

HALAL-ORIENTED TOTAL QUALITY MANAGEMENT IN MULTICULTURAL ARCHIPELAGIC COMMUNITIES: CHALLENGES AND OPPORTUNITIES FOR SMES

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Background: In halal-certified industries, Total Quality Management (TQM) is essential for maintaining competitiveness. However, the implementation of halal-oriented TQM in archipelagic regions, such as Papua, remains largely unexplored. These regions present unique challenges due to limited infrastructure, extended supply chains, and diverse demographic compositions. This study addresses this gap by investigating the implementation of halal-oriented TQM in Small and Medium Enterprises (SMEs) within multicultural archipelagic contexts.

Method: Adopting a qualitative and systems-based analysis, this research maps current practices to understand how halal standards are integrated into existing quality management systems. It identifies cultural and logistical barriers that impede the effective implementation of halal-oriented TQM. The study proposes adaptive strategies that consider the specific challenges and opportunities present in remote island communities. Data was collected through in-depth interviews and field observations across several SMEs in Papua, focusing on their operational processes and interactions with both Muslim and non-Muslim stakeholders.

Results and Discussion: The findings reveal that halal TQM in remote island communities requires a strong emphasis on inclusive stakeholder engagement, ensuring that all community members are involved in the quality management process. Localized certification mechanisms are necessary to address the resource constraints and logistical challenges of these environments. Continuous improvement strategies must be tailored to suit the limited resources and unique cultural dynamics of these areas. The research highlights the need for integrating local knowledge and practices to enhance the acceptance and effectiveness of halal TQM.

Conclusion: This study contributes to the broader discourse on TQM by extending it into halal contexts within multicultural archipelagic settings. The managerial implications include practical strategies for SMEs to effectively implement halal-oriented TQM, enhancing their competitiveness and sustainability. The policy implications suggest the need for supportive frameworks that facilitate localized certification and promote inclusive stakeholder engagement. Future research should focus on developing quantitative metrics to assess the impact of halal TQM on business performance and community well-being in similar contexts.

KEYWORDS: Halal TQM, SMEs, archipelagic communities, multicultural management, quality systems