

Barriers to Halal Certification for Msmes in Indonesia: Views from Halal Product Process Assistant

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Abstract. Indonesia, being a country rich in cultural diversity, natural beauty, and gastronomic variety, has long been a favourite destination for travellers from all over the world. Despite this variety, the halal status of products is a crucial factor in the food and beverage business. With the world's largest Muslim population, Indonesian culture continually promotes halal norms in their consumption. The significance of halal products extends beyond religious duties to include major consumer expectations and needs. As a result, halal certification, which ensures that items are manufactured and prepared in accordance with Islamic standards, has become an important criterion for food and beverage selection. However, behind these demands lies substantial challenges for Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. Serving as the backbone of the country's economy, MSMEs significantly contribute to employment and economic growth. Nevertheless, numerous MSMEs encounter barriers in obtaining halal certification, which ultimately impacts their competitiveness in domestic and international markets. This article delves into the barriers faced by MSMEs in acquiring halal certification in Indonesia. Specifically, it analyses viewpoints and insights from "Halal Product Process Facilitators." The article aims to identify concrete obstacles, assess their impact on MSMEs' growth and sustainability, and present strategic steps to overcome these hindrances. The significance of this article lies in offering a deeper understanding of the challenges faced by MSMEs. It underscores the economic relevance of these issues, given the pivotal role of MSMEs in Indonesia's economy. By presenting solutions based on facilitators' perspectives, the article seeks to foster a more inclusive and sustainable ecosystem, enabling MSMEs to navigate these challenges more effectively and harness the economic potential of halal certification.

Keywords: Barriers, Halal Certification, MSMEs.