

Implementasi Sertifikasi Halal: Perspektif Usaha Mikro, Kecil, dan Menengah Produk Pangan

Implementation of Halal Certification: Perspective of Micro, Small, and Medium Enterprises for Food Products

Novita Nurul Islami¹, Wildan Khisbullah Suhma²

¹Faculty of Tarbiyah and Teacher Training, UIN Kiai Haji Achmad Siddiq Jember, Indonesia

²Faculty of Islamic Economics and Business, UIN Kiai Haji Achmad Siddiq Jember, Indonesia

email: ¹novitanurulisлами@uinkhas.ac.id, ²wildan.khisbullah@uinkhas.ac.id

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ABSTRACT

The opening of potential market share for products with halal certificates strengthens the position of halal products in the market. Thus, it is essential for MSMEs, especially those engaged in food production, to understand the obligation of Halal Certification. However, based on a preliminary study in Jember Regency, halal certification is readily accepted by established business actors but only for some MSMEs. Therefore, the author wants to explore how to implement halal certification for MSME food products in the Jember Regency. The novelty of this study is to explore further the perceptions of MSME actors in implementing halal certification registration, especially in the free self-declare halal certification program currently underway. The research method used is descriptive, and the type of data presented is qualitative data collection techniques with surveys, interviews, and FGDs. The findings show that, in general, the perspective of MSMEs for Food Producers in the Jember Regency towards implementing Halal Certification is positive. The Effect of the Halal Label on Their Business Continuity based on the Perspective of Micro, Small, and Medium Enterprises of Food Producers in Jember Regency is also positive. However, several inhibiting factors are faced, mainly the need for digital literacy and understanding MSMEs related to the orderly administration of business organizations. The results of this study are expected to provide information on conditions that occur in the field as input to the government and related parties to maximize the success of the halal certification program, especially the self-declare halal certification program for MSMEs.

ABSTRAK

Terbukanya potensi pangsa pasar produk bersertifikat halal memperkuat posisi produk halal di pasar. Oleh karena itu, penting bagi UMKM, khususnya yang bergerak di bidang produksi pangan, untuk memahami kewajiban Sertifikasi Halal. Namun berdasarkan studi pendahuluan di Kabupaten Jember, sertifikasi halal mudah diterima oleh pelaku usaha yang sudah mapan namun hanya untuk sebagian UMKM. Oleh karena itu, penulis ingin mendalami bagaimana penerapan sertifikasi halal pada produk pangan UMKM di Kabupaten Jember. Kebaruan dari penelitian ini adalah untuk menggali lebih jauh persepsi para pelaku UMKM dalam melaksanakan registrasi sertifikasi halal, khususnya pada program sertifikasi halal gratis yang saat ini sedang berjalan. Metode penelitian yang digunakan adalah deskriptif, dan jenis data yang disajikan adalah kualitatif dengan teknik pengumpulan data dengan survei, wawancara, dan FGD. Temuan menunjukkan bahwa secara umum pandangan UMKM Produsen Pangan di Kabupaten Jember terhadap penerapan Sertifikasi Halal adalah positif. Pengaruh Label Halal Terhadap Kelangsungan Usaha Berdasarkan Perspektif Usaha Mikro, Kecil, dan Menengah Produsen Pangan di Kabupaten Jember juga positif. Namun ada beberapa faktor penghambat yang dihadapi, terutama perlunya literasi digital dan pemahaman UMKM terkait tertib administrasi organisasi bisnis. Hasil penelitian ini diharapkan dapat memberikan informasi kondisi yang terjadi di lapangan sebagai masukan kepada pemerintah dan pihak terkait untuk memaksimalkan keberhasilan program sertifikasi halal khususnya program selfdeclared halal sertifikasi bagi UMKM.



Introduction

Based on data from the World Population Review, the Muslim population in Indonesia in 2020 will reach 229 million people or 87.2% of the total population of 273.5 million. Of this population, the Indonesian Halal Industry Roadmap states that the national halal economy plays a role in the Gross Domestic Product of up to US\$ 3.8 billion per year (Industry, n.d.). This condition is a massive opportunity for Indonesia to become a global halal economic engine. Indonesia is ranked fifth in the Big 15 global halal industry data for 2019/2020. Unfortunately, Indonesia is not included in the global halal industry's top 10 for halal food. Based on data, even Indonesia was defeated by a country with a non-Muslim majority population, such as Brazil, which ranks 3rd in the top 10 global halal food.

Figure 1

Big 15 Rank Global Indicator Economic (GIE) 2019/2020



Source: Dinarstandard (2021)

As it is known that MSMEs provide an essential role in the economy of Indonesia. This prompted the Indonesian government to enact a law on halal certification, i.e., UU No. 33 of 2014 (*Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal*, n.d.) regarding the guarantee of halal products in article 4, which explains that products that enter, circulate, and regulations in the territory of Indonesia must be halal certified.. This is also supported by PP No. 31 of 2019 (*Peraturan Pemerintah (PP) Nomor 31 Tahun 2019 Tentang Peraturan Pelaksanaan Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal*, n.d.) concerning the Implementation of Halal Product Guarantees and PP No. 39 of 2021 (*Peraturan Pemerintah (PP) Nomor 39 Tahun 2021 Tentang Penyelenggaraan Bidang Jaminan Produk Halal*, n.d.) concerning Performance in the Field of Product Halal Verification. In addition, it is also supported by UU No. 11 of 2020 (*Undang-Undang Nomor 11 Tahun 2020 Tentang Cipta Kerja.*, n.d.), Which aims to create and increase job opportunities. The government provides convenience, protection, and empowerment to cooperatives, MSMEs, and national industry and trade. This is done to absorb the broadest possible Indonesian workforce while still paying attention to the balance and progress between regions in the unity of the Unitary State of the Republic of Indonesia for the National Economy.

So, with that constitution and government regulations, this can force MSMEs and business actors in Indonesia to register their products to be halal certified. Before the Halal Product Assurance Act, MUI's leading role in certification was through LPPOM (Lembaga et al.). However, after the Halal Product Assurance Act was enacted, the leading agency

authorized in the halal certification process was Badan Penyelenggara Jaminan Produk Halal (BPJPH).

One of the provinces in Indonesia has the potential for dynamic development in various fields, namely East Java Province, including Kab. Jember. Emotional effects are shown, among others, in population, education, and the potential growth of superior products. Population data for September 2020 recorded 2,536,729 people, with a female population of 50.13% and a male population of 49.87%. In the last ten years, namely the 2010-2020 period, the population of Jember Regency 2020 experienced an addition of around 204,003 people, an increase of 8.75% from the total population in 2010, which was only 2,332,726 people. With an area of 3,293.34 square km, the population density of Jember Regency, based on the results of the 2020 population census, is 770 people per km² (Jember, 2020).

When viewed from the education sector, the Jember Regency is a developing district of several major universities, including Universitas Islam Negeri (UIN) KH. Achmad Siddiq Jember, Universitas Jember, Universitas Muhammadiyah Jember, Politeknik Negeri Jember, Universitas PGRI Argopuro Jember (UNIPAR), Universitas Islam Jember, Universitas Mochammad Sroedji Jember, STIE Mandala Jember, and others. The presence of higher education institutions in the Jember Regency has also contributed to attracting the migrant population, thus influencing the growth in data on the number of migrant residents who come from students.

The dynamic development of population and education in the Jember Regency also influences the increase in demand for processed food and beverage products in the Jember Regency. Business actors then responded by creating various processed food and beverage products from Micro, Small, and Medium Enterprises (MSMEs). There have been many processed food and beverage products from SMEs from Jember Regency, a superior regional product. With the increasing expansion of processed food products, Jember MSMEs require MSMEs to fulfill consumer rights related to products, including fulfilling the request for halal certainty status through halal certification. MSMEs can maximize self-potential development by joining several MSME communities/associations in the Jember Regency. There have been many UMKM communities that have developed in Jember, among others Komunitas Sejahtera Mandiri (KSM), Business dan Export Development Organization (BEDO), Jember Aku Mandiri Kreatif (JAMK), Jember Ekonomi Kreatif (JEKA), Asosiasi UMKM Jatim, and others.

According to the Department of Religion of Jember Regency records, around 98% of the population residing in Jember Regency are Muslims. The rest are Catholics, Protestants, Hindus, Buddhists, and others. Most people in the Jember Regency are

dominated by Muslims, who are spread evenly in each sub-district. So, the fulfillment of halal certainty status is essential—the development of Islamic boarding schools in Jember Regency is rapidly becoming a sign that the religious center has developed. Therefore, the people of Jember Regency need their main product, food, which is in line with the rules set by Islamic law. In Islam, halal criteria are absolute requirements that must be met, especially for food products. According to Salehudin (Salehudin, 2010), Halal is a principle provision regulated in the Islamic religion to be used in stating that something is prohibited or permitted for consumption by Muslims.

In determining the halal of a product, it is not only the main ingredients that are considered, but other mixed ingredients used and the manufacturing process in creating the product and how it is distributed to consumers. Thus, clarifying the halal status of the products sold is very important. To provide assurance and certainty that a product is genuinely halal, an institution trusted to conduct a comprehensive inspection is needed and can issue Halal Certification.

Countries in the world, both Muslim and non-Muslim majority countries, have increased their income from food exports by joining as a growing consumer market force, predominantly Muslim countries and those who need extra guarantees on food safety and product quality. Seeing the potential market share opportunities for halal-certified products, even non-Muslim countries are starting to take essential steps to produce food and non-food according to halal standards. Halal standards do not only cover food. It also has regulations on food transport, packaging, labeling, and logistics. Preparation procedures are also analyzed to ensure compliance with Halal and other recognized safety/quality standards. Aziz & Chok's study (Aziz & Chok, 2012) found that halal certification and awareness are significant factors in explaining the intention to buy halal products in non-Muslim communities. They also reveal that non-Muslim consumers report a substantial awareness of Halal products. This condition shows that not only the Muslim community but also many non-Muslim communities have adopted halal food as an optional part of their lifestyle.

Opening potential market shares for products with halal certificates strengthens the position of halal products in the market. Thus, it is essential for MSMEs in Indonesia, especially those engaged in food production, to understand the obligation of Halal Certification for their products. Apart from giving protection rights to consumers regarding the certainty of halal status, it can also strengthen the position of its products in the market. However, based on a preliminary study in Jember Regency, halal certification is readily accepted by established and medium MSMEs but not for micro businesses. Therefore, based on the background above, the author wants to explore how the halal

certification application for Micro, Small, and Medium Enterprises (MSMEs) food products in Jember Regency is related to the obligation of halal certification. The novelty of this study is that it also explores the benefits and implementation of halal certification. Further, it explores how the perceptions of micro, small, and medium enterprises are felt in the halal certification registration process, especially for SME products in the ongoing free self-declaration halal certification program.

Literature Review

Previous Studies

Previous studies on halal certification have been carried out by previous researchers, including the results of a survey by Hasan, Rini, and Geoffrey (Hasan et al., 2020) on 42 MSMEs in Kota Kinabalu, Sabah Malaysia, regarding their awareness and perceptions towards halal certification showing that MSMEs are aware of the role of halal certification, and how halal will make them competitive in the market. The majority of them want to become a Halal-certified company. Still, MSMEs respond that becoming a Halal-certified company in Malaysia is expensive and complicated, so it becomes a significant obstacle.

While the results of research from Giyanti & Erna (Giyanti & Indriastiningsih, 2019) found that the operational performance felt over the last three years by SMEs in Surakarta City that is halal certified has better performance in all performance measures, including production capacity, product quality, sales, net profit, number of consumers, consumer loyalty, and market size when compared to when their products did not have halal certification.

Ab Talib, Chin, & Fisher found that halal food certificates are a tool for superior business performance (Ab Talib et al., 2017). So, having a halal certificate in a company with food products can increase productivity and standardize the company's internal operations. Company owners have a positive perception of halal certificates on their food products.

Based on some of the preliminary studies above, it was found that the halal industry, through halal certificates, can increase people's income and quality of life through trade. Soltanian et al. survey shows that entrepreneurs or SMEs must be open to business opportunities. It must expand the market for halal products by sharing the knowledge and success of halal entrepreneurs in various business fields. SMEs in Indonesia, especially in Jember Regency, should take this opportunity to develop their business by entering the Halal market (Soltanian et al., 2016).

Halal is a global issue in Indonesia. For example, Halal certification is expected to impact SMEs positively. Many established SMEs, such as restaurants, are ready to accept and seek their Halal certificates through the MUI (Indonesian et al.). However, smaller SMEs such as street vendors must prepare to comply with regulations requiring businesses to have Halal certificates, as they see that they can create complications for them while not adding new value to their business (Syafiq, n.d.).

Concept Theory

Halal Certification

Certification is a requirement that must be completed in the process of quality control of food products. The implementation method can be in a laboratory way or using other methods by technological advances. This certification assures the user or users of the product that the goods consumed meet specific quality standards (Haji, 2003).

While the word halal means permissible (by Islamic law), not haram (Maulana, 2008). The origin of the word halal is the Arabic Halla, which means "unbound" or "free." Etymologically, the word halal means things that are permissible and can be done because they are free or not bound by provisions that prohibit it or everything free from worldly and ukhrawi dangers (Lembaga et al. Indonesia, 2014). According to Qardhawi (Qardhawi, 2003), Islamic halal and haram law principles include: a) Everything is permissible. b) The determination of halal and haram is the sole authority of Allah SWT. c) Forbidding what is halal and justifying what is unlawful includes shirk behavior towards Allah SWT. d) Because something is dangerous or wrong, it is forbidden. e) In something lawful, there is something with which you no longer need something unlawful. f) Something that leads to what is unlawful is also unlawful. g) Investigate something unlawful, then the law is unlawful. h) Haram law against something will not be erased even if it is based on good intentions. i) To avoid falling into unlawful things, being careful about things that are subhat is obligatory. j) The illegal status of a thing applies to all. k) In an emergency, make things that are prohibited permissible.

Halal and haram have been regulated strictly in Islam through the Koran and Hadith. Therefore, in Islam, halal is very important and prioritized (Nasyi'ah, 2018). Halal certification helps global halal market organizations assure consumers of the certainty of halal status. In addition, it provides an excellent opportunity for food manufacturers to increase their customers by exporting their products to more than 1.6 billion halal consumers worldwide (Center, 2015). Halal certification of food products also provides an opportunity for halal consumers, especially Muslims, to increase their

trust in halal food and ensure that the ingredients used and the production process comply with Islamic law, thus ensuring that they can always eat halal food without violating Islamic law by eating food. non-halal or use non-halal products.

The Importance of Halal Certification for MSMEs

Indonesian people are free to choose religion, which is implied by the guarantee of religion from the State for its inhabitants in the 1945 Constitution. Meanwhile, freedom in carrying out worship is a guarantee of worship. The selection of products with halal status is an obligation for residents who adhere to the Islamic religion and have religious values. Thus, guaranteeing the halal status of a product is a form of protection for Muslims, which is the government's responsibility. The certainty of halal products' existence can positively affect society, namely giving peace of mind and heart when consuming them (Chairunnisyah, 2018).

Noor & Hassan highlights three fundamental issues related to halal products: the attitude of Muslim consumers towards the products they consume, the role of industry players in producing halal products, and enforcement actions to bind halal certificates and halal logos that each institution falsifies (ISMAIL, 2016). These three elements must be harmonized so everything is consistent, especially from industry players, which leads to profitability. Halal is not just a concept but creates a support system. Consumers must be selective in ensuring that they only consume genuine Halal products. The process is considered fardhu ain (personal obligation). As for business actors, they must find a way to produce authentic halal products that are strictly followed and meet halal certification standards and guidelines.

According to Power & Gatsiounis in Al-Teinaz & Hani, Halal certification benefits food manufacturers and venues looking to increase the demand for and acceptance of their products. In addition, the production of Halal food products makes a food company a global one. (Al-Teinaz et al., 2020). Therefore, existing SMEs should take the opportunity to be more proactive about producing Halal products, as it can be a competitive advantage for SMEs to develop their business locally and globally. Bistari (2004) stated four benefits of the Halal logo for SMEs: consumer trust, competitive advantage, product quality, and lastly, as a mechanism to audit and monitor halal food. Ramli supports this argument (Ramli, 2010). Halal laws are needed (1) to protect consumers, (2) to ensure that halal food producers fulfill their moral obligations towards consumers, and (3) to facilitate halal food trade for both local and global markets. Based on the views supported by the study, the existence and role of SMEs in Malaysia should be considered. As the backbone of a prosperous country's economy,

the government always takes appropriate measures to support SMEs. As supported by Zohar & Marshall, halal products are business objects not solely related to seeking maximum profit but also to four foundations: ethics, morality, social, and other sacred values (Zohar, D., & Marshall, 2004).

Halal Certification and Labeling in Indonesia

Indonesia has the potential for various superior products. The variety of products circulating in Indonesia. To make it easier for consumers to identify whether the product is halal, there must be a marker on the product with a halal code. Thus, halal labeling and certification of a product are crucial to guarantee halal status for product users, especially for the Muslim community (Afronyati, 2014). Halal certification is a process to obtain halal certificates through inspection stages that can prove guarantees for the raw materials used, product processes, and halal guarantees for products according to standards set by LPPOM MUI (Faridah, 2019).

Halal certification activities are carried out by auditors who are experts in their field, fulfilling a series of examinations. After the requirements are fulfilled, a written fatwa will be issued as a halal certificate stating that the product is declared halal. The validity period of the halal certificate is four years. If it has expired, an extension can be submitted. During the validity period of the halal certificate, a company must maintain the halalness of its products consistently.

A product that has been declared to have a halal certificate will usually be labeled halal on the outer packaging of the product. The purpose of this labeling is to provide a code to consumers that the product they will buy is a product that has been guaranteed to be halal. BPOM also has a role in granting permits for the halal labeling of a product, so the relationship between certification and halal product labeling is very close. The requirement for a product to be given a halal label is the existence of a halal certification issued by MUI.

The regulations governing halal certification are UU No. 33 of 2014 (*Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal*, n.d.) concerning halal product guarantees in article 4, which explains that products that enter, circulate, and trade in the territory of Indonesia must be halal certified. Then it was also supported by PP No. 31 of 2019 concerning the implementation of halal product guarantees, PP No. 39 of 2021 (*Peraturan Pemerintah (PP) Nomor 39 Tahun 2021 Tentang Penyelenggaraan Bidang Jaminan Produk Halal*, n.d.) Concerning the implementation of the halal product guarantee sector, and UU No. 11 of 2020, which aims to create and increase employment by providing convenience, protection, and empowerment to cooperatives

and MSMEs as well as national industry and trade as an effort to be able to absorb the broadest possible Indonesian workforce while still paying attention to balance and progress between regions in economic unity national.

For consumers to feel calm, safe, and comfortable in consuming products, especially for the Muslim community, it is essential to guarantee the availability of a product with halal status. Article 3 of the JPH Law also states that the products sold by the company will have added value if there is certification. Hope from existence Undang-Undang Jaminan Produk Halal (UU JPH) products on the Indonesian market, both domestic and imported, have halal certificates. According to Suparto et al. (2016), the issuance of UUJPH is related to changes in the halal certification agency for a product. To implement Undang-Undang JPH, BPJPH cooperates with various institutions, including Lembaga Pemeriksa Halal (LPH), MUI, and the Ministry.

The stages of the halal certification process through the BPJPH mechanism are almost the same as the stages of the halal certification process carried out by the MUI, namely going through five main stages as follows: 1) self-registration and attaching the required documents; 2) the next step is BPJPH examines the requirements file that has been collected; 3) After the files have been checked, an auditing process is carried out, and the products that have submitted halal certificates are examined; 4) BPJPH provides the results of the examination that has been carried out to the MUI to submit a halal fatwa; and 5) If the product has been declared to have passed the audit, halal certification will be issued.

In the next five years, efforts will be made to have a gradual certification process for products produced in Indonesia. Thus, products that are not currently halal-certified products do not immediately receive legal sanctions. However, it is given a fostered process and socialized in advance and is allowed to submit a halal certification process. Initially, the institution authorized to carry out halal certification was the MUI through LPPOM MUI. The stages of the certification process are illustrated in Figure 2, with the following explanation: 1) The product owner prepares the required document files, 2) The process of verifying the documents submitted by the product owner by LPPOM MUI, 3) Conducting an audit by the LPPOM MUI auditor, 4) The MUI conducts an assessment and determines the halal status of the product, 5) Issuance of a certificate Halal for products that have been declared to have passed the review process (Faridah, 2019).

Then, the formation of BPJPH occurred, and the stages of the certification process for a product were slightly changed. These stages can be seen in Figure 3, with explanations namely: 1) The product owner prepares the required document files, 2)

The process of verifying the documents submitted by the product owner by BPJPH, 3) Conducting audits and products are inspected by LPH, 4) BPJPH provides results from inspecting products at the MUI to issue fatwas, 5) Issuance of halal certificates for products that have been declared to have passed the audit process (Faridah, 2019).

Method

The research method used in this research is descriptive, and the type of data presented is qualitative. According to Sugiono, qualitative research is based on the philosophy of postpositivism, which can be used for research on natural object conditions, where researchers are key instruments, data collection techniques are triangulation, data analysis is inductive or qualitative, and qualitative research results emphasize meaning rather than generalization (Sugiyono., 2017).

The main subjects (primary informants) of this study were 40 MSME actors who produce food in Jember Regency, East Java. At the same time, the key informants are forum/community administrators for UMKM/IKM Kab. Jember and his supporting informants, namely the MSME data collection enumerators of the Ministry of Cooperatives and UMKM Kab. Jember, BUMDES Management, and Village Government are far from the center of Jember. This study aims to implement Halal Certification in Food Products for Micro, Small, and Medium Enterprises (MSMEs) in Jember Regency—data collection techniques with surveys, interviews, and FGDs. The data analysis techniques in this study were carried out continuously from the beginning to the end of the research process: a) data reduction, b) assessment, c) data presentation, d) conclusions, and verification.

Result and Discussion

Overview of MSMEs in Jember Regency, East Java

Jember Regency is one of the regencies which is the center area for creative industry SMEs in East Java and has significantly contributed to East Java's Gross Regional Domestic Product (GRDP). Based on the results of calculations by the East Java Province Cooperatives and MSMEs Office, which has received recommendations from the BPS of East Java Province, the contribution of Cooperatives and MSMEs to the Gross Regional Domestic Product (GRDP) or East Java's economy in 2021 will reach 57.81 percent or the equivalent of IDR 1,418 .94 trillion (Roosa, 2022).

Based on the results of the 2020 MSME value-added survey conducted on 4,000 MSME samples, it is known that the majority of MSMEs are individuals and do not yet have business legality, with the percentage of micro businesses as much as 45.61% and small businesses as much as 8.96%. Based on the 2016 economic census and 2018 SUTAS, it

was also explained that the most significant number of MSMEs in East Java were in Jember Regency, with a total of 647,416 MSMEs in both the conventional and creative industry categories. In the last five years, East Java has been one of the provinces with the fastest economic growth, with growth in the Gross Regional Domestic Product (GRDP) above the average. Interestingly, the survey data from the Office of Cooperatives and MSMEs in East Java Province noted that MSMEs had significantly contributed to the economy in East Java, which is recorded from 2016 to 2020, always above 56%. In 2020, MSMEs in East Java can contribute 57.25% to the GRDP of East Java Province. This figure has contracted compared to 2019 but is still higher than in 2018. Meanwhile, based on the distribution of the gross added value of KUMKM based on the business sector in 2020, the largest is in the processing industry business sector. The contribution of MSMEs to the GRDP of East Java Province (Jatim, 2020).

However, even though the number of MSMEs in the Jember Regency is the highest in East Java, the capability to develop the average business of each MSME is still rated in the low category. This is most likely due to less optimal business management. This can be seen from the contribution of MSMEs in the Jember Regency to the economy in East Java in 2019, which should be included in the Top 5. MSMEs in the Jember Regency rank 6th in terms of contribution to the economy in East Java Province. Based on these conditions, studying the competitiveness of MSME products, primarily related to halal product certification, is necessary. Products that have been certified halal have higher competitiveness, especially food products for now. The following is the demographic data of the primary respondents in this study, namely MSMEs that produce food products in Kab. Jember can be seen in Table 1 as follows.

**Table 1. Demographic Data of Main Respondents
(MSMEs that Produce Food in Jember Regency)**

No	Characteristics		Total	Percentage
1	Religion	Islam	36	90 %
		Non-Islamic	4	10 %
2	Length of Business Operation	< 5 years	21	52.5 %
		5-10 years	14	35 %
		>10 years	5	12.5 %
4	Turnover/year	<50 million	8	20 %
		50 - 100 million	32	80 %
5	Halal	Already	8	20 %

Certification

Not yet

32

80 %

Source: Data is Processed, 2022

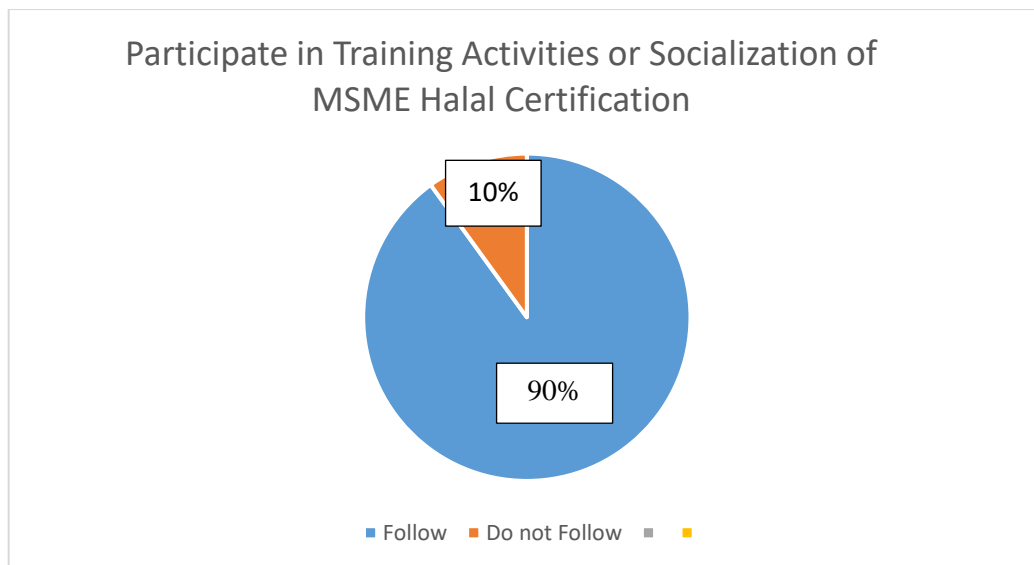
Based on Table 1 above, it can be seen that of the 40 respondents, 90% were Muslim, and 10% were non-Muslims, with a business length of <5 years by 52.5%, 5-10 years by 35%, and >10 years by 12.5%. Then 20% of MSMEs have a turnover of <50 million per year, 80% of MSMEs have a turnover of 50-100 million per year, and 20% of MSMEs already have halal certification for their products. The remaining 80% still need to get it.

Efforts to Implement Halal Certification of Food Products in Micro, Small, and Medium Enterprises in Jember Regency

In 2024 the government will require all food and beverage products to implement halal certification. This follows the explanation in Article 2 PP 39 of 2021 (*Peraturan Pemerintah (PP) Nomor 39 Tahun 2021 Tentang Penyelenggaraan Bidang Jaminan Produk Halal*, n.d.), Which stipulates that products that enter, circulate, and trade in Indonesian territory must be halal certified. This policy encourages the government to accelerate the implementation of halal certification, especially for food and beverage products produced by MSMEs. One of the efforts is through programs issued by several ministries, one of which is the Ministry of Religion of the Republic of Indonesia in the Sehati program, which has been rolled out since 2021. The program is aimed at small micro enterprises (UMK) that meet the requirements for applying for halal certification with a statement from the business actor (self-declaration). According to Rafianti et al., the concept of benefit related to the self-declare halal policy for UMK aligns with the star's goals of achieving benefits and eliminating/rejecting harm (Rafianti et al., 2022). So, in practice, the role of business actors in providing comfort and protecting Muslim consumers in particular, and the strength of the commitment of policymakers and related institutions, can be implemented as well as possible.

Based on the results of the interviews, 100% of the respondents already had Business Identification Numbers (NIB) and P-IRT Food Product Permits. Furthermore, as many as 36 (90%) MSME respondents stated that they had attended some training/socialization regarding knowledge and the halal certification process, and 4 (10%) MSME respondents stated that they had never participated in related training/socialization. Respondents who had never participated in socialization or training stated that their time was prioritized for selling, so they still needed to have the opportunity to participate in the training or socialization.

Figure 2
Participate in Training Activities or Socialization of MSME Halal Certification

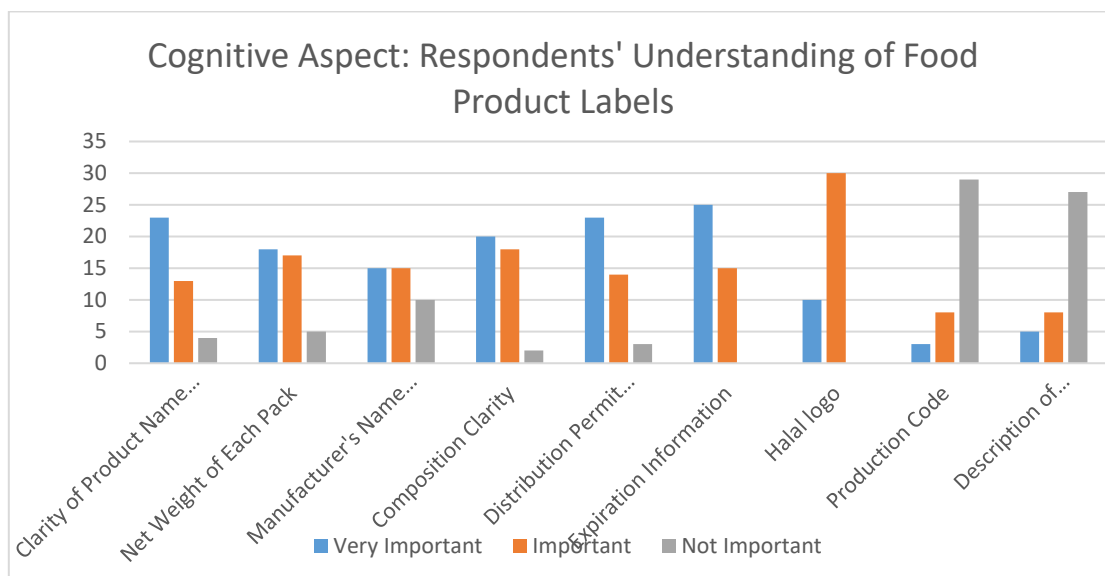


Source: Data is Processed, 2022

Since halal certification is a new program in Indonesia, socialization and training activities on halal certification are essential for MSMEs. Sirat et al. stated that socialization related to halal certification is urgently needed for MSMEs (Sirat, Abdul Hadi., Hartaty Hadady & Padli, 2020). The aim is to explore entrepreneurs' understanding and knowledge about their products, halal certification procedures, and institutions involved in issuing certificates. It aims to look at the entrepreneur's basic understanding of halal certification, especially in institutional and administrative terms. Then, explore the entrepreneur's understanding of halal labeling and its effect on sales.

Then on the cognitive aspect/understanding of respondents to the product by exploring understanding related to the rules regarding food labels listed in Law Number 18 of 2012(*Undang-Undang Nomor 18 Tahun 2012 Tentang Pangan*, n.d.) concerning Food, UU No 36 of 2009(*Undang-Undang Nomor 36 Tahun 2009 Tentang Kesehatan Pangan*, n.d.) concerning Food Health, and Law Number 33 of 2014 (*Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal*, n.d.) concerning Guarantee of Halal Products, namely related to the name of processed food consisting of type name and trademark, net weight, name and address of producer, composition, food registration number, expiration statement, production code, information on nutritional content, halal logo as follows.

Figure 3
Cognitive Aspect: Respondents' Understanding of Food Product Labels

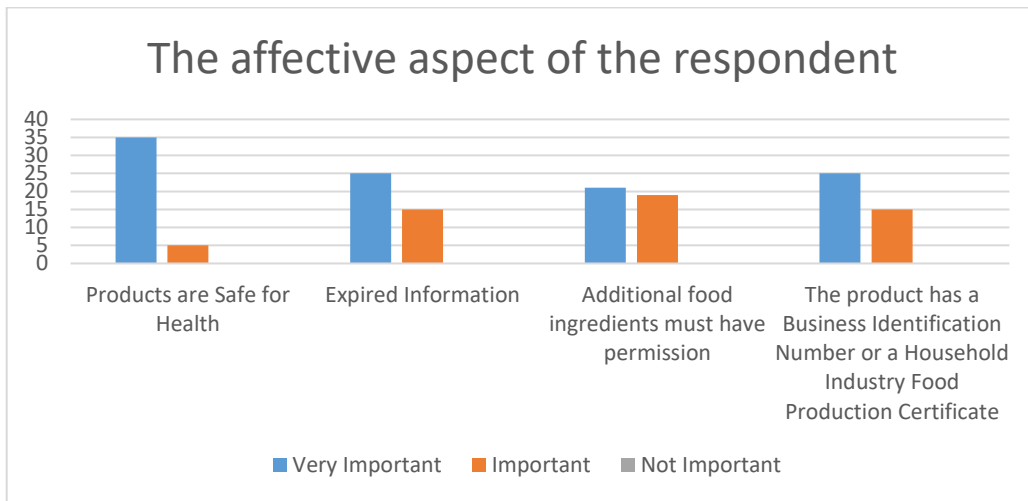


Source: Data is Processed, 2022

Based on Figure 3, it can be seen that there is not a single respondent who stated that expiration information and the halal logo are unimportant aspects of food product labels, with a total of 25 respondents (62.5%) stating that the most crucial aspect that must be on food product labels is expiration information. Then, as many as 30 respondents (75%) stated that an important aspect that must be on the label is the halal logo. At the same time, 29 respondents (72.5%) and 27 respondents (67.5%) stated that the production code and information on nutritional content are optional to be displayed on food product labels.

The cognitive understanding of producers regarding food product labels is fundamental. Labels on products have an essential role in the level of consumer confidence. Products with labels that provide complete information to consumers can compete in the market because consumer trust will be high. Carlsson et al. found that consumers are significantly willing to buy food products with complete and reliable labels (Carlsson et al., 2020). Even consumers are willing to pay an additional 50% for a product if the product has a label certifying that the product meets the highest standards in terms of health, animal welfare, etc. Furthermore, the measurement of the affective aspects of the respondents follows in Figure 4.

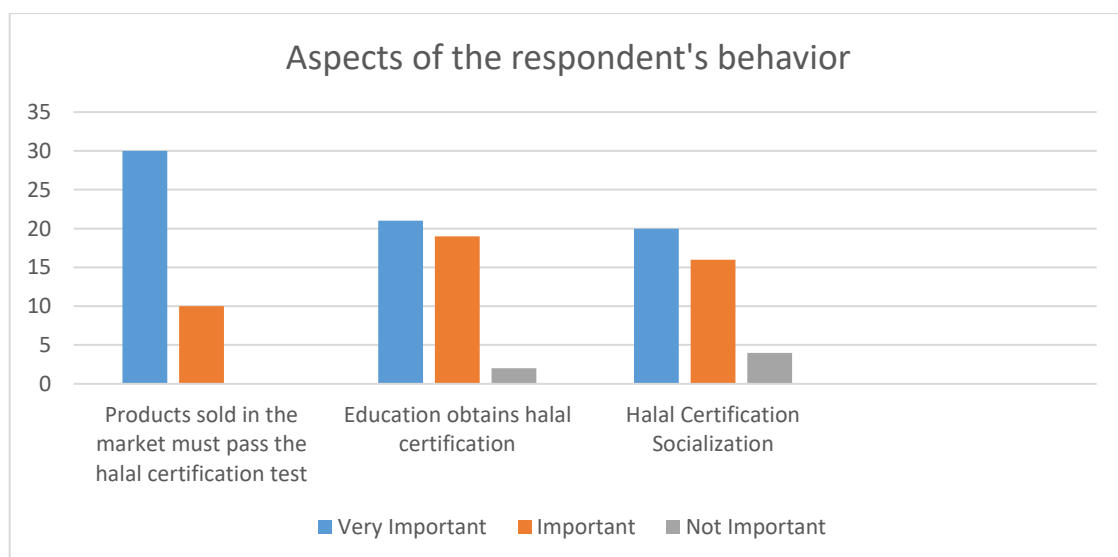
Figure 4
Affective aspects of respondents to the products produced



Source: Data is Processed, 2022

Based on Figure 4 above, the respondents have an excellent affective aspect category, namely that no respondent stated that any component was unnecessary. The value of honesty of the respondents can be seen in the assessment of each component with a significant and vital value for products sold in the market by prioritizing consumer health safety. As much as 87.5% of respondents said it was essential. The affective aspect is related to producers' attitude to create products with good quality and safety for consumers..

Figure 5
Aspects of the behavior of respondents to the products produced



Source: Data is Processed, 2022

Based on Figure 5, it can be seen that the behavior of the respondents towards the halal certification process is positive. As many as 30 respondents (75%) stated that products sold in the market must pass the halal certification test, and the remaining 10 respondents (25%) said it was essential. None of the respondents said it was not necessary. Thus, from the psychological measurements of respondents regarding the halalness of a product, it is considered to be in a reasonably good category. However, optimal training, socialization, and assistance are still needed, especially in technical implementation, starting from the preparation of manuals Sistem Jaminan Produk Halal (SJBH) until registration and submission of files in the halal system (<http://ptsp.halal.go.id/>).

Submission of halal certification with a statement from the business actor (self-declaration) is an opportunity for MSMEs in Indonesia, especially in Jember Regency, to apply their products in the halal certification program for free to increase the competitiveness of their products. According to Massoud et al., companies will implement more product control if they can identify and understand the potential benefits (Massoud, M. A., Fayad, R., El-Fadel, M., & Kamleh, 2010). Thus, it influences MSMEs' behavior to use halal labels on their products (Kim & Choe, 2019). However, not many MSMEs in the Jember Regency took part in the Phase 1 Free Halal Certification program, one of which was the Sehati Program held by Badan Penyelenggara Jaminan Produk Halal (BPJPH) Ministry of Religion of the Republic of Indonesia in July 2022.

Based on the explanation from the management of the UMKM forum and the enumerator of the UMKM registrar for Jember Regency, there are several reasons why SMEs in Jember Regency did not take part in the Sehati program stage 1 as follows: a) Most MSMEs in Jember Regency need to learn about the Sehati program phase 1. MSMEs, especially those far from the city center, need more access to information. Many MSMEs not affiliated with associations or communities also cause a delay in information reaching MSMEs. Only about 30% of MSMEs are members of associations/communities of the total MSMEs in the Jember Regency. So, MSMEs that are not affiliated with the association are not touched at all by this program. b) Of MSMEs affiliated with associations, only about 20% are labeled halal. The enthusiasm of the association members to register their products in the Sehati program is very high. This can be seen from the enthusiasm of Muslim and non-Muslim business actors in participating in outreach programs related to halal products carried out by various parties, including the government, banks, and others. However, many business actors feel that socialization activities only provide motivation and do not provide insight into the technicalities of managing the program. When they asked about access and how to register, many sources, related offices, or agencies needed help answering and facilitating it.

This condition was made possible due to the limited number of PPH assistants under the PPH Facilitating Institute in the Jember Regency. Data on the number of assistants registered as of July 2022 in Jember Regency are 12 companions with details of 4 assistants from LPH Muhammadiyah University of Jember and eight assistants from LPH UIN KH Achmad Siddiq Jember. Thus, the LPH in the Jember Regency is trying to recruit PPH assistants to facilitate MSMEs in the halal certification process in the stage 2 halal certificate submission program. The addition of the number of PPH assistants in Jember Regency opened up space for collaboration between LPH and related agencies such as the LPH Collaboration in Jember Regency with the Center for Integrated Business Services for Cooperatives and SMEs in Jember Regency, Regional Coordinating Agency for Administration and Development of East Java Province V, and the Jember Regency Cooperative and Micro Business Service which will be held starting in September 2022 by opening halal classes for MSMEs who incorporated in forums/communities under the auspices of related agencies/agencies. As a result, the number of MSMEs in the Jember Regency that took part in the phase 2 halal certificate program, which opened on August 24, 2022, has increased.

The Perspective of Micro, Small, and Medium Enterprises (MSMEs) of Food Producers in Jember Regency on the Implementation of Halal Certification

The results of the explanation from the informants explained that, in general, the perspective of Micro, Small, and Medium Enterprises (MSMEs) Food Producers in Jember Regency towards the Implementation of Halal Certification has a positive value. In addition, MSMEs have views on the supporting factors for the implementation of halal certification for MSME food products in Jember Regency, which has been running, as follows: a) There are efforts to support IKM/UMKM associations/forums that actively seek and convey information about programs related to halal certification so that their members understand the halal certification process; b) There are efforts to support related institutions (government/stakeholders) to socialize and facilitate MSMEs in Jember Regency to face the obligation of halal certification; c) The decisive factor of religion to be able to sell products that are halal and *toyib* to consumers is a strong incentive for them to register products in halal certification; d) Awareness and knowledge related to halal products is a strong incentive for MSMEs to register halal-certified products; e) In addition, there is a belief that there are long-term benefits if their products are halal certified, which can positively impact product marketing and increase sales and business development.

Meanwhile, views regarding the inhibiting factors for the implementation of halal certification for MSME food products in Jember Regency are as follows: a) Lack of digital

literacy for MSMEs so that most MSMEs feel confused about registering an account and completing the documents in SIHALAL G.2 at ptsp.halal.go.id; b) The lack of familiarity with MSMEs in orderly administration is an obstacle in the preparation of the self-declare SJBH (Halal et al.) manual; c) Lack of MSME literacy regarding the NPWP function, based on information from the Integrated Business Service Center (PLUT) for KUMKM Jember Regency, many MSMEs have resigned from participating in assistance in Halal classes held by PLUT in collaboration with LPH Jember Regency, including halal classes from LPH Halal Center UIN KH. Achmad Siddiq Jember. This is motivated by the fear of MSMEs after knowing there is an obligation to deposit an NPWP. In the understanding of MSMEs, by depositing their NPWP, they are automatically required to pay substantial taxes.

Based on exploring the perspective of MSME food producers in Jember Regency, it was found that all respondents indicated they had a sense of responsibility to protect their consumers by selling products that were safe and halal. In implementing self-declare, the role of producers is to protect all Indonesian people in choosing and consuming halal food and drinks, as well as the strength of the commitment of policymakers and institutions. The results of the explanation from the informants explained that, in general, the perspective of Micro, Small, and Medium Enterprises (MSMEs) Food Producers in Jember Regency towards the Implementation of Halal Certification has a positive value. In addition, MSMEs have views on the supporting factors for the implementation of halal certification for MSME food products in Jember Regency, which has been running, as follows: a) There are efforts to support IKM/UMKM associations/forums that actively seek and convey information about programs related to halal certification so that their members understand the halal certification process; b) There are efforts to support related institutions (government/stakeholders) to socialize and facilitate MSMEs in Jember Regency to face the obligation of halal certification; c) The decisive factor of religion to be able to sell products that are halal and *toyib* to consumers is a strong incentive for them to register products in halal certification; d) Awareness and knowledge related to halal products is a strong incentive for MSMEs to register halal-certified products; e) In addition, there is a belief that there are long-term benefits if their products are halal certified, which can positively impact product marketing and increase sales and business development.

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The Perspective of Micro, Small and Medium Enterprises (MSMEs) of Food Producers in Jember Regency on the Effect of the Halal Label on Their Business Continuity

The results showed that MSMEs perceive that the halal certification label can influence the innovative performance of halal-certified food companies. Innovative performance improvements can affect product performance improvements in the market. These findings follow the results of research from Salindal, which explains that halal certification for food companies can significantly improve the performance of halal-certified companies, and innovative performance fully mediates the relationship between halal certification and market performance (Salindal, 2018).

In addition, MSMEs in Jember Regency feel that the existence of halal certification impacts the company's operational and financial performance. As the findings of Ab Talib et al. explain that, halal food certification has a positive and significant relationship with operational and financial performance (Ab Talib et al., 2017). The further reinforces that halal food certification is a food safety certification with consistent safety, quality, hygiene, and control attributes. The support from these findings strengthens the findings of Kafetzopoulos and Gotzamani, which suggest that operational performance contributes to financial performance (Kafetzopoulos & Gotzamani, 2014). Thus, in addition to the increased operational performance of Halal food companies, superior product quality and safety, and a larger market share, Halal food certification may play a central role in improving financial performance. For example, achieving a more significant market share (operational performance) could lead to potential financial performance, including more significant sales growth or net profit.

Therefore, halal certification must be implemented in the food industry to ensure a standard system of Islamic practices, including product safety and hygiene. It is also an innovation tool to help boost business growth, especially in countries where the Muslim population is predominant. In this study, halal certification can be considered a determining factor to ensure the growth of the food industry business. (Yusuf, Asnidar Hanim., Syadiyah Abdul Shukor, 2016).

Conclusion

Based on the results and discussion, it can be concluded that 100% of respondents already have Business Identification Numbers (NIB) and P-IRT Food Product Permits. Furthermore, as many as 36 (90%) MSME respondents stated that they had attended some training/socialization regarding knowledge and the halal certification process, and 4 (10%) MSME respondents stated that they had never participated in related training/socialization. Respondents who had never participated in socialization or training stated that their time was prioritized for selling, so they still needed to have the opportunity to participate in the training or socialization. Then, from the cognitive aspect, it is known that there is not a single respondent who states that expiration information and the halal logo are unimportant aspects of food product labels, with a total of 25 respondents (62.5%) stating that the most crucial aspect that must be on food product labels is expiration information. Then, as many as 30 respondents (75%) stated that an important aspect that must be on the label is the halal logo. At the same time, 29 respondents (72.5%) and 27 respondents (67.5%) stated that the production code and information on nutritional content are not essential to be displayed on food product labels. From the affective aspect, it is known that respondents have an excellent affective aspect category. Moreover, on the behavioral aspect, it shows that the behavior of the respondents toward the halal certification process is positive.

Based on the conclusions above, the following suggestions are recommended: (1) the government or stakeholders should not only socialize the importance of products labeled halal but also conduct optimal training and assistance, especially in the technical implementation of obtaining halal certification, starting from the preparation of the Guarantee System manual Halal products until registration and submit files in the halal system (<http://ptsp.halal.go.id/>). (2) MSMEs should be more proactive in finding out about the process of registering their products for halal certification, either by digging for information from the community, government agencies, the nearest halal center, or from other sources such as print media, social media, for example from Facebook, IG, YouTube, and so on.

Then, when viewed from the Perspective of Food Production MSMEs in Jember Regency on the Effect of Halal Labels on Business Continuity, it was found that MSMEs have the perception that halal-certification labels can affect the innovative performance of halal-certified food companies. In addition, MSMEs in Jember Regency feel that the existence of halal certification impacts the company's operational and financial performance. Therefore, halal certification must be implemented in the food industry to ensure a standard system of Islamic practices, including product safety and hygiene.

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