

## Implementation Halal Products Policy in Pandeglang District, Banten Province

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**Abstract.** Halal products are the need for all Muslims in the world and Specifically in Indonesia, therefore the importance policies on Halal products in the Law Number 33 of 2014 on Halal product guarantees governing of any affairs about the product. This research is motivated by problems that circulate in societies that impact the product. This research uses legislation of 33 years 2014 on the guarantee of Halal products and Government Regulation No. 31 years 2019 About Halal product guarantee. This study aims to know how implementation Policy Halal Products at Pandeglang District as well as supporting factors and inhibitors in the implementation of the halal product policy. Informants taken in this study deal with Method Qualitative research descriptive and analyst. Based on the results of research on implementation Policy Halal Products at pandeglang district it can be concluded that implementation has been implemented but has not been optimally running and has not given meaningful changes in the community, for the supporting factors of the implementation of the halal product policy in Pandeglang with the Socialization and Coaching. However, there are obstacles in implementing this, namely the incomplete socialization carried out for MSMEs in remote areas.

**Keyword:** halal product policy, MSMEs, pandeglang district.