



## The Analysis of Implementation Halal Certification for Micro, Small, And Medium Enterprises (MSMEs) In Padangsidempuan City

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### Abstract

*This study aims to analyze the implementation of halal certification for Micro, Small, and Medium Enterprises (MSMEs) in Padangsidempuan City, focusing on the impacts, challenges, and government support in the certification process. Halal certification has excellent potential to increase the competitiveness of MSMEs in the domestic and international markets, considering that most of the residents of Padangsidempuan City are Muslims. The results of the study show that halal certification has a positive impact on increasing sales, consumer confidence, and market expansion. However, MSMEs face several significant obstacles, such as high certification costs, complexity of procedures, and lack of understanding of the importance of halal certification. Through training, socialization, and subsidies for certification fees, government support has made a positive contribution but still needs improvement. This research provides policy recommendations to overcome these obstacles, including increasing subsidies, digitizing the certification process, and public awareness campaigns about the importance of halal products. Overall, this study reveals halal certification's great potential in encouraging halal-based MSMEs' growth in Padangsidempuan City. Still, a better-supporting mechanism is required so that more MSMEs can exploit halal market opportunities.*

**Keywords:** Halal certification, Muslim Consumers, Halal Product, MSME.

### Abstrak

Penelitian ini bertujuan untuk menganalisis pelaksanaan sertifikasi halal terhadap Usaha Mikro, Kecil, dan Menengah (UMKM) di Kota Padangsidempuan, dengan fokus pada dampak, tantangan, serta dukungan pemerintah dalam proses sertifikasi. Sertifikasi halal memiliki potensi besar dalam meningkatkan daya saing UMKM di pasar domestik dan internasional, mengingat mayoritas penduduk Kota Padangsidempuan beragama Islam. Hasil penelitian menunjukkan bahwa sertifikasi halal berdampak positif terhadap peningkatan penjualan, kepercayaan konsumen, dan perluasan pasar. Namun, UMKM menghadapi beberapa kendala utama seperti tingginya biaya sertifikasi, kompleksitas prosedur, dan kurangnya pemahaman tentang pentingnya sertifikasi halal. Dukungan pemerintah, melalui pelatihan, sosialisasi, dan subsidi biaya sertifikasi, telah memberikan

kontribusi positif tetapi masih perlu ditingkatkan. Penelitian ini memberikan rekomendasi kebijakan untuk mengatasi hambatan tersebut, termasuk peningkatan subsidi, digitalisasi proses sertifikasi, serta kampanye kesadaran masyarakat tentang pentingnya produk halal. Secara keseluruhan, penelitian ini mengungkapkan potensi besar sertifikasi halal dalam mendorong pertumbuhan UMKM berbasis halal di Kota Padangsidempuan, namun membutuhkan mekanisme pendukung yang lebih baik agar lebih banyak UMKM dapat memanfaatkan peluang pasar halal.

**Kata Kunci :** *Sertifikasi halal, Konsumen Muslim, Produk Halal, UMKM*

## INTRODUCTION

Halal certification is essential for Muslim consumers because it concerns religious principles and consumer rights (Syafitri et al., 2022). This is contained in Law No. 33 of 2014, explaining that the guarantee of halal products is legal certainty of the halal of a product as evidenced by a halal certificate ((Zulfa et al., 2023). Amid the dynamics of globalization and increasing public awareness of product quality and safety, halal certificates are increasingly becoming a significant concern, especially in a Muslim-majority country such as Indonesia (Atiko Putri et al., 2021; Wartoyo et al., 2024). A halal certificate is not just a label but an official recognition that a product has met Sharia standards in its production, ingredients, and distribution processes. Not only does this impact consumer trust, but it can also influence purchasing decisions and brand loyalty (Chasanah, 2020).

To guarantee every religious believer and practice his religion, the State must provide protection and guarantees about the halal of products consumed and used by the community (Syafitri et al., 2022). Assurance regarding halal products should be carried out with the principles of protection, fairness, legal certainty, accountability, transparency, effectiveness, efficiency, and professionalism (Sarmalina et al., 2023). Therefore, the guarantee of the implementation of halal products aims to provide comfort, security, safety, and certainty of the availability of halal products for the public in consuming and using products, as well as increasing added value for business actors to produce and sell halal products (Wulandari, 2023).

From the marketing communication perspective, MSMEs with halal certificates can use this status as a marketing tool to attract consumers who know the importance of halal products ((Erwan Aristyanto & Agus Sarwo Edi, 2023). Effective promotion regarding halal certification can increase consumer awareness and interest in the products offered. Finally, the collaboration theory emphasizes the importance of support from governments, non-governmental agencies, and business associations in facilitating the certification process (Yuniarti & Yusuf, 2017). This collaboration can assist MSMEs in obtaining information, training, and access to the resources needed to meet certification requirements (Ridwan et al., 2024).

Indonesia, as a country with the largest Muslim population in the world, has great potential in the development of halal products, including in the Micro, Small, and Medium Enterprises (MSMEs) sector (Syahidin et al., 2024). Based on data from BPS, in 2023, there will be 2,500 MSME units operating in Padangsidempuan City. This sector has a strategic role in the regional economy, especially in the food and beverage sector, which accounts for around 40% of the total MSMEs. Halal certification plays a vital role in improving the competitiveness of products in domestic and international markets

(Yuliawati et al., 2022). According to Syahidin et al. (2024), halal certification ensures compliance with Sharia law and provides added value to increase consumer trust and expand market access. This phenomenon is reinforced by the report of Yuliawati et al. (2022), which shows that public awareness of the importance of consuming halal products is increasing so that the demand for halal-certified goods continues to grow.

MSMEs in Padangsidempuan City are still facing obstacles in the halal certification process. Based on field findings, these obstacles include relatively high certification costs, complicated administrative procedures, and business actors' lack of understanding of the certification process. This problem makes many MSMEs, especially those engaged in the food and beverage sector, unable to take advantage of halal market opportunities optimally (Fatinah & Wartoyo, 2023). The identification of the issues in this study is focused on efforts to explore the challenges faced by MSMEs in the halal certification process, analyze the factors that affect the successful implementation of certification, and identify strategic steps that can be taken to overcome these obstacles.

The primary purpose of this study is to analyze the implementation of halal certification in Micro, Small, and Medium Enterprises (MSMEs) in Padangsidempuan City, identify the obstacles faced by Micro, Small, and Medium Enterprises (MSMEs), and evaluate the effectiveness of government programs in supporting the certification process. In particular, this study aims to provide policy recommendations supporting the sustainability of Micro, Small, and Medium Enterprises (MSMEs) through halal certification.

This research is vital because it provides a relevant empirical contribution to the development of halal certification policies and strategies at the local level. Halal certification is appropriate for economic interests and impacts social and religious aspects. For MSME actors, this study provides insight into the importance of halal certification in increasing product competitiveness and strengthening consumer confidence. In addition, this research is essential for local governments because it can be used to formulate more effective and efficient policies in supporting the development of halal-based MSMEs. By providing recommendations based on empirical data, this research can help the government and other stakeholders to increase the participation rate of MSMEs in halal certification programs.

The research gap in this study lies in its focus on the local context of Padangsidempuan City, which has unique characteristics compared to other regions. Most previous studies focused more on large urban areas, while studies examining halal certification for MSMEs in smaller areas such as Padangsidempuan City are still limited. In addition, previous research tended to focus on aspects of the impact of halal certification on the performance of MSMEs. At the same time, this study explicitly explored the obstacles and challenges faced during the certification process and evaluated the effectiveness of government support. Thus, this research has a significant contribution to filling the research gap and providing a more holistic understanding of the implementation of halal certification in the MSME sector in Padangsidempuan City.

## LITERATURE REVIEW

The theory of consumer trust shows that halal certification is a quality signal that increases consumer confidence, so products with halal certificates are more likely to be chosen by consumers (Hasyim, 2023). Furthermore, product quality theory states that the certification process encourages MSMEs to improve product quality standards and production practices, resulting in better products (Camelia et al., 2024). Sociocultural theories show that cultural and religious values affect the acceptance of halal certification in the community, which can motivate MSMEs to obtain the certificate (Latifah, 2024). From a management perspective, halal certification can be seen as part of a risk management strategy. By complying with halal standards, MSMEs protect consumers, maintain business reputation, and avoid potential legal problems due to unaccountable halal claims (Sidauruk, 2013).

Economic development theory emphasizes the importance of MSMEs in supporting regional economic growth, where halal certification can be a strategy to increase competitiveness in the market (Ani'im Fattach, Eka Fais Wahyuli, Muhamad Imam Syairozi, 2021). The market access theory explains that halal certificates open opportunities for MSMEs to reach a broader market, including the international market. The role of the government is also vital, as outlined in the theory of government support, which emphasizes that policies and programs that facilitate the halal certification process can help MSMEs overcome the obstacles they face (Camelia et al., 2024).

From the perspective of Islamic economics, halal certification not only contributes to increased sales but can also help MSMEs create added value (Erwan Aristyanto & Agus Sarwo Edi, 2023). With a halal certificate, MSMEs can reach a broader market segment, especially consumers who pay close attention to the halal aspect of products. This encourages healthy competition among business actors, which in turn can improve innovation and product quality (Yuniarti & Yusuf, 2017). From a sociological point of view, the acceptance of halal certification is also influenced by the norms and values of the local community. In the city of Padangsidempuan, where the majority of the community is Muslim, halal values are fundamental. This creates a supportive environment for MSMEs to invest in the certification process (Ridwan et al., 2024). Furthermore, halal certification can be seen as part of a risk management strategy in the context of management. By complying with halal standards, MSMEs protect consumers, maintain business reputation, and avoid potential legal problems that may arise due to unaccountable halal claims (Rahmany, 2017; Hamdalah et al, 2024).

In addition, halal certification can increase the competitiveness of MSMEs, especially in the face of competition in the domestic and international markets. Government support through policies and facilitation programs also plays a vital role in helping MSMEs overcome various obstacles faced in the certification process (Akbar, 2020; Wartoyo & Haida, 2020). The government can facilitate access to information, training, and subsidies for halal certification fees to make them more affordable for micro-business actors (Sutarsih, 2023). Collaboration across institutions and MSME associations can also strengthen the capacity of MSMEs to meet halal certification requirements. With this support, MSMEs can improve the quality of their products, expand the market, and participate more actively in the national economy (Ardianto et al., 2024).

## METHODS

This study uses a qualitative method with a descriptive approach to analyze the implementation of halal certification for Micro, Small, and Medium Enterprises (MSMEs) in Padangsidempuan City. This method was chosen to gain an in-depth understanding of the phenomenon being studied, including challenges and opportunities in implementing halal certification. The population in this study is all MSMEs operating in Padangsidempuan City, which amounts to 2,500 units based on 2023 Padangsidempuan City BPS data. The research sample was selected purposively, namely MSMEs engaged in the food and beverage sector, which covers around 40% of the total MSME population.

The collected data was analyzed using thematic analysis techniques to identify the main themes of the qualitative data. The analysis begins with data collection through in-depth interviews, direct observations, and documentation studies. The data obtained is then summarized into central themes, such as the impact of halal certification, challenges faced by MSMEs, and the effectiveness of government support. The data that has been summarized is presented in the form of descriptive narratives and tables to facilitate interpretation and understanding. The final step is to conclude the research findings to answer the research objectives and provide relevant recommendations for stakeholders.

## RESULT AND DISCUSSION

Based on the results of data processing, it was found that halal certification has a significant positive impact on MSMEs, especially in the food and beverage sector, which covers around 40% of the total MSME population. Data shows that MSMEs that have been certified halal have experienced an increase in sales of up to 30-40% compared to before certification. Increased consumer confidence in halal-certified products, especially for Muslim consumers, is the main factor driving the increase in sales. In addition, halal-certified products from MSMEs in Padangsidempuan City are more straightforward in penetrating markets outside the city, including areas with high demand for halal products. Halal-certified products also have added value that distinguishes them from competing products in the local and national markets.

**Table. 1**

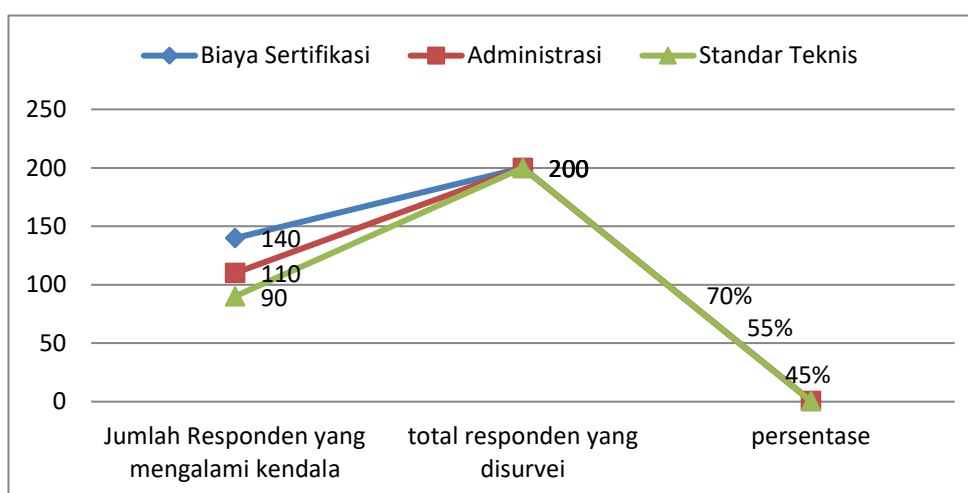
**Observation Results of Halal Certification Implementation**

<b>Aspects</b>	<b>Indicators</b>	<b>Data Collection Methods</b>	<b>Observation Results</b>
Increased Sales	Percentage increase in sales	Interviews and observations	30% - 40% increase after halal certification
Consumer Trust	Consumer preference for halal-certified products	Interviews and observations	Muslim consumers prefer halal-certified products
Market Access	Ease of distribution to markets outside the region	Interviews and document studies	Products are more straightforward to accept in markets outside the region with

			high demand for halal products.
Product Differentiation	Product advantages over competitors	Interviews and observations	Halal-certified products have added value and are more attractive to consumers.

The Table. 1 shows that the data collection method is done through interviews, observations, and document studies. Key indicators, such as increased sales, consumer confidence, market access, and product differentiation, are obtained through observation and information mining from MSME actors. The 30-40% increase in sales was based on respondents' acknowledgments from in-depth interviews. At the same time, additional data was reinforced through observation of the distribution process and market access of halal-certified products. Although the positive impact is significant, this study also finds several obstacles MSMEs face in the halal certification process. Around 70% of MSME actors reported that halal certification costs are still high, especially for micro-businesses with limited capital.

**Graphic. 1**  
**MSMEs on the Implementation of Halal Certification**



Based on Graphic.1 knows that the difficulties in understanding complex administrative procedures are also a significant obstacle. This is due to the lack of socialization or education about the importance of halal certification. In addition, many MSME actors have not met technical requirements, such as production facilities that must comply with halal standards. Another obstacle is that halal certification has not fully helped MSMEs overcome difficulties in accessing modern markets or on a national scale.

This study also found several obstacles MSMEs face in the halal certification process. Around 70% of MSME actors reported that halal certification costs are still high, especially for micro-businesses with limited capital. Difficulties in understanding complex administrative procedures are also a significant obstacle. This is due to the lack of socialization or education about the importance of halal certification. In addition, many MSME actors have not met technical requirements, such as production facilities that must

comply with halal standards. Another obstacle is that halal certification has not fully helped MSMEs overcome difficulties in accessing modern markets or on a national scale.

The main findings of this study show that halal certification positively impacts increasing competitiveness and consumer trust in MSME products. However, there are still obstacles in the certification process that require further attention. This study reinforces previous findings that halal certification can improve the performance of MSMEs through increased sales and market access. This finding aligns with the research of Yuliawati et al. (2022), which identified that halal-certified products have greater appeal to Muslim consumers. However, this study makes a new contribution by revealing that in the city of Padangsidempuan, the main obstacle is not only cost but also the fulfillment of technical requirements and complex administrative procedures.

The interpretation of the findings shows that the implementation of halal certification is not optimal. Government support through training programs, socialization, and cost subsidies still needs to be increased. The government can also utilize technology, such as digital platforms, to facilitate access to information and the halal certification registration process for MSMEs. In addition, increased collaboration between the government, certification bodies, and the MSME community is needed to create a more inclusive halal ecosystem. A more massive campaign about the importance of halal products is also necessary to increase demand for halal-certified MSME products.

The study's findings can be implemented through several strategic steps. First, the government can increase the budget allocation to subsidize halal certification costs or facilitate financing through Islamic financial institutions. Second, more intensive and continuous training must be carried out to provide a deeper understanding of the halal certification process and its benefits to MSME actors. Third, digital platform-based technology can facilitate the registration process and management of information related to halal certification. Fourth, public awareness campaigns about the importance of halal products need to be strengthened to encourage consumers to prefer halal-certified MSME products.

The contribution of the findings of this research to scientific development lies in its disclosure of specific obstacles faced by MSMEs in the implementation of halal certification in certain areas, namely the city of Padangsidempuan. This research enriches the literature on halal certification for MSMEs by providing a new perspective on the challenges faced in the regions that have not been widely researched. In addition, this research makes a significant practical contribution, especially for local governments and stakeholders, in designing more effective policies to support the development of halal-based MSMEs. With this contribution, it is hoped that efforts to accelerate halal certification for MSMEs can be more effective and impact the competitiveness of local products in the domestic and international markets.

The practical implications of the results of this study include several recommendations to improve the implementation of halal certification for MSMEs. First, the government needs to increase subsidies for halal certification costs, especially for micro businesses that have limited resources. Second, there is a need to digitize and simplify the certification process so that MSME actors can more easily access information and follow procedures. In addition, more intensive training, socialization, and awareness campaigns about the importance of halal certification are also needed to encourage more MSMEs to participate in this program.

The originality of this research lies in its focus on the city of Padangsidempuan, which has unique characteristics as an area with a majority Muslim population but with a limited penetration rate of halal certification. This research provides new insights into the region's challenges and potential for halal-based MSME development. It presents an in-depth analysis of the government's role in supporting the halal certification process. Thus, this research is relevant in the academic context and is a valuable practical contribution to developing MSMEs in Indonesia, especially those focusing on halal products.

## CONCLUSION

This study analyzes the implementation of halal certification for Micro, Small, and Medium Enterprises (MSMEs) in Padangsidempuan City to identify the impacts, challenges, and government support for MSMEs that carry out halal certification. The study results show that halal certification positively impacts MSMEs, such as increased sales, wider market opportunities, and increased competitiveness. However, challenges such as high costs, limited understanding, and technical barriers are still significant issues. However, government support in training, socialization, and subsidies for halal certification costs have positively contributed to the progress of MSMEs in obtaining halal certification. Overall, halal certification has proven to provide competitive advantages for MSMEs. Still, there is a need to improve the supporting mechanisms, both in terms of cost, education, and access to the market, so that more MSME actors can take full advantage of the potential of the halal market.

This research has several limitations that need to be considered. First, this research data is limited to MSMEs in the food and beverage sector in Padangsidempuan City, so the findings may not fully apply to MSMEs in other industries or regions. Second, the data collection method uses in-depth interviews and direct observation, which may have limitations in terms of respondent subjectivity. Third, this study does not explore halal certification bodies' role and influence on the certification process. Fourth, the limited time and resources of the research also limit the scope of analysis of other variables that may be relevant, such as social, cultural, and national policies related to halal certification. For further research, it is recommended that the coverage of the area be expanded to other regions to provide a more comprehensive picture of the implementation of halal certification in various places.

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