

Opportunities and Obstacles in Providing Halal Certification for UMKM and Startups in Palopo City

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Abstract. Opportunities and obstacles in granting UMKM halal certification and STARTUP in Palopo City. This study intends to analyze the opportunities and obstacles faced by Micro, Small and Medium Enterprises and startup groups to obtain halal profits or halal certificates in the city of Palopo. Several indicators of opportunities and several indicators of obstacles are analyzed using strategic analysis techniques (SWOT). . The results of the study show that from the aspect of opportunity, namely the number of Muslim consumers in the city of Palopo is quite large, there are regulations from the Ministry of Religion, the investment climate is very conducive and the geographical aspect is very supportive, the vision of the city of Palopo as a service city. the cost of issuing halal certification. Diverse product lines. Consumers have not considered the halal aspect of the product. The strategy that can be done is to make it easy for UMKM entrepreneurs and startups to obtain halal labels by forming adoptive fathers from BUMD and large-scale corporations in the Tana Luwu Region.

Keyword: opportunities, halal certification, UMKM, STARTUP.