

REGULATORY POLICY ON HALAL FOOD PRODUCTS FOR MSMEs IN MAKASSAR CITY

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BACKGROUND: The growing public awareness of the importance of halal assurance in food products has led to stricter regulatory enforcement, particularly for Micro, Small, and Medium Enterprises (MSMEs). In Makassar City, this policy is strategically important since MSMEs represent the backbone of the local economy. However, many MSMEs still face challenges in obtaining halal certification due to limited knowledge, high costs, and restricted institutional access.

METHOD: This study employed a qualitative approach with data collected through in-depth interviews with 15 food MSME actors, field observations, and literature review. The data were analyzed using thematic analysis with a triangulation of sources approach.

RESULTS & DISCUSSION: The findings revealed that while most MSME actors recognize the importance of halal labeling, only a few have obtained official halal certification. The main barriers include certification costs, lack of procedural knowledge, and limited access to certification institutions. Local government and related institutions have initiated efforts such as socialization programs, training, and certification facilitation, which can enhance the competitiveness of Makassar's food MSMEs in both local and global markets.

CONCLUSION: The implementation of halal regulatory policies for MSMEs in Makassar City still faces several challenges, but these can be overcome through stronger collaboration between the government, certification bodies, and business actors. Effective regulatory support and MSME empowerment are crucial to creating a sustainable halal food product ecosystem.

KEYWORDS: Regulation, Policy, Halal Products, MSMEs, Makassar City