

Importance of Halal Certification For Increase Power Competition Products and Services in the Global Market

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Article Info

Article history:

Received Dec 12, 2024

Revised Aug 26, 2025

Accepted Dec 31, 2025

Keywords:

Halal certification; PAR;
MSMEs

ABSTRACT

Including halal certification labels on food has become an effective tool for consumers. For ease, choosing halal food is not quite enough to answer the perpetrator's business in operating business and protect Consumers. Consumers have the right to know and get clear information about every material or composition used in their products. This is important Because Not all products circulating in society can confirmed safe, especially for Muslim consumers. Therefore, the goal of writing This is To increase awareness of the perpetrator's businesses and consumers about the importance of including halal labels on every product marketed in the community. In an article, the writer uses the PAR method with data collection of perpetrators' businesses in a way directly accompanied by various work relevant scientific information on the internet. The results show that awareness of the perpetrator's business was initially very low, and consumers do not consider the importance of the halal label enough. However, through this seminar, which became the main discussion accompanied by the amount of socialisation about the style of halal living, awareness of the importance of halal certification on products and food increased. The halal certification seminar in the Village Tapos, District Cadasari, was good, but there were constrained limitations in time. For the session, ask for answers so that several participants Cannot submit questions or get clarification.

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INTRODUCTION

Islam is a Kaffah (comprehensive) religion with objective welfare, support and improvement of human dignity. Therefore, from a corner Islamic perspective, the meaning of production besides a certain amount of money must be considered in a way that can be accepted from a corner Sharia perspective, namely, no usage of substance is illegal, no here is a risk (Primayudha, 2025). Other people still need to. Again, cause the destruction of others Allah created. Creating profit for the welfare, individual and collective, is an objective investment (Choerunnisa, 2024). To support himself and his family, a Muslim must do charity pious. In general, the criteria in publications are different, namely production in circle islam, guard source production no oppress (Jamil et al., 2024; Nukeriana, 2018)

Some rules govern the halal law of some products. The law in question is Constitution Number 33 of 2014 concerning Guarantee of Action Results Criminal. If speaking about products, sin has already become a habit for Muslims, good As food, medicine, or treasure. Not only is fruit a prevalent sin among Muslims, but starch is also popular among non-Muslim society because it is consumed and is correctly associated with health (Efrina, 2018). The protection provided to the consumers is the part that is not inseparable from which job is connected with business health. In a related business with management, a business is considered healthy, and There is a balance between consumers and producers in protection law. Talk service customer No Once finished, it will become Topic People's conversations. Because of lots of lost customers, problems were Not completed (Syafitri et al., 2022).

Village Tapos, located in the District Cadasari, Regency Pandeglang, has a very strong economy, especially in agriculture, animal husbandry and industry House stairs. However, even from various aspects, the village's growth economy needs to be improved by a number of factors, one of which is the limited implementation of halal certification in product manufacturing. Halal certification is a component important in the economy, especially in Indonesia, where Muslims are the majority population. Besides fulfilling religious criteria, halal-certified goods increase customers' trust and create prospects for domestic and international business . Society and owners of businesses in the Village Tapos still do not fully understand the importance of halal certification. This influences Power competition goods locally in the market overall.

The process for getting halal certification is assessed as difficult and expensive, so Lots of businesses in the VillaVillagereluctant do it. If managed well, Halal Certification can be one of the main boosters in increasing the economy through improvement mark plus products, market expansion, and improvement of society. Then, a study needs to be carried out. To understand the challenges faced by entrepreneurs in the Village Tapos To reach halal certification and how to implement effective strategies To push the economy village through the improvement of valid results. Interest This is not only for the development of the economy but also for supporting national programs to improve halal products in Indonesia.

Village Tapos face Lots of challenges in the development economy, one of them related to the difficulty of marketing products locally. Besides that, a lot of perpetrator businesses in VillaVillageot still understand the importance of halal certification goods both in terms of process and its benefits, so the products produced often do not require certification to compete in a bigger market. Low understanding This is aggravated by a lack of socialisation and education from the party so that the public cannot access adequate information. In addition, the halal certification process is considered complicated and expensive, which is a constraint for Lots perpetrator businesses, so it is difficult to penetrate a larger market. As a result, the Village Tapos products were only limited to the local market and lost competition with other products that have been certified halal, which, in the end, hindered the overall growth of the VillaVillage economy. How the implementation of Halal certification in the village Tapos subdistrict cadastre regency pandering? How to benefit from Halal certification for actors MSMES business in the village Tapos subdistrict cadastre regency pandering?.

As for the objectives to be achieved in the article for the implementation of halal certification in the village Tapos subdistrict cadastre regency pandering, also for know benefit halal certification for perpetrators MSMES business in the village finish subdistrict cadastre regency pandering.

METHODS

The method of mentoring halal certification used is Participatory Action Research (PAR), namely research conducted in a way participatory among the community and participants as well as the public for push action revolutionary (change) style life) (Pradewi et al., 2023). After getting permission from the VillaVillage, stages of the PAR process will start as follows:

First, Community Research Social Problem Diagnostic. At this stage, this companion observes the MSMES location in the Village Tapos by asking for answers from many MSMES actors, and volunteers can use the activity to find issues and threats. Before doing this, I visited the local Kadus website, searched for information, and researched about the community with micro and small businesses that produce food light. This process will be continued with visits to places and businesses to gather information about ongoing business walks. Collected data related to licensing, material products, production processes, and marketing.

Second, Community Strategic Planning. Furthermore, the companion will collaborate with MSMES actors to develop strategies and plan actions using information collected from results observations and interviews conducted at the stage previously. The challenge at this stage beginning is the amount of food MSMES actors light in the Village Tapos that has not been owned certificate halal products and permits effort. Based on the problem said, companion perpetrator businesses socialisation with the MSMES actors. The obstacles that exist at this stage are the existence of a number of perpetrator businesses that are still considered trivial in importance, such as permission endeavours and halal certification. The overcome matter is done to empower the perpetrator's businesses and give information about the importance of having and showing certificates for halal products. PPH companions who are experts in his field are brought in To help with the socialisation process.

Stages and implementation plan Work in frame support certification MSMES halal products are as follows:

1. Execution time support handover of halal product certificate to the Village MSMES Finally :

Table 1. Schedule implementation of the mentoring program

No	Activity	Time
1.	Coordination with Figures Village	July 13, 2024
2.	Work Program Planning	July 17, 2024
3.	Observation Businessmen	July 19, 2024
4.	Mentoring NIB Creation and Submission Halal Certificate	July 29, 2024
5.	Strengthening optimisation opportunity MSMES business	July 29, 2024
6.	Evaluation related issuance of NIB and waiting publication of halal certificate	August 5, 2024
7.	Submission process Halal Certification	August 12, 2024

2. Mentoring Program Design

Table 2. Mentoring program design

No	Sector Name	Operational Steps	Description	Status
1	Mentoring Licensing Business and	a. Coordination with the hamlet head	Stage coordination with Head of Hamlet	Implemented

	Submission Halal certificate	and community Village MSMES actors Tapos	and Community MSMES actors in the VillaVillagek you.	
		b. Do Data collection	Do data collection MSME actors in every hamlet in the VillaVillagek you.	Implemented
		c. Do approach MSMES actors	Approach This is done by visiting businesses in direct locations to socialise.	Implemented
		d. Accompanying making NIB and Halal Certificate	Mentoring This is done To ensure the perpetrator's business owns a Number of Permissions. Try and obtain a halal certificate.	Process
2	Strengthening opportunity MSMES Nukeriana, “Implementation of Halal Certification on Food Products in Bengkulu City.”business	Do coordinate with the perpetrator's business	Village MSMES Companions and Community Tapos stage reflection together To evaluate knowledge and information related to MSMES business.	Implemented
		Holding a strengthening seminar optimisation opportunity for MSMES business	Holding a strengthening seminar optimisation opportunity, MSMES business presents source person Mr Trisna Taufik Darmawansyah ME as the Head of the Kukerta DPL Thematic Group 7. Held on August 29, 2024	Implemented

Third, Community Resource Mobilization In step, this companion carries out following: (1) Mentoring in making NIB with help MSMES complete information needed For making number permission business; (2) Support application SiHalal with data and support devices during the submission process of certificate halal products; (3) Increase optimisation potential MSME business; (4) Collecting source power and assets public To help program activities and the development of MSMES, to increase potential and level of life for the public.

In order for food MSMES actors to light yet have a registered NIB, they can own number permission and try, then NIB is made first before. Before the certificate is given, the procedure for submission certification for halal food products is around two months. Submission of halal certification is a must through several examinations. After the examination first by LP3H, Halal Center BPJPH Halal Centre Yajri will continue until the fatwa hearing. That halal certificate will be published.

Fourth, Reflection. After the work program is implemented, that is, help to make Number Permission Business (NIB) and to grant required certificates for food MSMES snacks in the Village Tapos, companions do evaluate together with perpetrator business related issuance of NIB and waiting certificate halal products that are currently submitted.

RESULT AND DISCUSSION

MUI Halal Certificate is an officiant from the Indonesian Ulema Council that emphasises that the product complies with Islamic law. MUI halal certification is required To get halal certification from government agencies. Products that include food, medicines, cosmetics, and goods certified halal by MUI give consumers a calm thought the moment they consume them. Besides that, the manufacturer guarantees method production through a system halal guarantee (LPPOM-MUI), which is authorised by the company. Products are certified halal by the Food, Sports and Drugs Agency Indonesian Ulema Council (LPPOM-MUI), which is recognised by the Islamic Ulema Council. Halal certificates are available for making halal labels according to the Constitution of Government Number 69 of 1999, which regulates Halal Labels and Advertising Food (Magfiratun et al., 2025).

Halal certification guarantees customers that the things they use are safe and healthy, among lots, and benefit others. Besides that, Allah has to order consumer Muslim Muslims to consume halal and suitable products (Harbiah & Sudirman, 2025). Halal certification will impact share manufacturers' success in the international market because it will add more of a mark as a method to compete with the competition. Halal certification makes consumers trust products sold more easily because it proves that the product is safe (Sapinah et al., 2025).

Several regulations govern halal products in Indonesia, such as as follows (Salam & Makhtum, 2022): (1) (Law) No. 33 of 2014 concerning Guarantee Halal Products; (2) Regulation Government Regulation (PP) Number 31 of 2019 concerning Regulation Implementation of Law No. 33 of 2014 (JPH Law); (3) Minister of Religion Regulation no. 26 of 2019 concerning Implementation Guarantee Halal Products; (4) Decree of the Minister of Religion (KMA) No. 982 of 2019 concerning Service Halal Certification and; (5) Regulation Government Regulation (PP) No. 39 of 2021 concerning Management Guarantee Halal Products

Halal certification involves three institutions, namely BPJPH, LPPOM MUI (as institution halal inspector), and MUI itself. BPJPH coordinates guarantee halal products, while LPPOM MUI prepares, organises, and carries out audits, makes service notes, and conveys audit results when meeting the MUI Fatwa Commission. The audit results showed

that MUI determined halal and issued the MUI Halal Decree through the Fatwa Commission (Maulana, 2024).

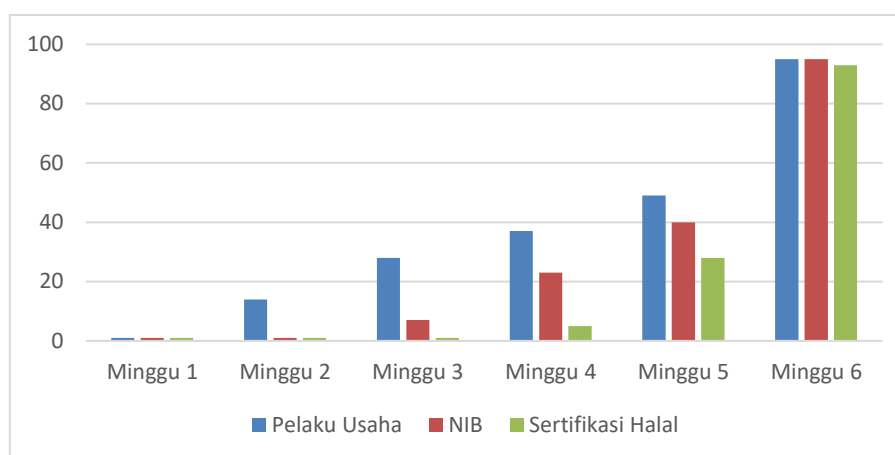


Figure 1. Bar chart number of submission data halal certification

Data collection perpetrator business in the village finish subdistrict cadastre on Sunday First Not yet There is perpetrator the author's efforts get, along the walk time start from Sunday second until Sunday to six perpetrators the author's efforts get and succeed in the application process halal certification increases.

Monday, July 29, 2024, Kukerta Halal Thematic Group 07 of UIN Sultan Maulana Hasanuddin Banten will hold a Halal Certification Seminar with a lift theme " Optimization Halal Business With Certification and Digital Marketing: Increase Power Competing in the Digital Era". This seminar will present resource person Mr. Trisna Taufik Darmawansyah ME and also DPL group 07 which take place at the office of Village Tapos Subdistrict Cadasari and will attended by Device Village students with a target of 30 perpetrators business Village Tapos Subdistrict Cadasari.

This seminar discusses the basics of Instagram marketing, for example, when somebody wants to market a product that still needs to be halal certified, and that results in the product not being exported. As a result, the perpetrator's export business can benefit from the halal certification seminar program in selling its products. Everything that enters, circulates, or exchanges in Indonesia's territory is mandatory and halal certified by Constitution Number 33 of 2014 concerning Guarantee Halal Products, which has changed with Constitution Number 11 of 2020 concerning Create Work. Halal certification for goods sold by the business micro and minor is now required based on the articles that have been revised in the regulations. Starting October 17, 2026, halal certification is mandatory for all food and drinks sold or distributed in Indonesia (Agus, 2017).

Halal certification guarantees that products consumed or produced by the manufacturer have fulfilled halal standards recognised by authorised authorities. This is important for Muslim consumers who want to ensure that food or the products they use follow the religious rules they adhere to. Certification is important Because it ensures that consumer goods , including components used and their processing, comply with Islamic law (Agustin et al., 2025). Important things that need to be remembered are that accreditation will help Muslims, in particular, become more competitive in the global market and grow trust in customers. This ensures that the product complies with Islamic law principles, which will give access to wider domestic and global market countries in a community in need of halal products so that certification can increase opportunities for business.

Discussion in this seminar heeded with existing session ask answers between sources and actors business (participant) one of the perpetrators in the Village Tapos This named Umsiah ask regarding " How method increase marketing outside No only marketed in the village area village finish only ?" Then Trisna Taufik Darmawansyah ME as the source person, answered, "Simple only, the perpetrator business needs to make an account Instagram business and learn Instagram features that can help market the product go out the city and most importantly with confidence strong self so opportunity For market the product will also more increase.

Interesting Q & A from perpetrator business village finish subdistrict cadasari continue on one of the perpetrator businesses called Hindun, asked using the local language which means " What?" importance halal certification for traders homely like me ?" Trisna Taufik Darmawansyah ME answered " submission this halal certification can give mark positive for perpetrator business, such as business food and drink because the public will more selective in choosing product food and beverages that are halal certified. Therefore, halal certification is essential. Besides that, MSMEs can fulfil global market needs, develop industry food, and improve the trust of consumers through certification.



Figure 2. Presentation of halal certification and digital marketing materials to business actors



Figure 3. Documentation with business actors of Tapos Village, Cadasari District

Research conducted by Alfa Salam with title " Implementation Guarantee Halal Products Through Halal Certificate On Products Food and Beverage MSMEs Regency Sampang " students from Trunojoyo University Madura Faculty Islam with formulation What is the problem just opportunity with existence halal certification? What just frequent obstacles happened in the Regency Sampang? Moreover, how? The implementation

guarantees halal products through halal certification for product food and beverage MSMEs in Regency Sampang?". Destination from the study: To know how significant influence certification guarantees halal products against Regency Sampang (Salam & Makhtum, 2022). Research This uses qualitative descriptive studies to give clear, objective, systematic, analytical, and critical information about the implementation of halal certification on commodities such as food and drink. Findings Alfa Salam's research shows that, if the procedure is followed correctly, it will impact the public acceptance of halal certification for goods, food, and beverages. Implementation of halal certification in Regency Lacquer involves various items compared to Alfa Salam's research, which is different from the study mentioned. The similarities lie in the condition of the community that accepts Good Existence halal certification in the villages we studied.

Study next thing Ahda did Segati with title " Influence Perception Halal Certification , Quality Products And Prices Against Perception Improvement Sales " students from the Islamic University of Indonesia with formulation What is the problem just factor affecting big small his turnover sale aqiqah catering Nurul Hayat Yogyakarta? Moreover, How Much influence the existence of halal certification that has been owned by aqiqah catering Nurul Hayat Yogyakarta?" (Segati, 2018). Purpose study This is For know variables that influence the magnitude turnover sales and the extent to which halal certification of Aqiqah Catering Nurul Hayat Yogyakarta is influenced . Multiple linear regression is a research strategy quantitative used in study This . Research results Ahda Segati shown with level significance of 0.000 (>0.05) and F count 8.151 $>$ F table 2.67. At Aqiqah Catering Nurul Hayat Yogyakarta, the factor halal certificate , quality products and prices in a way together give significant influence to improvement sales , so H_0 is rejected and H_1 is accepted . In addition That is , the R^2 value of 0.126 indicates that variable price , quality products , and halal certificates have significant influence to improvement sale by 12.6%, while the rest 87.4 % is influenced by factors that are not including in this model . Object research conducted by Ahda Segati at Nurul Hayat catering in Yogyakarta, while in the research that will be done The object located in the village Tapos subdistrict Cadasari regency Pandeglang . Then method carried out in the method previous to use method approach quantitative , whereas the method that will be used in research This use PAR method . PAR (Participatory Action Research) is procedure For define a issue through study and then apply knowledge the in practice For solve problem . Instead of become " research " about community , " PAR research is " research by , with , and for the public ."

CONCLUSION

Branding and halal certification on food products are very important, especially for Muslim consumers, as they serve as an effective means of communication between producers and consumers and ensure that products comply with Islamic law from the production process to distribution. Halal certification also functions as legal protection for consumers and as an opportunity for producers, although many still consider it optional and less relevant. Various studies show that halal certification has a positive impact on public acceptance, increases consumer trust, boosts sales, and supports the development of MSMEs, as seen in regions such as Sampang Regency and Yogyakarta, particularly when supported by product quality and competitive pricing. Therefore, strengthening understanding and developing intensive training programs for MSMEs on halal certification processes, technical assistance, and its benefits in enhancing competitiveness in national and global markets are essential, so that such research contributes not only academically but also to strengthening local communities and economic growth.

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