



HALAL CERTIFICATION IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) OF THE FISH PROCESSING INDUSTRY IN SAMBAS REGENCY

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ABSTRACT

This research departs from the phenomenon that many MSME actors in the fish processing industry sector in Sambas Regency do not register for halal certification. This study aims to identify the obstacles and problems faced by MSMEs in the Fish Processing Industry Business in Sambas Regency in obtaining Halal Certificates. This type of research is classified as qualitative with the research approach applied is field research. Data collection techniques were pursued through interviews, observation, and documentation. The results of this study indicate that the obstacles and problems faced by business actors in obtaining Halal Certificates in the fish processing industry include limited resources, inability to afford the costs required to meet halal requirements, and limited knowledge and abilities in managing production processes that meet halal standards. In addition, other problems faced are the lack of knowledge and understanding of MSME actors regarding halal certification, the low awareness and obedience of MSME actors to register halal certification, the confidence of MSME actors in the halalness of their products, and limited human resources.

Keywords: Halal certification; MSMEs; fish processing

1. INTRODUCTION

The fisheries is a growing sector in Sambas Regency, West Kalimantan. This is indicated by the presence of the Nusantara Fishing Port and many fish auction sites. Some areas are concentrations of fishermen such as Pemangkat, Paloh, and Selakau Districts. This cannot be separated from the existence of fishery resources in the Natuna Sea that have been utilized by the community. Businesses in the fisheries sector, especially processed fish in Sambas Regency, are mostly carried out by home industry MSME actors, the majority of which are done by women or fishermen's wives (Saifullah, January, & Devi, 2024). The processed fish products produced are amplang crackers, salted fish, dried fish, fish crackers, fish balls and shrimp paste (Merchants, 2024). The development of the fisheries sector in Sambas Regency does not only rely on the sale of catches, but also the production of processed products that have a higher selling value.

Halal certification is a separate issue for MSME business actors, including for fish

processing MSME actors. This means that the fish processing subsector MSME actors in Sambas Regency have not been able to achieve the expected standardization of food product production (Indonesia, 2020, 2021). Large business actors will not question the issue of halal certification, with the condition of financial stability, and the independence of the company. This condition causes these business actors not too many obstacles in obtaining a halal label. The fact in the field is that many MSME actors in the industrial sector in Sambas Regency cannot apply for halal certification. For business actors, the concern about registering their business to have a halal label is high. Some feel worried because the funds spent are not small, and some complain that the process is complicated (Asyila, 2024; Suyatmi, 2024). By some fish processing MSME actors in Sambas Regency, halal certification is still seen as a complicated matter.

Several studies that have relevance to this research have been conducted, both those conducted in Indonesia and those conducted in several other countries. The research that has been done so far relates to the issue of constraints and challenges for MSMEs in applying for halal certificates in the context of marketing (Islam, Talib, & Muhamad, 2023; Maryati, Syarief, & Hasbullah, 2016; Ningrum, 2022). Other research examine the issue of halal certification authority in Indonesia after the issuance of Law Number 34/2014 (Aliyudin, Abror, Khairuddin, & Hilabi, 2022; Al-Mawarid & Rohmah, 2023). The others examine the issue of the importance of halal certification for a company on economic value, innovative performance, and market performance (Akbar et al., 2024; Kristin, Harmen, Indriani, Alfahmi, & Sebastian, 2024; Salindal, 2019; Wanto & Samsuri, 2020). Studies on the Application of Halal Certificates to MSMEs in the Fish Processing Industry Subsector have not been carried out so far.

This research aims to complement the literature on halal certification with an empirical approach. So far, the research conducted has only focused on the constraints and challenges of MSMEs in terms of marketing in relation to applying for halal certificates, studying the authority of the three main actors in the implementation of halal product assurance, and the impact of halal certification on economic value. Specifically, this study aims to identify the obstacles faced by MSMEs in the Fish Processing Industry Subsector in Sambas Regency in applying for halal certification. In line with this, the problem formulations in this study are: How is the implementation in obtaining Halal Certificates in the Fish Processing Industry in Sambas Regency, West Kalimantan Province? What are the obstacles and problems in obtaining Halal Certificates in the Fish Processing Industry Business in Sambas Regency, West Kalimantan Province? This research is expected to be a source of information that can be used as a benchmark to support policy making and make strategies related to improving the livelihood of the society.

2. METHODS

This research is included in the type of field research that uses qualitative descriptive methods. In conducting this research, the researchers went to the field to make observations about a phenomenon in a natural situation (Creswell, 2014; Krippendorff, 2004). The approach used is phenomenology, which specializes in phenomena and apparent reality to examine the explanations in it. Primary data was obtained from interviews with: 1) MSME actors; 2) government; 3) community leaders; and 4) parties related to the object of research. Secondary data comes from data related to the number of MSMEs and documents from other parties that have relevance to the object of this research.

Data collection is carried out by observation, namely data collection through observation of an objective condition under study either directly or indirectly to obtain data that must be collected related to the application of halal certificates. In addition, interviews are also conducted which are oral questions and answers between two or more people directly. Researchers also conduct documentation of a person's record or work about something that has passed. In conducting data analysis, researchers refer to the stages described by Miles and Huberman in Sukmadinata which consist of three stages, including data reduction, data presentation, conclusion drawing, and verification (Afrizal, 2016; Miles & Huberman, 1994).

3. RESULTS AND DISCUSSION

a) Positionality and Mechanism of Halal Certification in Indonesia

The halal certification process is an examination conducted by experienced auditors in the field to ensure that the raw materials, production processes, and product assurance systems of a company meet the specified requirements. This certification process ends with the determination of its halal status, which results in a written fatwa stating that the company meets these requirements. Halal certificates are applicable for four years, and can be renewed after that. The company must provide halal assurance while continuing to ensure that the products are halal. The company must also report regularly every six months on how the Halal Assurance System is implemented in their company (Agus, 2017; Akbar et al., 2024).

Business actors who will apply for halal certification must first have a halal supervisor. The supervisor is tasked with overseeing the halal product process and ensuring all aspects of the production process are not contaminated with non-halal ingredients. In addition, it also reports any changes in the composition of the ingredients if changes occur. The company must attach several complete files that contain information about the company such as the name and type of product, business actor data, ingredient list, and production process. BPJPH will check the completeness of the documents. Furthermore, a halal audit is carried out by a Halal Examining Agency that has been appointed by BPJPH. If there are ingredients that are doubtful about their halalness, laboratory testing is carried out. The results of this test are submitted to BPJPH and forwarded to MUI to determine its halal status through the Halal Fatwa Session. The result of the decision regarding the product is no later than 30 (thirty) working days from the time the examination results are submitted to MUI. This session is not only attended by MUI members, but also involves experts, related agencies, and representatives of ministries or institutions (Pemerintah Pusat, 2014).

The decree in the Halal Fatwa Session is signed by MUI, then submitted to BPJPH to be issued a halal certificate. The certificate is issued no later than 7 (seven) working days. This certificate is valid for 4 (four) years and can be extended by submitting a halal certificate renewal no later than three months before the expiration of the certificate validity period. If the business actor has obtained a halal certificate, it is required to include a halal logo on the packaging or part of the product. The label must be easy to see and not quickly damaged or separated. The consequence of obtaining a halal certificate is that it must always maintain the halalness of the product. Business actors are entitled to get (1) Socialization, education, and information about the halal product guarantee system, (2) Guidance in the production of halal products, and (3) get services to obtain halal certificates efficiently, quickly, non-discriminatory, and affordable costs. For business actors who do produce products derived from non-halal ingredients are not required to apply for halal certification. However, they must include a

statement on their products that they are not halal. If business actors do not comply with this regulation, they will be subject to verbal or written warnings or administrative fines. (Pemerintah Pusat, 2014).

The flow of certification carried out by BPJPH is as follows; 1) Business actors make an application for certification and attach the required files, 2) BPJPH will verify the required documents that have been attached, 3) LPH conducts product audits and examinations 4) LPH Submit the results of the examination to MUI to issue a fatwa. 5) BPJPH Issues a halal certificate if it has passed the audit. Thus, BPJPH as a representative of the government has the authority to issue halal certificates. Although the role of MUI has been replaced by BPJPH, MUI still has a role in the halal certification process.

b) The Fish Processing Industry

According to Sukirno, industry is a unit or unity of products located in a certain place that places activities to change goods mechanically or chemically, so that they become other goods of higher value (products that are closer to the last consumer), including here installing parts of an item (assembling) (Sukirno, 2011). Meanwhile, the processing industry is an industry that processes raw materials into semi-finished or finished goods. Processing activities are divided into two types, namely processing without or slightly changing the form of raw materials and changing the total raw materials (Arifin, 2016).

The classification of industry types based on the types of raw materials and processing processes described in the Directory of Processing Industries is based on the Indonesian Business Field Classification (KLUI). The fisheries sector processing industry is included in the type of meat, fish, fruit, vegetable, oil and fat processing and preservation industry. For more details can be seen in the following table.

Table 1. Classification of Meat, Fish, Fruits, Vegetables, Oils and Fats Processing and Preservation Industry Based on Minister of Trade Decree No. 589/MPP/Kep/10/1999 (Menperindag, 1999).

Type/ KLUI	Processing Industry
15111	Fish Cutting Industry
15112	Meat Processing and Preservation Industry
15121	Fish and Other Aquatic Life Canning Industry
15123	Fish and Other Aquatic Biota Smoking Industry
15124	Fish and other aquatic life freezing industry
15125	Fish and other aquatic life processing industry
15129	Other Processing and Preservation Industry for Fish and Other Aquatic Life
15131	Fruits and Vegetables Canning Industry
15132	Fruit and Vegetable Salting/Sweetening Industry
15133	Fruits and Vegetables Lubrication Industry
15134	Fruits and Vegetables Drying Industry
15139	Other Processing and Preservation Industry for Fruits and Vegetables

5141	Crude Oil Industry from Vegetables (Edible Oils)and Animals
15142	Margarine Industry
15143	Cooking Oil and Coconut Oil Industry
15144	Palm Oil-based Cooking Oil Industry
15145	Other Edible Oils of Vegetables and Animals
15149	Manufacture of edible oils and other fats of vegetable and animal origin

Based on the table above, industries that use fish as raw materials are in the form of the fish and other aquatic life canning industry, the fish and other aquatic life smoking industry, the fish and other aquatic life freezing industry, the fish and other aquatic life pemindangan industry, and other processing and preservation industries for fish and other aquatic life.

The factors that influence the development of the manufacturing sector include: the quality of human resources (HR), production systems, financial management systems, marketing strategies, partnership systems and the quality of infrastructure and regulations (Cahyanti & Anjaningrum, 2017). While several factors are considered in the development of the fisheries sub-sector industry, namely resource factors (labor and raw materials), institutional factors (the role of government, private sector, and society), economic factors (the existence of industry, capital, and business income), market factors (market availability and marketing), transportation factors, and facilities / infrastructure factors (availability of processing equipment, electricity, clean water and the like). (Shofa & Navastara, 2016). The determinants of processing industry development consist of several aspects including: Aspects of potential fishery resources, aspects of human resource potential, aspects of fishery processing industry infrastructure, aspects of fishery processing industry facilities (Astutik & Santoso, 2013).

c) Implementation in Obtaining Halal Certification for the Fish Processing Industry in Sambas Regency

The most popular product from fish processing industries in Sambas Regency is Amplang. Amplang is the traditional Indonesian snack, particularly popular in Kalimantan. It is a kind of fish cracker made from ground fish, usually mackerel, mixed with rice flour and various seasonings. Because of its light, crunchy texture and savory flavor, Amplang is a popular snack. It is often eaten on its own or served with dipping sauces. The snack reflects local culinary customs and the abundance of Indonesia's marine resources. The amplang industry actors in Sambas Regency can be seen in the table below.

Table 2. Amplang Industry Actors in Sambas Regency

No.	Owner	Product Brand
1	Andin	Amplang Ikan Tenggiri Andin
2	Lutfi	Amplang Lutfi
3	Asyila	Amplang Asyila
4	Nur Dana	Amplang Tenggiri Nur Dana
5	Suyatmi	Amplang Sembelan
6	Qonita	Amplang Qonita

7	Panji	Panji Amplang
8	Nurdiana	Amplang Kak Nur Selakau
9	Dwi	Amplang Dwi Selakau
10	Andi Fitri	Amplang Pelita Pagi
11	Susi Amalia	Amplang Zalry
12	Lestari	Amplang Kak Tari

In obtaining a Halal Certificate in the fish processing industry in Sambas Regency, West Kalimantan Province, there are two halal certification schemes. First, halal certification through a self-declaration scheme. This scheme applies if MSME products meet the criteria of not being at risk or using materials that have been confirmed halal; and have a production process that ensures halalness and is simple. The process of verifying the halalness of products through the self-declaration scheme is carried out by the Halal Product Process Assistance (PPH). The mechanism for halal certification through the self-declaration scheme is as follows:

- a. Business actors assisted by PPH assistants apply for halal certification At this stage, PPH assistants curate (initial selection) data for businesses that have met the self-declaration requirements. Business actors accompanied by PPH assistants register for halal certification electronically at SIHALAL.
- b. PPH assistants carry out verification and validation (verval) Verification and validation include halal product ingredients and processes (PPH), including checking product ingredients and composition documents. If a discrepancy is found, the business actor together with the PPH assistant takes corrective action. If the results of verification and validation meet product halal standards, PPH assistants provide recommendations to BPJPH.
- c. BPJPH verifies documents automatically in SIHALAL and issues a Document Receipt Letter (STTD).
- d. The Halal Product Fatwa Committee determines the halalness of the product. 5) BPJPH issues a Halal Certificate.

Second, halal certification through a regular scheme. This is intended for business actors who have products that still need to be tested for halalness. In this scheme, the involvement of halal auditors who are members of the Halal Examining Agency (LPH) is required. business actors must fulfill several conditions, the requirements for Regular Halal Certification are as follows.

- a. Application letter
- b. Registration form (for slaughter services)
- c. Legal aspect (NIB)
- d. Halal supervisor document
- e. List of products and ingredients used
- f. Product processing process

g. Manual of Halal Product Assurance System (SJPH).

After that, business actors must ensure that the products produced meet the established halal standards. To obtain a Halal Certificate in the fish processing industry in Sambas Regency, West Kalimantan Province, there are several requirements that must be met. First, the products produced are not risky and use materials that have been confirmed halal. The production process must also be clean and guaranteed halal from the ingredients to the processing of fishery products in the form of amplang crackers. In addition, the industry must have a Business Identification Number (NIB) and ensure that the location, place, and tools for processing halal products (PPH) are separate from those used for non-halal products. For food/beverage products with a shelf life of less than seven days, a Certificate of Good Hygiene Sanitation (SLHS) or other industrial license from the relevant agency is required.

The industry must also have outlets and/or production facilities in one location only and have been actively producing for at least one year before applying for halal certification. The products produced must be in the form of goods, not services or restaurants, canteens, catering, and stalls / houses / stalls. The ingredients used must be confirmed halal through a halal certificate or in accordance with the list of ingredients exempted from the Obligation to be Halal Certified according to Decree of the Minister of Religion Number 1360 of 2021.

Furthermore, the ingredients used must not contain harmful ingredients and must be verified as halal by the halal product process assistant. The types of products certified must not contain elements of slaughtered animals unless they come from producers or slaughterhouses/poultry slaughterhouses that are halal certified. The production process must use equipment with simple technology or be carried out manually and / or semi-automatically, not a factory business. The product preservation process must not use radiation techniques, genetic engineering, the use of ozone (ozonization), or a combination of several preservation methods (hurdle technology).

Finally, the document applying for halal certification must be completed with an online business statement mechanism through SIHALAL. Based on the results of an interview with the Halal Auditor of LPPOM- MUI Sambas Regency, Mr. Kadarisno, S.Si, M.I.L, that; Regarding the application to obtain a halal certificate, there are 2 ways, namely Regular and selfdeclare, of these two, it is not much different for the same registration - the same is done by registering online OSS through the SIHALAL application, namely:

- a. Business Actors Visit the ptsp.halal.go.id site followed by Registering a new account. Fill in the type of need, name, email, and password, then verify the account and continue with submitting an application for a halal certificate by filling out the available forms from the type of business, raw materials, auxiliary materials, production materials (can be narrated or with flowchart).
- b. After completing filling everything online, BPJPH will check the completeness of the existing data.
- c. If the existing documents are complete, then the examination will be forwarded to LPH (Halal Examination Institute) in this case LPPOM. In addition to documents, LPH will also determine the costs required. This process takes two working days if all the requested documents are complete. For the Regular halal process, there must be a Halal Supervisor or Internal Halal Auditor whose requirements are Muslim who is decree by the head of the company and is involved in the production process. For large industries, the Halal

Supervisor must have a Competency Test certificate but for MSMEs it does not have to be a competency test but must be Muslim.

- d. BPJPH will inform the payment bill to the business actor. Payment must be made within the specified time so that the application is not rejected.
- e. After payment, LPPOM conducts halal testing. The halal auditor will conduct an audit in the field by seeing and matching the raw or auxiliary materials, the storage area is in accordance or not with what is registered. If the raw or auxiliary materials are doubtful of their halalness, the auditor will recommend replacing other materials that are clearly halal. In addition to matching raw materials, auxiliary materials, and storage areas, the auditor also matches the production process. The production method must be practiced to evaluate whether or not it conforms to what is registered.
- f. If everything is suitable or in accordance with the recommendations submitted, the Official Report will be made by presenting witnesses from the Office of Cooperatives, SMEs and Industry of Sambas Regency. The inspection report will be submitted to the Indonesian Ulema Council (MUI).
- g. Furthermore, it will be heard in a fatwa by MUI. The result will be informed through SiHalal application.
- h. Applicant / Business Actor can download halal certificates that have been issued by BPJPH through the SiHalal application.

The same thing was also conveyed by the companion of the Sambas Regency Halal Product Process Istiqlal Halal Center, Sri Mulyati SE., ME. In her interview, she stated that the implementation of the application to obtain a selfdeclare halal certificate, registration is carried out through Online OSS through the SIHALAL application, namely:

- a. Business Actors open the ptsp.halal.go.id website followed by Register creating a new Sihahal account.
- b. Followed by applying for a Halal Certificate and choosing selfdeclare registration by filling out the form of Raw Materials, Supporting Materials and Production processes and completing documents for submitting halal certification with a business actor statement mechanism,
- c. after that Verification and validation by the Halal Product Process Assistance (PPH), PPH verifies if it is appropriate,
- d. continue with document verification by BPJPH and BPJPH issues a Document Receipt Letter (STTD) followed by a MUI Fatwa Session and
- e. dilanjutkan with BPJPH issuing a Halal Certificate
- f. after that, Business Actors can download Halal Certificates in the SIHALAL Application.

Requirements for free halal certification for small businesses in the self-declare category. The submission mechanism is as follows.

- a. Products are not at risk or use ingredients that have been confirmed halal;
- b. A production process that ensures halalness and is simple;
- c. Having annual sales (turnover) of a maximum of IDR 500 million as evidenced by an

- independent statement and having a business capital of up to a maximum of IDR 2 billion;
- d. Having a Business Identification Number (NIB);
 - e. Having a location, place, and halal product process equipment (PPH) that is separate from the location, place, and process equipment for non-halal products;
 - f. Having or not having 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 seven days or other industrial licenses for products produced from related agencies / agencies.
 - g. Having outlets and/or production facilities in at most 1 (one) location;
 - h. Actively in production one year prior to application for halal certification;
 - i. The products produced are in the form of goods (not services or restaurant businesses, canteens, catering, and stalls / houses / stalls);
 - j. The ingredients used have been confirmed halal. Proven by a halal certificate, or included in the list of ingredients according to the Decree of the Minister of Religion Number 1360 of 2021 concerning Materials that are exempted from the Obligation to be Halal Certified.
 - k. Not using harmful ingredients;
 - l. Verified for halalness by the halal product process assistant;
 - m. The type of product/group of products that are certified halal does not contain elements of slaughtered animals, unless they come from producers or slaughterhouses/poultry slaughterhouses that are halal certified;
 - n. Using production equipment with simple technology or done manually and / or semi-automatically (home business not factory business);
 - o. The preservation process of the products produced does not use radiation techniques, genetic engineering, the use of ozone (ozonization), and a combination of several preservation methods (hurdle technology);
 - p. Completing the documents for applying for halal certification with an online business actor statement mechanism through SIHALAL.

By fulfilling all these requirements, the fish processing industry in Sambas Regency, West Kalimantan Province, can obtain a valid Halal Certificate. This will increase product value and consumer appeal, providing more profits for the industry. Mrs. Susi Amalia as owner of the Amplang cracker business brand "Zalry" said:

"With a halal certificate, the production output from previously 2 kilos per production has increased to 4 kilos per production and also with a halal certificate, customers have more confidence in our products."

Based on the statements above, it can be concluded that the implementation process in obtaining a halal certificate for the Fish Processing Industry in Sambas Regency is that first, they must ensure that the products produced meet the established halal standards. Second, they must submit an application for halal certification to the authorized institution, such as LPPOM-MUI KalBar, and go through a strict evaluation process. Third, they must ensure that the production process and supervision of their products meet the established halal standards. In this way, business actors can obtain a valid Halal Certificate and increase product value and

consumer appeal.

d) Obstacles and Problems in Obtaining Halal Certificates in the Fish Processing Industry in Sambas Regency

In general, the obstacles faced by MSMEs in obtaining halal certification in the fish processing industry in Sambas Regency include the followings.

a. Lack of Knowledge and Understanding

MSME actors in Sambas Regency, both those who already have halal certification and those who do not, are aware of the importance of halal certification for their products. All sources interviewed by the author have known about halal certification for a long time. They got information regarding this certification from social media such as Facebook and Instagram, fellow business actors, and related agencies. Knowledge about halal certification among MSMEs in Sambas Regency is still general and not detailed, indicating that their understanding is still lacking. Business people think that the process of obtaining halal certification is complicated, takes a long time and requires high costs.

As said by Mrs. Suyatmi as the owner of Amplang Sembelan, whose products are currently certified halal under the regular scheme from the DAK APBD of Sambas Regency:

"As far as I know, halal certification is expensive, ma'am, so I'm waiting for a free facility before applying for the halal certification process" (Suyatmi, 2024).

Mrs Andi Fitri, owner of Amplang Tenggiri, whose product is currently not halal certified, said the same thing,

"For small entrepreneurs like me, paying that kind of expense is not yet available and I hear from friends, it is quite difficult. I have to prepare free time, the problem is I'm a housewife. If someone already handles it in the shop, maybe I can take care of it," (Fitri, 2024).

To obtain a halal certificate, business actors must follow established procedures. This procedure is submitted to obtain halal certification. Several MSMEs interviewed by the author did not know about this procedure because they had never looked for specific information about halal certification and had never participated in socialization about halal certification. This shows that apart from a lack of knowledge, awareness of MSME actors in applying for halal certification is also poor.

Apart from that, the MSME actors interviewed by the author know about halal certification, but do not understand the Halal Product Guarantee Law. MSMEs in Sambas Regency are expected to know and understand the contents of Law Number 33 of 2014 concerning Halal Product Guarantees as a guideline for producing food and drinks. By understanding the purpose of a regulation, it will be easier for someone to comply with it and realize the importance of the regulation.

b. Low Awareness and Obedience

The awareness of MSME actors to register halal certification for their products is still low. Mrs. Lestari, owner of the Amplang business "Kak Tari" said,

"In my opinion, halal certificates are important, sometimes they are not important. It is important to convince consumers to have more trust. It's less important because we live in Sambas, almost all products are guaranteed to be halal. There is a desire to register for halal certification, but not

yet because we have just started our business. For now, the legality has not been established, but in the future it will be taken care of little by little," (Lestari, 2024).

The above opinion is in line with the statement of Mrs. Rapida as the owner of the Amplang business which does not yet have a halal certificate. He said,

"Halal certification is important for legality and safety. I want to register but worried about paying. I also never participated in halal outreach or the MSME community" (Rapida, 2024).

Lack of socialization and the latest information is the cause of disobedience by MSME actors in Sambas Regency. MSME actors are less proactive in searching for the latest information and do not join existing MSME communities.

MSME actors in the Fish Processing Industry in Sambas Regency who already have halal certificates are of the opinion that halal certification depends on the desire and awareness of each MSME actors. Those who already have a halal certificate have also extended it when the validity period expires. Research shows that MSMEs that have a halal certificate are those who want to expand their business to a wider market. This is as stated by Mrs. Susanti, owner of Wan Nia Junior:

"If you want your business to grow, it has to be your own initiative to get the product legal. With complete legal permits, sales will be wider because consumers will increasingly believe that the products they consume are licensed".

c. Confidence that the product is halal

Several informants stated that, regardless of whether their products had a halal certificate or not, they were sure that the food they sold was definitely halal, both in terms of the processing method and the ingredients. As Mr. Effendi Zaitun said,

"Whether or not there is a halal certificate while we are selling has no influence on consumers, ma'am. Amplang is made from fish as its basic ingredient and fish that comes from the sea is automatically halal. Thank God, consumers already understand that this is halal and have been notified on social media that this is halal. There were only a few Muslim consumers who asked to use the halal label, but in the end I applied for a halal certificate and it is currently in the process" (Zaitun, 2024).

Mrs. Rapida also said,

"Have consumers ever asked, is this product halal or not? Then I answered, this is halal because it contains fish, flour, and is fried in palm oil, not pork oil (Rapida, 2024).

Many people believe that food and drinks produced by Muslims are definitely halal. MSMEs actors's confidence in the halalness of the processed food products they produce is often based only on one-sided claims.

In addition, the halalness of a food is often only based on simple criteria such as the presence or absence of pork and other prohibited ingredients, including carrion. In fact, from the start the raw materials must be considered. The raw materials or additional materials used must meet halal elements. The processes carried out and the facilities used must also be guaranteed to be halal. The equipment used must be cleaned with halal washing soap. In order for a food and beverage product to be called halal, all aspects, including raw materials, additional materials, processes and facilities, must be guaranteed to be halal.

d. Low Human Resources

The low quality of human resources and the limited number of workers are the main problems. MSMEs that dominate business units in Indonesia are generally managed informally by business actors with low levels of education. For example, in Small and Medium Industries (IKM) in 2019, as many as 54.24 percent of human resources who manage or lead IKM had education at elementary school level or lower, while only 3.53 percent had a diploma or above.

This was also stated by Akumandiri that the average educational level of MSME human resources was still relatively low. This condition will ultimately have implications for the ability of MSMEs to access various information, utilize production technology, understand the importance of legal and licensing aspects (including processing), as well as utilize information technology in reaching the market. According to Indonesian UKM, the digital literacy level of MSMEs is still low, especially in the micro business class. Digital gap risks such as not being able to email and forgetting passwords are increasingly haunting MSME business actors. Based on the results of a survey conducted by Indonesian SMEs on traditional market traders, it was found that there are still many traders who are confused about using various digital platforms such as Whatsapp Business and are afraid or unable to explore on their own/need to be accompanied. Apart from that, around 89.2 percent of traditional market traders have never received digital literacy.

MSMEs experience difficulties in utilizing information technology for the online halal certification application process. They need assistance in going through this process. As stated by Mr Effendi Zaitun,

"There are also many MSME players who do not understand the process of applying for halal certification online. I helped make the NIB several times because many people didn't understand (Zaitun, 2024).

The limited number of workers who can be employed by MSMEs is also an obstacle in implementing halal certification obligations. MSMEs have not been able to involve a large workforce due to limited ability to pay salaries. The halal certification process involves several stages, starting from implementing halal product guarantees, preparing the required documents, to submitting halal certification.

MSMEs have difficulty managing time to prepare halal certification documents and run their businesses because they do not have employees. This is what Mrs. Rapida said,

"When applying for halal certification, I took a long time to prepare the documents. MSMEs still produce and sell themselves, there are no employees yet. Especially when there are lots of orders, I can't focus on managing the files" (Rapida, 2024).

Mrs. Andi Fitri, the owner of Amplang Tenggara, said the same thing,

"To apply for halal certification I have to prepare free time, the problem is that I am a housewife. If someone already handles it in the shop, maybe I can take care of it" (Fitri, 2024).

Based on the description above, it can be concluded that the obstacles and problems faced by business actors in obtaining a Halal Certificate in the fish processing industry in Sambas Regency, West Kalimantan Province, include limited resources and costs required to fulfill halal requirements, as well as limitations knowledge and ability of business actors in managing production processes that meet halal standards. Apart from that, another problem faced is limited access to institutions authorized to apply for halal certification so that these institutions must at least visit the location of the processing industry.

4. CONCLUSION

There are two ways to obtain a Halal Certificate in the fish processing industry in Sambas Regency, West Kalimantan Province, namely self-declaration and the regular method. Business actors must register for halal certification online at ptsp.halal.go.id (SIHALAL). Business actors must also have a Business Identification Number (NIB). Apart from that, several conditions must also be met. Business actors must ensure that the products produced meet the established halal standards. Business actors must also ensure that the production process and supervision of their products meet the established halal standards. In this way, business actors can obtain a valid Halal Certificate.

The obstacles and problems faced by business actors in obtaining a Halal Certificate in the fish processing industry in Sambas Regency, West Kalimantan Province, include limited resources and costs required to fulfill halal requirements, as well as limited knowledge and ability of business actors in managing the process. production that meets halal standards. Apart from that, other problems faced are the lack of knowledge and understanding of MSME actors regarding halal certification, the low awareness and compliance of MSME actors to register halal certification for their products, the confidence of MSME actors in the halalness of their products, and the low level of human resources in terms of the quality of human resources. (HR) which is still relatively low and the number of workers is limited.

BPJPH and related institutions need to provide intensive education and outreach to consumers and business actors, especially MSMEs, regarding the obligations and importance of halal certification. BPJPH must immediately complete the equipment that is still lacking and increase the number of LPH and halal auditors to expedite the halal certification process. In addition, BPJPH needs to work together with partners and related parties, including community organizations and universities, to increase halal awareness and develop broad educational methods. Continuous supervision of products, especially food and drinks, which have the potential to harm consumers both religiously and materially, as well as law enforcement, must also be strengthened.

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