



THE SEHATI PROGRAMME AND THE DYNAMICS OF FACTORS AFFECTING THE GROWTH OF HALAL-CERTIFIED UMKM IN SAMBAS DISTRICT WEST KALIMANTAN PROVINCE

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ABSTRACT

MSME actors in the West Kalimantan region as of December 2022 have reached 196,656 units, consisting of 168,623 micro business units, 26,328 small business units, and 1,705 medium business units capable of driving West Kalimantan's economic growth. The constraints experienced by MSMEs include lack of financing, suboptimal product marketing, not having NPWP and NIB, and not yet halal certified as one of the requirements for exporting, and increasing the level of consumer confidence. Sambas is a regency that has the third highest number of MSMEs in West Kalimantan, with 18,290 business units. Judging from ptsp.halal data where the progress of businesses that have halal certificates in West Kalimantan alone is less than 1%, of course it has an impact on MSMEs in Sambas Regency, of course there are also still few who have halal certificates. Research objectives: 1) knowing the implementation of the SEHATI Programme in Sambas Regency. 2) explain the supporting and inhibiting factors for the growth of halal-certified micro and small enterprises (MSEs) through the SEHATI programme. The research method uses a qualitative method by combining two approaches, namely: Normative theological approach (syar'i) and sociological approach. The results showed that the implementation of the SEHATI Programme in Sambas Regency is a strategic initiative designed to accelerate the growth and competitiveness of micro and small enterprises (MSEs) through a simple and free self-declare mechanism. However, there are still significant barriers such as limited resources, lack of information on the certification process, and suboptimal support from the government and assisting institutions. Overcoming these barriers requires improved infrastructure, intensive education and counselling programmes, and better technical support and mentoring for MSEs.

Keywords: Sehati programme; MSE growth; halal certificate

1. INTRODUCTION

Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs reached 64.2 million or 99.99% of the total business actors in Indonesia. MSMEs absorb as many as 117 million workers or 97% of the total workforce of the business world and collect 60.4% of total investment. The contribution of MSMEs to the Gross Domestic Product (GDP) is 61.1%, while the rest is made by large businesses which amount to only 5,550 or 0.01% of the total number of businesses in Indonesia.

Micro, Small and Medium Enterprises (MSMEs) are the backbone of the Indonesian economy because they make a significant contribution in improving the regional economy and national economic resilience. MSMEs have a strategic role in reducing unemployment and poverty because they are able to provide employment so as to improve community welfare. MSME players in the West Kalimantan region as of December 2022 have reached 196,656 units, consisting of 168,623 micro business units, 26,328 small business units, and 1,705 medium business units capable of driving West Kalimantan's economic growth. The constraints experienced by MSME actors include lack of financing, suboptimal product marketing, not having NPWP and NIB, and not yet halal certified as one of the requirements for exporting, and increasing the level of consumer confidence.

Table 1.1 Data on MSME Businesses in Kalimantan West December 2022

No.	District/City	Micro	Small	Medium	Total
1.	Sambas	14.252	3.880	158	18.290
2.	Bengkayang	4.924	992	19	5.935
3.	Hedgehog	32.146	2.173	330	34.649
4..	Mempawah	15.796	1.459	108	17.363
5.	Sanggau	2.648	1.266	61	3.975
6.	Ketapang	7.281	1.673	157	9.111
7.	Sintang	14.862	2.121	106	17.089
8.	Kapuas Hulu	6.710	3.156	65	9.931
9.	Sekadau	4.351	1.813	222	6.386
10.	Melawi	3.636	747	39	4.422
11.	North Kayong	7.036	671	-	7.707
12.	Kubu Raya	7.766	2.340	18	10.124
13.	Pontianak City	39.718	1.943	217	41.878
14.	Singkawang City	7.497	2.094	205	9.796
Total		168.623	26.328	1.705	196.656

Source: Report on the Development of Cooperatives and MSMEs Period December 2022, Office of Cooperatives Small and Medium Enterprises of West Kalimantan Province

Table 1.1 shows that MSME players in the West Kalimantan region as of December 2022 have reached 196,656 units, consisting of 168,623 micro business units, 26,328 small business

units, and 1,705 medium business units capable of driving West Kalimantan's economic growth. The constraints experienced by MSME actors include lack of financing, sub-optimal product marketing, not having NPWP and NIB, and not yet halal-certified as one of the requirements in exporting, and increasing the level of consumer confidence.

Based on ptsp.halal.go.id data, as of January 2023 MSMEs that have been halal certified in West Kalimantan are only 653 business units which when compared to the number of micro businesses in West Kalimantan in table 1.1, only 0.39% have been halal certified. This is very unfortunate, because with the sehati programme, halal-certified micro-businesses should have increased dramatically, because the sehati programme is a free halal certification programme for micro-businesses. However, the realisation is that there are still very few micro businesses in West Kalimantan that have halal certificates for their businesses. Sambas is a district that has the third highest number of MSMEs in West Kalimantan, with 18,290 business units. Judging from [ptsp.halal](http://ptsp.halal.go.id) data where the progress of businesses that have halal certificates in West Kalimantan alone is less than 1%, of course it has an impact on MSMEs in Sambas Regency, of course, there are still few who have halal certificates. Has this sehati program not been socialised to MSEs in Sambas Regency or only a few MSEs are aware of the program.

The objectives of this study are 1) to determine the implementation of the SEHATI Programme in Sambas Regency. 2) to explain the supporting and inhibiting factors for the growth of halal-certified micro and small enterprises (MSEs) through the SEHATI programme.

2. RESEARCH METHODS

This research uses a qualitative descriptive method, a qualitative approach can explore more deeply the socio-economic dynamics, policies, opportunities and challenges faced by micro and small business actors in obtaining halal certification. Sambas Regency is one of the regions in West Kalimantan that borders directly with the Malaysian State, is expected to describe specific phenomena related to the implementation of the SEHATI program and can analyse in detail the real conditions in the field and explore the various factors that influence it.

The approaches used in this research are: **1. Normative theological approach (syar'i)**, This approach is used to analyse phenomena or research problems through fiqh provisions sourced from the Qur'an and hadith, as well as fatwas of scholars. This approach is to examine the suitability of practices implemented in the Free Halal Certificate (SEHATI) programme in Sambas Regency in accordance with shar'i norms and contributions in accordance with Islamic law in the development of small micro-enterprises in Sambas Regency. **2. Phenomenological approach**, This approach is used to explore the in-depth experiences of MSE actors in participating in the SEHATI programme as well as factors that influence the growth and obstacles of halal-certified MSEs.

Data collection techniques used by researchers in this study, namely using observation, interviews and documents. Researchers directly observe the field by seeing and observing the actual objective conditions regarding the implementation of the SEHATI programme and MSE actors who have halal certificates. Interview is one of the techniques that can be used to collect research data. In simple terms, it can be said that an interview is an event or a process of

interaction between the interviewer (interview) through direct communication. It can also be said that the interview is a face-to-face conversation (face to face) between the interviewer and the source of information, where the interviewer asks directly about an object under study and has been previously designed. This interview data is used to complement observational data obtained directly by researchers. In-depth interviews were conducted with various parties, such as MSE actors, the Office of Industry, Trade Cooperatives and MSMEs, MUI Regency, and PPH Facilitators, to explore information about their experiences in implementing and participating in the SEHATI Programme, the obstacles faced, and the factors that support and hinder the growth of halal-certified MSEs. Documentation is a record or work of someone about something that has passed. Documents about people or groups of people, events, or events in social situations that are appropriate and related to the focus of research are very useful sources of information in qualitative research. The document can take the form of written text, images, or photographs. Written documents can also be life histories, biographies, written works, and stories. In addition, there are also cultural materials, or works of art that are sources of information in qualitative research.

The qualitative data analysis technique used by researchers in this study is the Miles and Huberman model. According to Miles and Huberman, "activities in qualitative data analysis are carried out interactively and take place continuously until completion, so that the data is saturated". Miles and Huberman also said that "the techniques used in data analysis are three steps, namely data reduction, data display, conclusion making and verification". Reducing data means summarising, selecting and choosing the main things, focusing on important things, looking for themes and patterns. Thus the data that has been reduced will provide a clearer picture, and make it easier for researchers to conduct further data collection, and search for it when needed. Data presentation is useful for seeing the overall picture of the research results, whether in the form of metrics or coding, from the results of data reduction and data display, the researcher can then draw data conclusions to verify so that it becomes the meaningfulness of the data. To apply data conclusions that are more aligned and no longer in the form of trial and error conclusions, verification is carried out throughout the research in line with membercheck, triangulation and audit trials, thus ensuring the significance of the research results. Thus, in general, the data processing process starts from recording field data, then rewriting it in the form of data unification and categorisation, after the data is summarised, reduced, and adjusted to the focus of the research problem, it is immediately discussed so that no data is left behind to be discussed.

3. RESULTS AND DISCUSSION

a. Implementation of the Free Halal Certification Programme (SEHATI) in Sambas Regency.

The Free Halal Certification (SEHATI) programme is an initiative of the Halal Product Guarantee Agency (BPJPH) of the Ministry of Religious Affairs (Kemenag) which aims to facilitate micro and small businesses (MSEs) in obtaining halal certification at no cost. This programme uses a self-declaration mechanism, which allows businesses to declare the halalness of their products independently. The implementation of the SEHATI Programme in Sambas Regency is facilitated by halal product process assistants (PPPH) in the Sambas Regency area. Halal product process

assistants (PPPH) who provide assistance to business actors in the halal certification process, are assignments given by BPJPH in collaboration with halal inspection institutions (LPH) and community organisations.

According to Mrs Muslimah, as the PPH facilitator in Sambas Regency "The implementation of the **SEHATI** programme in Sambas Regency is carried out through several stages, which include registration, assistance, and halal certification of products, which are in accordance with the regulations". Here are the main steps in its implementation:

a) Key Features of the SEHATI Programme:

- 1) Self Declare: The self-declare mechanism allows businesses to independently declare the halalness of their products, which is then verified by BPJPH.
- 2) Certification Quota: The SEHATI programme is open throughout 2024 with a target of reaching 1 million free halal certifications.
- 3) Online Registration: MSE business actors in Sambas Regency can register through the official ptsp.halal.go.id page and the Halal Information System (SIHALAL) application.

b) Benefits for Business Actors:

- 1) Cost Reduction: With free halal certification, businesses can reduce operational costs and focus resources on product development.
- 2) Wider Market Access: Halal certification increases consumer confidence and opens up opportunities for access to wider markets, both domestic and international.
- 3) Legal Certainty: Having halal certification provides legal certainty on the halal status of the products sold.

c) SEHATI registration requirements:

The requirements for registering for free halal certification (Sehati) 2023 refer to the Decree of the Head of BPJPH (Kepkaban) Number 150 of 2022 as follows.

- 1) Products are not risky or use ingredients that have been confirmed halal;
- 2) The production process is halal and simple;
- 3) Have a Business Identification Number (NIB);
- 4) Have a maximum annual sales (turnover) of IDR 500 million as evidenced by a self-declaration;
- 5) Have a location, place and equipment for Halal Product Processing (PPH) that is separate from the location, place and equipment for processing non-halal products;
- 6) Has or does not have a distribution permit (PIRT/MD/UMOT/UKOT), a Certificate of Good Hygiene Sanitation (SLHS) for food/beverage products with a shelf life of less than 7 (seven) days, or other industrial licences for products produced from relevant agencies;

- 7) The products produced are in the form of goods as detailed in the attachment to this decision;
 - 8) The ingredients used have been confirmed to be halal;
 - 9) No use of hazardous materials;
 - 10) Has been verified as halal by the halal product process assistant;
 - 11) The types of products/groups of products that are certified halal do not contain elements of slaughtered animals, unless they come from producers or slaughterhouses/poultry slaughterhouses that are halal certified;
 - 12) Using production equipment with simple technology or carried out manually and/or semi-automatically (home business not factory business);
 - 13) The product preservation process is simple and does not use a combination of more than one preservation method;
 - 14) Willing to complete halal certification application documents with an online self-statement mechanism through SIHALAL.
- d) Registration Procedure:
- 1) Account Registration: Business actors must create an account on the ptsp.halal.go.id page or through the SIHALAL application.
 - 2) Data Filling: Complete business and product data to be certified halal.
 - 3) Selfdeclare: Declare the halalness of the product in accordance with applicable regulations.

BPJPH verification is carried out by the Halal Product Process Assistance (PPPH): PPPH will carry out the verification and validation process (verval) of the statement submitted by the business actor, by checking the field and the completeness of filling in the Si Halal system. After the verval process is complete, the verval results are submitted to the fatwa committee, which acts as a fatwa committee, namely MUI, after the fatwa hearing is completed and there is no file return, the issuance of a halal certificate is carried out by BPJPH. Business actors can monitor the progress of their own proposals, by opening the same account during registration. Certificates that are already available can be downloaded by yourself on the Halal account.

To understand more about the implementation of the Sehati programme in Sambas Regency, we conducted interviews with several business actors who have obtained halal certification through this programme. This interview aims to explore the experiences, motivations, challenges, and impacts felt by business actors after participating in the sehati programme.

The first interview with Mr Ikram, a business owner in the "krispi mushroom" snack food sector, stated that: "I found out about this programme from the socialisation conducted by the PPH Facilitator and through social media. The information was very helpful because it explained the registration process and the necessary requirements. My main motivation is to increase consumer confidence in my products. With halal certification, consumers will feel safer and more comfortable consuming the products I produce." Mr Ikram also mentioned his experience of

registering for the Sehaty programme and the challenges he faced during the registration process. He mentioned that:

"The registration process is quite easy and clear. I created an account on the ptsp.halal.go.id page and filled in all the requested data. There were a few technical problems when uploading documents, but they were eventually resolved with help from the PPH assistant. The main challenge is to ensure that all ingredients used are truly halal and to separate halal and non-halal production equipment. However, with guidance from the facilitator, I was able to fulfil all these requirements." Although it has challenges when registering, the registration process is quite easy and clear and also according to Mr Ikram that after obtaining halal certification, his sales have increased and consumers have become more trusting, participating in Expo Out of the country facilitated by the Office of Industry, trade, cooperatives and MSMEs, so that opportunities become wider.

In addition, Mrs Esti Asteria Indah Kurniasih, a business owner in the beverage and beverage ingredients sector, mentioned that she found out about the Sehaty programme through the Sambas District Industry and Trade Office, which provided complete information about the programme. "I found out about this programme from information disseminated by the Sambas Industry and Trade Office. They held a socialisation and provided complete information about the program." Mrs Esti Asteria Indah Kurniasih also mentioned that although she has challenges, there is a PPH assistant who is very helpful from the beginning until the process is complete and with the halal certification, her business has increased due to increased consumer confidence, especially Muslim consumers". "The experience is very positive. The process is clear and systematic, from online registration to material verification. The assistance from BPJPH was also very helpful in easing the process. The biggest challenge is ensuring that all ingredients and production processes meet halal standards. However, with the help of the PPH mentor, I was able to overcome this challenge and fulfil all the set requirements. Halal certification increased consumer confidence in my products. Sales have increased and I also have the opportunity to expand my market overseas."

The interview results above show that the Sehaty programme provides significant benefits for MSEs in Sambas Regency. The clear registration process and mentoring assistance from BPJPH greatly assist business actors in fulfilling halal certification requirements. Although there are several challenges, such as ensuring that the ingredients and production process meet halal standards, business actors feel helped by this programme. From these interviews, it appears that halal certification not only increases consumer confidence but also opens up wider market opportunities for MSEs. The Sehaty programme is clear evidence that government initiatives in supporting MSEs can have a big positive impact.

Thus, the results of these interviews are expected to provide a deeper insight into the implementation of the Sehaty programme in Sambas District and encourage more businesses to utilise the programme to improve the quality and competitiveness of their products.

The free **halal certification** programme (SEHATI), managed by the Halal Product Guarantee Agency (BPJPH) and the Indonesian Ulema Council (MUI), aims to ensure that products circulating in the market are in accordance with **Islamic law**, especially in terms of halal ingredients and production processes. This halal certification is based on the guidelines and provisions set by

Islamic law, which can be found in the **Qur'an** and **Hadith**. In the Qur'an, many verses confirm that Muslims are required to consume halal and thayyib (good) food and drinks. The verses that form the legal basis for the halal certification programme include **Surah Al-Baqarah (2:168)**:

"O mankind, eat that which is lawful and good (thayyib) on earth, and do not follow the steps of the devil. Verily, the shaitan is a real enemy to you."

Ibn Kathir explains "that this verse is Allah's command to mankind to eat whatever is on earth that is halal and good (thayyib), namely everything that is not prohibited by Islam, and which brings benefits. Allah tells mankind to avoid food and drinks that are forbidden, such as carrion, blood, pork, and everything that contains elements of haram. In addition, the word *thayyib* implies that the food must not only be halal, but also beneficial and good for the body and soul". **Ibn Kathir** emphasises that "Allah forbids Muslims to follow the **devil**, because the devil always tries to mislead people into following a bad path, including in terms of choosing food and drink that is not in accordance with the teachings of Islamic law".

In **Tafsir Al-Qurtubi**, "it is explained that this command to eat what is halal and good includes all types of food and drink that are not prohibited by Sharia. *Thayyib* refers to food that is not only halal, but also good and beneficial for health and morals". **Al-Qurtubi** also relates this to "the importance of keeping one's heart and self clean from anything destructive, because halal and good food and drink can affect one's physical and spiritual health". In addition, **Al-Qurtubi** explains that "the prohibition of following the steps of the devil is related to the temptation of the devil to violate the rules of Allah, including the consumption of haram food and drink. Satan tries to plunge people into actions that are forbidden by Allah, including those related to food".

Surah Al-Baqarah (2:168) confirms that Muslims must choose food that is **halal** (justified by sharia) and **thayyib** (good, beneficial, and not damaging to health and morals). Various interpretations from great scholars such as **Ibn Kathir**, **Al-Qurtubi** show that the concept of halal does not only concern the halalness of food ingredients, but also how the process of production, distribution and consumption of these foods is carried out within the framework of Islamic law which prioritises goodness (both physically and morally). Halal certification programmes ensure that products fulfil these two criteria: halal and thayyib.

According to the chairman of MUI Sambas Regency, Mr. Dr. Sumar'in, "SEHATI Program, is very helpful for micro and small businesses in Sambas Regency in certifying their halal products". However, according to Mr Sumar'in, there are several obstacles encountered in the field in socialising the SEHATI Program such as, business actors still lack understanding of halal product standards, business actors feel that their products are already halal and do not need to participate in proposing halal certificates. Business actors who do not respond when assistance will be provided in the halal proposal process. Business actors who feel they have not received information about the obligation to be halal certified for food and beverage products in 2024.

According to PPH Facilitator Ibu Diah Mahmuda, when conducting socialisation to markets in sub-district areas in Sambas district, many business actors do not know about the obligation of halal certified products in 2024. Many business actors respond that they want to be facilitated by the SEHATI programme, so that it does not become a cost burden borne by business actors. However, there are several obstacles faced, such as business actors engaged in the culinary field

made from meat, both chicken and beef, cannot continue with the proposed assistance, because chicken and beef are critical raw materials that cannot be proposed for halal certification through the SelfDeclare route but the Regular route. The SEHATI programme only facilitates business actors who use non-critical raw materials or the SelfDeclare route. In addition, Mrs Diah Mahmuda also feels limited time in assisting business actors because Mrs Diah Mahmuda has a main job whose working hours are regulated. So that in assisting business actors who can be reached not far from the workplace with a limited number.

According to Ms. Eka as a representative of the PerindagkopUMKM office, the agency also socialises the SEHATI program, but in facilitating business actors to certify halal products, the agency has its own program. According to Mrs Eka, the SEHATI programme is very helpful for businesses in halal certifying their products. With so many free halal certification programmes, it is hoped that it can help increase halal-certified micro and small business products. In addition, business actors who already have halal certificates will be recorded and will be included in expo activities both at home and abroad so as to expand the market.

b. Factors that Support and Obstruct the Growth of Halal Certified MSMEs through the Free Halal Certification Programme (SEHATI) in Sambas Regency

a) Supportive Factors

1) Free Halal Certification Quota

The Free Halal Certification (SEHATI) programme that offers a quota of 1 million free halal certifications is a great opportunity for MSEs in Sambas Regency. This opportunity allows MSEs to obtain halal certificates at no cost, thereby increasing the competitiveness of their products in domestic and international markets. According to Dr Muhammad Arifin, an Islamic economics expert, "The free halal certification programme is a strategic step to encourage MSEs to improve the quality of their products and open up wider market opportunities." This is especially important for MSEs that focus on food and beverage products, where halalness is one of the main factors in attracting Muslim consumers.

The increase in the quota of the free halal certification programme has great potential to increase the growth of halal-certified MSE products in Sambas Regency.

Here are some of the reasons why increasing the programme's quota could drive such growth:

- Certification Accessibility

With the increase in the free halal certification quota, more MSEs can access halal certification services without having to worry about costs, which are often a major barrier. This is especially beneficial for MSEs located in remote areas or those with financial limitations. More accessible halal certification allows MSEs to focus more on improving their product quality and business operations, without being burdened by certification costs.

- Increased Consumer Trust

Products that have halal certification gain more trust from consumers, especially in a Muslim-majority country like Indonesia. Consumers tend to choose products that are guaranteed halal, so this certification can increase sales and expand the MSE market. This consumer trust not

only encourages customer loyalty but can also attract new consumers who may have previously hesitated to buy products without halal certification.

- Export Opportunities

Halal-certified products are not only in demand in the domestic market, but also have great opportunities to be exported to countries with large Muslim populations. With halal certification, MSEs can fulfil international market requirements and open up wider export opportunities. Countries such as Malaysia, Saudi Arabia, and the United Arab Emirates are very concerned about the halalness of imported products, so halal certification can be a ticket for MSEs to enter the global market.

- Government Support

The government, which provides a free halal certification quota, shows its commitment to supporting MSEs. This can increase the motivation and enthusiasm of MSE actors to continue to innovate and improve the quality of their products in order to compete in a wider market. This policy also shows the government's support in encouraging economic growth through a more competitive and quality-assured MSE sector.

- Product Quality Improvement

The halal certification process not only ensures the halalness of the product, but also often involves improving quality and hygiene standards in the production process. Thus, MSEs that follow halal certification tend to produce products with better quality. This quality improvement can increase product competitiveness in the market, both locally and internationally, and provide added value to MSE products.

- Competitive Advantage

MSEs with halal certification have a competitive advantage over those without. They can market products with higher added value, attract a wider market segment such as overseas, and differentiate themselves from competitors. Halal certification can be one of the determining factors that make MSE products stand out in an increasingly competitive market.

- Encouraging Innovation

With halal certification, MSEs are encouraged to continue to innovate in creating new products that comply with halal standards. This innovation is not only related to products, but also to the production, packaging and distribution processes. MSEs that innovate will be more adaptive to market changes and consumer needs, so that they can survive and develop in the long term.

- Increased National and International Competitiveness

Overall, increasing the number of halal-certified MSEs will increase the competitiveness of national products in the global market. Indonesia, as a country with the largest Muslim population in the world, has great potential to become a centre for the production and export of halal products. With more halal-certified MSEs, Indonesia can strengthen its position in the global halal market and increase the contribution of the MSE sector to the national economy.

2) Easy Registration Mechanism

The use of the SIHALAL application in the halal certification registration process provides easy access for MSEs to register electronically. With this system, MSEs do not need to face complicated administrative obstacles. Dr Yuliana, MSE management expert, stated, "An easy and electronic-based registration system is very helpful for MSEs, especially those in remote areas, to gain access to certification more efficiently." The use of this technology also helps reduce the time required for the registration process, so that MSEs can get halal certificates faster.

3) System Integration

Integrating the halal certification system with BKPM's online single submission (OSS), national single window institutions, BSSN, and halal inspection agencies accelerates the certification process and increases transparency. Dr Ridwan, an information technology expert, explains, "The use of technology in integrating the halal certification system has a positive impact in terms of time and cost efficiency, and reduces the potential for administrative errors." This integration allows the required data and documents to be processed more quickly and accurately, minimising potential delays.

b) Inhibiting Factors

1) Limited Resources

Limited infrastructure and labour in Sambas Regency may hinder MSEs in meeting halal standards. Dr Nuraini, a regional economic development expert, emphasises that "Infrastructure development and improving the quality of human resources are crucial to support the growth of MSEs, particularly in meeting international standards such as halal certification." Without adequate infrastructure and skilled labour, MSEs may struggle to produce goods that comply with strict halal standards.

2) Limited Information

Many MSEs in Sambas Regency still lack information about the halal certification process. This makes it difficult for them to prepare and apply for registration. According to Dr Siti Aisyah, a communication and extension expert, "There needs to be an intensive education and outreach programme on the importance of halal certification and the procedures to be followed, so that MSEs can be better prepared and understand the process." Without sufficient information, MSEs may not be aware of the steps to take or the documents required, hindering their registration process.

3) Limited Support

Support from the government and accompanying institutions is often still sub-optimal. Dr Ahmad Faisal, a public policy expert, mentioned that "The government needs to increase support in the form of mentoring and technical assistance to MSEs so that they can more easily access the halal certification programme and improve the quality of their products." This technical assistance can be in the form of training on halal standards, assistance in preparing registration documents, and support in overcoming technical problems that may be encountered during the certification process.

To understand more about these enabling and hindering factors, we can look at some case studies of MSEs that have successfully obtained halal certification through the SEHATI programme.

Successful Case Example

a) Snack Food MSEs

A snack food MSME in Sambas successfully obtained halal certification thanks to the SEHATI programme. They utilised the free certification quota and used the SIHALAL application for registration. Support from the local government in the form of programme socialisation and technical assistance was also very helpful. "The process is quite easy and fast. We are really helped by this programme," said the MSE owner. Their products are now more desirable in the market because they are halal-certified, increasing their sales significantly.

b) Beverage MSEs

MSEs producing traditional drinks also obtained halal certification through the SEHATI programme. They faced challenges in terms of infrastructure, but assistance from the mentoring organisation helped them overcome these obstacles. "With the technical support, we can adjust our production process according to the halal standards," said the MSE owner. Halal certification helped them expand their market to a wider area, including overseas.

Examples of Cases that Encountered Obstacles

a) Culinary MSEs

A culinary MSE in Sambas experienced difficulties in obtaining halal certification due to limited information. In addition, because the product is made from meat type raw materials (critical) such as meatball stalls, with the latest regulation that meatballs made from meat must go through the regular route. Because the critical point is in the raw materials and grinding (if grinding meat in a public mill).

The growth of halal-certified MSEs through the SEHATI programme in Sambas Regency is supported by the free certification quota, ease of registration mechanism, and system integration. However, limited resources, information and support are still significant barriers. To overcome these barriers, some recommendations that can be considered are:

- a) **Infrastructure Improvement and Training of PPH Facilitators** the government needs to improve infrastructure that supports MSEs, as well as provide training of PPH Facilitators to increase the quantity of PPH Facilitators, and the quality of PPH Facilitators. This will assist MSEs in meeting halal standards and improve the competitiveness of their products.
- b) **Education and Outreach Programme** conduct an intensive education and outreach programme on the importance of halal certification and the procedures to be followed. This will help MSEs understand the necessary steps and reduce difficulties in the registration process.
- c) **Technical Support and Mentoring** improve technical support and mentoring to MSEs. The government and accompanying institutions need to provide assistance in document

preparation, training on halal standards, and assistance in overcoming technical problems that may be encountered during the certification process.

4. CONCLUSIONS

Based on the results of data analysis and discussion, the following conclusions can be drawn:

1. The implementation of the Free Halal Certification Programme (SEHATI) in Sambas Regency is a strategic initiative designed to accelerate the growth and competitiveness of micro and small enterprises (MSEs) through a simple and no-cost self-declare mechanism. With a quota of one million halal certifications by 2023, the programme increases the accessibility of halal certification for MSEs, which can open up wider market opportunities, increase consumer confidence, and strengthen MSE brands. In addition, the programme shows the government's support in strengthening Indonesia's halal industry and making the country one of the largest producers of halal products in the world. However, the success of this programme also depends on increasing socialisation, intensive assistance, and improving the registration system to make it more accessible to MSEs. MSEs that meet the criteria of the SEHATI programme can take advantage of this opportunity to register their products immediately, so that they can avoid the sanctions that will be imposed after the first staging period of the halal certification obligation ends on 17 October 2024. Support and cooperation between the government, MSE actors, and related parties are very important to ensure the success of this programme and achieve the expected goals.
2. The growth of halal-certified MSEs through the Free Halal Certification Programme (SEHATI) in Sambas Regency is supported by various factors such as the existence of a free halal certification quota, ease of registration mechanism through the SIHALAL application, and system integration that accelerates the certification process. These factors allow MSEs to access halal certification at no cost, increase consumer confidence, and open up export opportunities. However, there are still significant barriers such as limited resources, lack of information on the certification process, and suboptimal support from the government and assisting institutions. Overcoming these barriers requires improved infrastructure, intensive education and counselling programmes, and better technical support and mentoring for MSEs. With these measures, MSEs in Sambas Regency can more easily obtain halal certification, improve product quality, and expand their markets both nationally and internationally.

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