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ANALYSIS OF HALAL CERTIFICATION IMPLEMENTATION TO INCREASE THE INCOME OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN THE FOOD SECTOR IN KETAPANG REGENCY

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ABSTRACT

Halal certification is an important element in the development of the food industry in Indonesia, especially for MSMEs, which are the backbone of the regional economy. As an area with great potential in the food sector, Ketapang Regency faces demands for improved product quality and legality following the implementation of mandatory national halal certification. However, the transition to halal compliance does not always go hand in hand with the growth in the number of business actors. This study aims to analyze the implementation of halal certification and its implications for increasing the income of food MSMEs in Ketapang Regency. The method used is a descriptive qualitative approach through semi-structured interviews, field observations, and analysis of supporting documents such as regulations, assistance reports, and sectoral data. The results show that even though the food MSME sector is growing rapidly, the majority of businesses have not met the basic requirements for halal certification, especially in terms of legality, production facilities, digital literacy, and access to financing. These obstacles have resulted in a low level of halal certification adoption. However, this study also found that halal certification provides significant economic benefits, including increased consumer confidence, market expansion, and opportunities to enter modern supply chains and government procurement. These findings confirm that halal certification can be a strategic instrument for increasing MSME income if supported by comprehensive assistance and the strengthening of the regional halal ecosystem. This study contributes to understanding the readiness of MSMEs for halal policies and provides an empirical basis for formulating more adaptive and sustainable policies to accelerate halal certification.

Keywords: Halal Certification, MSMEs, Ketapang Regency

1. INTRODUCTION

Halal certification has become a strategic issue in the development of the food industry in Indonesia, especially for Micro, Small, and Medium Enterprises (MSMEs). As the country with the largest Muslim population in the world, consumer preferences for halal products are not only religiously normative but also related to dimensions of trust, food safety, and quality standards. A number of recent studies show that halal certification contributes significantly to increasing

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MSME purchasing interest, sales, and competitiveness because it is perceived as a guarantee of sharia compliance as well as an effective marketing instrument (Muntholip & Setiawan, 2025; Purnomo, 2023).

The Indonesian government has emphasized this urgency through the issuance of Law Number 33 of 2014 concerning Halal Product Guarantee (JPH), which requires all food products on the market to have halal certification. This legal instrument is reinforced by Government Regulation No. 39 of 2021, which stipulates the obligation for the first phase of halal certification by October 17, 2024. This policy is in line with empirical findings that halal certification has a proven positive effect on increasing the income and welfare of MSMEs, particularly through market expansion, increased consumer confidence, and a stronger competitive position in the food sector (Alfarizi, 2023). This policy marks a significant change that requires MSMEs throughout Indonesia, including Ketapang Regency, to be prepared.

Ketapang Regency, as one of the regions in West Kalimantan, has great potential in the food sector, which includes local cuisine, home industries for processing marine products, traditional snacks, and catering. MSMEs in this area play a vital role as drivers of the local economy, creators of employment, and providers of food products that are closely related to the daily needs of the community. However, the transition to mandatory halal certification presents its own challenges. On the one hand, halal certification has been proven to provide significant benefits, as MSMEs that are halal-certified tend to have better access to modern markets, wider distribution networks, and opportunities to enter formal supply chains such as retail and government procurement (Novari et al., 2024). The following is data on the growth and development of MSMEs in Ketapang Regency.

Table 1. Number of MSMEs in Ketapang Regency from 2019 to 2024

Year	Large Enterprises	Medium-Sized Businesses	Small Enterprises	Micro Enterprises	Total
2019	110	295	36	244	685
2020	57	119	12	85	273
2021	175	466	158	1118	1917
2022	327	895	78	2657	3957
2023	304	1003	186	8,470	9,963
2024	309	809	273	7113	8454
Total	1282	3587	691	16019	21,581

Source: Processed data (2025)

Based on the data in Table 1 above, the number of MSMEs in Ketapang Regency has increased significantly during the 2019–2024 period, with Micro Businesses as the most dominant category, reaching 16,019 business actors in 2024. The dominance and rapid growth of the Micro Business category indicates the high level of economic activity and business development potential, particularly in the food sector, which is generally dominated by micro-scale businesses. The need for halal certification has become increasingly relevant to support income growth, market share expansion, and strengthening the competitiveness of food sector MSMEs in Ketapang Regency.

Field observations reveal that many food businesses in Ketapang, including kitchens providing meals under the Free Nutritious Meals Program (MBG), still lack basic business

registration documents such as a Business Identification Number (NIB) or a Hygiene and Sanitation Compliance Certificate (SLHS), let alone halal certification. This finding indicates a gap between national and provincial targets and their implementation at the district level. In fact, the West Kalimantan provincial government has launched a halal certification acceleration program, such as "Kita Halalin 2024," along with various awareness-raising activities by the BPJPH, MUI, and academics. In Ketapang itself, assistance activities have been carried out by the Ketapang State Polytechnic (Politap) in collaboration with Bank Kalbar Syariah in 2022, followed by intensive workshops on halal certification and digital marketing for culinary MSMEs at the end of 2024. This gap is consistent with literature findings that highlight the gap between national regulatory mandates and the readiness of MSMEs at the local level (Khairawati et al., 2025).

A number of recent studies show that in many regions, including areas with a strong food MSME base, the level of halal certificate ownership is still low due to halal literacy constraints, limited resources, and procedural complexity (Putri, 2024). Research by Hendro et al. (2024) in Sumbersari District, Jember Regency, found that halal certification has a positive and significant effect on increasing MSME income, as evidenced by regression analysis with a coefficient of 0.490, significance of 0.000, and a correlation of 0.643. These findings indicate that MSMEs that have obtained halal certification tend to experience an increase in sales, productivity, and the number of regular customers. The study also identified several obstacles, such as a lack of information, minimal socialization by the National Halal Product Certification Agency (BPJPH), and the assumption that halal certification is only for large businesses. Although it provides empirical evidence of the benefits of halal certification, the study is limited to the Jember region and does not describe conditions in other areas such as Ketapang Regency, which has different socioeconomic characteristics and levels of MSME assistance. Therefore, this study aims to fill this gap.

The objectives of this study are to analyze the implementation of halal certification in food sector MSMEs in Ketapang Regency, identify the obstacles faced, and assess the role of halal certification in increasing business income. By reviewing the reality in the field, local news, policy data, and literature, this study is expected to contribute to efforts to strengthen the halal ecosystem, increase the capabilities of MSMEs, and formulate policies that are more adaptive to regional conditions. This research focuses on these three main targets so that the discussion in the results section is focused and in line with the research objectives, namely: (1) analyzing the implementation of halal certification in MSMEs in the food sector in Ketapang Regency; (2) identifying obstacles faced in the certification process; and (3) assessing the role of halal certification in increasing MSME income.

2. METHODS

This study uses a descriptive qualitative approach. Descriptive qualitative approaches are widely used in studies of halal certification in MSMEs because they are able to capture phenomena contextually and narratively, without being bound by statistical hypothesis testing (Sudarto & Arifin, 2025). Through a qualitative approach, researchers can understand the social and economic context behind the low level of halal certification adoption, while also assessing how this process relates to increased business income.

Primary data was obtained through two main techniques, namely semi-structured interviews and direct observation. Interviews were conducted with food sector MSMEs that had and had not obtained halal certification, halal assistants operating in the Ketapang region, and representatives of relevant institutions such as the Ketapang Regency Cooperative/MSME Office

and MUI. Semi-structured interviews were chosen so that researchers could explore questions flexibly and obtain in-depth information about the halal certification registration process, perceptions of economic benefits, administrative obstacles, digital literacy, and their experiences interacting with the assistance program. Field observations were conducted at MSME production locations ( ) to assess hygiene conditions, raw material documentation, and business readiness in meeting halal standards. Researchers recorded production flows, tool usage, and business actor interactions in daily operational activities.

The research subjects (informants) were determined purposively, taking into account their direct involvement in the halal certification process and culinary business activities. The number of informants in this study was 12, consisting of: (1) 8 culinary MSMEs (4 MSMEs with halal certification and 4 MSMEs without); (2) 2 halal product process facilitators (PPH) who actively assist MSMEs in Ketapang Regency; (3) 1 representative from the Ketapang Regency Cooperatives/MSMEs Office; and (4) 1 representative from the local MUI/Ministry of Religious Affairs (MUI) involved in the halal inspection/verification process. This composition of informants was selected to obtain a variety of perspectives from actors, facilitators, and stakeholders.

Data validation techniques were carried out through triangulation (source triangulation and method triangulation). Source triangulation was carried out by comparing information between informants (MSMEs, PPH facilitators, and related institutions). Method triangulation was conducted by comparing interview data with field observations and supporting documents (regulations, mentoring reports, and sectoral data). Furthermore, researchers conducted limited member checking by confirming key findings summaries with several informants to ensure accuracy and reduce interpretation bias.

Secondary data was used to support the analysis and provide a broader policy context. Secondary data included official government documents such as Law No. 33 of 2014 concerning Halal Product Guarantee, Government Regulation No. 39 of 2021, BPJPH publications on halal certification programs, reports on halal certification assistance activities by Politap and other organizations, BPS data related to Micro and Small Industries, and local news reports informing field findings. All secondary data was obtained through online source searches, institutional reports, and official publications.

The data collection procedure was carried out in several stages. First, the researchers compiled interview guidelines based on the research objectives. These guidelines were tested on one or two MSME actors to ensure that the questions were easy to understand. Second, interviews were conducted directly at the business location or through online communication if necessary. Third, observations were conducted simultaneously or after the interviews to match the information provided by the respondents with the actual conditions in the field. The entire process was recorded using field notes and audio recordings (with the respondents' consent).

Data analysis was conducted using qualitative analysis techniques developed by Miles and Huberman, namely: data reduction, data presentation, and conclusion drawing. This model has been widely adapted in qualitative research and is systematically summarized in a theoretical study on qualitative data analysis (Qomaruddin & Sa'diyah, 2024). In the data reduction stage, researchers sorted important information from the results of interviews and observations, such as positive experiences of the impact of halal certification on income or administrative obstacles that were often encountered. In the data presentation stage, the information was organized into themes such as the level of understanding of MSMEs, obstacles to the certification process, the effectiveness of assistance, and the effect of halal certification on income. The final stage is drawing conclusions by conducting in-depth interpretations and comparing field findings with

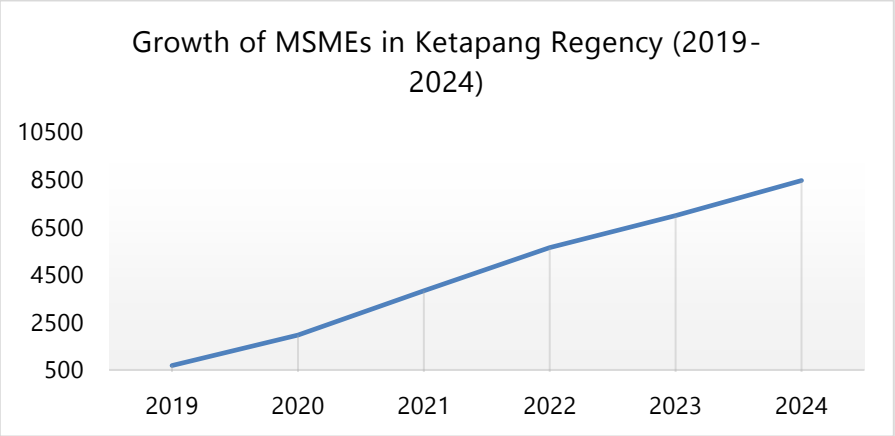
secondary data and relevant theories. This approach allows for a comprehensive understanding of the implementation of halal certification and its impact on food sector MSMEs in Ketapang Regency.

3. RESULTS AND DISCUSSION

The results and discussion sections are structured based on the research objectives, namely: (1) analyzing the implementation of halal certification in food sector MSMEs in Ketapang Regency; (2) identifying obstacles faced in the certification process; and (3) assessing the role of halal certification in increasing MSME income. Therefore, the following discussion is presented in three main, interrelated focuses: conditions/implementation of halal certification, obstacles to implementation, and the impact of certification on income.

General Conditions of Food MSMEs in Ketapang Regency

The development of food MSMEs in Ketapang Regency in recent years has shown complex dynamics that deserve academic attention, especially when linked to the nationally implemented halal certification requirement. On the one hand, this sector is growing rapidly and has become a pillar of the household economy; however, on the other hand, various structural obstacles still hinder the readiness of business actors to meet halal production standards. Therefore, an in-depth analysis of the actual conditions of MSMEs in Ketapang is needed to understand the challenges and potential in the implementation of the halal certification policy.



Source: *Ketapang MSME Research and Development (2025)*

Figure 1. Growth Chart of MSMEs in Ketapang Regency (2019–2024)

The data from Figure 1 above shows a significant surge in the number of MSMEs, with the number of MSMEs increasing from 685 units in 2019 to 8,454 units in 2024. This more than eleven-fold growth not only reflects the adaptive response of the community to the economic situation (especially during the COVID-19 pandemic) but also indicates the increasing dependence of the community on the micro-business sector, especially in the food sector such as household food, seafood processing, and traditional cuisine, which during the period of national economic disruption proved to be a crucial buffer for the regional economy (Sari et al., 2021).

However, this quantitative growth has not been accompanied by improvements in business quality and legal compliance. The 2021 MSME mapping results reveal that the rate of formal business license ownership is still very low. As many as 88.14% of MSMEs do not have a Micro and Small Business License (IUMK), which is one of the basic administrative requirements before

entering the halal certification process. This information is reinforced by field reports related to food providers in the Free Nutritious Meals Program (MBG), where many production kitchens do not yet have an NIB or a hygiene certificate. This condition illustrates the imbalance between regulatory readiness and the reality at the small business level.

Table 2. Legal Compliance of MSMEs in Ketapang Regency

Legal Category	Number of MSMEs	Percentage
Has IUMK	1063	11.86
Do not have an IUMK	7899	88.14

Source: *Ketapang MSME Mapping (2021)*

The low level of business legality has a direct impact on the difficulty of MSME actors in accessing halal certification. Without valid legality, certification applications cannot be processed by BPJPH. This condition is one of the biggest obstacles for food MSMEs in Ketapang, especially considering that most businesses operate from home with simple equipment and informal production structures, a finding consistent with research in various regions which notes that low legality is a major obstacle to the implementation of halal certification as well as access to financing (Khairawati et al., 2025).

From a production perspective, field data shows that most MSMEs do not yet meet the hygiene and documentation standards required by the Halal Assurance System (SJH). Many businesses use household kitchens, share equipment, and do not have standard procedures for separating tools or recording raw materials. When compared to the HAS 23000 standard, it appears that most MSMEs are still in the very early stages of meeting halal requirements. This is not solely due to a lack of motivation, but also due to limited facilities, technical knowledge, and a lack of structured training.

Capital constraints are another important factor. Based on MSME mapping data, more than 90% of businesses rely on personal capital without support from banks or microfinance institutions. This practice of informal financing makes it difficult for businesses to increase production capacity, purchase halal-certified raw materials, or improve production support facilities and infrastructure. Table 3 summarizes the main financial barriers faced by MSMEs in Ketapang.

Table 3. Main Financial Barriers for Food Sector MSMEs in Ketapang District

Type of Financial Barrier	Percentage of MSMEs Affected
Reliance on personal capital	>90
Difficulty accessing business credit	74
Unable to upgrade production equipment	69
Lack of financial records	81

Source: *Ketapang MSME Mapping (2021)*

This lack of access to capital has direct consequences for the halal certification process. Certification requires not only administrative compliance, but also investment in improving production processes. Without financial support, MSMEs find it difficult to adapt to halal standards, whether in terms of facilities, raw materials, or documentation.

In terms of marketing, Ketapang MSMEs have indeed started using social media, but its use is still basic and has not been directed towards a structured digital marketing strategy. This pattern is in line with research findings showing that most MSMEs in Indonesia are still in the early stages of digitalization, where social media is only used to display products, not as a strategic marketing instrument, digital branding, or broader market penetration (Aisyah et al., 2023).

When compared to the results of research by Hendro et al. (2024) in the Jember region, which shows that halal certification has a significant positive effect on MSME income, the conditions in Ketapang Regency show that similar opportunities can actually be achieved, but require greater effort. In the Jember region, the business structure and legality of MSMEs are more mature, while in Ketapang, administrative and production infrastructure issues are still a significant challenge.

It can therefore be concluded that the condition of food MSMEs in Ketapang Regency shows a rapidly growing sector that is not yet fully prepared to face the obligation of halal certification. The challenges are divided into four main aspects: business legality, production capacity, access to capital, and digital marketing capabilities. Nevertheless, the rapid development of the MSME sector provides a great opportunity for increased income if assistance, training, and regional policies can be focused on strengthening these foundations. Halal certification will only be an effective instrument if MSMEs are first assisted in meeting the basic prerequisites of a formal, clean, and documented business (Khairawati et al., 2025).

Implementation of Halal Certification in Ketapang Regency

The implementation of halal certification in Ketapang Regency has become an increasingly important issue since the enactment of the national halal requirement in accordance with Law Number 33 of 2014 and Government Regulation Number 39 of 2021. In this context, the readiness of food MSMEs in Ketapang is a key factor in determining the extent to which this policy can be implemented effectively. Based on field data, MSME mapping studies, and various assistance activity reports, the implementation of halal certification in Ketapang shows limited progress, with uneven achievements across all subdistricts.

Although the government has provided various facilities such as free halal certification (SEHATI) and *self-declaration* for micro businesses, the level of participation of MSMEs in Ketapang in the halal certification process remains low. Based on the results of observations and field interviews, most food MSMEs are not yet registered in the SIHALAL system, and many of them are not even aware of the certification registration mechanism.

The data obtained shows that the number of MSMEs that have obtained halal certification is still *very small compared to the total number of food MSMEs*. This can be seen in Table 4 below:

Table 4. Estimated Number of Food MSMEs and Halal Certification Achievements in Ketapang Regency

Category	Number	Percentage (%)
Total Food SMEs (2024)	3,500 units	100
MSMEs Applying for Halal Certification	120 units	3.4
MSMEs that have obtained Halal certification	60	1.7

Source: *Processed data (2025)*

Based on Table 4 above, it can be seen that the level of participation of food MSMEs in the halal certification process is still low. Of the approximately 3,500 food MSMEs spread across the Ketapang region, only about 120 units have applied for certification, and less than half of them

have successfully obtained halal certification. With an achievement rate of less than 2%, Ketapang is far below the national target.

This gap can be explained by the objective conditions of the MSME sector in the region. The rapid growth of MSMEs in the last five years, from 685 units in 2019 to 8,454 units in 2024 (see Table 1), has not been accompanied by an increase in legality and administrative readiness. As a result, many business actors are actually in the "ready to grow" category but do not yet meet the basic requirements for halal certification.

The implementation of halal certification in Ketapang is carried out through several program channels, facilitated by educational institutions, religious institutions, and MSME communities, including:

a. Technical Guidance and Assistance by the Ketapang State Polytechnic (Politap)

In 2022, Politap collaborated with Bank Kalbar Syariah to conduct *Technical Guidance on Halal Certification* for 25 food SMEs. This activity included training on filling out documents, simple inspections of production kitchens, and administrative assistance. This assistance from showed positive initial results, with some participants subsequently continuing with their certification applications.

b. Halal Certification and Digital Marketing Workshop (2024)

At the end of 2024, a halal certification workshop was held, attended by dozens of culinary MSMEs in Ketapang. The workshop emphasized the importance of integrating "legality – halal – digital marketing" as a strategy to increase income. However, based on participant evaluations, many MSMEs admitted they were not yet ready to apply for certification due to document and production facility constraints.

c. Advocacy by MUI and the Ministry of Religious Affairs

The Ketapang Regency MUI played a role in the process of inspecting raw materials and verifying production facilities, but the limited number of halal auditors meant that the certification process could not reach many MSMEs at once.

An in-depth analysis shows that the implementation of halal certification in Ketapang faces four main structural challenges: administrative, technical production, digital literacy, and financial. These challenges are not only obstacles but also determinants of the effectiveness of halal policies at the grassroots level.

a. Administrative Barriers

Nearly 88% of MSMEs in Ketapang do not have formal business licenses such as IUMK, PIRT, or Business Identification Number (NIB). In fact, this legality is an absolute prerequisite before business actors can access halal certification. Low administrative compliance prevents many MSMEs from entering the initial stage of certification application. This challenge is exacerbated by business operators' lack of understanding of the importance of legality in expanding access to government programs, financing, and certification.

b. Technical Production Barriers

Most food MSMEs still operate using household facilities with simple production flows. Standards for hygiene, separation of tools, recording of raw materials, and process documentation have not been implemented consistently. This situation is not in line with halal requirements, which mandate *ingredient traceability* and the implementation of a Halal Assurance System (SJH).

In field interviews, MSME operators admitted to having difficulty separating equipment to avoid contamination risks and not having written production records.

c. Digital Literacy Barriers

Since 2021, the halal certification process has been carried out entirely through the SIHALAL system. However, MSMEs in Ketapang still face difficulties in operating this platform, from creating accounts, uploading documents, to filling out *self-declare* forms. This low level of digital literacy means that MSMEs require intensive assistance, and in many cases cannot even begin the process without the help of a facilitator.

d. Financial Barriers

Limited access to financing is a significant obstacle to improving business readiness. More than 90% of MSMEs rely on personal capital and do not have the financial capacity to improve production facilities or replace equipment needed to meet halal standards. Thus, even though halal certification for micro businesses is available free of charge, the cost of production adjustments remains a burden for MSMEs.

A comparison with a previous study, namely the research by Hendro et al. (2024) in Sumbersari District, Jember, found that halal certification has a significant positive effect on increasing MSME income. However, the situation in Ketapang shows a greater gap in readiness. Sumbersari has a higher level of legality and more adequate access to assistance, so that the certification process can run more effectively. In contrast, MSMEs in Ketapang face more complex structural barriers, ranging from basic legality to production readiness and digital literacy.

Although the implementation of halal certification in Ketapang is still in its early stages, its development potential is quite large. Halal certification not only fulfills regulatory obligations but can also open up wider market opportunities, increase consumer confidence, and strengthen the competitiveness of local products. To maximize this potential, several strategic steps can be prioritized:

1) Integration of legality and halal certification services through a one-stop mechanism.
2) A district-based SJH mentoring program, with an increase in the number of local halal mentors.
3) Digital literacy training to operate SIHALAL, combined with digital marketing training.
4) A halal financing scheme that supports the improvement of MSME production facilities.

The implementation of halal certification in Ketapang Regency currently faces various interrelated structural obstacles that require comprehensive solutions. Although business actors' awareness of the importance of halal certification is increasing, administrative, technical, and financial readiness remain fundamental issues. With strengthened policies and intensive assistance, halal certification has the potential to become an effective instrument in increasing the income and competitiveness of food MSMEs in this region.

The Impact of Halal Certification on MSME Income

An analysis of the impact of halal certification on the income of MSMEs in Ketapang Regency shows that halal certification not only serves as an instrument of compliance with national regulations, but also as a factor that strengthens business competitiveness and income stability. Field findings and literature reviews confirm that halal certification makes a significant

contribution by increasing consumer confidence, expanding market access, and creating added value for food products.

First, halal certification increases consumer confidence. In the context of consumer behavior, the halal label serves as *a quality signal* that guarantees that the production process has met standards of hygiene, safety, and halalness. Consumers in Ketapang, who are mostly Muslim, show a strong preference for products with halal certification. MSME actors who have obtained certification report an increase *in repeat purchases*, as consumers feel safer and more comfortable consuming these products. Institutional customers (such as schools and local government offices) are also more likely to choose halal-certified products because they are considered to be more hygienic and of higher quality.

Second, halal certification opens access to modern markets, including minimarkets, hotels, restaurants, and digital marketplaces. Many retail chains require complete legality, including halal certification, before a product can be registered as a supplier. In field interviews , several MSMEs that have obtained halal certification said that they were able to place their products in local supermarkets, an opportunity that was previously difficult to achieve. Access to these modern markets has a direct impact on increased sales volume and income stability.

Third, halal certification increases the opportunities for MSMEs to participate in government procurement. Programs such as *Free Nutritious Meals* (MBG) and regional food procurement usually require full legality, including halal certification. MSMEs without halal certification cannot participate in these procurement tenders. Thus, halal certification not only opens up market access but also creates new income opportunities through more stable and long-term institutional contracts.

Fourth, halal certification provides clear product differentiation. In the local Ketapang market, products with halal certification are perceived as more premium. This allows MSME actors to set slightly higher selling prices compared to similar products that do not have certification. This differentiation strengthens the position of MSMEs in an increasingly competitive market.

Findings from various national studies show that halal certification can increase MSME income by 10–25% after obtaining certification. Considering the characteristics of the Ketapang market (which has consumption patterns similar to other regions), this figure can be considered relevant. Overall, halal certification not only increases income directly, but also expands business opportunities that were previously unavailable to MSMEs (Novari et al., 2024; Alfarizi, 2023).

The findings of this study indicate that halal certification has the potential to increase MSME income, but its effectiveness is greatly influenced by administrative readiness, production capacity, and local policy support. Within the framework of Rogers' (2003) Innovation Diffusion Theory in Sahin (2006), halal certification can be categorized as an innovation that requires a gradual adoption process. Factors such as *relative advantage* (broader market access), *compatibility* (alignment with Muslim values), and *observability* (the success of certified MSMEs) support accelerated adoption. However, the complexity of the certification process and the low legality of businesses are major obstacles that hinder the acceleration of innovation diffusion in Ketapang.

From a marketing perspective, halal certification increases *brand trust*, as explained by Morgan and Hunt (1994) and Delgado-Ballester and Munuera-Alemán (2001). The halal label serves as a signal of quality that strengthens consumer trust, increases loyalty, and encourages repeat purchases. This supports the research findings that halal-certified MSMEs have more stable demand and greater opportunities to enter modern markets and government procurement

programs. Therefore, halal certification will have an optimal economic impact if it is supported by technical assistance, increased digital literacy, and facilitative policies from local governments.

4. CONCLUSION

This study shows that the implementation of halal certification in food sector MSMEs in Ketapang Regency still faces various fundamental obstacles, particularly in terms of business legality, production facility readiness, digital literacy, and limited access to financing. The rapid growth in the number of MSMEs has not been accompanied by the fulfillment of the administrative and technical requirements necessary to undergo the halal certification process. However, the findings of this study also emphasize that halal certification has significant potential to increase consumer confidence, expand market access, strengthen competitiveness, and increase the income of MSMEs. Therefore, efforts to accelerate halal certification need to be supported by comprehensive assistance, simplification of regulations, capacity building for business actors, and cross-sector collaboration to build a more inclusive and sustainable halal ecosystem in Ketapang Regency.

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