

Assistance for Micro Entrepreneurs to Obtain Halal Certification from SEHATI 2022

¹Irma Hidayati*

¹Universitas Islam Malang, Indonesia

*Corresponding author

Email: irma.hidayati@unisma.ac.id

Volume

5

Issue

2

Edition

November

Page

548-559

Year

2024

Article History

Submission: 21-06-2023

Review: -

Accepted: 13-10-2024

Keyword

SEHATI;
Halal Product;
MSMEs;
Self-declare;

How to cite

Hidayati, I. (2024). Assistance for Micro Entrepreneurs to Obtain Halal Certification from SEHATI 2022. *Jurnal Pengabdian Masyarakat*, 5(2), 548-559
<https://doi.org/10.32815/jpm.v5i1.1758>

Abstract

Purpose: This research examines the challenges faced by MSMEs in Indonesia when obtaining halal certification through the SEHATI 2022 program. It focuses on obstacles like the complexity of procedures and lack of awareness about the program and SIHALAL system, impacting micro-businesses' ability to secure halal certification.

Method: The study uses qualitative methods, including interviews with halal facilitators and MSMEs, and document analysis related to the SEHATI 2022 program. Thematic analysis was applied to identify challenges in understanding and using the SIHALAL system.

Practical Applications: The findings highlight ways to simplify the halal certification process for MSMEs, emphasizing the need to increase awareness and improve the role of halal facilitators. This can help more businesses benefit from SEHATI 2022 and enhance market opportunities for halal-certified products.

Conclusion: While SEHATI 2022 offers financial support, complex procedures and low awareness hinder MSMEs. Strengthening facilitation and simplifying the SIHALAL system are crucial for improving halal certification access for micro-entrepreneurs.



Introduction

Micro, Small, and Medium Enterprises (MSMEs) are essential in the Indonesian

economy. In 2022, it was recorded that the Gross Domestic Product (GDP) per capita reached Rp71.0 million. The dominating industrial sector is food and beverage. Based on BPS data, Indonesia's micro industry reached 1.51 million units, or 36% of the national micro industry in 2020. Thus, this sector strategically meets the public's need for safe, quality, and religiously compliant food and beverage product.

The Indonesian government has recently paid increasing attention to the halal food and beverage MSMEs sector. The government issued Law No.33 of 2014 concerning the Halal Product Guarantee, later amended as UU Cipta Kerja No.11 of 2020, and then continued with PP. No. 39 of 2021 concerning implementing the Halal Product Guarantee (Jaminnan Produk Halal - JPH). This vital regulation conveys that MSME businesses must have a halal certificate for their processed products. With this latest law, the government provides fee exemptions for MSMEs applying for Halal certification. The principles of the halal assurance system are similar to those that include an integrated quality management system that prioritizes quality control at every stage of the process (Ramlan & Nahrowi, 2014).

Programs such as SEHATI have been introduced to facilitate MSME players in obtaining halal certification at a more affordable cost and even free charge. The SEHATI program, inaugurated by the Minister of Religious Affairs, aims to provide opportunities for food and beverage MSME players to obtain halal certification for free.

This program helps MSMEs players improve competitiveness and market access and assures Muslim consumers that their products meet halal standards. The availability of halal products is critical in protecting consumers, increasing value added and product competitiveness, mutual benefits, and the potential for international trade in halal products (Azizah, 2022; Gunawan et al., 2023; Musataklima, 2021).

This halal certification application involves three parties, namely Badan Penyelenggara Jaminan Produk Halal (BPJPH), Majelis Ulama Indonesia (MUI), and Lembaga Pemeriksa Halal (LPH). In addition, parties are appointed as assistants in issuing self-declare halal certificates through the Pendamping Proses Produk Halal (Pendamping PPH). All of this is for the sake of realizing the acceleration of MSMEs to obtain halal certification. The government also issued the SEHATI (Sertifikasi Halal Gratis) program for MSMEs through a page organized by BPJPH www.sehati.halal.go.id. This page makes it easy for MSMEs to understand the SEHATI program, complete with the program timeline. It can be directly connected to the SIHALAL application when applying for halal certification (Pamuji, 2021).

With halal certification and programs like SEHATI, food, and beverage MSMEs have a better chance to grow their businesses and gain the trust of Muslim consumers. Program SEHATI positively impacts the economic growth of MSEs and strengthens the sustainability of the halal food and beverage sector in Indonesia. Halal certification, therefore, plays a central role in Indonesia's MSME food and beverage sector.

The number of business actors who have obtained a business identity letter issued through OSS Online as a NIB is increasing. However, not all food and beverage MSMEs who have obtained this NIB continue to take care of halal certification for their products. One of the reasons is the need for more information regarding the application process, not knowing where to take care of it, and thinking that the process requires a hefty fee. These business actors also have yet to learn about the SEHATI program that has been launched by the government since 2020.

Meanwhile, the halal certification process for MSMEs, especially self-declare halal certification, can be a way for business actors to get halal product certification faster. Therefore, the need for a pick-up ball method by halal assistants to business actors to accelerate business actors who already have NIB to obtain halal certification for their products through the SEHATI program.

One of the business actors who already has a NIB but has yet to apply for self-declaration certification is the Dapoer Stikku. Based on this, this is the background for conducting

550) Assistance for Micro Entrepreneurs to Obtain Halal Certification from SEHATI 2022, Hidayati, I.

Community Service activities titled Assistance for MSMEs to Obtain Halal Certification through the SEHATI 2022 Program.

Method

The method applied is through planning, socialization of halal product materials, assistance in applying for self-declaration halal certification. Community Service Activities (PKM) are carried out by taking business actors who already have NIB based on existing data in OSS Online. To facilitate coordination, food and beverage businesses located in East Java were selected. Pick-up activities when carried out by sending SMS Blast to business actors to offer assistance in applying for halal certification. This assistance activity takes place from October 2022 to January 2023.

1. Preparation

Assistants send SMS Blasts to business actors with NIB but have yet to proceed with halal certification applications.

2. Socialization of Halal Products

Assistants explain to business actors about the SEHATI program in 2022 as well as materials related to halal products, halal critical points, and halal product assurance systems. The SEHATI program is an initiative launched by the BPJPH to accelerate and simplify the halal certification process in Indonesia.

3. This activity involves mentors who directly visit businesses to assist them in obtaining halal certification. Assistants will assist business actors in several stages, including creating an account in the Halal Information System (SIHALAL) system, filling out a Halal Assurance Application Letter (Surat Permohonan Jaminan Halal - SPJH), until finally receiving legal halal certification.

Result

After the regulation on the obligation of business actors to provide halal product guarantees as stated in the Job Creation Law, the government facilitates MSEs with revenues of less than 500 million to participate in the Halal Self Declare certification program.

LP3H Unisma is an independent institution under the auspices of the Islamic University of Malang by combining the Halal Center Laboratory and Central Laboratory, which, since March 2022, has been integrated with BPJPH RI to recruit PPH assistants and as an LPH that participates in the halal certification program. LP3H Unisma opens Self Declare halal certification services for MSEs in order to participate in the success of the 2022 SEHATI program from BPJH of 25,000 in accelerating 10 million Halal Certifications in 2022 throughout Indonesia.

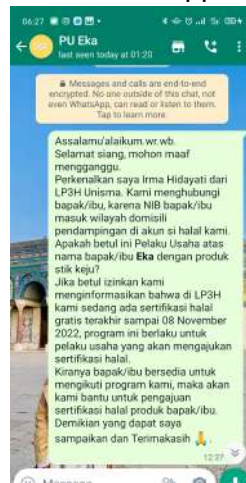
Figure 1. SEHATI 2022 Program Poster



551) Assistance for Micro Entrepreneurs to Obtain Halal Certification from SEHATI 2022, Hidayati, I.

One of the steps taken is to pick up the ball by PPH LP3H Unisma assistants to business actors who already have NIB by offering self-declaration halal certification services through WhatsApp blasts.

Figure 2. WhatsApp Blasts



Based on several offers to arrange self-declare halal certification through WhatsApp, not all can continue their management. They respond that some are already in the process of halal management from other PPH assistants, some are not interested in taking care of halal certification, and some have yet to respond. Of the many offers via WhatsApp, one of those who responded was a business actor named Eka, the owner of the "Dapoer Stikku" business.

Dapoer Stikku's business is making cheese stick snacks and cheese macaroni. This business has been running for quite a long time, but he only had a business license or NIB once his son and daughter-in-law continued the business. After changing management by the son and daughter-in-law, the Dapoer Stikku business was submitted for legality through OSS Online until it finally received a NIB. The types of businesses listed in NIB indicate that businesses with a low business risk are entitled to apply for halal certification. Rules are as stated in PP No.5/2021 article 12 paragraph (1) concerning business owners with a low-risk level, then the NIB they have is also valid or recognized as business legality and is entitled to certification, one of which is product guarantee halal certification (SPJPH) facilitated by BPJPH.

Figure 3. Why should products be halal-certified?



PPH assistants also explained to business actors the importance of obtaining halal

certification for the food products they produce. Because it not only increases the selling value of the product, as well as increasing the distribution channel of the global halal market but also provides peace and legal certainty for consumers on the feasibility of consumed products.

PPH assistants come to business actors to start socializing halal products, including halal products, critical points, and assurance systems. The assistant explains the importance of emphasizing a deeper understanding of the ingredients used in halal products, including the production, handling, storage, and distribution processes, to ensure that all aspects of the business actors' products meet the established halal requirements. The importance of ingredient information in halal products refers to the regulation of the Kementrian Agama (KMA) No.464 the Year 2022 concerning Types of Products that must be Halal Certified, including (i) food and beverages, (ii) medicines, (iii) cosmetic goods, (iv) chemical process goods, (v) biological process goods, (vi) genetically modified goods, (vii) useful products, (viii) animal slaughter services, (ix) goods processing services, (x) stored goods services, (xi) goods packaging services, (ii) distribution or circulation services, (xiii) sales to presentation services.

Figure 4. Halal Ingredient Guidelines



In addition, it also explains the halal critical points, namely the stages in the production process that have the potential to contaminate or contaminate halal products. Business actors need to understand and implement control and prevention measures at these points to ensure the products produced remain halal.

Figure 5. Ingredient Categories for Halal Product Assurance (PPH)



Furthermore, the facilitator explained the halal product assurance system relating to the certification, labeling, and marking of halal products. Business actors need to understand and follow the requirements set out in this system to obtain valid and reliable halal certification. Field Assistance and SEHATI Program Registration Practices.

The interview results found that business actors needed to know about the SEHATI 2022 program. They only understand that businesses need to be registered, so they apply for a business identity through the OSS Online system until they finally get a NIB. However, there needs to be more socialization that after obtaining a NIB, it can be used to apply for halal certification, especially self-declaration through the SEHATI 2022 program.

Figure 6. Ingredient Categories for Halal Product Assurance (PPH)



PPH assistants then explained the SEHATI 2022 program, which is a program from BPJBJH to make it easier for business actors to obtain halal certification through self-declaration assisted by PPH assistants and how the requirements that business actors must meet.

Some of the requirements that need to be met by business actors to be able to take part in the SEHATI program include: products are confirmed to use halal ingredients, simple production processes, NIB legality, maximum sales of IDR 500 million, have a place and location of production processes that are guaranteed halal, if there is a PIRT, the form of the product is goods, does not contain hazardous materials, the materials used are confirmed halal, there is a PPH companion, the type of product certified is not from slaughter unless it is halal certified, using simple or semi-automatic equipment, simple preservation processes, willing to complete documents according to the provisions in SIHALAL.

Figure 7. Halal Certification Process for Self-Declaration

554) Assistance for Micro Entrepreneurs to Obtain Halal Certification from SEHATI 2022, Hidayati, I.



Submission of self-declaration of halal certification through the SEHATI 2022 program can be made through the website www.ptsp.hahal.go.id, starting with creating a SIHALAL account. After the business actor has a SIHALAL account, then proceed with the application for a halal certificate by self-declare and entering the SEHATI 2022 code.

Figure 8. Submission by System

The screenshot shows the 'Pengajuan Sertifikasi Halal: Detil' page with the following details:

Data Pengajuan			
Pengajuan Sertifikasi			
NomerID	349507	Tanggal	08/11/2022
No. Surat Permohonan	002/SK/DAPCERSTIKG/06/2022	Tgl Surat Permohonan	08/11/2022
Jenis Layanan	Makanan		
Jenis Produk	Makanan ringan siap sahap		
HBLI	Industri Makanan, Mie Dan Produk Sejenisnya	Upload	
Merek Dagang	Dagang SIKKI		
Area Penjualan	Kabupaten Kota		
Pendamping	Ima Hidayah, S.E., M.Ak		
Lembaga Pendamping	Universitas Islam Malang		
Nama Perusahaan	SIKA KHUMARON NISA		
Nama Alt Perusahaan	INDUSTRI MAKANAN MIE DAN PRODUK SEJENISNYA		
Alamat			
Kab/Kota	KOTA MALANG	Provinsi	JAWA TIMUR
Negara	INDONESIA	Kode Pos	
Telepon		Email	dapoerstikka@gmail.com
Jenis Badan Usaha	Lainnya	Skala Usaha	Mikro
Tingkat Usaha	UMK	Asal Usaha	Domestik
Modal Usaha	0		

In this process, business actors fill in their complete identity, product type, business location, the person in charge, business legality, halal supervisor, list of ingredient names, their halal certification (if any), product name, and production process. Then business actors are required to fill in the Sistem Jaminan Produk Halal (SJPH) Manual for self-declare halal certification.

This manual SJPH consists of three chapters; and first is an introduction that presents identity data from business actors. Chapter Two is the Criteria for the Halal Product Guarantee System, which contains a halal policy as a commitment and responsibility to consistently and continuously comply with the halal product guarantee law, use halal ingredients, and carry out the halal product process (PPH) according to applicable regulations, prepare human resources that support PPH in the company and socialize and communicate halal policies to all related parties. In addition, business actor is also asked to provide business premises and locations as well as employees according to PPH, ensuring personnel is responsible for maintaining halal product consistency and appointing and

assigning halal supervisors/supervisors. Halal training for employees and people in the production process is also the responsibility of the business actor.

The Halal Product Assurance System Criteria chapter also discusses halal product ingredients and processes according to SJH requirements, ensuring that the products sold have obtained halal certification, are healthy and halal for consumption, the inclusion of halal labels, and ensuring halal products do not use names/symbols of kufr and falsehood or names of animals that are forbidden and packaging with prohibited images such as pigs, dogs or porn. Finally, busi are asked to commit to fulfilling monitoring and evaluation requirements.

Some of the attachments that must be completed include materials for making halal policy and education socialization posters, decision letters for determining the person in charge / halal supervisor, internal training materials, halal ingredient lists, ingredient lists for each product, purchase logbooks, material inspection forms, internal audit checklist forms. All attachments are also signed by the business actor together with the halal supervisor.

After completing the SJPH Manual, upload it to the SIHALAL account and print several documents, such as application letters and statement letters. Furthermore, business actors forward this submission system to the halal assistant.

The verification process by the halal companion is carried out by visiting the business location to see kitchen conditions, production processes, ingredients made, and product packaging. Ensure that the ingredients, processes, and packaging are all by halal provisions.

Figure 9. Production Location and Process



This halal submission by halal assistants will be verified, starting from the list of ingredients, halal certification of the ingredients used, and the types of products produced. If appropriate, it will be forwarded to PPH assistance by LP3H Unisma. In this process, if something is inappropriate, it will be returned by LP3H Unisma to the business actors to make corrections. It will be forwarded back to the halal assistant and resubmitted to the Unisma PPH assistance if it is complete.

If the verification process by the Unisma PPH assistance has been completed and is appropriate, it will be sent to the fatwa commission. In this process, if something is inappropriate, the submission will be returned to the business actor until it is completed, corrected, and resubmitted. If approved by the fatwa commission, it will be sent for the fatwa hearing process and, finally, the issuance of a halal certificate.

Figure 10. Halal Certification Process Timeline

556) Assistance for Micro Entrepreneurs to Obtain Halal Certification from SEHATI 2022, Hidayati, I.

Draft PU EKA KHUMAIROIN NISA	08/11/2022
Submitted PU EKA KHUMAIROIN NISA	08/11/2022
Verifikasi LP3H Irma Hidayati, S.E., M.Ak Selesai Pendamping PPH	14/11/2022
Verifikasi Di BPJPH Pendampingan PPH Universitas Islam Malang Selesai LP3H	14/11/2022
Verifikasi Di BPJPH Pendampingan PPH Universitas Islam Malang Selesai LP3H	14/11/2022
Dikirim ke Komisi Fatwa MMSIS Dikirim ke Komisi Fatwa	28/11/2022
Proses Sidang Fatwa Komisi Fatwa Pusat	29/11/2022
Selesai Sidang Fatwa Komisi Fatwa Pusat	01/12/2022
Penerbitan Sertifikat N.A Kirim Persetujuan	03/12/2022
Terbit SH Muhammad Aqil Irfham	07/12/2022

The length of the process for applying for this halal certification, from the complete document until the halal certificate is issued, is a maximum of 3 months.

This halal certificate is issued for the product submitted, with a validity period of 4 years. So that if the certification period expires, reapply for an extension. Meanwhile, if business actors make other products outside of products that have received halal certification, it is necessary to reapply for halal certification through self-declaration.

Figure 11. Halal Certificate



Discussion

Along with the increasing population of Indonesia's Muslim community, the demand for halal products will also increase. This factor is supported by research revealing that the growth of the Muslim population in Indonesia contributes directly to the increase in demand for halal products (Aziz et al., 2019; Vanany et al., 2019). In this context, business actors need to be sensitive to demographic changes, and consumer needs to optimize the production and offering of halal products following market preferences. These include a need for more information in the food industry, commitments made by organization members, and halal quality assurance implemented (Othman et al., 2016).

In anticipation of high demand growth, business actors need to consider marketing strategies, increase production capacity, and pay attention to product quality and halal factors, which are the primary considerations for Muslim consumers.

However, there are still food/beverage business actors who have not fulfilled the rights of consumers by ensuring that halal products are offered. Improving consumer protection of halal and toyyib food through optimizing law enforcement needs to be done by revising criminal penalties, increasing the competence and awareness of law enforcement officials, and encouraging community involvement (Wiryan et al., 2018).

Halal certification can attract business owners suspected of providing non-compliant food products, who could face administrative fines and civil and criminal consequences. However, enforcing food consumer protection laws based on court decisions could be better. As a result, this situation leads to a need for a clear legal framework for consumer protection. It poses challenges for businesses regarding ensuring compliance with the law (Ratnasari et al., 2019).

A halal certificate, proof that the product is guaranteed halal, still must be considered difficult to obtain by business actors, especially MSMEs. Realizing this, the government has launched a regulation that states that every food and beverage business actor must include a halal certificate on their products. Furthermore, to support this, a halal certification program for MSMEs has been launched for free and with a much easier flow, especially for MSMEs.

Getting halal certification independently through self-declare is one of the ways given by the government to obtain halal certificates quickly. However, many need to become familiar with a new program from the Ministry of Religion called the SEHATI 2022 program. The SEHATI 2022 program makes it easier for actors to get halal certification because the submission process is based on a website that is easy to access. All requirements and required documents must be uploaded and explained through this website.

Digitalization in the management of halal certification will play an essential role in realizing sustainable economic growth and development of the community. Digitalization allows the process of applying for halal certification to be more efficient and transparent, reducing complicated bureaucracy and speeding up the issuance of halal certificates. In a study conducted by (Pujayanti, 2020), it was stated that the use of digital technology in the management of halal certification could increase the productivity and competitiveness of business actors. With easy access through online platforms such as the SEHATI program, businesses can quickly apply for halal certification, obtain the necessary information, and monitor the status of their applications. Halal certification will provide convenience and efficiency in business processes, thus helping to drive sustainable economic growth (Yunos et al., 2014).

The ease of obtaining halal certification through the SEHATI program will also form a support system for sustainable development in Indonesia. In the context of Indonesian society, which is predominantly Muslim, the demand for halal products continues to increase along with consumer awareness about the importance of halal products they consume. By providing easy access and an easy process for obtaining halal certification, the SEHATI program is expected to expand the reach of business actors in meeting the increasingly high market demand for halal products. Halal products will positively impact the halal food industry's growth and support sustainable economic development in Indonesia, where business actors can continue to innovate, create jobs, and contribute to sustainable economic growth. With a broad customer base and potential workforce in the food business, the halal food industry has a bright future (Ayuniyyah et al., 2016).

Before this program ran, business actors found it difficult to apply for halal certification because the application process was considered rigid and complicated (Hasan et al., 2020). This process often involves complex steps, documents to be fulfilled, and time-consuming administrative requirements. Strict provisions and complex procedures are often obstacles for business actors, especially small and medium enterprises with limited

resources.

Difficulties in applying for halal certification can hinder the potential for business development and halal product innovation. Businesses feel burdened with the cost, time, and resources required to undergo such a complex certification process. In addition, the lack of clear understanding and guidance on submission procedures also causes business actors to feel confused and not confident in following the process. Therefore, efforts are needed to simplify and clarify the procedure for applying for halal certification so business actors can more easily meet halal requirements and develop their businesses without excessive obstacles.

The SEHATI 2022 program allows business actors to apply for halal self-declare certification through the website independently. However, the ease of access to the SEHATI 2022 program only causes some business actors to apply for halal certification. Most of them have difficulty participating in this program because they do not understand the technology and have difficulty accessing the website, making it difficult for business actors in the registration process. Although the application can be made independently, many businesspeople still need to understand the process and procedures for applying for halal certification.

Although the SEHATI 2022 program provides opportunities for business actors to apply for halal certification independently through self-declare, they face several difficulties. One of the main challenges is the need for more understanding and knowledge of the self-declaration process. Many business actors still need to fully understand the procedures and requirements that must be met in submitting a self-declare. The lack of clear information and guidance makes it difficult for them to navigate the SEHATI program website and fill out the necessary forms.

Furthermore, technical aspects and expertise in using online platforms are also obstacles for business actors. Not all business actors know and are proficient in operating technological devices and accessing websites. That condition can cause difficulties in filling out forms online, uploading the required documents, and following the application steps specified by the SEHATI program. Adequate training and technical support need to be provided to help businesses overcome these obstacles.

Cooperation between BPJPH, the government, and various related parties is essential in facing these difficulties. Increased socialization and education about self-declare, including step-by-step tutorials and easy-to-understand guides, should be provided to business actors. In addition, BPJPH may consider providing technical assistance and direct support to business actors who need help applying for self-declare. With this collaborative effort, business actors can better utilize the SEHATI BPJPH Halal certification program and submit self-declaration

Antaranews news said that this program has succeeded in increasing MSMEs to apply for halal certification of their products from a quota of 100,000 to 350,000 products per year (Firmansyah, 2022). This significant increase shows the positive impact of the program in encouraging the participation of small and medium enterprises (MSMEs) to obtain halal certification. With a larger quota, MSMEs have a more significant opportunity to expand their market reach, especially among consumers who prioritize halal products. That condition can boost the economic growth of MSMEs and the halal food sector.

The increase in the number of applications for halal certification of SME products also reflects business actors' high interest and need to obtain halal labels for their products. In the competitive halal food industry, having a halal certification is a competitive advantage that can increase product competitiveness. With increasing consumer awareness about the importance of halal products, MSMEs that obtain halal certification have a more significant opportunity to attract new customers and retain existing ones. Thus, the increase in the number of applications for halal certification of SME products is a positive indicator that this program has succeeded in incentivizing business actors to improve the quality of their

products and respond to the increasingly high market demand for halal products.

Conclusion

Halal assistants from LP3H Unisma carried out this community service activity from October 2022 to January 2023, showing that the level of understanding of business actors towards the SEHATI 2022 program still needs to be improved. Business actors also need to understand halal products, especially critical points in ingredients and products. Business actors must understand the process of applying for halal certification through the halal website. Community service activities are carried out by assisting business actors by introducing halal products and halal critical points, assisting in applying for halal certification by self-declaration and using the halal system until finally getting a halal certificate. This self-declaration process can be an effective solution for producers to meet halal requirements more efficiently. So that, submission through this self-declaration has an essential role in maintaining product halalness and meeting increasing market demands for halal products.

Acknowledgements

We would like to express our gratitude to LP3H Unisma for their invaluable support in carrying out community service activities from October 2022 to January 2023. Their efforts in assisting business actors to better understand the SEHATI 2022 program, halal product requirements, and the self-declaration process for halal certification have been instrumental in promoting the efficiency of halal certification and ensuring the halal integrity of products.

Reference

- Ayuniyyah, Q., Hafidhuiddin, D., & Hambari, H. (2016). Factors affecting consumers' decision in purchasing MUI halal-certified food products. *Tazkia Islamic Finance and Business Review*, 10(2), 122–143.
- Aziz, M., Rofiq, A., & Ghofur, A. (2019). Regulasi Penyelenggaraan Jaminan Produk Halal di Indonesia Perspektif Statute Approach. *Islamica: Jurnal Studi Keislaman*, 14(1), 150–170.
- Azizah, S. N. (2022). Self Declaration Halal Inside Omnibus Law on Job Creation. *International Journal of Social Science Research and Review*, 5(4), 138–147. <https://doi.org/10.47814/ijssrr.v5i4.215>
- Firmansyah, A. (2022, August 30). BPJPH: Program Sehati jadi strategi tingkatkan jumlah produk halal. Retrieved June 5, 2023, from antaranews.com website: <https://www.antaranews.com/berita/3088173/bpjph-program-sehati-jadi-strategi-tingkatkan-jumlah-produk-halal>
- Gunawan, S., Juwari, Aparamarta, H. W., Wiguno, A., Anugraha, R. P., Puspitawaty, P. D., & Prabowo, A. (2023). Percepatan Pemulihan Ekonomi Surabaya dengan Pendampingan Fasilitasi Sertifikasi Halal. *Sewagati*, 7(2), 230–239. <https://doi.org/10.12962/j26139960.v7i2.473>
- Hasan, H., Sulong, R. S., & Tanakinjal, G. H. (2020). Halal Certification Among the MSMEs in Kinabalu, Sabah. *Journal of Consumer Sciences*, 5(1), 16–28. <https://doi.org/10.29244/jcs.5.1.16-28>
- Musataklima, M. (2021). Self-Declare Halal Products for Small and Micro Enterprises: Between Ease of Doing Business and Assurance of Consumer Spiritual Rights/Self Declare Produk Halal Usaha Kecil Mikro: Antara Kemudahan Berusaha dan Jaminan Hak Spiritual Konsumen. *De Jure: Jurnal Hukum Dan Syariah*, 13(1). <https://doi.org/10.18860/j-fsh.v13i1.11308>
- Othman, B., Shaarani, S. M., & Bahron, A. (2016). Evaluation of knowledge, halal quality assurance practices and commitment among food industries in Malaysia. *British Food*

560) Assistance for Micro Entrepreneurs to Obtain Halal Certification from SEHATI 2022, Hidayati, I.

- Journal*, 118(8), 2033–2052. <https://doi.org/10.1108/BFJ-12-2015-0496>
- Pamuji, S. (2021, September 14). Ingin Daftar Sertifikasi Halal Gratis, UMK Bisa Cek sehat.halal.go.id. *Kemenag.Go.Id.* [Kemenag.go.id.](https://kemenag.go.id/nasional/ingin-daftar-sertifikasi-halal-gratis-umk-bisa-cek-sehatih-alalgoid-ejmfdd) Retrieved from <https://kemenag.go.id/nasional/ingin-daftar-sertifikasi-halal-gratis-umk-bisa-cek-sehatih-alalgoid-ejmfdd>
- Pujayanti, D. A. (2020). Industri Halal Sebagai Paradigma Bagi Sustainable Development Goals di Era Revolusi Industri 4.0. *Youth & Islamic Economic Journal*, 1(1), 20–33.
- Ramlan, R., & Nahrowi, N. (2014). Sertifikasi Halal Sebagai Penerapan Etika Bisnis Islami Dalam Upaya Perlindungan Bagi Konsumen Muslim. *Ahkam: Jurnal Ilmu Syariah*, 14(1). <https://doi.org/10.15408/ajis.v14i1.1251>
- Tri Ratnasari, R., Gunawan, S., Alif Rusmita, S., & Prasetyo, A. (2019). Halal Food Certification to Improve the Competitiveness of East and Middle Business in Indonesia. *KnE Social Sciences*, 3(13), 1044–1056. <https://doi.org/10.18502/kss.v3i13.4266>
- Vanany, I., Maarif, G. A., & Soon, J. M. (2019). Application of multi-based quality function deployment (QFD) model to improve halal meat industry. *Journal of Islamic Marketing*, 10(1), 97–124. <https://doi.org/10.1108/JIMA-10-2017-0119>
- Wiryani, F., Najih, M., & Haris, A. (2018). An analysis of legal protection of halal and thoyib food consumers in court judgments. *IOP Conference Series: Earth and Environmental Science*.
- Yunos, R. M., Mahmood, C. F. C., & Mansor, N. H. A. (2014). Understanding Mechanisms to Promote Halal Industry-The Stakeholders' Views. *Procedia - Social and Behavioral Sciences*, 130, 160–166. <https://doi.org/10.1016/j.sbspro.2014.04.020>