

Enhancing Culinary SMEs Revenue in Burneh District, Bangkalan Through Halal Certification Optimization

Moh. Karim

Universitas Trunojoyo Madura

Email: karim@trunojoyo.ac.id

Dzikrulloh

Universitas Trunojoyo Madura

Email: dzikrulloh@trunojoyo.ac.id

Corresponding Author: Moh. Karim

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Abstract: This research aims to explore the implementation, response, and economic impact of halal certification on culinary Small and Medium-sized Enterprises (SMEs) in Burneh District, Bangkalan Regency, Indonesia. Employing a quantitative, field-based research design with a causal approach, data were collected through surveys and interviews with 12 SME owners across various business categories. The findings reveal that while awareness of halal certification and government support is relatively high, significant challenges remain in the certification process—particularly due to the lack of certified halal slaughterhouses and the complexity of procedural requirements. Despite these efforts, halal certification has not yet led to a significant increase in SMEs' revenue, as most consumers—particularly in Muslim-majority Madura—do not actively verify the halal status of products, assuming all local culinary offerings are inherently halal. This study contributes to the global discourse on halal assurance by emphasizing the cultural, regulatory, and practical barriers to certification uptake in local economies. It recommends future research to investigate consumer behavior toward halal labeling and to assess long-term income impacts in regions with mandatory halal certification enforcement. Moreover, international comparative studies may further illuminate how halal certification contributes to economic empowerment across diverse Muslim communities.

Keywords: Halal Certification, Culinary Revenue, SMEs, Burneh District, Regulatory Barriers

Introduction

The improvement of the economic sector, particularly in domestic industry and trade, has resulted in various products and services available for consumption. Negligence committed by producers can pose a risk of causing loss or injury to consumers. In this case, the law is present to protect consumers, who are an important part of the production process, by recognizing their right to receive compensation. Producers' legal responsibility for the safety and quality of the products they produce is reflected in their obligation to provide compensation. With the imposition of legal sanctions, consumers who fall victim to producer negligence can obtain appropriate compensation and encourage producers to ensure that their products are safe and meet applicable standards. It strengthens accountability in the industry and assures consumers that their safety is always a priority¹.

In 2021, according to data from Kadin Indonesia (Indonesian Chamber of Commerce and Industry), the number of SMES entrepreneurs in Indonesia was recorded at 65.46 million. However, in 2023, although the number of SMES entrepreneurs slightly increased to around 66 million, their contribution to Indonesia's Gross Domestic Product (GDP) showed a significant figure, at about 61%, equivalent to Rp 9,580 trillion. It indicates positive developments in SMES sector in Indonesia. Most of the products produced by these SMEs are food-processed goods, and many have received halal certification. Ahmad Hidayat Buang emphasized that the provision of halal certification is essential to expand market reach as well as to enhance trust, safety, and quality for consumers².

The development of technology leading to the digital era has encouraged business actors in Indonesia to utilize social media as a tool to enhance their business productivity. Social media has become a vital element for companies as it serves as a channel for marketing, promotion, and customer relationship management, enabling more effective online marketing communication. As a result, the flow of information from various sources, both print and electronic media, is becoming more widespread. We have already become trapped in a very dense information loop without realizing it. This phenomenon certainly has various positive and negative influences on society. One thing that needs to be watched out for is the negative impact of such rapid development, which is gradually starting to affect people's daily lives. Meanwhile, the culinary SMEs sector is increasingly establishing itself as part of lifestyle and entertainment. This condition encourages the culinary industry to grow rapidly as one of the most dynamic subsectors³.

Consuming halal products is more than just fulfilling physical needs; it is also an expression of obedience to Allah Almighty. Therefore, for Muslims, it is essential to ensure that the products consumed have legal certainty regarding their halal status. Law Number 33 of 2014 concerning Halal Product Assurance plays an indispensable role in providing legal certainty to Muslim consumers, ensuring that the food and beverages consumed are following the principles of Islamic law. This law also includes provisions regarding halal certification, which regulates the rights and obligations of

¹ Abdul Qodir and Ahmad Muhim, "Peran Produsen Dalam Melindungi Konsumen Melalui Sertifikasi Halal Produk," *International Journal Mathla'ul Anwar of Halal Issues* 4, no. 1 (2024): 67–75, <https://doi.org/10.30653/ijma.202441.107>.

² Hilma Harmen et al., "Analisis Dampak Sertifikasi Labelisasi Halal Terhadap Perkembangan Umkm Di Bangkalan," *Jurnal Masharif Al-Syariah* 9, no. 204 (2024): 1516–28, <https://journal.um-surabaya.ac.id/Mas/article/view/22814%0Ahttps://journal.um-surabaya.ac.id/Mas/article/download/22814/7914>.

³ Rohama Ubainahum, Anzu Elvia Zahara, and G.W.I Awal Habibah, "Analisis Peran Digitalisasi Marketing Sertifikasi Halal Dan Product Knowledge Bagi Kemajuan Ekonomi Kreatif (Studi Pada Industri Kuliner Di Kota Jambi)," *Jurnal Ilmiah Komputerisasi Akunta* 17, no. 2 (2024): 89–103.

business actors in producing halal food products. Additionally, protection for Muslim consumers regarding the halal status of products is also regulated in the Consumer Protection Law, which imposes administrative and criminal sanctions on business actors who violate these regulations⁴.

Bangkalan serves as the main gateway to Madura Island, becoming the first step for tourists who want to explore the beauty of this island. The diverse and tantalizing culinary offerings are immediately felt upon entering the Bangkalan area, piquing visitors' curiosity to taste them. Besides its proximity to Surabaya, Bangkalan also offers the Suramadu Bridge, which makes access more manageable, making it an alternative, quickly reachable culinary destination. With all its potential, Bangkalan has become a city that attracts tourists, captivating them to enjoy the charm of this city through various types of tourism. The development of the tourism sector in Bangkalan is increasingly becoming a superior potential, which, according to the Director General of the Government, can be categorized into three main categories: natural tourism, such as beaches, plantations, and mountains. Second, tourism that highlights social and cultural values can be presented through various forms of performing arts, traditional rituals, museums, historical sites, and handicrafts. Third, special thematic tour packages, one currently developing in Bangkalan, are culinary tours. The trend of culinary tourism has become increasingly popular in recent years, in line with the enthusiasm of the community seeking dishes with the distinctive flavors of Madura. This culinary tourism focuses on food served in various dining places, such as restaurants, small eateries, traditional seating areas, and stalls. The growth of the culinary sector in Bangkalan opens up great opportunities with various dishes rich in flavors, spices, and unique presentation styles. This uniqueness can be the main attraction to bring tourists to Bangkalan, with different unique dishes such as *Duck*, *Satay*, *Soto*, and *Corn Rice* that can be found in the area⁵.

The Burneh District in Bangkalan has developed into a center for authentic Madurese cuisine, with a thriving culinary scene along the 15 km provincial road after the Suramadu Bridge. It opens up significant opportunities for the Bangkalan government and boosts the income of SMEs in the culinary sector. The success of the culinary tourism sector depends not only on the variety of flavors but also on the quality assurance provided for the products. One crucial requirement for business operators is to ensure their products obtain halal certification. It is regulated by Law Number 33 of 2014 concerning Halal Product Assurance, which established the Halal Product Assurance Organizing Agency (BPJPH) as the institution responsible for implementing the regulation. BPJPH functions to ensure the halalness of products following the provisions of the law while protecting Muslim consumers. In addition to providing a sense of security, halal certification can also enhance the competitiveness of products in the global market, in line with the increasing trend of halal lifestyles in various parts of the world⁶.

⁴ Muhammad Yunan Hidayat et al., "Legal Protection for Muslim Consumers Regarding Halal Food Certification in Law Number 33 of 2014 (Gazetted)," *Al-Amwal : Journal of Islamic Economic Law* 9, no. 1 (2024): 91–109, <https://doi.org/10.24256/alw.v9i1.4959>.

⁵ Aminah Dwi Rahmawati, "Wisata Kuliner Di Bangkalan (Potensi, Tantangan Dan Pengembangan Wisata Kuliner)," *Prosiding Seminar Nasional Budaya Madura V: Membangun Pariwisata Berbasis Budaya Lokal Bangkalan* 27, no. November (2019): 45–53, <https://doi.org/10.21107/budayamadura.2019.6>.

⁶ Galuh Widitya Qomaro, Hammam Hammam, and Khoirun Nasik, "Pemberdayaan Usaha Mikro Kecil Dan Menengah Sektor Pangan Dalam Meningkatkan Perekonomian Lokal Melalui Pendampingan Sertifikasi Halal Di Kecamatan Tragah Bangkalan," *Jurnal Ilmiah Pangabdhi* 5, no. 2 (2019): 137–42, <https://doi.org/10.21107/pangabdhi.v5i2.6116>.

Various studies have examined the importance of halal certification, especially in the culinary sector. One of them is a study conducted by D.Q. Alva Salam and Ahmad Makhtum titled “Implementation of Halal Product Assurance Through Halal Certification on SMES Food and Beverage Products in Sampang Regency.” This research shows that the leading food and beverage products in Sampang Regency have great potential for development, evidenced by the numerous products that have obtained halal certification. The awareness of the importance of halal certification as a guarantee of product quality has become an inseparable part of the SMES production process, allowing halal certification to be well-received by the wider community and supporting the creation of a healthy halal product ecosystem⁷.

The second study by Muhammad Alfarizi, entitled *The Role of Halal Certification and Compliance with Halal Practices on Sustainable Business Performance: An Empirical Study on Nusantara Culinary SMEs*, reveals that the implementation of Halal certification, adherence to Halal practice standards, and Halal quality assurance systems have a significant impact on the operational effectiveness of businesses. In turn, this improvement in operational performance plays a significant role in driving the advancement of business financial performance⁸. The subsequent research conducted by Ida Giyanti and Erna Indriastiningsih, titled *Mapping of Culinary SMEs in Surakarta Based on Halal Certification Status*, reveals that one of the main challenges for SMEs in obtaining halal certification is the complexity of procedures and the numerous criteria that must be met within the halal assurance system. To increase the number of halal-certified SMEs, priority strategies are needed to simplify the process for SMEs to meet the halal assurance system requirements⁹.

Based on the three existing studies, it is still not evident how the optimization efforts of halal certification for SMES in the culinary sector in Burneh District, Bangkalan Regency, are being carried out. Therefore, the author feels compelled to explore the optimization of halal certification further with the increase in the income of SMEs in the region. This research will answer several key questions: how is the implementation of halal certification in the culinary sector SMEs in Burneh District? What is the response of MSME owners to halal certification?, and to what extent does halal certification affect the increase in MSME's income in the culinary sector of Burneh District?

Research Method Analysis Technique

The research method used is quantitative. This type of research is field research. This research is conducted by direct observation and data collection according to the predetermined method. The approach used is causality, which aims to explore the potential cause-and-effect relationship between certain factors and the phenomenon being studied. In this context, the research focuses on halal certification and its impact on income improvement. The data collected consists of primary and secondary data. Primary data is information that was not previously available and must be obtained

⁷ D Q Alva Salam and Ahmad Makhtum, “Implementasi Jaminan Produk Halal Melalui Sertifikasi Halal Pada Produk Makanan Dan Minuman Umkm Di Kabupaten Sampang,” *Qawwam : The Leader’s Writing* 3, no. 1 (2022): 10–20, <https://www.jurnalfuad.org/index.php/qawwam/article/view/110>.

⁸ Muhammad Alfarizi, “Peran Sertifikasi Halal Dan Kepatuhan Praktik Halal Terhadap Kinerja Bisnis Berkelanjutan: Investigasi Pemodelan Empiris Sektor Umkm Kuliner Nusantara,” *Harmoni* 22, no. 1 (2023): 93–116, <https://doi.org/10.32488/harmoni.v22i1.654>.

⁹ Ida Giyanti and Erna Indriastiningsih, “Pemetaan Ukm Kuliner Kota Surakarta Berdasarkan Status Sertifikasi Halal,” *Jurnal Teknologi* 11, no. 2 (2018): 87–91.

directly from the primary source¹⁰. In this study, primary data were collected through the direct completion of questionnaires by respondents, which were then supplemented with interviews to enhance data validity. The interview process was conducted using structured questionnaires to extract information from respondents selected as samples based on specific criteria. The sample is a small part of the population that is chosen carefully so that its characteristics can represent the entire population¹¹ Secondary data is information that is already available, so researchers only need to find the right source or location to access it¹²In this research, the secondary information utilized comes from literature sources or books that the researcher has collected.

After the data has been successfully collected, the next step is to process and analyze it using a quantitative approach. The inductive thinking method is applied to examine specific data. Then relevant generalizations are formulated, particularly regarding the identification of halal certification and its impact on the income increase of SMEs. Subsequently, the analysis results are explained systematically and meticulously, which aligns with the ongoing research's primary focus.

Results

In this study, the subjects who became respondents are the owners of small and medium-sized enterprises (SMES) in the culinary sector located in Burneh District. The total number of respondents whose data were analyzed is 12 people. The characteristics of the respondents are grouped into three categories: Micro Enterprises, Small Enterprises, and Medium Enterprises. Based on the data collection results, the criteria for SMES entrepreneurs operating in the culinary sector in Burneh District can be seen in the following paragraph:

Table 1 Business Categories

Sub Variable	Halal Certificate Status			Total
	Not yet	Active	In active	
Business Criteria				
Micro	5		1	6
Small	1		3	4
Intermediate	1	1		2

From the 12 respondents involved, half of them come from the micro business category, about one-third from small businesses, and the rest from medium enterprises. Capital plays an essential role in the progress of SMEs businesses. In Burneh District, 75% of culinary entrepreneurs started their businesses with capital below Rp 50,000,000.00. Most SMEs entrepreneurs used personal funds to start, but when the culinary business began to show progress, they started seeking capital loans from banking institutions to support their business expansion.

¹⁰ Sinamora B, *Panduan Riset Perilaku Konsumen* (Jakarta: PT Gramedia Pustaka Utama, 2002).

¹¹ Sugiarto et al., *Teknik Sampling* (Jakarta: PT Gramedia Pustaka Utama, 2003).

¹² B, *Panduan Riset Perilaku Konsumen*.

Table 2 Expert Staff

Sub Variabel	Worker/Employee Education		
	Elementary School/Junior High School	Senior High School	Higher Education Institution
Rude	40%		
Skilled		55%	
Educated			5%

Most of the culinary SMES workforce in Burneh District have a high school education background, accounting for about 55% of the total workforce. It is followed by 40% who have a junior high school education or equivalent. Most of the skills possessed were acquired through practical experience, self-developed expertise, and job training attended.

Table 3 Duration of effort

Sub Variabel	Halal Certificate Status			Total
	Not yet	Active	In Active	
Year				
1-5	5			5
5-10			3	3
10-15			1	2
15-20			1	1
>20	1	1		2

The duration of business for SMES actors in the culinary sector varies, with a period between 3 to 22 years. One example of an entrepreneur who has been involved in the culinary world for more than two decades is *Warung Bebek Sinjay*, which was established in 2001 and now has several branches spread across various regions of Indonesia. *Warung Bebek Sinjay* is also known as a culinary business that has been managed through generations within the family. On the other hand, *Warung Bebek Rizky* is also an example of a culinary business that has been running for 21 years, demonstrating resilience and sustainability in this industry.

Table 4 References for Halal Certification

Sub Variabel	Halal Certificate Status			Total
	Not yet	Active	In Active	
Year				
Association	2			2
Government Service	6		4	10
Others	0	0	0	

Various information channels are available for SMES actors to obtain halal certification. Most of the interviewed SMES owners admitted to receiving information related to this matter through government agencies, such as the Department of Trade, the Department of Industry and Manpower, the Department of Cooperatives and Micro Enterprises, the Ministry of Religion of Bangkalan Regency, and the Halal Center of Trunojoyo University Madura. Meanwhile, a small portion of others received information from the East Java SMEs Association, the “East Java Small and Medium

Industry Forum," more commonly known by the abbreviation IKM Forum of East Java.

Business Quality

The characteristics of a business describe the nature and identity possessed by the company being run. In interviews with SMEs owners, it was revealed that there are similarities in the scale of their businesses and the types of products, meat, and processed meat products, with the majority of processing methods using steaming, frying, or grilling. This research identifies six main aspects in the characteristics of the business, including certification status, capital, labor, business duration, reasons for certification application, sources of information related to halal certification, and the level of entrepreneur involvement in social activities reflected through their promotion and product quality.

Mr. Hammam, Chairman of the Halal Center at Trunojoyo University Madura, revealed that many culinary SMEs in Burneh District receive various support from the Bangkalan Regency government. This support comes from multiple agencies such as the Halal Center of Trunojoyo University Madura, the Department of Trade, the Department of Industry and Manpower, the Department of Cooperatives and Micro Enterprises, as well as the Ministry of Religion of Bangkalan Regency. Halal Center UTM plays an active role in providing information and assistance in the halal certification process, from the initial stage to the issuance of the halal certificate. However, despite frequently conducting outreach to culinary SMES actors, they still face significant challenges. One of them is the use of raw materials that do not come from certified halal Animal Slaughterhouses (RPH), Poultry Slaughterhouses (RPU), or Chicken Slaughterhouses (RPA), which often leads to the rejection of halal certification applications by BPJPH.¹³

The Cooperative and Micro Business Office actively supervises and assists SMEs in supporting development and collaboration in community empowerment. In Burneh District, the number of halal-certified SMEs is still small because many business operators find the process complicated. Nevertheless, the Department continues to facilitate the application for halal certification. However, they face difficulties in socialization because many business operators are reluctant to attend, feeling that it wastes their working time¹⁴. Mrs. Sri Afrianingsih stated that tourism development in Bangkalan Regency will begin with a focus on halal culinary tourism in Kamal District. In addition, the Culture and Tourism Office of Bangkalan Regency also organizes an annual event titled "1000 Duck Menu Festival," which is held in conjunction with the anniversary celebration of Bangkalan City.¹⁵

According to Adam, the Department of Industry and Manpower regularly holds socialization sessions on certification and training to enhance product appeal and improve packaging. However, often, the business operators who receive assistance in the halal certification process are less cooperative in providing the necessary data.¹⁶ The Department of Trade has conducted research on several SMEs in the Burneh District, but many business operators are reluctant to pursue halal certification. It is due to the numerous documents that need to be fulfilled, as well as the lack of motivation and involvement from the business operators themselves. Nevertheless, the trade department has made efforts to provide understanding through socialization

¹³ Hammam, "Halal Center at Trunojoyo University Madura," 2024.

¹⁴ Musninah, "Dinas Koperasi Dan Usaha Mikro Kabupaten Bangkalan," 2024.

¹⁵ Sri Afrianingsih, "Dinas Kebudayaan Dan Pariwisata Kabupaten Bangkalan," 2024.

¹⁶ Mita Juliasari, "Dinas Perindustrian Dan Tenaga Kerja Kabupaten Bangkalan," 2024.

and assistance, explaining the benefits of halal certification and offering convenience to business operators who wish to apply for the certification by only including a few documents. The trade department acts as a liaison to facilitate the process, especially for SMEs that are still in the developing stage.¹⁷

Many MSME entrepreneurs in the culinary sector really desire assistance from the government in managing halal certification, as many still do not understand the certification procedures. Based on interviews with 12 respondents, the results can be categorized into two groups, namely:

- a. A group of SMEs understands the importance of halal certification but faces obstacles because suppliers or distributors of raw materials do not yet have halal certification.

In Bangkalan Regency, out of 14 Animal Slaughterhouses (RPH), none of them have halal certification. Halal certification for Slaughterhouses (RPH), Poultry Slaughterhouses (RPU), or Chicken Slaughterhouses (RPA) has become one of the main focuses of the Halal Product Assurance Organizing Agency (BPJPH) in carrying out its responsibilities related to Halal Product Assurance. (JPH). RPH/RPU plays a vital role in providing meat, both for industrial needs and public consumption. It is where the slaughtering and processing of livestock take place to produce meat that is ready for consumption. However, several critical points need to be considered in the slaughterhouse, starting from the source of raw materials, slaughtering, and production process to equipment that has the potential to be contaminated with non-halal objects. In addition, packaging, storage, transportation, and distribution have become essential parts that need to be monitored. Other issues that also need to be addressed include additives, genetically modified organisms, and product safety and quality aspects.

- b. The group of SMEs still has limited knowledge about the importance of Halal Certification.

Many SMEs entrepreneurs still lack information and understanding regarding the procedures to obtain halal certification. They often feel hindered by the process, which is considered complicated, with various documents that need to be fulfilled, leading to a low interest in obtaining halal certification. In many countries with a majority Muslim population, halal certification agencies often do not function optimally because there is an assumption that all products produced in those countries are automatically halal. It is based on the belief that the production process already adheres to Islamic teachings, starting from the selection of raw halal materials that are free from impurities, alcohol, or substances harmful to health.

- c. The group of SMEs that already understands the obligation of halal certification in accordance with the regulations stated in PP No. 39 of 2021 regarding the management of halal product guarantees.

The absence of halal-certified slaughterhouses in Bangkalan Regency is not an obstacle for SMEs entrepreneurs to apply for halal certification. As a solution, SMEs entrepreneurs can conduct training and certification for halal slaughterers for workers responsible for the poultry slaughtering process, such as chickens or ducks. This approach can be applied if the raw materials from the slaughtered meat are produced in-house rather than obtained from

¹⁷ Adam Nurgusti Atmaja, "Dinas Koperasi Dan Usaha Mikro Kabupaten Bangkalan," 2024.

suppliers or distributors. Before obtaining halal certification, the income of SMEs in the culinary sector ranged from IDR 5,000,000 to IDR 70,000,000, with an average of IDR 20,000,000. However, after their products received halal certification, the income of these SMEs did not experience any significant changes. Business operators revealed that most consumers do not pay much attention to the halal status of products, considering that the majority of the Madura community is Muslim with a strong religious culture.¹⁸ Some Muslim consumers tend not to check the food's halal status because they already feel confident that the product is halal and safe. However, the level of awareness of asking about the halal status of the product from the seller or producer is still relatively low. It indicates a lack of attention from Muslim consumers towards the clarity of the halal status of the food they choose to consume¹⁹. Starting October 18, 2024, the government will prohibit the circulation of products that do not have halal certification in society. This policy is based on Law Number 33 of 2014 concerning Halal Product Assurance. To support SMEs actors, the Ministry of Religious Affairs provides halal certification facilities for free. This step aims to ensure that micro and small enterprises can continue to operate even when this new regulation is implemented. So, what will happen to the income of culinary SMEs in Burneh District, which does not yet have halal certification, when the regulation is enforced? Let's wait for developments in 2024!

Discussion

The existence of laws regulating halal certification is a significant step forward for Muslims, as it provides legal certainty regarding the halal status of food products in circulation. This legal framework ensures that Muslims can consume products without worrying about their compliance with Islamic dietary laws. Halal certification is not merely a religious obligation but also a means of safeguarding consumer trust and ensuring product quality. By establishing clear regulations, governments and institutions like BPJPH (*Badan Penyelenggara Jaminan Produk Halal*) play a crucial role in standardizing halal practices and protecting the interests of Muslim consumers.

The regulatory framework for halal certification in Indonesia is comprehensive, encompassing laws, ministerial regulations, decrees, and institutional decisions. This multi-layered approach ensures that all aspects of halal certification, from production to distribution, are thoroughly monitored and regulated. For instance, the Halal Product Assurance Law (UU JPH) serves as the foundation, while ministerial regulations and BPJPH decisions provide detailed technical guidelines. This robust legal structure not only facilitates the certification process but also enhances transparency and accountability in the halal industry.

Despite the clear benefits of halal certification, many businesses, particularly small and medium-sized enterprises (SMEs), face significant challenges in obtaining it. One of the primary issues is the lack of compliance with sharia standards, which often stems from insufficient knowledge or resources. For example, poultry slaughterhouses must adhere to strict guidelines, such as employing certified halal slaughterers and ensuring that the entire process aligns with Islamic principles.

¹⁸ Nia, "Rumah Makan Bebek Tulen", 2024. Also Ahmad, "Warung Bebek Prima" 2024.

¹⁹ Muzayanah et al., "Kepedulian Siswa Madrasah Aliyah Terhadap Produk Pangan Halal Di Kota Surakarta," *Jurnal SMaRT (Studi Masyarakat, Religi Dan Tradisi)*, 02, no. 05 (2019).

However, many businesses struggle to meet these requirements due to limited access to training, funding, or technical support.

Another challenge is the complexity of the certification process itself. For SMEs with limited administrative capacity, navigating the bureaucratic procedures can be daunting. Additionally, the cost of certification, though often subsidized, can still be a barrier for smaller businesses. These obstacles not only hinder the certification process but also limit market access and competitiveness. Without halal certification, businesses may find it difficult to attract Muslim consumers, who increasingly prioritize halal products in their purchasing decisions. To address these challenges, it is essential to raise awareness among business operators about the benefits of halal certification. Many SMEs are unaware of the potential market expansion and increased consumer trust that certification can bring. Educational campaigns and workshops can help bridge this knowledge gap, empowering businesses to take proactive steps toward certification.

Simplifying the certification process is another critical step. Streamlining administrative procedures, reducing costs, and providing technical assistance can make halal certification more accessible to SMEs. For example, the government could establish regional halal certification centers to provide localized support and guidance. Additionally, partnerships between government agencies, industry associations, and religious organizations can create a more collaborative ecosystem for halal certification.

One of the most significant advantages of halal certification is the assurance it provides to consumers. For Muslims, halal certification is not just a label but a guarantee that the product meets their religious and ethical standards. This assurance fosters consumer trust, which is crucial for building brand loyalty and long-term success. Moreover, halal certification opens doors to new markets, both domestically and internationally. With the global halal market growing rapidly, certified businesses are well-positioned to tap into this lucrative sector.

In regions like Bangkalan Regency, where the majority of the population is Muslim, halal certification is particularly important. Consumers in these areas are more likely to prioritize halal products, creating a strong demand for certified goods. For instance, the only halal-certified poultry slaughterhouse in Bangkalan, "TPU Bebek Beton," has gained a competitive edge by meeting this demand. The slaughterhouse employs a certified halal slaughterer and adheres to strict sharia standards, ensuring that its products are suitable for Muslim consumers.

While halal certification offers numerous benefits, its impact on business income can vary depending on cultural and social factors. In some communities, such as the Madurese, traditional practices and cultural norms play a significant role in shaping consumer behavior. Many Madurese consumers assume that food products are halal by default, based on the Islamic culture and traditions of the region. This assumption reduces the perceived importance of halal certification, as consumers trust that local businesses adhere to Islamic principles.

However, this cultural reliance on tradition can also be a double-edged sword. While it fosters a sense of trust, it may also lead to complacency among businesses, discouraging them from pursuing formal certification. To address this, it is essential to promote legal awareness and educate both businesses and consumers about the importance of halal certification. Over time, this can shift cultural attitudes and encourage greater compliance with halal standards.

The success of halal certification initiatives depends on a combination of supporting and inhibiting factors. On the positive side, the existence of clear regulations and the predominance of Muslim consumers create a favorable environment for certification. In regions like Bangkalan, where the majority of the population is Muslim, businesses are more motivated to obtain halal certification to meet consumer expectations. However, several challenges remain. Ineffective enforcement of halal regulations and a lack of awareness among SMEs are significant barriers. Many businesses are unaware of the steps required to obtain certification or lack the resources to implement necessary changes. Addressing these issues requires a multi-faceted approach, including policy reforms, capacity-building programs, and public awareness campaigns.

Halal certification is a vital tool for ensuring the quality and compliance of products with Islamic dietary laws. While the regulatory framework in Indonesia is comprehensive, challenges remain in its implementation, particularly for SMEs. By addressing these challenges through education, simplification of processes, and cultural awareness, businesses can unlock the full potential of halal certification. Ultimately, halal certification not only benefits Muslim consumers but also provides businesses with a competitive advantage in an increasingly globalized market. As the halal industry continues to grow, fostering legal awareness and compliance will be essential for its sustained success.

Conclusion

The implementation of halal certification in Burneh District, Bangkalan Regency, has been sufficiently understood by the majority of SMEs actors in the culinary sector, who recognize the importance of product registration in obtaining halal certification. From the government side, various agencies such as the Department of Trade, the Department of Industry and Manpower, the Department of Cooperatives and Micro Enterprises, the Ministry of Religious Affairs of Bangkalan Regency, and the Halal Center of Trunojoyo University Madura have been actively conducting socialization and assistance related to halal certification. Some other business actors receive information through the SMEs Association. However, despite having gained understanding, culinary SMES actors face several obstacles, including the unavailability of raw materials from halal-certified suppliers or distributors, resulting in the rejection of halal certification applications by BPJPH. SMEs entrepreneurs in the culinary sector located in Burneh District, Bangkalan Regency, hope for government assistance in obtaining halal certification from MUI. One of the main reasons for this hope is the importance of having Halal-Certified Slaughterhouses (RPH), Poultry Slaughterhouses (RPU), or Chicken Slaughterhouses (RPA). In addition, training halal slaughterers for SMES workers is also considered a very important step. The revenue from the sale of SMEs products in the culinary sector remains stable even though the products have or do not have halal certification. It indicates that the majority of consumers, particularly Muslim consumers, do not pay much attention to whether the food they consume is halal-certified. They tend not to seek further information regarding the product's halal status.

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