



The Role of the Palangka Raya City Government in Promoting the Halal Economic Ecosystem

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Abstract: *This study discusses the strategic role of the Palangka Raya City Government and the level of awareness of business actors in developing the halal economic ecosystem in Central Kalimantan. The background of the problem lies in the dominance of the government's role and the low level of independent initiative of business actors in the halal certification process. Using a qualitative approach through literature studies, interviews, and observations, this study was analyzed through the Sustainability Governance Theory and Fraud Pentagon Theory (Crowe Howarth, 2012). The results of the discussion indicate that the success of halal economic development is influenced by government intervention and the level of awareness of business actors, especially medium-sized business actors who better understand halal certification as a legal obligation as well as a strategic investment. Within the framework of the Fraud Pentagon Theory, pressure from regulations, opportunities due to weak supervision, and obstacles in the aspects of capability and arrogance of business actors were found. This study also identified a deficit in the five capitals (Five Pentagon Assets), namely human, financial, social, physical, and natural capital, which have an impact on the sustainability of halal certification. The conclusion of this study emphasizes the importance of policy harmonization and increasing awareness of business actors. It is recommended that the*

government strengthen regulatory support, incentives, and sustainable development in order to build an independent and competitive halal economic ecosystem.

Keywords : *Halal Ecosystem, Government, Role, Halal Certification.*

Introduction

The existence of the halal industry holds significant potential in driving economic growth, both nationally and globally. As public awareness of products that comply with Sharia principles increases, the halal industry continues to grow rapidly, becoming one of the main pillars of the global economy. The halal industry in Indonesia is experiencing rapid growth,¹ driven by the rising awareness among Muslims regarding the consumption of halal products.² In response to this increasing demand, Indonesia continues to strengthen its halal certification system to ensure product compliance with Sharia standards.³ Strong institutional support is essential to ensure that halal products circulating in the market meet the required standards and gain public trust.⁴

The development of the halal industry in Indonesia has become an important part of the development of the country's sharia economy. Amid the increasing trend of halal lifestyles, sharia-compliant products are needed due to spiritual demands and reasons to compete in the market.⁵ However, specifically in Palangka Raya City, there are still major problems in building a sustainable halal ecosystem. This is mainly related to the lack of awareness and efforts of MSMEs to actively promote halal certification for their goods. Most businesses carry out the certification process because of regulatory pressure, not because they understand sharia principles or business integrity. This shows that there is a difference between the readiness of business actors for state policies and how they welcome them. On the contrary, the Palangka

¹ Akhmad Haries, Hervina, and Maisyarah Rahmi Hasan, "Transformasi Pariwisata Halal Di Kalimantan Timur : Studi Analisis Fatwa Pariwisata Syariah Dan UU Jaminan Produk Halal," *Ghaly: Journal of Islamic Economic Law* 1, no. 2 (2021): 60–76.

² Warto and Samsuri, "Sertifikasi Halal Dan Implikasinya Bagi Bisnis Produk Halal Di Indonesia," *Al Maal: Journal of Islamic Economics and Banking* 2, no. 1 (2020): 98, <https://doi.org/10.31000/almaal.v2i1.2803>.

³ Rahayu Japar, Idris Paraikkasi, and Cut Muthiadin, "Peran Lembaga Sertifikasi Halal Dalam Membangun Ekosistem Halal: Tantangan Dan Peluang," *IJMA: International Journal Mathla'ul Anwar of Halal Issues* 4, no. September (2024): 34–44.

⁴ Anita Rizkia Rahma and Rifqi Ridlo Phahlevy, "Overcoming Barriers to Improve Halal Compliance in Indonesia," *IJLER: Indonesian Journal of Law and Economics Review* 19, no. 3 (2024): 1–24.

⁵ Ida Mursidah and Ade Fartini, "Strategi Mengembangkan Gaya Hidup Halal Di Banten : Pengembangan Industri Produk Halal Dan Kesadaran Bersyariah," *JIEI: Jurnal Ilmiah Ekonomi Islam* 9, no. 01 (2023): 893–904.

Raya City Government and the Halal Inspection Institute (LPH) of IAIN Palangka Raya have acted as strategic facilitators in various ways, such as providing technical assistance, socialization, and subsidies for certification costs. However, the government's dominance in promoting this sector shows that business actors do not yet have independence, even though the desire for the halal industry is very dependent on the awareness and commitment of producers.⁶

This growth is supported by the rising popularity of the halal lifestyle trend in Indonesia, which strengthens the demand for halal products and promotes the development of certification systems to maintain public confidence.⁷ According to the Global Islamic Economy Index 2018/2019, Indonesia ranked 10th as a global producer of halal products.⁸ Many local Micro, Small, and Medium Enterprises (UMKM) require assistance to meet halal standards and compete in the global market.⁹ In support of government programs, the Halal Inspection Agency (LPH) of IAIN Palangka Raya facilitates UMKM by simplifying the halal certification process, thereby enhancing local competitiveness within the national halal economy ecosystem.

LPH is an institution responsible for conducting inspections and/or testing the halal status of products, ensuring that consumers can feel safe and confident in using the products they choose.¹⁰ The presence of LPH IAIN Palangka Raya significantly contributes to building local consumer trust and supporting UMKM in competing within the national halal market. LPH ensures that products in circulation comply with Sharia standards, protecting consumers from non-compliant products.¹¹

⁶ Diandra Efendy et al., "Sosialisasi Dan Pendampingan Sertifikasi Halal Menggunakan Aplikasi SiHalal Pada UMKM Di Desa Salo Palai," *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)* 3, no. 2 (2022): 1106–14, <https://ejournal.sisfokomtek.org/index.php/jpkm/article/view/481>.

⁷ Mursidah and Fartini, "Strategi Mengembangkan Gaya Hidup Halal Di Banten: Pengembangan Industri Produk Halal Dan Kesadaran Bersyariah."

⁸ Muhamad Muhamad, "Tantangan Dan Peluang Penerapan Kebijakan Mandatory Sertifikasi Halal (Studi Implementasi Uu No. 33 Th. 2014 Dan Pp No. 31 Th. 2019)," *JIEBI: Jurnal Ilmu Ekonomi Dan Bisnis Islam* 2, no. 1 (2020).

⁹ Ach Faqih Supandi and Bastomi Dani Umbara, "Analisis Strategi Pengembangan UMKM Halal Di Jember Dalam Menghadapi Persaingan Pasar Nasional (Studi Pada Peluang Dan Tantangan)," *JIEBI: Jurnal Ekonomi Dan Bisnis Islam* 2, no. 2 (2022): 86–103.

¹⁰ Padia Putri and Syafruddin Syam, "Perlindungan Penggunaan Aplikasi Makanan Dan Minuman Online Dalam Information Legality Jaminan Kehalalan Produk Berdasarkan UU No. 11 Tahun 2020 Perspektif Fiqih Siyasah," *Jurnal EDUCATIO (Jurnal Pendidikan Indonesia)* 9, no. 1 (2023): 353–60.

¹¹ Muhammad Ilham, Saifullah Saifullah, and Nova Resty Kartika, "Perlindungan Konsumen Terhadap Upaya Labelisasi Halal Di Indonesia," *Indonesia Journal of Business Law* 2, no. 2 (2023): 58–66, <https://doi.org/10.47709/ijbl.v2i2.2326>.

A study conducted by Bastomi et al., titled "The Importance of Halal Certification from the Perspective of Islamic Business Ethics on Halal Food Products," indicates that LPH plays a crucial role in the halal certification process. It is responsible for inspecting and testing product compliance with the standards established by the Halal Product Assurance Organizing Agency (BPJPH).¹² The study highlights the importance of halal certification bodies, especially with the enactment of the Halal Product Assurance Law.¹³ As outlined in Law No. 33 of 2014 on Halal Product Assurance, all food, beverages, and other goods produced, imported, or traded in Indonesia must possess halal certification.¹⁴ This law aims to ensure that products circulating in society meet halal standards according to Islamic Sharia and provide certainty to Muslim consumers.¹⁵ With the implementation of this law, LPH functions to guarantee that products meet halal standards and address the Muslim community's need for product trust.¹⁶ Moving forward, LPH will play a vital role in ensuring that products circulating in the market comply with halal standards in accordance with Islamic law.¹⁷

This research aims to analyze the role of the Palangka Raya city government in promoting the halal economy ecosystem in Central Kalimantan. As the provincial capital, Palangka Raya holds a strategic position in driving the growth of the halal industry through regional policies, collaboration with LPH, and support for UMKM.¹⁸ Although the halal economy holds substantial potential, key challenges include the public's limited understanding of the importance of halal certification and UMKM's limited access to the certification process. Many UMKM actors pursue halal

¹² Rakhma Diana Bastomi et al., "Pentingnya Sertifikasi Halal Dalam Perspektif Etika Bisnis Islam Terhadap Produk Makanan Halal," *Eqien: Journal of Economics and Business* 13, no. 2 (2024): 202–10.

¹³ Ralang Hartati, "Peran Negara Dalam Pelaksanaan Jaminan Produk Halal," *ADIL: Jurnal Hukum* 10, no. 1 (2019).

¹⁴ Melissa Aulia Hosanna and Susanti Adi Nugroho, "Pelaksanaan Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal Terhadap Pendaftaran Sertifikat Halal Pada Produk Makanan," *Jurnal Hukum Adigama* 1, no. 1 (2018): 511, <https://doi.org/10.24912/adigama.v1i1.2155>.

¹⁵ Fatimah Nur, "Jaminan Produk Halal Di Indonesia Terhadap Konsumen Muslim," *LIKUID: Jurnal Ekonomi Industri Halal* 1, no. 1 (2021).

¹⁶ Dewi Ayu Widyaningsih, "Sertifikasi Halal Perspektif Maqashid Syariah," *FALAH: Jurnal Hukum Ekonomi Syariah* 4, no. 1 (2023): 61–72.

¹⁷ A. Ika Fahrika, Siradjuddin, and Ahmad Efendi, "Potensi Dan Peluang Pengembangan Sumber Daya Manusia Industri Halal Di Indonesia," *Eqien: Journal of Economics and Business* 12, no. 4 (2023): 426–34.

¹⁸ Risa Qoni'ah, "Tantangan Dan Strategi Peningkatan Ekspor Produk Halal Indonesia Di Pasar Global," *Halal Research Journal* 2, no. 1 (2022): 52–63.

certification not out of personal moral and spiritual obligations to ensure product compliance but rather due to regulatory requirements. However, halal certification is not merely an administrative formality but a form of responsibility reflecting business integrity and a spiritual connection with Allah SWT, ensuring that every product complies with Sharia standards while bringing blessings to both business actors and consumers.¹⁹

Local governments play a critical role in creating regulations that support the development of the halal industry, facilitating business actors, and fostering partnerships with LPH IAIN Palangka Raya as the authorized institution for inspecting and testing halal products. Through this collaboration, it is expected that more local products will obtain halal certification, enhancing UMKM competitiveness in both the national and international halal markets.²⁰ This research will highlight how the synergy between the local government and LPH IAIN Palangka Raya contributes to strengthening the halal ecosystem while providing strategic recommendations to foster the growth of the halal economy in Central Kalimantan.

This study employs a qualitative method using a literature review, interviews, and observations. The research data consists of primary and secondary data. Primary data is obtained through direct interviews with representatives from LPH IAIN Palangka Raya, UMKM actors, and local government officials involved in halal certification policies. Secondary data is derived from relevant literature, including Law No. 33 of 2014 on Halal Product Assurance, BPJPH reports, journal articles, and official documents. The data analysis technique used is qualitative analysis, encompassing data reduction, systematic data presentation, and conclusion drawing. This research also applies data triangulation to ensure validity by comparing interview results, observations, and literature reviews. The study focuses on analyzing the role of LPH IAIN Palangka Raya in facilitating halal certification for UMKM, identifying challenges faced, and providing strategic recommendations to strengthen the halal economy ecosystem in Central Kalimantan.

¹⁹ Bambang Hermanu, "Penguatan Legalitas Produk Pangan Halal Pada UMKM Menuju Terwujudnya Ketahanan Pangan," *Jurnal Agrifoodtech* 2, no. 2 (2022): 13–25.

²⁰ Abdul Qodir and Ahmad Muhim, "Peran Produsen Dalam Melindungi Konsumen Melalui Sertifikasi Halal Produk," *International Journal Mathla'ul Anwar Of Halal Issues* 4, no. 1 (2024): 58–66.

The Role of Local Government in Supporting the Halal Industry in Central Kalimantan

Local governments play a strategic role in promoting the development of the halal ecosystem at the local level, particularly through policies that support micro, small, and medium enterprises (UMKM) in obtaining halal certification. These policies include facilitating certification costs, providing technical assistance, and expanding education to help UMKM comply with the standards outlined in the Halal Product Assurance Law (UUJPH). In alignment with Law No. 33 of 2014, local governments aim to create a competitive business ecosystem and enhance the competitiveness of UMKM in both local and global markets.²¹

Local government policies play a crucial role in fostering UMKM growth in accordance with constitutional mandates and applicable laws. According to Article 22 of the Local Government Law, local governments have the authority to create policies when implementing assistance tasks, including those related to UMKM. The Provincial Government of Central Kalimantan has enacted Regional Regulation No. 15 of 2008 concerning the Empowerment of Cooperatives, Micro, Small, and Medium Enterprises (Perda Kalteng No. 15 of 2008). This regulation aims to increase community and business participation, boost productivity, expand access to capital, and develop high-quality, entrepreneurial human resources.²²

In practice, the Central Kalimantan Provincial Government has implemented various programs to support UMKM growth. One form of legal protection provided is facilitating halal certification for Small and Medium Industry (IKM) products. Through the Department of Trade and Industry at the provincial, city, and district levels, the government regularly conducts outreach and training on the halal product assurance system. This program aims to improve the productivity, competitiveness, and sustainability of IKMs. Through these initiatives, UMKM in Central Kalimantan are

²¹ Siti Masrohatin and Hikmatul Hasanah, "Efektifitas Pasca Terbit Sertifikasi Halal Pada UMKM Di Kecamatan Banyuwangi Kabupaten Banyuwangi," *Ekonomika Sharia: Jurnal Pemikiran Dan Pengembangan Ekonomi Syariah* 10, no. 2 (2025): 241–54.

²² Tri Hidayati and Erry Fitrya Primadhany, *Sistem Jaminan Produk Halal: Sertifikasi Halal Dan Peran Pemerintah Daerah Dalam Melindungi UMKM Di Kalimantan Tengah* (Jawa Barat: LP2M IAIN Palangka Raya Press, 2020), 99, [http://digilib.iain-palangkaraya.ac.id/id/eprint/3418%0Ahttp://digilib.iain-palangkaraya.ac.id/3418/1/Jaminan Produk Halal.pdf](http://digilib.iain-palangkaraya.ac.id/id/eprint/3418%0Ahttp://digilib.iain-palangkaraya.ac.id/3418/1/Jaminan%20Produk%20Halal.pdf).

expected to become resilient, professional, and independent economic players, in line with the principles of a fair and environmentally-conscious people's economy.²³

In Central Kalimantan, one of the key institutions issuing halal certificates is the Halal Center Cendekia Muslim (HCCM), which became the largest provider of halal certificates in the region, particularly facilitating UMKM in 2024. However, several challenges exist in the halal certification process, including budget efficiency and application instability due to policy changes. According to a member of HCCM, the halal certification quota for Central Kalimantan in 2025 is 3,911 slots. Meanwhile, the total number of UMKM in Palangka Raya City alone reaches 28,798, consisting of 20,442 micro-enterprises, 8,020 small enterprises, and 336 medium enterprises. Some business actors in Central Kalimantan are classified as high-risk.

Risk levels are calculated based on the multiplication of hazard value and the likelihood of occurrence, which determines the type of business permits required, including the Business Identification Number (NIB) and operating licenses. In 2023, there were seven high-risk business actors, while in 2024, there were five, and the government aims to reach ten by 2025.

In Central Kalimantan, the phased implementation of the halal certification obligation began in 2024 but will be officially enforced in November 2026. Businesses required to obtain halal certification include restaurants and poultry slaughterhouses. Since 2022, a single halal certificate could cover all product variants, but a recent policy limits one certificate to a maximum of ten product variants. There are two types of halal certification: regular halal certification issued by institutions such as the Indonesian Ulema Council (MUI) and self-declared halal certification, which allows producers to declare product halal status themselves, though under the supervision of the relevant authorities.

UMKM in Central Kalimantan are categorized into three clusters: start-up, established, and operational. For established businesses, the costs associated with halal certification are relatively low. However, for businesses still in the start-up or development stages, halal certification is often perceived as a financial burden rather than a long-term investment. This situation reflects the need for a mindset shift and mental readiness among business actors. They should view halal certification not just

²³ Hidayati and Primadhany, 100.

as an administrative requirement or a tool to increase profitability but as a spiritual responsibility to conduct business in accordance with religious values.

The halal certification program not only aims to fulfill the mandatory legal provisions according to UUJPH, but also reflects the commitment of business actors in ensuring the halalness of products from the production process to distribution. The BPJPH Law provides legal certainty regarding halal certification, although it does not explicitly regulate the commitment of business actors to the halalness of products. The responsibility of business actors includes several important aspects.²⁴ First, the materials used must meet halal standards and be free from haram elements. Second, personnel involved in production must have high integrity and understand the importance of maintaining the halalness of products. Third, production equipment must be clean and not contaminated with non-halal materials. Finally, the final product must meet the established halal criteria, thus providing assurance to Muslim consumers and maintaining the health of all consumers.²⁵

Concrete steps that can be implemented by local governments include mapping the potential of areas for halal certification, providing certification cost subsidies for UMKM, and strengthening collaboration with LPHs such as LPH IAIN Palangka Raya. This collaboration includes technical assistance, training, and socialization to business actors regarding the importance of halal certification, registration procedures, and ongoing supervision. As part of the halal ecosystem, LPHs have a vital role in ensuring that products circulating in the community are guaranteed to be halal. Local governments, through appropriate policies and collaboration with BPJPH and LPHs, can provide training and socialization to business actors regarding the importance of halal certification, registration procedures, and ongoing supervision. This facilitation includes educational aspects so that business actors understand the strategic value of halal certification, not only to fulfill legal obligations but also to maintain consumer trust, especially Muslim consumers.²⁶

²⁴ Amsari Damanik, "Komitmen Pelaku Usaha Terhadap Produk Halal: Hukum Ekonomi Islam," *Jurnal Cahaya Mandalika (JCM)* 3, no. 3 (2024): 2473–77.

²⁵ Aristyanto Erwan and Edi Agus Sarwo, "Implementasi Sertifikasi Halal Self Declaire Pada Usaha Mikro Dan Kecil Di Surabaya," *Seminar Nasional Teknologi Dan Multidisiplin Ilmu (SEMNASTEKMU)* 3, no. 1 (2023): 90–108, <https://doi.org/10.51903/semnastekmu.v3i1.198>.

²⁶ Sukriyah Kustanti Moerad et al., "Sosialisasi Serta Pendampingan Sertifikasi Halal UMKM Di Kabupaten Sidoarjo," *Sewagati: Jurnal Pengabdian Kepada Masyarakat* 7, no. 1 (2023): 11–25.

Halal certification protects the rights of Muslim consumers by ensuring the halalness of the products consumed. For business actors, halal certification adds value to the product and ensures the confidentiality of the product formula in accordance with Article 57 of the JPH Law. With the support of local governments and cross-sector collaboration, the halal ecosystem at the local level can encourage the sustainability of the sharia economy at the national level.²⁷ Collaboration between local governments, LPH, and business actors is the key to the sustainability of the halal industry. The government plays a role in setting regulations, facilitating education, and overseeing compliance with halal standards. LPH is responsible for ensuring the halalness of products through audits and certification, while business actors are required to apply halal standards in the entire production and distribution process. This synergy is strengthened through assistance to UMKM, utilization of technology, and promotion of halal products that increase competitiveness in the global market. This collaboration not only supports the creation of a sustainable halal ecosystem, but also strengthens Indonesia's position as the center of the world's halal industry.²⁸

Spectrum of Business Awareness and Local Government Involvement in Fostering and Realizing Halal in Central Kalimantan

The government has regulated halal certificates in the Halal Product Guarantee Law. Based on Law Number 33 of 2014 concerning Halal Product Guarantee, specifically Article 4 and Article 67, it is regulated regarding the obligation to have a halal certificate for products circulating and/or traded in Indonesia. The main purpose of this halal certificate is to provide legal certainty regarding the halalness of a product and to guarantee the availability of halal products.²⁹ However, in reality, until now there are still many business actors who trade their products without a halal certificate. The lack of legal awareness regarding the ownership of a halal certificate is caused by various factors, such as different knowledge, understanding, attitudes, and behavior of business actors regarding the obligation of halal certification.³⁰

²⁷ Marshall Yudha Perwira et al., "Pemberdayaan UMKM Melalui Sertifikasi Halal Dan Pemasaran Produk Halal Desa Petok," *JPU: Jurnal Pengabdian UMKM* 4, no. 1 (2025): 23–32.

²⁸ Rahma and Phahlevy, "Overcoming Barriers to Improve Halal Compliance in Indonesia."

²⁹ Menteri Hukum dan Hak Asasi Manusia, "UU No.33 Tahun 2014 (2014)," *UU No.33 Tahun 2014*, no. 1 (2014), <https://peraturan.bpk.go.id/Home/Details/38709/uu-no-33-tahun-2014>.

³⁰ Aliyudin Aliyudin et al., "Sertifikasi Halal Di MUI Lampung Pasca Undang -Undang Nomor 34 Tahun 2014 Serta Problematika UMKM," *Al Maal: Journal of Islamic Economics and Banking* 3, no. 2 (2022): 194, <https://doi.org/10.31000/almaal.v3i2.5459>.

The law stipulates that the Government is responsible for organizing halal product guarantees. To carry out these activities, the Government has formed BPJPH which collaborates with related ministries and/or institutions, such as LPH and MUI. The JPH Law aims to provide comfort, security, safety, and certainty of the availability of halal products for the community and increase added value for business actors to produce and sell halal products.³¹ This encourages local governments to draft halal regional regulations (Perda Halal). One of the strategic steps taken is to provide incentives, such as subsidies for halal certification costs for UMKM that are often constrained by high costs. In addition, education and socialization programs are carried out through training, seminars, and public campaigns to increase awareness and make halal certification a business strategy and consumer trust.³²

Collaboration between local governments and LPHs, such as LPHs based in universities, including LPH IAIN Palangka Raya, plays an important role in facilitating the certification and inspection process of halal products. Local governments can collaborate with LPHs to strengthen the capacity of these institutions in conducting halal audits and certification, as well as providing the necessary facilities to support a more efficient and transparent certification process. Thus, this collaboration will make it easier for business actors to obtain halal certification and improve the integrity and quality of halal products produced.³³

The results of interviews conducted by researchers with several traders at Car Free Day Palangka Raya revealed various experiences related to the halal certification process they went through. Some traders already have halal certificates, while others are still in the application process. Mrs. Rofikoh and Mrs. Resti Fauzi, wet cake traders, have obtained halal certificates since 2022 and are members of the Palangka Raya City halal certificate UMKM community. They stated that the process of obtaining a halal certificate was quite easy and free of charge. Mrs. Resti received information about the obligation of halal certification from her acquaintances in the halal certified

³¹ Aliyudin et al.

³² Ayup Suran Ningsih et al., "Peningkatan Pemahaman Legalitas Usaha Bagi Pelaku Usaha Kecil Menengah Pada Masyarakat Desa Mergosari Kabupaten Wonosobo," *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)* 6, no. 2 (2025): 3268–76.

³³ Agung Cahyo Widodo and Yayan Nuryanto, "Pengawasan Jaminan Produk Halal (JPH) Oleh Badan Penyelenggara Jaminan Produk Halal (BPJPH)," *JlIP (Jurnal Ilmiah Ilmu Pendidikan)* 7, no. 10 (2024): 12368–77.

UMKM community, as well as through appeals issued by LPH IAIN Palangka Raya and MUI. The existence of the halal certified UMKM community is considered very helpful, especially in terms of socialization and the formation of associations that facilitate the process of applying for halal certification. The government has regulated halal certification under the Halal Product Assurance Law. According to Law Number 33 of 2014 on Halal Product Assurance, specifically Articles 4 and 67, there is an obligation for products circulating and/or traded in Indonesia to have a halal certificate. The primary purpose of this halal certificate is to provide legal certainty regarding the halal status of a product and to ensure the availability of halal products. However, in reality, many business actors still trade their products without a halal certificate. The lack of legal awareness regarding the obligation to obtain a halal certificate is caused by various factors, such as knowledge, understanding, attitudes, and the different behaviors of business actors towards the halal certification requirement.

The law stipulates that the government is responsible for implementing halal product assurance. To carry out these activities, the government established BPJPH (Halal Product Assurance Organizing Agency), which collaborates with related ministries and/or institutions, such as LPH (Halal Examination Institutions) and MUI (Indonesian Ulema Council). The Halal Product Assurance Law aims to provide comfort, security, safety, and certainty of halal product availability for the public while increasing the added value for business actors to produce and sell halal products. This policy encourages local governments to formulate halal regional regulations (Perda Halal). One strategic step taken is providing incentives, such as subsidies for halal certification fees for UMKM (Micro, Small, and Medium Enterprises), which often face financial constraints. Additionally, education and socialization programs are conducted through training, seminars, and public campaigns to raise awareness and position halal certification as a business strategy and consumer trust measure.

Collaboration between local governments and LPH, such as those based in universities like LPH IAIN Palangka Raya, plays a crucial role in facilitating the halal certification and inspection process. Local governments can work with LPH to strengthen their capacity in conducting halal audits and certifications and provide necessary facilities to support a more efficient and transparent certification process.

This collaboration facilitates business actors in obtaining halal certification and enhances the integrity and quality of the halal products they produce.

Interviews conducted by researchers with several vendors at Car Free Day Palangka Raya revealed various experiences related to the halal certification process they underwent. Some vendors already have halal certificates, while others are still in the application process. Mrs. Rofikoh and Mrs. Resti Fauzi, who sell traditional cakes, have had their halal certificates since 2022 and are part of the Palangka Raya Halal UMKM community. They stated that the process of obtaining a halal certificate was relatively easy and free of charge. Mrs. Resti received information about the halal certification obligation from her acquaintances in the halal UMKM community and through directives issued by LPH IAIN Palangka Raya and MUI. The presence of the halal UMKM community is considered very helpful, especially in socializing and forming groups that facilitate the halal certification application process.

Business actors also reported that obtaining a halal certificate does not require complex conditions. The requirements for a halal certificate application include a site visit, ID card (KTP), family card (KK), taxpayer identification number (NPWP), business photos, a list of products and raw materials, a trademark, and the product manufacturing process. Although the procedure is considered easy, Mrs. Resti mentioned that the process takes a long time, from November 2023 to the issuance of the certificate in 2024. Moreover, vendors using banners for their businesses are required to display the MUI halal logo.

Meanwhile, Mrs. Tika, who sells pentol cucuk (skewered meatballs), joined the halal UMKM community and applied for halal certification in 2024. She emphasized that having a halal certificate is mandatory for vendors, as they are not allowed to sell without it. She also revealed that some vendors have not applied for halal certification but have illegally placed the halal logo on their packaging or business banners as a form of self-declaration not directly monitored by the government.

On the other hand, Mrs. Saliani Lestari, who sells cakes and chocolate drinks, has held a halal certificate since 2022, despite not being part of the halal community. She mentioned that her halal certification process took only one month and was free of charge. Additionally, Mrs. Lida, who sells mung bean ice and hunkwe-based ice, obtained her halal certificate in 2024. This certification was obtained after field research

conducted by the halal institution inspecting vendors at Car Free Day Palangka Raya. At that time, since Mrs. Lida did not yet have a halal certificate, the institution requested her ID card and business photos for further processing at no cost.

Based on the interviews, it can be concluded that although the halal certification process is generally considered easy and free, there are differences in processing times and access to information and assistance for vendors. The existence of the halal UMKM community plays an essential role in providing socialization and guidance to its members. However, challenges remain in enforcing regulations related to the official use of the halal logo. Furthermore, it was found that most business actors pursue halal certification not due to religious compliance but because of the government-mandated obligation for UMKM to have a halal certificate. Increasing halal awareness among business actors positively impacts the local business ecosystem. While the government plays a role, the most significant contribution to building a halal ecosystem comes from the awareness and commitment of business actors themselves.

According to Robert Bierstedt's perspective in his book *The Social Order*, there are four factors driving legal compliance: indoctrination, habituation, utility, and group identification.³⁴ In the context of halal certification policies, the government's role is the primary factor driving business actors' compliance. This compliance is primarily driven by utility the legal obligation set by the government rather than spiritual awareness or devotion to God. The government's halal certification policy provides direct benefits to business actors, such as business legality and smooth operations, in line with Bierstedt's concept of utility. Additionally, the government's efforts to establish halal UMKM communities reflect the group identification factor, as members of these communities find it easier to obtain information and feel encouraged to pursue certification due to peer influence. Thus, the government's policies play a vital role in fostering compliance through tangible benefits and facilitating certified business networks.

The halal ecosystem is created through a two-way intervention: government involvement and business actor participation. Within this context, the roles of the government and public awareness are essential in shaping the halal ecosystem,

³⁴ Yasir Iswanto et al., "Pengaruh Penyuluhan Dan Pelayanan Perpajakan Terhadap Kepatuhan Pajak Orang Pribadi Di Indonesia," *SCIENTIA: Journal of Multi Disciplinary Science* 1, no. 1 (2022): 49–61, <https://doi.org/10.62394/scientia.v1i1.12>.

aligning with Bierstedt's concept of utility. This concept suggests that a system will function effectively if it provides tangible benefits to its participants, including fostering a sustainable halal ecosystem. However, the author argues that the government's role is the most significant in this ecosystem. The author critiques the government's incentive policies, including collaboration with Halal Examination Institutions (LPH), as being temporary and unsustainable. In contrast, if awareness and initiative come from business actors themselves, investments in halal certification will be more sustainable and have long-term impacts.

The concept of the asset pentagon describes five main types of assets consisting of *human capital*, *social capital*, *natural capital*, *physical capital*, and *financial capital*, which interact and influence the sustainability and development of a system or business, including the implementation of halal certification.³⁵ In the context of halal certification, these five assets play different but complementary roles. Human capital is a key factor in ensuring a correct understanding of halal principles through training and workforce competency. Social capital plays a role in building public trust and expanding networks with recognized halal certification bodies. Financial capital is essential to fund the certification process, including audit costs and ongoing supervision. Physical capital, such as production facilities that comply with halal standards, supports the fulfillment of technical requirements. Meanwhile, natural capital relates to the availability of halal raw materials and the sustainability of resources. Among these five assets, human and financial capital often become dominant factors because adequate competence and funding are crucial for obtaining and maintaining halal certification. However, balancing all five assets remains essential to ensure the certification implementation runs consistently and in accordance with sharia principles.

The *Fraud Pentagon Theory* developed by Crowe Howarth (2012) explains five main factors causing fraud: pressure, opportunity, rationalization, capability, and arrogance.³⁶ In the implementation of halal certification in Central Kalimantan, these

³⁵ Maisarah Salsabila, Irfan Zikri, and Ahmad Humam Hamid, "Penilaian Aset Mata Pencapaian Rumah Tangga Paska Rehabilitasi Bencana Di Kota Banda Aceh Dan Desa-Desa Sekitarnya," *Jurnal Ilmiah Mahasiswa Pertanian* 8, no. 4 (2023): 143–51.

³⁶ Citra Nandini Ingtias, Edisti Oktivia, and Rodyah Kusuma Dewi, "Model Multidimensional : Hubungan Antara Fraud Triangle, Diamond, Pentagon, Dan Hexagon Terhadap Fraudulent Financial

factors can become obstacles or opportunities for fraud. Pressure arises from economic needs or intense business competition, which drives business actors to disregard halal procedures for profit. Opportunity emerges due to weak supervision or inadequate internal control systems, allowing data manipulation or falsification of halal status. Rationalization enables perpetrators to justify fraud on the grounds of high certification costs or complex processes. Capability refers to the skills or access to important documents that enable fraud to be carried out effectively. Meanwhile, arrogance describes the attitude of feeling above the law due to having power or a dominant position, encouraging violations without fear of sanctions. To reduce the risk of fraud, strict supervision, transparency, continuous education, and firm law enforcement are required to maintain the integrity of halal certification in the region.

The five main elements of the fraud pentagon—pressure, opportunity, rationalization, capability, and arrogance—are clearly visible in the challenges of enforcing halal certification regulations in Central Kalimantan.³⁷ Pressure arises from government obligations requiring business actors to have halal certificates to sell their products. Some traders, as revealed by Mrs. Tika, feel compelled to illegally display the halal logo due to fear of losing customers. Opportunity arises from weak government supervision, which allows some traders to display the halal logo without undergoing the official certification process. Additionally, rationalization is evident when traders justify their illegal actions by citing the lengthy certification process, as experienced by Mrs. Resti, who waited months for her halal certificate to be issued. Capability emerges from different levels of information access; traders who are part of the UMKM halal certification community find it easier to process certification, while others exploit regulatory loopholes. Arrogance is reflected in the attitude of some traders who believe their actions will not be sanctioned due to the lack of strict inspections. The combination of these five elements demonstrates the need for stricter supervision and continuous socialization to increase compliance with halal certification regulations in Central Kalimantan.

In the context of halal certification policies in Central Kalimantan, the concept of human capital deficit is reflected in the limited understanding of business actors

Statements," *HEMAT: Journal of Humanities Education Management Accounting and Transportation* 2, no. 1 (2025): 381–93.

³⁷ Ingtias, Oktivia, and Dewi.

regarding the importance and procedures of halal certification. Many traders, especially those not part of the UMKM halal certification community, admit to struggling with the application process due to uneven socialization. The limitation of financial capital is evident from cost barriers, where, despite government subsidies, not all business actors receive them, leading some to opt out of certification. Meanwhile, the limitation of social capital is visible in the lack of regulatory support and access to social networks outside formal communities, causing some traders to use the halal logo illegally as a quick solution. These three factors indicate that the lack of knowledge, financial constraints, and minimal social support are the main challenges in enforcing halal certification policies in Central Kalimantan.

Although the halal certification process in Central Kalimantan is considered easy and cost-free for small business actors, the main challenge remains in enforcing regulations, particularly regarding the illegal use of the halal logo. Many business actors display the halal logo without undergoing the official certification process as an adaptation to government-imposed obligations. This condition indicates that habituation and indoctrination regarding the importance of halal certification among business actors have not yet been optimally implemented. Robert Bierstedt's view on legal compliance driven by utility factors (practical benefits) is clearly reflected, where business actors' compliance is more driven by the need for legality and business continuity rather than spiritual awareness. Therefore, the role of the local government is crucial in strengthening supervision and providing continuous education. Through collaboration with related institutions such as BPJPH, LPH, and UMKM communities, the government can create a more inclusive and sustainable halal ecosystem. Moreover, this effort has the potential to open opportunities for local halal products to compete in national and international markets, provided that challenges related to human capital deficit, financial capital limitations, and social capital can be addressed systematically and sustainably.

LPH IAIN Palangka Raya in Developing a Halal Ecosystem in Central Kalimantan

Halal product assurance is an essential aspect that provides legal certainty regarding the halal status of products, as evidenced by the issuance of a halal certificate accompanied by a halal label on product packaging. This certificate and label are crucial for Muslim consumers as they ensure that the product complies with

halal standards according to Islamic law. In the process of issuing Halal Certificates in Indonesia, three main institutions are involved: BPJPH, MUI, and LPH.³⁸ According to Law Number 33 of 2014 concerning Halal Product Assurance, halal products are those declared halal according to Islamic law.³⁹ In its implementation, BPJPH collaborates with LPH, including LPH IAIN Palangka Raya, to conduct product inspection and testing.

LPH IAIN Palangka Raya was established in 2018 as part of the institution's efforts to support halal certification in Indonesia. This institution was founded under the leadership of the Rector at the time, with the aim of contributing to the supervision and inspection of product halalness according to Sharia principles. One of the main requirements for establishing an LPH is to have at least three halal auditors, as stipulated in Article 26 of Government Regulation No. 39 of 2021 on the Implementation of Halal Product Assurance.⁴⁰ In accordance with the Ministry of Religious Affairs' instructions, by the end of November 2022, LPH IAIN Palangka Raya was officially formed with three main auditors, led by Mrs. Jumrodah as the coordinator. Initially, this LPH was under the authority of the Institute for Research and Community Service (LP2M) of IAIN Palangka Raya, with LP3H handling low-income communities such as small UMKM needing free halal certification assistance, while LPH managed regular certification, which typically involves administrative fees. This complies with the requirement that the success of an LPH depends on the availability of adequate facilities and infrastructure.

Previously, LPPOM MUI was the sole institution authorized to conduct halal inspections and audits, but now this role is continued by LPH under MUI supervision. To become a halal auditor within LPH, one must hold a certificate from MUI as stipulated in Article 14 paragraph 2 of the Halal Assurance Law. The duties of a halal auditor include inspecting raw materials, production processes, slaughtering systems,

³⁸ Aliyudin et al., "Sertifikasi Halal Di MUI Lampung Pasca Undang -Undang Nomor 34 Tahun 2014 Serta Problematika UMKM."

³⁹ Muslimah Muslimah, Nasir Hamzah, and Siradjuddin Siradjuddin, "Pembiayaan Syariah Dalam Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal," *Jurnal Keislaman* 6, no. 2 (2023): 411–20, <https://doi.org/10.54298/jk.v6i2.3914>.

⁴⁰ President of The Republic of Indonesia, "Peraturan Pemerintah Republik Indonesia Nomor 39 Tahun 2021 Tentang Penyelenggaraan Bidang Jaminan Produk Halal," Government of The Republic of Indonesia § (2021), http://www.halalmui.org/images/stories/kebijakan-halal-di-indonesia/PP_Nomor_39_Tahun_2021.pdf.

product locations, equipment, production areas, storage, and product distribution. Auditors also review the business operator's halal assurance system and report the inspection results to LPH (Article 15 paragraph 2 of the Halal Assurance Law). Thus, LPH IAIN Palangka Raya functions as an executor of BPJPH's duties under the Ministry of Religious Affairs.⁴¹

The implementation of the Halal Product Assurance Law has sparked controversy, as some business operators perceive the certification process as complicating their operations. To address these concerns, LPH IAIN Palangka Raya actively provides education and outreach to the public and business operators. The primary goal of these efforts is to increase awareness that halal certification is not only a legal obligation but also a guarantee for Muslim consumers who want to consume products compliant with Sharia. Additionally, consumer awareness of halal products increases purchase intentions for halal-certified products, motivating business operators to meet certification requirements to comply with regulations and maintain customer trust.⁴²

In accordance with the provisions of Law Number 33 of 2014, every LPH is required to cooperate with several institutions or stakeholders related to trade, industry, and cooperatives directly from the central government. Institutions that have collaborated with LPH IAIN Palangka Raya include the Regional Revenue Offices (Dispenda) of Palangka Raya, Katingan, and Seruyan. Through various activities such as seminars, workshops, and counseling, LPH provides business operators with an understanding of the benefits and processes of halal certification and offers technical assistance to ensure a smooth certification process. With this approach, LPH IAIN Palangka Raya aims to build a solid halal ecosystem in Central Kalimantan, where

⁴¹ Indah Fitriani Sukri, "Implementasi Undang-Undang Cipta Kerja Terhadap Penyelenggaraan Sertifikasi Halal Dan Produk Halal Di Indonesia," *Majalah Hukum Nasional* 51, no. 1 (2021): 73–94, <https://doi.org/10.33331/mhn.v51i1.139>.

⁴² Khalib Solihin, "Analisis Kebijakan Sertifikasi Produk Halal Dalam Perspektif Perlindungan Kemaslahatan Umat," *Islamic Review: Jurnal Riset Dan Kajian Keislaman* IX, no. 1 (2020): 1–14, http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI.

consumers trust the products they consume and business operators understand their responsibility to provide products that meet halal standards.⁴³

Furthermore, LPH IAIN Palangka Raya supports local business operators in obtaining halal certification to enhance the competitiveness of local products in an increasingly competitive market. By providing guidance on raw materials, production processes, and distribution, LPH ensures that local products meet halal standards and are more easily accepted by Muslim consumers.⁴⁴ In the context of rising demand for halal products both domestically and globally, halal certification from LPH helps position local products from Central Kalimantan as trusted and Sharia-compliant options. This effort also plays a crucial role in building a positive image of local products in national and international markets. Moreover, LPH actively facilitates the certification process for business operators, enabling them to undergo the certification process more efficiently.⁴⁵

Higher education-based LPHs, such as IAIN Palangka Raya, hold significant responsibility in ensuring product halalness in society. Local governments can strengthen this function through policy support and the integration of modern technology to enhance the efficiency of audit and certification processes. With synergy between local governments, LPH, and business operators, UMKM in the region can be more competitive in the dynamic global market.

The Palangka Raya City Government plays a strategic role in supporting the growth of the halal economic ecosystem in Central Kalimantan. Through policies that facilitate the halal certification process for UMKM, the local government strives to ensure that business operators comply with the provisions of Law Number 33 of 2014 on Halal Product Assurance. Collaboration with LPH IAIN Palangka Raya is a concrete step in providing technical assistance, outreach, and facilitating halal certification applications. Additionally, the local government subsidizes certification costs to alleviate the financial burden on UMKM, encouraging more small business operators

⁴³ Mukhtasor Mukhtasor et al., "Edukasi Sistem Jaminan Halal Dan Urgensinya Bagi Masyarakat Pesisir Penggerak Ekonomi Kreatif," *Sewagati: Jurnal Pengabdian Kepada Masyarakat* 6, no. 4 (2022): 478–82, <https://doi.org/10.12962/j26139960.v6i4.227>.

⁴⁴ Muhammad Rafi'i Sanjani and Indah Fitriana Sari, "Sosialisasi Dan Pendampingan Sertifikasi Halal Produk Pelaku Usaha Mikro Kecil Dan Menengah (UMKM) Kabupaten Sumbawa Nusa Tenggara Barat," *Jurnal BUDIMAS* 06, no. 01 (2024): 1–10.

⁴⁵ Hasnil Hasyim, "Peluang Dan Tantangan Industri Halal Di Indonesia," *Ad-Deenar: Jurnal Ekonomi Dan Bisnis Islam* 7, no. 2 (2023): 665–88, <https://doi.org/10.30868/ad.v7i02.4918>.

to apply for halal certification. This support is further strengthened by innovations and digitalization of the certification process, enabling easier and more efficient access for business operators. With clear policies and sustained collaboration, Palangka Raya City has the potential to become a center for the halal economy in Central Kalimantan. The active role of the local government in facilitating halal certification and supporting UMKM is a key factor in strengthening a sustainable halal economic ecosystem in the region.⁴⁶

This article examines the phenomenon of halal ecosystem development in Palangka Raya, where ideas, processes, and expectations are primarily shaped by the awareness of UMKM operators, while the government's role is merely as a catalyst. However, field observations reveal the opposite condition, where the halal ecosystem is predominantly influenced by the government's role due to low UMKM participation in Palangka Raya. The author criticizes that a healthier business ecosystem would emerge if business operators played a more dominant role compared to government intervention, especially in industries sensitive to non-halal products. The author argues that for independent business operators, halal certification is seen as a form of long-term investment. Thus, the current situation does not represent an autonomous ecosystem but rather a utilitarian form of legal awareness, driven by the fact that 74.11% of the population in Central Kalimantan are Muslims.

Conclusion

Based on the research findings, it can be concluded that the development of a halal economic ecosystem in Palangka Raya is still heavily dependent on government intervention due to the low awareness and initiative of local business actors, especially among micro and small enterprises (UMKM). Although the government, through collaboration with institutions such as LPH IAIN Palangka Raya, has made significant efforts to facilitate and subsidize the halal certification process, the response from business actors remains utilitarian motivated by compliance with regulations rather than an intrinsic understanding of the spiritual and ethical importance of halal assurance. The implementation of the Halal Product Assurance Law has not yet been matched with equitable dissemination of information, effective supervision, or

⁴⁶ Deviana Yunitasari, Agus Sardjono, and Heru Susetyo, "Tantangan Regulasi Halal Untuk Pelaku Usaha Mikro Dan Kecil: Sebuah Studi Socio-Legal Di Kupang Nusa Tenggara Timur," *ACTA DIURNAL Jurnal Ilmu Hukum Kenotariatan* 6, no. 2 (2023): 254–67.

adequate support in terms of human, financial, and social capital. These gaps lead to several problems, including the misuse of the halal logo, lack of commitment to certification, and limited reach of education programs. Furthermore, the application of the Fraud Pentagon Theory reveals how opportunity, rationalization, and capability constraints contribute to non-compliance and potential fraud in the halal certification system.

As a suggestion for strengthening the halal ecosystem in Palangka Raya, the local government and LPH need to improve targeted education programs, emphasizing the importance of halal certification from spiritual, economic, and legal aspects, especially for small and novice MSMEs. Collaboration between institutions such as LPH, government, MSME communities, and religious institutions also needs to be expanded and institutionalized so that support for business actors is more consistent and comprehensive. The next suggestion is to tighten supervision of misuse of the halal logo by implementing strict but educational sanctions to encourage a culture of compliance. In addition, expanding access to free or subsidized certification for business actors in remote areas and vulnerable groups is very important, including through the digitalization of the submission and supervision system. Finally, another important suggestion is to encourage the growth of internal motivation for business actors to see halal certification not just as a legal requirement, but as part of an ethical and religious commitment in doing business. By implementing these suggestions, it is hoped that the halal ecosystem in Palangka Raya can develop independently, competitively, and sustainably.

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