteria for Small Business are as follows:
 - 1) Small Businesses have a business capital of more than Rp.000,000,000.00 (one billion rupiah) to a maximum of Rp5,000,000,000.00 (five billion rupiah) excluding land and buildings where the business is located.
 - 2) Small Businesses have annual sales revenues of more than IDR 2,000,000,000.00 (two billion rupiahs) to at most IDR 15,000,000,000.00 (fifteen billion rupiah).
- c. The criteria for Medium Business are as follows:
 - 1) Medium Enterprises have a business capital of more than IDR 5,000,000,000.00 (lin:a billion rupiah) to a maximum of IDR 10,000,000,000.00 (ten thousand rupiah) excluding land and buildings where the business is located.
 - 2) Medium Enterprises have annual sales results of more than IDR 15,000,000,000.00 (fifteen billion rupiah) to a maximum of IDR 50,000,000,000.00 (fifty billion rupiah) (Wahyuni, 2022).

3. Definition of Halal Certification

Halal Certificate is a written fatwa issued by the MUI that states the halalness of a product which is a decision of the MUI Fatwa Commission session based on the audit process conducted by LPPOM MUI. According to Sugianto, there are two reasons for the importance of halal certification. First, on the moral aspect, halal certificates are a form of producer responsibility to consumers. Second, in the business aspect, halal certificates as a means of marketing, increasing consumer trust and satisfaction.

The function of the halal label itself, according to Mohd Khan Ayob in his book Farid Wadji, is to avoid consumer doubts and simplify the export-import process. In this regard, it is also argued that halal or haram products are the responsibility of all parties, such as consumers, the government, business actors, food sellers, and consumer organizations. The importance of the halal label is also based on protecting Muslim consumers from haram food. The existence of this halal label not only provides convenience for Muslim consumers, but also encourages an atmosphere of inner peace that can increase the spiritual spirit of consumers.

In this halal certification process, of course, it also involves the existence of a Halal Inspection Agency (LPH), this institution itself can be formed by a government agency or the community with the note that it must involve Islamic religious institutions that are legal entities. So that the LPH will have the same opportunity to help BPJPH conduct inspections and tests on the halal status of a product. In the establishment of this LPH there are also several requirements that must also be met:

- a. Have its own office and equipment
- b. Have accreditation from BPJPH
- c. Have at least 3 (three) halal auditors
- d. Have a laboratory or cooperation agreement with other institutions that have laboratories.

The existence of halal auditors in the halal certification process is also an important point that must be met. Halal auditors also, basically, have special provisions in accordance with chapter 2 article 14, that halal auditors must have the following requirements:

- a. Indonesian citizens
- b. Muslim
- c. Have a minimum of a bachelor's degree in food, chemistry, biochemistry, industrial engineering, biology, or pharmacy
- d. Understand and have broad insight into the halalness of products according to Islamic law.
- e. Putting the interests of the ummah first
- f. Obtaining a certificate from MUI

RESEARCH METHOD

This study uses a qualitative descriptive approach using the type of case study research. Descriptive research is research that is directed to provide symptoms, facts or events in a systematic and accurate manner, regarding the characteristics of a particular population or area. In descriptive research, there is less need to look for or explain interrelationships and test hypotheses. The use of a qualitative descriptive approach in this research is because the data needed here is in the form of information distributions from the Banyuwangi Regency Micro and Trade Cooperative Office (DISKOPUMDAG), the Banyuwangi Regency Industry and Trade Office, the Banyuwangi Regency Ministry of Religious Affairs, food MSME associations, and Banyuwangi Regency food and beverage MSME actors.

The type of case study research According to Yin, is the most appropriate method used to answer the question of why and how, positioning the researcher as a data collector of the phenomenon of the constellation in a real-life context without having to control the events

In this type of case study, in-depth data mining will also be carried out and intensively analyze the interaction of the factors involved in it. The characteristics of this case study research are:

1. Describe the subject of the research in the entirety of the behavior itself and the things that surround it, and others related to that behavior.
2. It is done by observing the case in-depth and carefully.
3. It is done because it tends to be encouraged for problem-solving purposes.

4. Emphasizing the *longitudinal* approach or the genetic approach, which shows development over a certain period of time.

The basic reasons for conducting this type of case study research are: *first*, to describe the research subject in the entirety of the behavior itself and the things that surround it, as well as others related to that behavior. *Second*, it is done by observing the case *in-depth and carefully*. *Third*, it is carried out because it tends to be encouraged for the purpose of solving problems related to the optimization strategy for the development of halal MSMEs used by DISKOPUMDAG in Banyuwangi Regency and other official institutions that also play an active role in maximizing the implementation of halal certification.

RESULT

The results of the study show that the strategy for implementing halal certification for MSMEs in Banyuwangi Regency is carried out through several main approaches involving various institutions, both government and private. There are four main findings that are highlighted in this study. First, the availability of an office that provides assistance to MSMEs. In Banyuwangi Regency, there are two government agencies that have a role in assisting MSMEs, namely the Micro Business and Trade Cooperative Office (DISKOPUMDAG) which specifically oversees MSMEs, and the Industry and Trade Office (DISPERINDAG) which oversees the SME sector. The difference between the two lies in the focus of the institution; MSMEs classified as SMEs are under the supervision of DISPERINDAG, while non-industrial MSMEs are under DISKOPUMDAG. In addition to these two agencies, the Ministry of Religion (Kemenag) of Banyuwangi Regency is also active in assisting MSME actors, especially in providing information and technical applications for halal certification.

Second, strengthening human resources (HR) who are experts in the field of halal certification is the focus of several institutions, although it is not evenly distributed. DISKOPUMDAG admits that there has been no training or competency improvement related to halal certification because there has been no initiation of cooperation from the Ministry of Religion. On the contrary, DISPERINDAG has conducted internal training for its members in collaboration with the Ministry of Religion and MSME associations. The Ministry of Religion itself is actively strengthening human resources through trainings facilitated by the Regional Office and other government agencies, in order to support the capacity of halal extension workers and assistants in the field.

Third, the results of the study also highlight the relationship and cooperation between institutions, which have not been run evenly. DISKOPUMDAG has not established a strong strategic relationship with the Ministry of Religion in terms of implementing the halal certification program. This is different from DISPERINDAG which already has an annual cooperation pattern with the Ministry of Religion, including in the form of training and data sharing of business actors. On the other hand, the coordination between these agencies and MSME associations is quite good. MSME associations routinely receive strategic information which is then conveyed to its members through various forums, such as member meetings or mentoring activities.

Fourth, the results of the study show that the socialization of halal certification in MSMEs is carried out by various actors. DISKOPUMDAG conducts socialization by considering the types of products produced by MSMEs, and does not exclusively discuss halal certification, but is juxtaposed with other programs such as PIRT. DISPERINDAG invites members of MSME associations to take part in halal certification training specifically. The Ministry of Religion utilizes the role of religious extension workers to convey the importance of halal certification in religious activities such as recitation. MSME associations also play a role by inserting halal certification materials in quarterly meetings as well as in ethnic exhibitions and festivals.

Finally, from the results of the SWOT analysis conducted, it was found that the implementation of halal certification in Banyuwangi MSMEs is in the first quadrant category (aggressive), which means that the situation is very favorable. The internal factor (strength) gets a score of 3.75, while the external factor (chance) gets a score of 3.70. These two values show that Banyuwangi Regency has the potential and readiness to develop a halal certification program in a more massive and targeted manner. The strength-opportunity (S-O) strategy is the most appropriate choice in this condition, with a focus on strengthening collaboration and utilizing available regulatory opportunities and institutional support.

DISCUSSION

1. Halal certification implementation strategy for MSMEs in Banyuwangi Regency.

a. The availability of an official office that provides assistance to MSMEs

That in Banyuwangi Regency there are two official offices that oversee MSMEs, as for industry-based ones (IKM), it is under the auspices of DISPERINDAG and specifically MSMEs under the umbrella of DISKOPUMDAG. In this case, the difference between the two agencies is that IKM is definitely MSMEs and if MSMEs are not necessarily SMEs. Apart from the two DISKOPUMDAG and DISPERINDAG offices in Banyuwangi Regency, related to this halal certification, the Ministry of Religion of Banyuwangi Regency is also active and plays a role in assisting business actors to obtain information related to halal certification.

b. Building human resources who are experts in the field of halal certification

As for the improvement of human resources, each institution or office that oversees MSMEs in Banyuwangi Regency is different. *First*, for DISKOPUMDAG itself, there has never been an increase in knowledge related to halal certification in MSMEs. In this case, it is also stated that the fundamental reason for the increase has never been made is because the Ministry of Religion has never invited a special discussion related to halal certification in depth. *Second*, it is different from the DISPERINDAG institution which is also active in overseeing SMEs and MSMEs, that this official institution has provided special guidance to its members in terms of increasing members' knowledge related to halal certification in MSMEs. DISPERINDAG has increased human resources for service members, in this case through joint training with the Ministry of Religion and MSME associations in Banyuwangi Regency. *Third*, the Ministry of Religion as a government institution that is also active in assisting business actors in MSMEs, and in order to maximize the performance of the Ministry of Religion related to halal certification, has increased human resources for members through several

trainings conducted by the Regional Office and several other institutions that are indeed appointed by the government to accompany the training.

c. Building relationships with each agency and MSME association

In this case, it was found that DISKOPUMDAG itself as an official office that oversees MSMEs has not cooperated strongly with the Banyuwangi Regency Ministry of Religion institution, in the sense that there is no deep cooperative relationship related to coordination to prepare programs related to halal certification, this is also based on the fact that the Ministry of Religion itself has not had communication to invite DISKOPUMDAG to discuss related to this halal label, the Ministry of Religion tends to cooperate more directly with MSME associations rather than going through the MSME official route. So that in this case, of course, it will also have an impact on the achievement of maximizing the implementation of halal certification for MSMEs in Bayuwangi Regency. Furthermore, the Department of Industry and Trade (DISPERINDAG) as an official office that also supports the implementation of halal certification. So far, it has carried out good cooperation with the Ministry of Religion of Bayuwangi Regency. This form of cooperation is realized through several training programs with the Ministry of Religion with an annual agenda, then cooperation or coordination related to information related to halal certification or data related to business actors. Then from that, all MSME and IKM office offices and the Ministry of Religious Affairs, each of the existing agencies, has been coordinating with MSME association institutions, according to their respective needs, including both in coordinating related to MSME data, PIRT certification, halal certification and others. Furthermore, after the coordination, the association management also took the values of benefits by remembering that the association itself was formed to provide assistance to MSMEs. Therefore, instead of the information that has been obtained from the relationship with the official office, the manager of the MSME association will communicate to the aggohis regarding new programs or information that has been obtained from the existing official institutions in Banyuwangi Regency.

2. Socialization of halal certification for MSMEs in Banyuwangi Regency.

First, socialization by the Banyuwangi Regency Cooperatives and MSMEs Office. In its systematic, the agency does not necessarily socialize related to the policy of food safety certification for MSMEs, but looks at the type of MSME products, whether the status of MSMEs is included in the category of MSMEs that can indeed be certified halal or not. *Second*, socialization by the Banyuwangi Regency Industry and Trade Office. The Banyuwangi Regency Industry and Trade Office is also active in conducting socialization related to halal certification, in this case the method applied by the official office itself is by inviting members of the association which contains SMEs and MSMEs in Bayuwangi Regency to take part in socialization and training related to halal certification. *Third*, socialization by the Ministry of Religion of Bayuwangi Regency. The Ministry of Religion as a religious institution that plays an important role in this halal certification, also implements strategies related to the socialization of halal certification by functioning an extension team in each of its work areas, in order to socialize halal certification in religious routine activities such as recitation and other religious activities.

Fourth, socialization by MSME associations. The association as a non-governmental institution which is basically not under a government institution, also plays a role in socializing halal certification for MSMEs through MSME member meetings which are held every 3 months, in this case it is also not only the MSME association, but also the Banyuwangi ethnic association as an association that plays a role in exhibitions or festivals, also socializing halal certification to MSMEs by going through the MSME festival which is carried out in some places.

3. Inhibiting and supporting factors in implementing halal certification for MSMEs in Banyuwangi Regency.

The results of the SWOT data analysis of the implementation of halal certification in MSMEs in Banyuwangi Regency can be described as follows:

a. Internal Conditions

This has been explained in table 19, that the internal condition of strength has a value of 3.75 obtained from the sum of the weight of the item in each indicator of strength and weakness factors, the assessment of the respondent multiplied by the rating of each indicator of strength factor and weakness factor given by several stakeholders related to the implementation of halal certification in Banyuwangi Regency. The internal condition of MSME halal certification in Banyuwangi Regency is relatively good because the average value of the strength factor is higher than the average value of weakness.

b. External Conditions

This has been explained in table 19, that the external conditions at the opportunity have a value of 3.70 obtained from the sum of the weight of the item in each indicator of opportunity and threat factors, the assessment of the respondent multiplied by the rating of each indicator of opportunity factor and threat factor given by several stakeholders related to the implementation of halal certification in Banyuwangi Regency. The external condition of MSME halal certification in Banyuwangi Regency is quite good because the average value of the strength factor is higher than the average value of weakness with a small difference.

The implementation of halal certification in MSMEs in Banyuwangi Regency can be studied more deeply through a comparative approach with other regions that have similar or different dynamics. One of the areas that is quite prominent in strengthening the halal ecosystem is Sleman Regency in Yogyakarta and Serang Regency in Banten. In Sleman, the local government established the Sleman Halal Center as a coordinating institution that bridges MSME actors, the Ministry of Religious Affairs, and universities in the process of halal assistance and certification. Sleman also collaborates with the Islamic University of Indonesia (UII) as an academic partner in research-based halal assistance and system digitalization. This is a differentiator from Banyuwangi, which still relies on a sectoral approach between agencies without the integration of digital systems or the role of the campus directly. Meanwhile, Serang Regency has succeeded in strengthening the position of halal MSMEs through local policies in the form of Regional Regulations (Perda) regarding the obligation to include halal labels for food and beverage products sold in public places. This effort makes halal legality a binding norm of local law. In Banyuwangi, the policy is still programmatic and has not been stated in specific regional regulations. This comparison shows that Banyuwangi's strategy still has room for strengthening, especially in terms of multi-actor coordination and integration with higher education institutions or the establishment of regional halal centers.

Although there is synergy between institutions such as DISPERINDAG, DISKOPUMDAG, and the Ministry of Religion, the results of the study show that there is a gap between national regulations and local implementation. Law Number 33 of 2014 concerning Halal Product Assurance has stipulated the obligation of halal certification as a whole in 2026. However, many MSME actors in Banyuwangi do not understand the urgency of this, and some have even never received official information. Another gap occurs in the HR aspect. The non-involvement of DISKOPUMDAG in halal certification training shows the weak alignment between national programs (such as SEHATI from BPJPH) and regional implementation. In addition, socialization by the Ministry of Religion has not been systemically structured, and tends to depend on the initiatives of religious extension workers. These findings show the need for harmonization between central and regional programs, as well as institutional capacity building to be able to bridge regulations with the needs of business actors in the field.

The use of SWOT analysis in this study provides an initial overview of the strengths, weaknesses, opportunities, and threats of halal certification implementation. However, this analysis is descriptive and does not adequately explain the dynamic interaction between factors. For example, how certain opportunities can overcome institutional weaknesses, or how regulatory threats can be suppressed by the power of collaboration. In the future, TOWS analysis approaches or quantitative methods such as the Analytic Hierarchy Process (AHP) can be considered to strengthen the validity of the findings. AHP, for example, allows researchers to give quantitative weight to strategy priorities and measure perceptions between actors more systematically.

CONCLUSION

- a. **Halal certification implementation strategy for MSMEs in Banyuwangi Regency.**
First, by providing government offices that provide assistance to MSMEs. *Second*, take steps to develop human resources who are experts in the field of halal certification. *Third*, building relationships in each agency and MSME association. *Fourth*, socializing halal certification to MSMEs in Banyuwangi Regency.
- b. **Socialization of halal certification for MSMEs in Banyuwangi Regency**
First, socialization related to halal certification is carried out by the Banyuwangi Regency Cooperatives and MSMEs Office, to MSME actors in Banyuwangi Regency, by not necessarily conducting special socialization related to halal certification, but at the same time socializing related to other programs such as PIRT. *The second* was carried out by the Banyuwangi Regency Industry and Trade Office, with the method applied by the official office, namely by conducting training and inviting association members, which included SMEs and MSMEs in Banyuwangi Regency and members of the Ministry of Religion. *Third*, it is carried out by the Banyuwangi Ministry of Religious Affairs, by functioning an extension team as an alternative in socializing halal certification, which exists in their respective work areas by going through the recitation that they fill out and then inserting information related to halal certification. *Fourth*, it is carried out by MSME associations through meetings of MSME members held every 3 months, as well as through Banyuwangi ethnic associations in MSME exhibitions or festivals.
- c. **Inhibiting and supporting factors in implementing halal certification for MSMEs in Banyuwangi Regency with SWOT analysis**
First, Banyuwangi Regency regarding the implementation of halal certification for MSMEs, is categorized as aggressive in the sense that it is a very favorable situation. And it is in quadrant 1 so that the corporate and MSME service institutions and

supported by other existing institutions have opportunities and strengths, in order to be able to take advantage of existing opportunities. So that the focus of the strategy that must be implemented by the corporate and MSME offices and supported by institutions in this condition is to support an aggressive growth policy (*Growth oriented strategy*). *Second*, the right strategy to be applied to the implementation of halal certification for MSMEs in Banyuwangi Regency is the S-O (Strengths-Opportunities) strategy, which in this case is carried out to take advantage of the strengths of the opportunities that have been identified.

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