



Implementation of Halal Certification for Micro, Small and Medium Enterprises (MSMES) in an Effort to Provide Halal Product Guarantee in Indonesia

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Abstract. The halalness of a product is a mandatory requirement for every consumer, especially Muslim consumers. The civilization of the world of science and technology is now heading towards the era of the industrial revolution 4.0 and society 5.0, it requires the readiness of the world community to be able to deal with it, especially in Indonesia. The purpose of the research is to analyze the implementation of halal certification for MSMEs in an effort to provide Halal Product Guarantee in Indonesia and to analyze the obstacles and solutions in implementing halal certification for MSMEs in an effort to provide halal product guarantees in Indonesia. The research method is empirical juridical, supported by primary and secondary data. The research results are 1). The implementation of halal certification for MSMEs in an effort to provide Halal Product Guarantee in Indonesia, namely the halalness of a product is a mandatory requirement for every consumer, especially Muslim consumers. Be it products in the form of food, medicine or other consumer goods. The guarantee of halal products is an important thing to get the attention of the state. There are a number of breakthroughs in the Job Creation Act, including self-declaration, which do not eliminate the substance of product halalness at all. In the halal certification process, MUI also continues to act as an institution that has the authority to determine halal fatwas. The self-declared or halal statement by the MSME actors must meet the criteria, namely using no risk raw materials and supporting materials that are definitely halal. In addition, the simple production process carried out by MSME business actors must also meet the halal aspect. 2). The obstacles and solutions in implementing halal certification for MSMEs in an effort to provide halal product guarantees in Indonesia are the factors that become obstacles in the implementation of the halal assurance system, distinguished by internal factors, namely lack of knowledge and awareness of business actors, human resource barriers, facility barriers, financial barriers and types of barriers. Product. External factors, namely the government: lack of information dissemination, lack of government role, low awareness and consumer demand, certification procedures, limited suppliers of raw materials that meet halal requirements, service quality of certification bodies, absence of consultants, etc. The solution is to achieve and implement halal certification on processed food products for micro and small business actors to increase its scope and run as it should, with the hope that all parties, both from the central government, regional governments, business actors and the community, can implement the provisions of the law. - Invitations according to their duties and functions.

Keywords: halal certification · MSMEs · Halal Product Guarantee

1 Introduction

The Halal Product Guarantee Act (JPH) was ratified by the President on October 17, 2014. In Law Number 33 of 2014 which consists of 68 articles it is emphasized that products that enter, circulate and trade in Indonesian territory must be certified halal. For this reason, the government is responsible for implementing the Halal Product Guarantee (JPH). In an effort to organize the JPH, according to Law Number 33 of 2014 a Halal Product Guarantee Agency (BPJPH) was formed which is located under and responsible to the Minister of Religion. If necessary, BPJPH can form representatives in the regions. Provisions regarding the duties, functions and organizational structure of BPJPH are regulated in a Presidential Regulation.

According to Law Number 33 of 2014 in administering Halal Product Assurance, BPJPH has the authority to, among others: a. Formulate and stipulate a Halal Product Assurance policy; b. Lay out JPH norms, standards, procedures and criteria; c. issue and revoke halal certificates on foreign products; and D. registering Halal Certificates on foreign Products. In exercising this authority, BPJPH cooperates with relevant ministries and/or institutions, the Halal Inspection Agency (LPH), and the Indonesian Ulema Council (MUI).

The government has passed the Job Creation Act. There are a number of articles related to the duties and functions of the Ministry of Religion, one of which is regarding the implementation of the Halal Product Guarantee (JPH). In relation to the Halal Product Guarantee, the Job Creation Act also has many positive implications, including the acceleration of halal certification services, halal certification financing facilities for MSMEs, structuring authority, legal certainty, and encouraging the development of the halal ecosystem in Indonesia.¹

There are 22 articles in Law Number 33 of 2014 concerning Guaranteed Halal Products which have been amended in the Job Creation Act. In addition, there are the addition of 2 new articles. All of them include provisions relating to the Halal Certification Business Process, BPJPH cooperation, Halal Inspection Agency (LPH) and Halal Auditor, Halal Supervisor, Community Participation, Halal Certificate, Halal Label, Self Declaration and Administrative Sanctions.

Based on the above background, the authors are interested in conducting research with the title "Implementation of Halal Certification for MSMEs in an Effort to Provide Halal Product Guarantee". Problem Formulation How is the implementation of halal certification for MSMEs in an effort to provide Halal Product Guarantee in Indonesia? and What are the obstacles and solutions in implementing halal certification for MSMEs in an effort to guarantee halal products in Indonesia?

¹ <https://diy.kemenag.go.id/10635-penjelasan-tentang-jaminan-produk-halal-dalam-uu-cipta-kerja.html>

2 Research Method

The method that researchers use is empirical juridical. Empirical juridical research is legal research regarding the enforcement or implementation of normative legal provisions in action on certain legal events that occur in society.² This study uses the concept of law in which the law is positive norms in the national legal legislation system, the research is doctrinal, namely law is a manifestation of the symbolic meanings of social behavior as seen in the interactions between them. Legal research is non-doctrinal, the approach uses qualitative research. This research is based on the positivist legal concept which suggests that legal norms are identical to norms that are written and made and promulgated by authorized state institutions.³

The types of data used in this study are primary data and secondary data, supported by primary legal materials, secondary legal materials, and tertiary legal materials. Primary data, namely data obtained directly from primary sources in the form of views, thoughts, aspirations, actions actions, events and legal relationships and words.⁴ This type of data provides direct information or information about everything related to the object of research, which is obtained directly through the field in the form of words and actions by means of in-depth interviews.

Data collection techniques used are document studies and interviews. The data processing used in this research is editing. Editing is data processing by re-examining records, documents and information collected by data seekers in the hope of improving the quality of the data to be analyzed.⁵ The data analysis that the researcher will use is descriptive qualitative. According to Soerjono Soekanto, the qualitative analysis method is a research that produces descriptive data analysis, what the respondents stated in writing and orally, as well as the real perpetrators, researched and studied as a whole.⁶ The analysis is carried out in 2 (two) stages: namely a). The first stage is based on a doctrinal approach, the analysis is carried out using a qualitative normative analysis method. b). The second stage is based on an empirical approach, the analysis is carried out using a qualitative analysis which is carried out using an interactive analysis method (interactive model of analysis). The three stages are: Data Reduction (data reduction), Data Presentation (data display) and Drawing conclusions (data conclusion).

² Abdulkadir Muhammad, *Hukum dan Penelitian Hukum*, Jakarta : Citra Aditya Bakti, 2004, page. 134

³ Ronny Hanitoyo Soemitro, *Metodologi Penelitian Hukum*, Jakarta : Ghalia Indonesia, 1990, page. 132.

⁴ Lexy J. Moleong, *Metodologi Penelitian Kualitatif*, Bandung : Remaja Rosdakarya Offset, 1998, page. 112

⁵ Bambang Waluyo, *Penelitian Hukum Dalam Praktek*, Jakarta : Sinar Grafika, 2008, page. 17

⁶ Soerjono Soekanto, *Pengantar Penelitian Hukum*, Jakarta : Universitas Indonesia Press, 1986, page. 10

3 Results and Discussion

3.1 Implementation of Halal Certification for MSMEs in an Effort to Provide Guarantees for Halal Products in Indonesia

Law Number 33 of 2014 confirms that the application for a halal certificate is submitted by Business Actors in writing to BPJPH. BPJPH establishes a Halal Inspection Agency (LPH) to carry out inspection and/or testing of product halalness. The inspection and/or testing of product halalness is carried out by the Halal Auditor at the business location during the production process. In the event that the inspection of the product as intended contains ingredients of doubtful halalness, it can be tested in a laboratory. Furthermore, LPH submits the results of inspection and/or testing of product halalness to BPJPH to be submitted to the Indonesian Ulema Council (MUI) in order to obtain a determination of product halalness.⁷

MUI will hold a Halal Fatwa Session to determine the halalness of the Product no later than 30 (thirty) working days from the receipt of the results of the inspection and/or product testing from the BPJPH. The decision to determine halal products will be submitted by MUI to BPJPH to be the basis for issuing halal certificates. In the event that the Halal Fatwa Session declares the Product to be Non-Halal, BPJPH returns the application for a Halal Certificate to the Business Actor along with the reasons. Meanwhile, what is declared halal by the MUI Halal Fatwa Session will be the basis for BPJPH to issue a Halal Certificate no later than 7 (seven) working days from the date the decision on the halalness of the product is received from the MUI.⁸

According to Law no. 33 of 2014, Business Actors who have obtained a Halal Certificate are required to attach a Halal Label on: a. Product packaging; b. Certain Parts of the Product; and/or a specific place on the product. The inclusion of the Halal Label must be easy to see and read and not easily removed, removed and damaged. The Halal Certificate is valid for 4 (four) years from the date of issuance by BPJPH and must be extended by Business Actors by submitting a renewal of the Halal Certificate no later than 3 (three) months before the validity period of the Halal Certificate.

Halal certificates are not just a piece of paper for compliance with regulations, but are a form of commitment from business actors to be able to continue to carry out the halal production process. Not only to comply with regulations, but what is important is to be able to fulfill the rights of Indonesian consumers to obtain products that are guaranteed to be halal.⁹

Halal certificate is an activity or process carried out to meet or achieve certain standards. The ultimate goal of this halal certificate is a formal legal acknowledgment that the product issued has complied with halal provisions. Every business actor who will

⁷ <https://kominfo.go.id/content/detail/4240/uu-no-332014-pemerintah-harus-bentuk-badan-penyelenggara-jaminan-produk-halal/0/berita#:~:text=06%2011%2D2014-,UU%20No.%2033%2F2014%3A%20Pemerintah%20Harus%20Bentuk,Badan%20Penyelenggara%20Jaminan%20Produk%20Halal&text=Jakarta%20%2D%20Setelah%20disetujui%20oleh%20Rapat,Yudhoyono%2C%20pada%2017%20Oktober%202014.>

⁸ *Ibid.*

⁹ <https://kominfo.go.id/content/detail/42433/wapres-paparkan-empat-strategi-pemerintah-untuk-dorong-umk-halal/0/berita>

include a halal label on the packaging must first obtain a certificate. Determination of halal certification is very necessary as the principles of Islam that halal and haram are the most important things in Islamic law, and are also included in the substance of Islamic law. This requires the public to know the clarity of information about the level of halal food itself, as a form of guaranteeing the safety of Muslims. That's where the importance of a halal certificate on a product.¹⁰

So far, the MUI halal certificate has not been fully effective in protecting Muslim consumers, because according to previous regulations, applications for product halal certification by business actors are only voluntary. In addition, business actors' concern for halal certification is still limited to large-scale business actors. Meanwhile, small and medium enterprises have not made halal certification the main thing. For MSME actors themselves, there are still some processed food products, including household products that have not been labeled halal, and only use the P-IRT (Household Industrial Food) number issued by the Health Service. Whether it's sold in small shops or stalls to minimarkets. Only by including the P-IRT label on food product packaging makes consumers feel safe, because consumers already have the label already providing a sense of security because they have passed the health test process.¹¹

The halalness of a product is a mandatory requirement for every consumer, especially Muslim consumers. Be it products in the form of food, medicine or other consumer goods. Therefore, the guarantee of halal products is an important thing to get the attention of the state.

The principles of consumer protection include the principles of benefit, justice, balance, consumer safety and security, and legal certainty.¹² Here consumers are explicitly entitled to guarantee legal protection from the law. Article 4 of the Consumer Law stipulates the rights of consumers, namely:

- a. The right to security, comfort and safety in consuming goods and/or services;
- b. The right to choose goods and/or services and to obtain such goods and/or services in accordance with the exchange rate and the promised conditions and guarantees;
- c. The right to correct, clear and honest information regarding the conditions and guarantees for goods and/or services;
- d. The right to have their opinions or complaints heard on the goods and/or services used;
- e. The right to get advocacy, protection and efforts to resolve consumer protection disputes properly;
- f. The right to receive consumer guidance and education;
- g. The right to be treated or served properly and honestly in a non-discriminatory manner;

¹⁰ <https://jdih.kalteng.go.id/berita/baca/kewajiban-sertifikasi-halal-menurut-undang-undang-nomor-33-tahun-2014-tentang-jaminan-produk-halal-dan-undang-undang-nomor-11-tahun-2020-tentang-cipta-kerja-pada-produk-pangan-olahan-usaha-mi>

¹¹ <https://jdih.kalteng.go.id/berita/baca/kewajiban-sertifikasi-halal-menurut-undang-undang-nomor-33-tahun-2014-tentang-jaminan-produk-halal-dan-undang-undang-nomor-11-tahun-2020-tentang-cipta-kerja-pada-produk-pangan-olahan-usaha-mi>

¹² Lihat Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen

- h. The right to receive compensation, compensation and/or replacement, if the goods and/or services received are not in accordance with the agreement or not properly; and
- i. Rights regulated in other statutory provisions.

Article 5 of the Consumer Law regulates consumer obligations, namely:

- a. Read or follow information instructions and procedures for the use or utilization of goods and/or services, for the sake of security and safety;
- b. Have good faith in making transactions for the purchase of goods and/or services;
- c. Pay according to the agreed exchange rate; and
- d. Follow the legal settlement of consumer protection disputes properly.

Based on Articles 4 and 5 of the Consumer Protection Act above, it is clear that consumers have the right to get true, clear and honest regarding the conditions and guarantees of goods and/or services, and are obliged to read and follow information instructions and procedures for the use or utilization of goods and/or services, for the sake of safety and security. In this case, the obligation of the entrepreneur as a producer is to provide and provide correct, clear and honest information regarding the condition of the goods or services, as well as to provide an explanation of the use, repair and maintenance of the products produced.

Submission of information related to the product must be able to provide certainty to consumers. This is done to protect consumer rights. Submission of information related to food products must provide assurance that the food product is halal. This is important for Muslims, because consuming halal products is a non-negotiable sharia provision.¹³

Law Number 8 of 1999 concerning Consumer Protection stipulates that business actors are prohibited from producing and/or trading goods and/or services that do not comply with the "halal" production provisions listed on the label. Article 7 letter d of Law Number 8 of 1999 concerning Consumer Protection, business actors have an obligation to guarantee the quality of goods and/or services produced and/or traded based on the provisions of the applicable quality standards of goods and/or services.

In today's food industry, food is processed through various techniques and new processing methods by utilizing the development of science and technology, so that it becomes a product that is ready to be thrown for consumption by people around the world. Most of the world's food industry and food technology products do not implement a halal certification system. This raises concerns that in the face of free trade at the regional, international and global levels, Indonesia is being flooded with food products and other products that contain or are contaminated with haram elements. In processing, storage, handling and packing techniques, preservatives that are harmful to health are often used or additives containing haram elements which are prohibited in Islam.

Etymologically, halal comes from Arabic which has the meaning of being allowed, liberating, breaking and dissolving. Halal is everything including food and drinks which are allowed to be consumed based on Islamic religious provisions. Food here includes

¹³ Tulus Abadi dkk. Tim Pengkajian Hukum tentang Peran Serta Masyarakat dalam Pemberian Informasi Halal, Kementerian Hukum dan Hak Asasi Manusia Badan Pembinaan Hukum Nasional, Jakarta, 2011, page. 22

plants, fruits, animals, both land and sea animals that can be eaten. Meanwhile, halal drinks are anything that can be drunk except drinks that can be intoxicating.¹⁴

One of the rights of every consumer is to obtain correct, honest, clear information in consuming food, drinks, medicines and using cosmetics. This right is given because economically the consumer is in a weak position. Consumers in consuming products are very dependent on the information provided by business actors.¹⁵

The Government of the Republic of Indonesia has made a positive response to halal issues, especially those related to food, medicine and cosmetics. However, these regulations are made partially, inconsistently, seem to overlap, and are not systemic so that technically they cannot be used as a strong legal umbrella and specifically can bind the issue of product halalness to producers (business actors) and guarantees to consumers. This is why there is no guarantee of legal certainty that regulates halal products, even though the need for guarantees for halal products is a necessity and is very urgent, especially in relation to consumer protection and the global trade scene.

The government has stipulated various laws and regulations regarding the halalness of a product. Law Number 18 of 2012 concerning Food regulates labels containing information on the halalness of products aimed at ensuring that every religious believer worships and carries out his religious teachings. The state is obliged to provide protection and guarantees regarding the halalness of products consumed and used by Muslim consumers.

Guarantees for halal products are an important part in efforts to provide legal protection as well as legal certainty for the community, given the increasing public awareness of the halalness of a product. Therefore, as an effort from the government to guarantee legal certainty for halal products, is the enactment of Law Number 33 of 2014 concerning Guaranteed Halal Products on October 17, 2014.¹⁶

The enactment of Law Number 33 of 2014 concerning Halal Product Guarantee (UUJPH) actually emphasizes the urgency of the issue of halal-haram in the production chain from business actors to the hands of consumers and consumed by consumers, where there is also the role of intermediaries such as distributors, sub-distributors, wholesalers and retailers before reaching the final consumer. The enactment of the Halal Product Guarantee Act aims to ensure that consumers (the wider community) obtain legal certainty regarding food products and other consumer goods. As for business actors, the presence of the Halal Product Guarantee Act provides guidance on how to process, produce and market products to the consumer community, as well as how to provide information on halal products to consumers.

The enactment of Law Number 33 of 2014 concerning Guaranteed Halal Products is a form of affirmation of the laws and regulations that have been in force previously, to provide guarantees of legal protection to consumers, which more specifically regulates legal protection for Muslims who have an interest in halal products. Elucidation of Law Number 33 of 2014 concerning Halal Assurance Products, guarantees regarding

¹⁴ Yazid Abu Ida, *Ensiklopedi Halal Haram Makanan*, Solo : Pustaka Arafah, 2014, page. 21.

¹⁵ Sofyan Hasan, *Sertifikasi Halal Dalam Hukum Positif, Regulasi dan Implementasinya di Indonesia*, Yogyakarta : Aswaja Pressindo, 2014. Page. 156

¹⁶ Abdurrahman Konoras, *Jaminan Produk Halal di Indonesia Perspektif Hukum Perlindungan Konsumen*, Depok : Raja Grafindo Persada, 2017, page. 58

halal products are carried out in accordance with the principles of protection, justice, legal certainty, accountability and transparency, effectiveness and efficiency as well as professionalism.

The requirement for halal information in a product can be seen in Law Number 33 of 2014 concerning Halal Product Guarantee, although Law Number 33 of 2014 has been enacted, but not yet fully business actors can provide legal certainty for consumers of halal food and beverage products. Because there are still many circulations of food and beverage products, both local and imported, that have not been labeled with a halal certificate or are of doubtful validity. This shows the low obligation of business actors to comply with the legal provisions for "halal" certificates, which include "products" in the Halal Product Law, namely goods and/or services related to food, beverages, drugs, cosmetics, chemical products, biological products, genetic engineering, as well as goods used, used, or utilized by the community. Meanwhile, what is meant by halal products are products that have been declared halal in accordance with Islamic law.

The regulation regarding halal products uses the principle of *lex specialis derogat legi generalis*, because the presence of Law No. 33 of 2014 concerning Halal Product Guarantee in the midst of various laws and regulations relating to halal and the inclusion of halal labels, is a special provision. , as a legal umbrella (umbrella act) for guarantees for halal products, thus overriding other regulations of a general nature.¹⁷

The JPH Law is not only intended to provide protection and guarantees to consumers only by providing halal certification. Producers also reap the benefits of this Law, namely by providing legal certainty for all goods produced, so that the JPH Law will have a positive impact on the business world. Guaranteed halal products for each product can also provide benefits for the company, considering that halal-certified products will be preferred and favored by consumers so that they can increase sales. This is not only in demand by Muslims but also non-Muslim communities, because non-Muslims think that halal products are proven to be of high quality and very good for the health of the human body.¹⁸

Based on the JPH Law, the halal certification process for domestic products takes 97 working days. Meanwhile, halal certification for foreign products takes 117 working days. With the Job Creation Act, the halal certification process is cut to 21 working days. The time cut includes all business processes for halal certification services carried out at BPJPH, LPH, and the Indonesian Ulema Council (MUI).

There are a number of breakthroughs in the Job Creation Act, including self-declaration, which do not eliminate the substance of product halalness at all. In the halal certification process, MUI also continues to act as an institution that has the authority to determine halal fatwas. The self-declared or halal statement by the MSME actors must meet the criteria, namely using no risk raw materials and supporting materials that are definitely halal. In addition, the simple production process carried out by MSME business actors must also meet the halal aspect.

MSMEs are a group of business actors, mainly business actors, mostly in carrying out the production process until the sale is carried out in a simple way or a business with a

¹⁷ Abdurrahman Konoras, *op.cit*, page. 61.

¹⁸ Ma'ruf Amin, *Fatwa Produk Halal Melindungi dan Menentramkan*, Jakarta : Pustaka Jurnal Halal, 2010, page. 79.

housing business scale, especially in food processing. The application of mandatory rules for halal certification applies to all food and beverage products, including those produced by Micro, Small and Medium Enterprises (MSMEs) as regulated in Law Number 33 of 2014 concerning Halal Product Guarantee.

In organizing JPH, BPJPH also cooperates with the Ministry of Industry in JPH. This cooperation includes regulation, guidance and supervision of industries related to raw materials, processed materials, additional materials and auxiliary materials used to produce halal products. Cooperation is also carried out in halal facilities for small and medium industries, the establishment of a halal industrial area, and other tasks related to the implementation of JPH according to their respective duties and functions.¹⁹

Meanwhile, BPJPH cooperation with the Ministry of Trade is carried out in fostering business actors and the public, monitoring halal products circulating in the market, facilitating JPH implementation for business actors in the trade sector, expanding market access for halal products, and other tasks related to the implementation of JPH in accordance with their respective duties and functions.²⁰

3.2 Obstacles and Solutions in the Implementation of Halal Certification for MSMEs in an Effort to Provide Halal Product Guarantee in Indonesia

The criteria for micro and small businesses are based on the provisions of the laws and regulations governing the micro and small business sector. In terms of charging fees for business actors with large businesses, there is no problem in submitting an application for a halal certificate, both in terms of costs and the conditions that must be met. When it comes to micro and small business actors, only the majority can apply for the halal certificate. This is due, among other things, to the costs they have to pay in the management and the conditions that must be met to get the halal certificate.

The factors that hinder the halal certification process in the company can be grouped into internal factors and external factors. Internal factors include

a. Lack of knowledge and awareness of business actors.

Lack of knowledge and awareness of halal issues is the most important thing that hinders their efforts to meet halal standards. Introducing the concept of a halal assurance system for them is something new so it takes a long time to understand. The low interest in doing halal certification is also caused by a lack of information about the halal concept needed by the industry. Some business actors understand that halal is only limited to not containing pork.

For companies that have not been certified halal, the ignorance of entrepreneurs is caused by several reasons, such as their ignorance about the importance and benefits of halal certification, there is no significant difference in terms of material benefits or even fear of losing customers. For some people, a halal certificate is not needed because they believe that the product is definitely halal or vice versa, fear that the product is not halal.

The low awareness is also supported by the understanding that halal certification does not provide additional benefits for their business. There is no guarantee that carrying out

¹⁹ *Ibid.*

²⁰ *Ibid.*

halal certification will increase the certainty of their business, even some business actors state that without halal certification their business will continue to run.

b. Management Constraints.

To achieve the successful implementation of halal assurance (PJH), a strong commitment from top management is a must as the first criterion that must be implemented by business actors who will apply for halal certificates. If management has a strong commitment, the system will be implemented as well as possible. On the other hand, when management does not have a commitment to certification, then the intention will only be controlled by market demand.

c. Human Resources (HR) Constraints.

Limited human resources both in terms of quality and quantity have always been an obstacle for all stakeholders. To meet the required criteria in the Halal Assurance System is not a simple job that does not require special skills and seriousness. HR can be in the form of interrelated factors such as lack of training, lack of technical knowledge and knowledge, low level of education, excess work volume, lack of time, too much written work and detailed documentation.

d. Facility Constraints.

Facilities are also an important factor for the implementation of the Halal assurance system, especially for the current industry that is not yet in line with halal standards. Many pharmaceutical industries use haram ingredients, on the other hand the Halal Assurance System prohibits it. To accommodate different interests, the company must provide two completely separate production facilities. They have to build separate new facilities and non-halal facilities which require a lot of time and money.

e. Financial Constraints.

Financial problems associated with spending in the early stages of implementation are often used as reasons for refusing. Additional costs are required for modification and or purchase of new facilities. Additional fees are also required if outside experts or consultants are required. Entrepreneurs also experience cost constraints in purchasing raw materials. To ensure halal status, they have to buy from suppliers who have been certified halal, which is relatively more expensive.

f. Types of products.

Implementing the provisions in the Halal Assurance System means that halal is absolute and should not be mixed with haram goods. Some do not do halal certification because they are not sure their products are halal. This can be caused by the ingredients used are not halal or are not known to be halal.

External factors are factors that arise from outside the company or organization. These factors are:

a. Lack of information and socialization.

Halal certification is very important as a tool to increase the market and show uniqueness in quality. Unfortunately, this potential is not widely communicated to industry

players. Business actors feel that the socialization and information they hear about halal certification is very limited.

b. Lack of Government Role.

The government's role in halal certification is still far from their expectations. They hope that the government can provide them with the guidance and assistance they need, such as consultation and funding. Halal certification is believed to be the only way to regain public trust that their products are truly halal because they have been guaranteed through a halal certificate.

c. Low Consumer Awareness and Demand.

In addition to limited knowledge, the lack of awareness of Muslim consumers to only consume halal products, including drugs and vaccines, also does not support halal certification efforts. Efforts to raise consumer awareness to care about halal drugs are also weakened by the view that the use of illegal drugs is allowed for emergency reasons. Consumers are still less concerned about halal issues and rarely question the halal status of a product being sold. This encourages business actors to feel that they do not need to take care of halal certification. They consider that the halal certificate does not provide a significant advantage to their profits.

d. Certification Procedure.

Complaints that are often expressed are difficulties in halal certification procedures. Many do not know for sure the procedure for doing halal certification. Even if they have the correct information, then there are many requirements to be prepared.

e. Limited Qualified Raw Material Suppliers.

The Halal Assurance System requires that every material used in the production process must be free from haram ingredients. This will be an obstacle when business actors cannot provide clarity on the halal status of the entire material used. Looking for halal documents or making sure that all the ingredients they use are halal-certified is a job that takes time. In many cases, the obstacle faced by business actors is the limited availability of suppliers of halal-certified raw materials.

The purpose of implementing Law Number 33 of 2014 concerning Guaranteed Halal Products as amended by Law Number 11 of 2020 concerning Work Goals can be achieved and the implementation of halal certification on processed food products for micro and small business actors can increase in scope and run as appropriate, it is the obligation of all parties, from the central government, regional governments, business actors and the community to carry out the statutory provisions in accordance with their duties and functions.²¹

The development of JPH regulations through the Job Creation Law and its derivatives (Government Regulation Number 39 of 2021) has many implications through the acceleration of halal certification services, halal certification financing facilities for MSMEs,

²¹ <https://jdih.kalteng.go.id/berita/baca/kewajiban-sertifikasi-halal-menurut-undang-undang-nomor-33-tahun-2014-tentang-jaminan-produk-halal-dan-undang-undang-nomor-11-tahun-2020-tentang-cipta-kerja-pada-produk-pangan-olahan-usaha-mi>

arrangement of authority, legal certainty, all of which are to encourage the development of the halal ecosystem. in Indonesia.

4 Conclusion

Implementation of halal certification for MSMEs in an effort to provide Halal Product Guarantee in Indonesia, namely the halalness of a product is a mandatory requirement for every consumer, especially Muslim consumers. Be it products in the form of food, medicine or other consumer goods. The guarantee of halal products is an important thing to get the attention of the state. There are a number of breakthroughs in the Job Creation Law, including self-declaration, which do not eliminate the substance of product halalness at all. In the halal certification process, MUI also continues to act as an institution that has the authority to determine halal fatwas. The self-declared or halal statement by the MSME actors must meet the criteria, namely using no risk raw materials and supporting materials that are definitely halal. In addition, the simple production process carried out by MSME business actors must also meet the halal aspect.

Obstacles and solutions in implementing halal certification for MSMEs in an effort to provide guarantees for halal products in Indonesia, namely the factors that become obstacles in the implementation of the halal assurance system, distinguished by internal factors, namely lack of knowledge and awareness of business actors, HR barriers, facility barriers, financial barriers and product type. External factors, namely the government: lack of information dissemination, lack of government role, low awareness and consumer demand, certification procedures, limited suppliers of raw materials that meet halal requirements, service quality certification bodies, absence of consultants. Etc. The solution is to achieve and implement halal certification on processed food products for micro and small business actors to increase in scope and run as it should, with the hope that all parties, both from the central government, regional governments, business actors and the community, can implement statutory provisions in accordance with their duties and functions.

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