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# Halal Awareness on Self Declaire Halal Certification Program

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## ABSTRACT

*The development of micro and small businesses in Indonesia is always increasing, so the role of the government is needed to supervise the products produced, both starting from the raw materials used, the manufacturing process to being ready to be distributed to consumers. Halal awareness or halal awareness is a basic thing and must be owned by business actors so that the products traded have guarantees in terms of process and law in accordance with the provisions of Islamic sharia. So that the implementation of Halal Awareness is considered important in the ongoing halal certification program. This study uses a qualitative descriptive method using primary and secondary data which is then analyzed using several processes, namely, First, data reduction. Second, the presentation of data, after the data reduction process, the data is presented in the form of a description. And third, draw conclusions. The results obtained show that halal awareness which includes the indicators of Halal Syar'i Awareness (Zattiyah), Halal Awareness Hygienic, Halal Safe Awareness (Security) and Halal Quality has a very important role so that business actors consciously understand how to apply halal to their products, and this is in line with the government's role in the ongoing self-declaration program.*

## ABSTRAK

Perkembangan usaha mikro kecil di Indonesia selalu meningkat, sehingga diperlukan peran pemerintah untuk mengawasi produk yang dihasilkan baik mulai dari bahan baku yang digunakan, proses pembuatan hingga siap di distribusikan kepada konsumen. Halal awareness atau kesadaran halal merupakan suatu hal yang mendasar dan harus dimiliki oleh para pelaku usaha agar produk yang diperjual belikan memiliki jaminan secara proses maupun hukum sesuai dengan ketentuan syariah islam. Sehingga penerapan Halal Awareness dianggap penting dalam program sertifikasi halal yang sedang berjalan. Penelitian ini menggunakan metode deskriptif kualitatif dengan emnggunakan data primer dan sekunder yang kemudian dianalisis menggunakan beberapa proses yaitu, Pertama, reduksi data. Kedua, penyajian data, setelah proses reduksi data maka data tersebut disajikan dalam bentuk deskripsi. Dan Ketiga, menarik kesimpulan. Dari hasil yang diperoleh menunjukkan bahwa halal awareness yang meliputi indikator Sadar Halal Syar'i (Zattiyah), Sadar Halal Higienis (Hygiene), Sadar Halal Aman (Security) dan Halal Kualitas (Quality) memiliki peran yang sangat penting sehingga pelaku usaha secara sadar memahami bagaimana penerapan halal pada produk yang dimiliki, dan hal tersebut sejalan dengan peran pemerintah pada program self declare yang sedang berjalan.

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## 1. INTRODUCTION

Indonesia is the country with the largest Muslim population ranked first in the world with 240,622,084 million Muslims. When the Muslim population is the majority, it is necessary to protect and secure each of its citizens by providing guarantees to each citizen in the form of guarantees for the halalness of food and beverages produced and sold in Indonesia with halal certification of its products (Yuana 2021). The introduction of Halal labeling on food and beverages circulating in Indonesia is very important so that every Muslim consumer can feel safe and protected from haram products according to Islamic law (Sari 2019).

AL-Qur'an recommends to every human being, especially for Muslims, to consume food that is halal and good (tayyib). Not only halal in terms of its form but halal in terms of its law. Starting from how to get it and how to serve it (Aprilia and Priantina 2022). If physically by religion is legalized, but the way to get it is not justified by shara' then the law is haram. Apart from halal, the important thing in food is the aspect of goodness. So besides halal, it must be good too. Because it is useless if it is only halal but not good for health (Rido and Sukmana 2021).

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Awareness of the importance of applying halal in a product is strongly influenced by the interest of business actors. Interest is a psychological symptom possessed by a person that gives rise to a sense of liking or interest in something and that something can influence a person's actions. Interest is related to an impulse from within a person that creates a desire to participate in something of interest. In this case, interest is related to the desire or tendency of Micro and Small Enterprises (MSEs) to implement and carry out halal certification of the products they sell. To show that the products it sells are products that are truly guaranteed halal.

From the data obtained by BPJPH (Halal Product Guarantee Agency), there are 5,614,407 halal certificates that have been issued as of 2024 through the Self Declare program from a total of approximately 66 million MSMEs in Indonesia. This shows that there are still many MSME businesses that have not yet carried out Halal certification. The service process facilitated by the Government through the SEHATI (Free Halal Certificate) program provides a great opportunity for business actors to register their products. Among those that motivate MSME actors in applying for halal certification is the interest of business actors to register their products.

As for what encourages the interest of Micro and Small Business actors to be interested in registering halal certification of their products, namely the encouragement of themselves, knowing and understanding the concept of halal and the halal process so as to create awareness. Namely realizing that selling halal products is important for himself and for consumers with halal certification can also show that the products he sells are guaranteed halal.

Awareness is something that is not only in the form of understanding, but also to be aware, feel and understand. In the context of halal, awareness is having a special interest or experience of something or good information about what is currently happening in halal food, drinks and other products. Awareness in free halal certification (SEHATI) relates to knowledge of the halal concept, halal process, and for MSEs considers that selling halal food is important for themselves and for consumers.

There are 3 parameters regarding halal awareness. First, aware of the importance of understanding the halal concept and halal process. Second, feeling the benefits that can be obtained when the products sold are halal certified, one of which can raise the degree of micro and small businesses to a better level. And third, understanding that with halal certification the products sold will maintain their halal purity and can increase consumer confidence or trust in the products being sold.

Apart from halal awareness, the problem among the public regarding halal certification is the readiness and understanding of business actors to be able to carry out halal certification. Less than optimal socialization by BPJPH is one of the points of emphasis on this matter. So that among the strategies that can be done to increase the readiness and understanding of the community, the government must be more massive in socializing to the rural community. (Maharani and Suma 2023). The research conducted by Jakiyudin and Fedro stated that the SEHATI program is a program to accelerate the halal certification of micro businesses carried out by the government, which has the opportunity to make Indonesia a center for halal producers and increase community growth and the products produced can compete internationally (Jakiyudin and Fedro 2022).

To ensure the halalness of the products consumed, according to the following UU No.33 Tahun 2014 Pasal 4 on Halal Product Guarantee which has been in effect since October 2019. Basically, halal certification is useful for protecting the rights of Muslim consumers. With this regulation, of course, it can encourage Micro and Small Enterprises (MSEs) to register their products with the aim of obtaining halal certification.

Seeing the problems and opportunities that have been described, it is very interesting to conduct a study on halal awareness of micro and small business actors in conducting halal certification of products, so that the research conducted can describe that how halal awareness play a role in the interest of business actors in conducting halal certification.

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## 2. LITERATURE REVIEW

Halal awareness refers to the understanding and awareness of consumers, especially among Muslims, regarding products and services that comply with sharia principles. In the context of globalization and the growth of the halal industry, the importance of halal awareness is increasing. This not only affects the purchasing decisions of Muslim consumers, but also market development and marketing strategies for producers.

Halal awareness can be defined as an individual's level of knowledge and understanding of what is considered halal (allowed) and haram (forbidden) in Islam. This includes an understanding of the ingredients used in the product, the production process, as well as the halal certification issued by the authorized institution. According to some studies, halal awareness is not only limited to food products, but also includes cosmetics, medicines, and financial services.

According to Randolph, the word awareness means knowledge or understanding of a particular subject or situation. The word awareness in the context of halal literally means having a special interest, experience, or sufficient information related to the issue of halal food, drinks and other halal products. Awareness describes human perception and cognitive reactions related to what they eat, drink and use. Subjectively, awareness is a relative concept where a person may be partially aware or may be fully aware regarding issues related to the halal aspect or what things are permitted by Allah SWT (Wahyuni, Yarmunida, and Arisandi 2022).

According to Listyowati, awareness is a condition or state where a person can understand himself as well as possible, namely awareness of thoughts, self-evaluation, and feelings. Someone who has good self-awareness will be able to control their emotions more easily. In addition, they will be better able to read the situation around them and more easily understand other people and understand other people's expectations or expectations of them (Oktavianna et al. 2019).

The importance of Halal Awareness in economic activities has a positive impact including purchasing decisions, consumer behavior, and economic impact. Several studies have shown that halal awareness has a significant impact on consumer purchasing decisions. Consumers who have a good understanding of halal products tend to prefer halal-certified products. This is supported by research conducted by Hassan et al. (2016), who found that consumers who are aware of halal are more likely to buy halal products compared to those who do not have sufficient knowledge.

Halal awareness also affects consumer behavior in choosing products. Consumers who have a high level of halal awareness tend to be more selective and critical in choosing the products they consume. They not only consider halal aspects, but also product quality and safety. This shows that halal awareness can contribute to improving product quality in the market. With increasing halal awareness, the demand for halal products also increases. This creates an opportunity for manufacturers to tap into the growing halal market. According to the Global Islamic Economy Report (2020), the halal market is expected to reach a trillion-dollar value in the next few years, which shows great potential for manufacturers who are able to meet the needs of Muslim consumers.

Halal awareness is the level of knowledge possessed by business actors to produce and sell halal products in accordance with Islamic law. Halal awareness is the level of understanding of Muslims in knowing issues related to the concept of halal. Such knowledge includes understanding what products are allowed to be consumed and how the production process is. Halal awareness of a product according to Islamic halal standards can be an absolute requirement for consumers and producers to consume and produce food.

Several types of awareness contained in individuals to see how our assessment of the surrounding environment, which includes internal awareness, external awareness. This internal awareness is a type of awareness that means self-awareness that focuses on how you see yourself. What are your passions, what are your values, and how do you play a role in your surroundings.

By having that kind of internal awareness, you will have a happier life. Satisfaction with the things you do is also easier to achieve. In addition, having high internal self-awareness will make the stress and anxiety you feel more controllable.

External awareness is the opposite of internal awareness. Where when you have this type of self-awareness, then you will be more able to understand how others see you. This self-awareness has a relationship with empathy. If you have good external awareness, you will be more able to understand others. (Aziz et al. 2012).

The indicators of Halal Awareness used in this study include Shar'i Halal Awareness (Zattiyah), Hygienic Halal Awareness (Hygiene), Safe Halal Awareness (Security) and Halal Quality. Shar'i halal awareness or zattiyah is aware of things that have been determined to be halal and forbidden by sharia. The halalness of a product is a priority and obligation for Muslim consumers in carrying out obedience to their religion. Therefore, the obligation to sell halal products is one of the benchmarks of halal awareness of Muslim business actors (Ishak et al. 2016).

Hygiene is the cleanliness of the product is one of the benchmarks of halal awareness that we can directly observe in a product. Hygiene has been widely emphasized in halal which includes various aspects of the personal body, clothing, equipment and workplace for the processing or manufacture of food, beverages and products. The aim is to ensure that the food (regardless of type) produced is safe, hygienic and not harmful to human health. In the context of halal, hygienic food, beverages and products can be defined as free from unclean or harmful contamination and germs. So, it clearly shows that halal is very particular in food matters especially in the practice of keeping ourselves and things around us clean to prevent disease.

Halal Aman (Security) Awareness, based on surah Al-Baqarah verse 195 in the Quran, states that people should abstain from every kind of destruction, including damage from food. In the food sector, this verse can be translated as preventing and avoiding hazards, which are defined as agents that are likely to cause illness or injury. These are categorized as biological, chemical, and physical hazards. Of the types of biological, physical, and chemical hazards, biological hazards especially pathogenic bacteria are the most common and have caused the most harm to consumers. The production of halal food sold must meet halal and food safety requirements.

Halal quality in a product as seen in the rapid growth and development of the halal food sector, halal quality-conscious expectations and perceptions appear to be changing, i.e., expanding to include the principle of tayyib. This is reflected by recent academic work that suggests tayyib is becoming a new trend and value-added factor in the marketing of halal products. One indicator of halal awareness is knowledge of the halalness of the production process (Othman, Shaarani, and Bahron 2016).

### 3. METHODOLOGY

This study uses a qualitative descriptive method, with the aim of describing the level of halal awareness and the intention of micro small food producers to register for halal certification. Halal awareness is assumed to be influenced by knowledge about halal and food producers' perceptions of the benefits of halal certificates and interest in applying for halal certification. By using the type of field research where the research location is located in Metro city. Primary data obtained through interviews is complemented by regulatory documents relating to halal certification. Interviews were conducted with micro and small business actors who are food producers in metro city. After obtaining the data, the next step is to analyze the data using several processes, namely, First, data reduction. Second, data presentation, after the data reduction process, the data is presented in the form of a description. And third, drawing conclusions.

### 4. RESULT AND DISCUSSION

#### Consumer Behavior Patterns Against Sellers

Halal awareness is one of the factors that can encourage business actors to carry out halal certification of products. Especially in the Self Declaire halal certification program issued by the Halal Product Guarantee Agency (BPJPH), because in this program business actors can directly carry out independently the process of applying for halal certification. In research that has been conducted using halal Awareness indicators which include syar'i halal awareness, hygienic halal awareness, safe halal awareness, and quality halal awareness, it shows that halal awareness of business actors play an important role in the halal certification process.

Shar'i halal awareness which is the basic foundation that must be instilled in business actors includes the belief that the order to consume halal food is a religious order. Therefore, as a business actor must maintain the production process of a food both from ingredients, how to manage, packaging, and to the sale of products produced and be responsible for always maintaining the halalness of the products produced.

Shar'i halal awareness refers to individual awareness, especially among Muslims, regarding the importance of choosing products and services that comply with sharia principles. Research on syar'i halal awareness is increasingly relevant as public awareness of the importance of consumption in accordance with Islamic teachings increases. The findings of this study provide insights into the factors that influence shariah-consciousness, its impact on consumer behavior, and the challenges faced in raising this awareness.

Research shows that the level of halal awareness among Muslim consumers varies. Most respondents showed a good understanding of the concept of halal, but there are still groups that lack understanding of the details of halal products, including the ingredients used and the production process. This suggests the need for further education to improve public understanding. As for several factors that influence halal awareness, the results of the study found that access to clear information and education about halal products greatly influences the level of halal awareness. Consumers who get information through seminars, workshops, or social media tend to be more aware of the importance of choosing halal products.

The existence of clear and recognized halal certification also contributes to the level of awareness. Consumers are more likely to choose products that have a valid halal certification, as this provides assurance that the product meets sharia standards. The findings show that the social environment, including family and friends, plays an important role in shaping halal awareness. Discussions and recommendations from close people can increase individual awareness of the importance of choosing halal products.

Research shows that consumers who have a high awareness of shar'i halal tend to be more selective in choosing products. They not only consider the halal aspect, but also the quality and safety of the product. This has a positive impact on purchasing decisions, where consumers prefer halal-certified products even though the price is higher.

From the findings obtained at the research location sourced from the halal syar'i conscious indicator, it shows that the majority of business actor respondents know that the halal consumption order is an Islamic law that must be implemented, and it is the principle of business actors. The problem here is that business actors do not understand the concept and halal process referred to in Law No.33 of 2014 concerning halal product guarantees. The law states that the halal product process is a series of activities to ensure the halalness of products including the provision of materials, processing, storage, packaging, distribution, sale and presentation of products.

Business actors believe that the products that have been produced are in accordance with existing halal provisions, but sometimes there are some business actors who override product processing by not maintaining compliance with applicable regulations. Such as providing excessive additives that exceed the specified standards in the products produced so as to reduce production costs and produce food products that have an impact on health if consumed.

In the Halal Hygiene conscious indicator, several things that are important to be considered by business actors are the cleanliness of the products sold, starting from raw materials, the manufacturing process to packaging. Furthermore, the content of the products sold is not contaminated by dirty or unclean objects and avoids materials that are harmful for consumption by consumers, such as animal feces and so on which are classified as unclean and additives such as preservatives and excessive food coloring.

From the results of research found in business actors, it shows that business actors in Metro city as a whole argue that they always maintain the cleanliness of the food they sell because consumers must see cleanliness before buying their products so that business actors always maintain cleanliness both from the place, ingredients and the process of making products. And especially in the content of the product ingredients produced, business actors always measure the composition of the additional ingredients used to keep it from being harmful to consumers who buy.

Then on the indicators of Halal Aware of Safety (Security) and Halal Quality (Quality) business actors must maintain the safety of products produced from materials that can be harmful such as biological, chemical and physical hazards. It aims to maintain the quality of the products produced in accordance with the principle of *thayyib*. The principle of *thayyib* here is to add dimensions of quality, cleanliness, and health which are very important in the modern context. *Thayyib* food must be clean, healthy and nutritious, and produced in a way that does not damage the health of consumers or the environment.

Maintaining the principle of *thayyib* in a product is an important role of business actors. In the self-declaration program published by BPJPH, it provides an opportunity for micro and small business actors to be able to carry out halal certification of products independently and also business actors to receive special assistance from the Halal Product Process assistants who carry out verification and validation directly at the production site. In this case, the companion of the halal product process not only does its job of assisting in the halal certification process of products but also provides knowledge for business actors in maintaining product quality in accordance with the principles of halal and *thayyib*.

This self-declaration halal certification program is a government effort to help micro and small business actors to maintain and maintain product quality to be maintained in accordance with the principles of halal and *thayyib*. However, this program will not run optimally or only be limited to certificates issued without the support of the business actors themselves, because in the development of a product it is the business actors who play a role. So that even though certification has been carried out on products owned by business actors must always be honest in maintaining the quality of their products. And business actors are aware of keeping their products in accordance with halal principles.

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## 5. CONCLUSIONS

Submitting independent halal certification or commonly referred to as self declare is a program launched by the government through BPJPH to provide facilities to micro, small and medium enterprises in the process of applying for halal certification. Halal awareness plays a positive role in the effectiveness of the self-declaration program, especially in the role of business actors in maintaining product quality and awareness to always maintain both knowledge of halal principles determined by religion, cleanliness and safety of products produced and product quality.

The importance of halal awareness among business actors, especially in the context of a self-declare halal certification program. This study shows that the self-declare program provides easier and faster access for business actors, especially micro and small businesses, to obtain halal recognition for the products they offer.

In this context, halal awareness is a key factor influencing the success of the program. Businesses that have a good understanding of halal principles and the importance of halal certification tend to be more proactive in implementing halal standards in their production processes. This not only increases consumer confidence, but can also expand their market share, given that more and more consumers are looking for halal products.

In addition, this study also identified challenges faced by businesses in implementing the self-declaration program. Some of these include lack of knowledge about certification procedures, uncertainty regarding halal criteria, and lack of support from relevant institutions. Therefore, further efforts are needed to improve education and socialization on the importance of halal awareness and self-declaration procedures to businesses.

Overall, this study confirms that increasing halal awareness among business actors, accompanied by adequate support from the government and related institutions, can encourage the success of the halal certification self-declaration program. This is not only beneficial for the business actors themselves, but also for consumers who are increasingly aware of the importance of choosing products that comply with halal principles. Thus, this program has the potential to contribute to sustainable economic growth and improve people's welfare.

Halal awareness has an important role in the halal certification process, because the implementation of the implementation of product halal assurance is guaranteed raw materials, processes, processing to product distribution in accordance with Islamic law. This cannot happen if business actors are not aware of the importance of implementing halal product guarantees in their

business.

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