



## The Influence of Halal Awareness, Knowledge and Regulations on Submitting Halal Self Declare Certification for Micro and Small Business Actors in the Culinary Sector in Pacet District, Mojokerto Regency

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### ABSTRACT

Law No.33 concerning Halal Product Guarantees requires halal certification for every product imported and distributed. and traded in Indonesian territory. MSEs are the target of BPJPH in applying for halal certification. This research is to answer the question of whether there is a significant influence between halal awareness, knowledge and regulations simultaneously or partially on the application for halal certification among MSEs in the culinary sector in Pacet Mojokerto. This research uses a quantitative approach method with data collection techniques, namely questionnaires distributed to respondents. The research results obtained show that halal awareness, knowledge and regulations simultaneously have a positive and significant influence on applications for halal self-declaration certification of 0.627 or 62.7%. Then for partial testing, the halal awareness variable has a positive but not significant effect on the application for self-declared halal certification. Meanwhile, the knowledge and regulatory variables have a positive and significant effect on applications for halal self-declaration certification among MSEs in the culinary sector in Pacet, Mojokerto. This research provides recommendations for the government, becomes evaluation material in determining policy direction, and provides support and outreach regarding halal certification. For institutions applying for halal certification in Pacet Mojokerto, evaluation and improvement materials for halal certification assistance so that it can be maximized. And for business actors to pay more attention to having halal certification for each of their products.

### ABSTRAK

Undang-Undang No.33 tentang Jaminan produk Halal mewajibkan adanya sertifikasi halal pada setiap produk yang diimpor, diedarkan. dan diperdagangkan di wilayah Indonesia. UMK menjadi sasaran BPJPH dalam pengajuan sertifikasi halal. Penelitian ini untuk menjawab pertanyaan tentang apakah terdapat pengaruh yang signifikan antara halal awareness, pengetahuan, dan regulasi secara simultan maupun parsial terhadap pengajuan sertifikasi halal pada pelaku UMK sektor kuliner di Pacet Mojokerto. Penelitian ini menggunakan metode pendekatan kuantitatif dengan teknik pengumpulan data yaitu kuesioner yang disebar kepada responden. Hasil penelitian yang diperoleh menunjukkan bahwa halal awareness, pengetahuan, dan regulasi secara simultan memiliki pengaruh positif dan signifikan terhadap pengajuan sertifikasi halal self declare sebesar 0,627 atau 62,7%. Kemudian untuk pengujian parsial, variabel halal awareness berpengaruh positif namun tidak signifikan terhadap pengajuan sertifikasi halal self declare. Sedangkan variabel pengetahuan dan regulasi berpengaruh positif dan signifikan terhadap pengajuan sertifikasi halal self declare pada pelaku UMK sektor kuliner di Pacet Mojokerto. Penelitian ini memberikan rekomendasi

bagi pemerintah, menjadi bahan evaluasi dalam menentukan arah kebijakan, serta memberi dukungan dan sosialisasi terkait sertifikasi halal. Bagi lembaga yang mengajukan sertifikasi halal di Pacet Mojokerto bahan evaluasi dan perbaikan pada pendampingan sertifikasi halal agar lebih maksimal. Dan bagi para pelaku usaha agar lebih memperhatikan lagi dalam kepemilikan sertifikasi halal pada setiap produknya.



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## INTRODUCTION

Indonesia is famous for its abundant natural resources and the majority of its population is Muslim. Quoted from dataindonesia.com, Indonesia's Muslim population is 86.9% of the total population (Alfeinti, 2022), making Indonesia one of the countries that has great opportunities for halal product business. Halal products are part of world business that has great potential. Not only is it growing in Muslim-majority countries, but halal products are also an important issue for Muslim minority countries. The existence of regulations for consuming halal food and tayyib in the verse above as well as the large Muslim population in Indonesia makes it necessary to have halal certification for food and beverage products, both those produced domestically and imported from other countries, because the demand for halal products is increasing (Syahadatina, 2023).

Halal certification is a statement and acknowledgment of the halalness of a product issued by the Halal Product Guarantee Organizing Agency (BPJPH) based on the fatwa of the Indonesian Ulema Council (MUI). Halal certification is a condition for obtaining MUI approval to include a halal label on product packaging. Halal certification provides protection, guarantees, product halal information and helps producers increase consumer confidence in their products, especially for Muslims. The issuance of Law No. 33 of 2014 concerning Halal Product Guarantee (JPH) requires halal certification for every product imported, distributed and traded in Indonesia (Harbit, 2022). To achieve the target of halal product certification by 17 October 2024, BPJPH has implemented a program of 10 million free certified products with a self-declare scheme or Free Halal Certification (SEHATI) as an acceleration program towards mandatory halal certification of food, beverage, RPH and RPU products in addition to the certification scheme regular halal which requires the involvement of halal auditors in the Halal Inspection Institute (LPH) (Arifin, 2023).

Regular halal certification is a halal certificate that undergoes product halal inspection and testing by halal auditors at LPH. The registration process is paid for with a certificate active period of 4 years. The self-declare scheme halal certification is a statement issued by micro and small business actors regarding the halalness of a product at no cost or free of charge. In the PPH Companion Guidebook (Lutfika, 2023) recording to the Minister of Religion Regulation Number 20 of 2021 concerning Halal Certification for MSEs, business actors' statements are based on halal standards, which consist of: 1) The existence of a business actor's statement (contract/pledge) in the form of halal products and materials used, as well as the halal product process (PPH), 2) There is halal assistance in the Halal Product Process which is assisted by a Halal Product Process assistant. The self-declare scheme halal certification only applies to Micro and Small Enterprises (UMK) with certain conditions. Meanwhile, the regular scheme for halal certification is intended for all business scales, from micro, small, medium and large businesses. In this research the author wants to discuss one of the halal certifications schemes, namely the self-declare scheme.

In the process of implementing halal certification, there are several factors that influence business actors or producers to apply for halal certification. One of the factors influencing business actors is halal awareness or awareness of the halalness of a product. According to Shaari and Arifin (2010) in research (Nopita Sari et al., 2021) Halal Awareness is the level of understanding and awareness of Muslims regarding issues related to the

halal concept as well as a positive attitude in the decision to choose halal products. Halal Awareness from a business actor's perspective means business actors' understanding of the importance of the halal concept in their products by having a halal label on the product packaging. Because the halal label is able to directly explain whether the product is halal or not.

Another factor that influences the implementation of halal certification for business actors to register their products, namely knowledge regarding halal certification. Knowledge related to halal certification, namely knowing about the information and flow of halal certification procedures. Apart from that, understanding the laws and regulations that form the basis for halal certification (Syahadatina, 2023). Halal is the most important requirement for Muslims to consume a product, both food and drink, and the existence of a halal label plays a very important role in attracting Muslim consumers to buy halal products from businesses that have halal certification (Harbit, 2022). For business actors, owning halal certification can also increase opportunities for halal product business prospects.

The application for halal certification by business actors is also influenced by the regulations stipulated in Law no. 33 of 2014 concerning Halal Product Guarantees. This law shows that having halal certification for Micro, Small and Medium Enterprises (MSMEs) products is mandatory or mandatory. Based on research (Syahputri, 2019), halal product guarantee regulations are government policies and support in strengthening the implementation of halal certification in processed food production. Halal certification regulations have the greatest influence, because one of the government's supports is socialization regarding the importance of halal certification and confirmation of Law No. 33 concerning Halal Product Guarantees is able to influence MSMEs to apply for halal certification.

Mojokerto Regency is one of the regions that has many MSEs that utilize their natural resources. Based on data information obtained through the website of the Mojokerto Regency Cooperatives and Micro Enterprises Service, there is a total number of business actors of 216,518 as of December 2022. The number of MSEs in Mojokerto Regency is influenced by the number of tourist attractions, which is quite large. One of the famous tourist areas in Mojokerto Regency is Pacet District. Based on Pacet District data elements accessed via the data.mojokerto.go.id website belonging to the Mojokerto Regency Government, there are 899 MSEs in the culinary sector registered in 2022 and this will continue to increase until 2023. However, there are still many MSEs that still do not have halal certification for their products. -the product. According to information from the halal certification staff at the Pacet District Religious Affairs Office (KUA), as the place that oversees halal certification registration in Pacet District, there are already 80 MSEs that have registered for halal certification and 34 MSEs that have halal certification as of September 2023. This number is not comparable with the total number of MSEs in Pacet District.

Facts on the ground show that there are still very few MSEs in the culinary sector in Pacet District who carry out halal certification for their products. The above phenomenon can be influenced by the lack of culinary sector MSEs who have halal awareness and knowledge of the importance of quantitative and qualitative halal certification for their products because they assume that every product they produce is halal and halal certification is not required.

## RESEARCH METHOD

This research uses a quantitative approach with a causal associative type of research. This type of causal associative research is research that aims to determine the relationship between two or more variables. If the relationship between variables is high enough then it is very likely that the nature of the relationship is causal (causal-effect) (Ngatno, 2015). In this research, the associative causal method was used to determine the causal relationship between halal awareness, knowledge related to halal certification and halal product guarantee regulations on applications for halal certification with self-declaration schemes among MSEs in Pacet District, Mojokerto Regency.

There are 899 MSEs in the culinary sector registered in 2022 based on Pacet District data elements accessed via the data.mojokerto.go.id website belonging to the Mojokerto Regency Government. This amount of data will become the population in this study. The sampling method in this research uses Probability sampling which uses Simple Random Sampling for sampling. It is said to be simple (easy) because sample members are taken randomly from the population without paying attention to the strata in the population (Sugiono, 2013). The sample size calculation in this study used the Slovin technique with a sample size of 90 respondents.

The data collection technique in this research is based on a questionnaire distributed to respondents. A questionnaire is a data collection technique that is carried out by giving a series of questions or written statements to respondents. Questionnaires were submitted to respondents to obtain primary data sources from the research. Researchers requested MSE data from the staff in charge of halal certification at the Pacet District Office so that researchers could directly contact respondents and make appointments to fill out the questionnaire.

The data analysis technique used in this research is using validity and reliability tests on research instruments which are carried out using the SPSS 26 application. Then classical assumption tests are carried out in this research which include normality tests, multicollinearity tests and heteroscedasticity tests as a requirement for hypothesis testing. Hypothesis testing in this research uses multiple linear regression analysis with the aim of being able to estimate the influence of three independent (free) variables on one dependent (dependent) variable.

## RESULT AND DISCUSSION

### Description of Respondents

This research was conducted on MSEs in the culinary sector in Pacet Mojokerto with the aim of finding out the influence of halal awareness, knowledge and regulations on applications for halal self-declaration certification. The respondents in this research were MSEs in the culinary sector in Pacet District, Mojokerto Regency with a total of 90 business actors. The characteristics explained by researchers are gender, age and type of business.

**Table 1 Respondent's Characteristics**

Characteristics	Category	Total	Percentage
Gender	Male	20	22,2%
	Female	70	77,8%
Age	<21	0	0%
	21-35	29	32,2%
	36-50	50	55,6%
	>50	11	12,2%
Type of Business	Micro (net assets <Rp 50,000,000)	20	22,2%
	Small (net assets >Rp 50,000,000 – Rp 500,000,000)	70	77,8%

Source: Data processed from questionnaires

### Validity Test and Reliability Test

The validity test aims to measure whether a questionnaire is valid or not. The significance test was then carried out using the *r* table criteria at a significance level of 0.05 with a 2-sided test. The results obtained for the *r* table were 0.2072 for the 90 samples in this study.

**Table 2 Result of Validity Test**

Variable	Item question	r-count	r-table	Result
Halal awareness (X1)	X1.1	0,709	0,207	Valid
	X1.2	0,597	0,207	Valid
	X1.3	0,568	0,207	Valid
	X1.4	0,497	0,207	Valid
	X1.5	0,532	0,207	Valid
	X1.6	0,551	0,207	Valid
	X1.7	0,533	0,207	Valid
	X1.8	0,744	0,207	Valid
	X1.9	0,645	0,207	Valid

	X1.10	0,418	0,207	Valid
	X1.11	0,520	0,207	Valid
	X2.1	0,528	0,207	Valid
	X2.2	0,662	0,207	Valid
	X2.3	0,626	0,207	Valid
Knowledge Related to Halal Certification (X2)	X2.4	0,494	0,207	Valid
	X2.5	0,664	0,207	Valid
	X2.6	0,697	0,207	Valid
	X2.7	0,671	0,207	Valid
	X2.8	0,657	0,207	Valid
	X2.9	0,614	0,207	Valid
	X2.10	0,667	0,207	Valid
		X3.1	0,461	0,207
	X3.2	0,597	0,207	Valid
	X3.3	0,576	0,207	Valid
Halal Product Guarantee Regulations (X3)	X3.4	0,693	0,207	Valid
	X3.5	0,635	0,207	Valid
	X3.6	0,596	0,207	Valid
	X3.7	0,652	0,207	Valid
	X3.8	0,643	0,207	Valid
	X3.9	0,576	0,207	Valid
	Y.1	0,652	0,207	Valid
	Y.2	0,573	0,207	Valid
	Y.3	0,592	0,207	Valid
Submission of Halal Certification Self declare (Y)	Y.4	0,599	0,207	Valid
	Y.5	0,776	0,207	Valid
	Y.6	0,560	0,207	Valid
	Y.7	0,700	0,207	Valid
	Y.8	0,744	0,207	Valid
	Y.9	0,687	0,207	Valid
	Y.10	0,711	0,207	Valid

Based on the table above, it shows that all statement instruments for each variable have a positive calculated  $r$  and are greater than the  $r$  table, namely 0.2072. So it can be concluded that all statement instruments for each variable are declared valid.

The aim of the reliability test is to test the accuracy and stability of the statement instruments for each variable. The reliability test for this research used the Cronbach Alpha method with a limit of 0.6. The instrument in the questionnaire is considered reliable or appropriate if Cronbach's Alpha is  $> 0.6$  and is said to be unreliable if Cronbach's Alpha  $< 0.6$ .

**Table 3 Result of Reable Test**

Variable	Cronbach's Alpha	Sig.	Result
Halal awareness (X1)	0,795	0,6	Reliable
Knowledge (X2)	0,829	0,6	Reliable
Regulations (X3)	0,781	0,6	Reliable
Submission of Halal Certification Self declare (Y)	0,844	0,6	Reliable

## Classic Assumption Test

### Test Normality

This normality test aims to test whether the regression model, dependent variable and independent variables all contribute normally or not. In this study, to measure whether the variable data is normal or not using the One Sample Kolmogorav-Smirnov Test. In the One Sample Kolmogorav-Smirnov test, the distribution value is said to be normal if the resulting significance value is  $> 0.05$ . Conversely, if the resulting significance value is  $< 0.05$  then the data is not normally distributed.

**Table 4 Result of Normality Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.75438566
Most Extreme Differences	Absolute	.080
	Positive	.080
	Negative	-.058
Test Statistic		.080
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the table above, it shows that the results of the Kolmogorav-Smirnov normality test can be seen to be normally distributed, this is proven by the value (Asymp. Sig. (2-tailed)) for the variables halal awareness, knowledge, regulations, and application for self-declared halal certification which is greater than at 0.05, namely  $0.200 > 0.05$ . So it can be concluded that the data is normally distributed.

### Multicollinearity Test

The multicollinearity test was carried out to take into account the possibility of a relationship between independent variables. To find out whether multicollinearity occurs or not, look at the Tolerance and Variance Inflation Factor values. If Tolerance  $> 0.10$  and VIF  $< 10$ , then multicollinearity does not occur. Also vice versa. If Tolerance  $< 0.10$  and VIF  $> 10$ , then multicollinearity occurs.

**Table 5 Result of Multicollinearity Test**

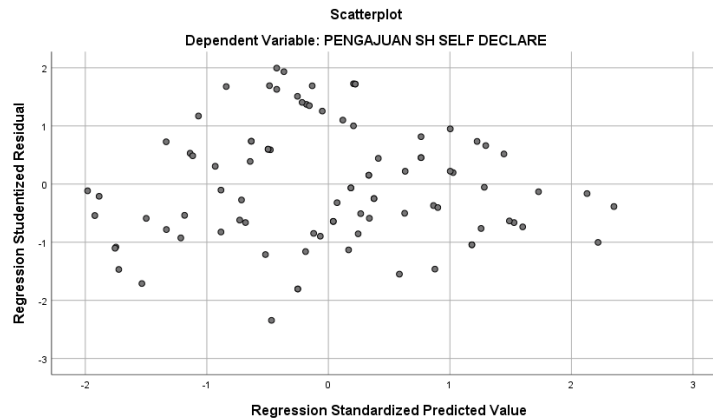
Coefficients <sup>a</sup>			
	Model Variabel	Tolerance	VIF
1	Halal Awareness (X1)	.478	2.090
	Knowledge (X2)	.490	2.043
	Regulations (X3)	.557	1.795
a. Dependent Variable: Submission of Halal Certification Self declare (Y)			

Based on the table above, the results of the multicollinearity test show that the halal awareness variable (X1) obtained a VIF value of 2.090 and a tolerance of 0.478. The knowledge variable (X2) obtained a VIF value of 2.043 and tolerance of 0.490. And the JPH regulation variable (X3) obtained a VIF value of 1.795 and a tolerance of 0.557. The results of these three variables show a VIF value of less than 10 and a tolerance value of greater than 0.10. So, it can be concluded that there is no multicollinearity in the three variables and this research.

### Heteroscedasticity Test

In this research, heteroscedasticity testing was carried out by creating a scatter plot between the residuals and the predicted values of the standardized dependent variable. A regression model is said to not have heteroscedasticity if the points in the graph spread above and below the number 0 on the Y axis and do not form a particular pattern. The results of this research's heteroscedasticity test can be seen in the following Scatterplot graphic image.

Figure 1 Scatterplot Graphic



Based on the image above, it can be seen that the points on the Scatterplot graph above are spread randomly and do not form a particular pattern, and the points are spread above and below the number 0 on the Y axis. So, it can be concluded that this regression model does not have heteroscedasticity, and suitable for use.

### Hypothesis Testing

#### Multiple Linear Regression

This multiple linear regression test aims to prove whether or not there is an influence of the independent variables on the dependent variable. The multiple regression test in this study aims to test the influence of the independent variables, namely halal awareness, knowledge and regulations on the dependent variable of applying for self-declared halal certification.

Table 6 Result of Multiple Linear Regression

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.705	3.285		2.955	.004
Halal Awareness (X1)	.164	.095	.165	1.733	.087
Knowledge (X2)	.491	.085	.542	5.752	.000
Regulations (X3)	.186	.091	.179	2.033	.045

a. Dependent Variable: Submission of Halal Certification Self declare (Y)

Based on the table above showing the results of the multiple linear regression test, the multiple linear regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 9.705 + 0.164 X_1 + 0.491 X_2 + 0.186 X_3 + e$$

The interpretation of the multiple linear regression model is described as follows:

1. The constant value is 9.705, which shows that if halal awareness, knowledge and regulations are ignored/considered constant or the value is 0 (zero/fixed) then the number of applications for halal self-declaration certification among culinary sector MSEs in Pacet is 9.705%.

2. The regression coefficient value on the halal awareness variable (X1) is 0.164, indicating a positive influence, meaning that if halal awareness among MSEs in the culinary sector in Pacet increases by 1%, there will be an increase in self-declared halal certification applications of 16.4%. The halal awareness coefficient is positive, indicating that there is a unidirectional relationship between halal awareness and the application for halal self-declaration certification. The rise and fall of the value of halal awareness will affect the value of applications for halal self-declaration certification among MSEs in the culinary sector in Pacet.
3. The regression coefficient value on the knowledge variable (X2) is 0.491 and is positive, meaning that if the knowledge of MSEs in the culinary sector in Pacet regarding halal certification increases by 1%, it will increase applications for self-declared halal certification by 49.1%. The knowledge coefficient is positive indicating that there is a unidirectional relationship between knowledge related to halal certification and the application for self-declared halal certification. If the value of knowledge increases, the value of applying for self-declared halal certification for MSEs in the culinary sector in Pacet will also increase.
4. The regression coefficient value on the JPH regulation variable (X3) is 0.186 and is positive, which means that if there is an increase in the JPH regulation by 1%, there will be an increase in applications for self-declared halal certification by 18.6% among MSEs in the culinary sector in Pacet . A positive coefficient indicates that there is a unidirectional relationship between JPH regulations and halal self-declaration applications. If JPH regulations are improved, applications for halal certification will also increase among MSEs in the culinary sector in Pacet.

### Simultaneous Test

The Simultaneous Test is used to explain the influence of independent variables on the dependent variable together (simultaneously). This test follows the F distribution whose test criteria are like the One Way Anova test, namely comparing the f-table with f-calculation with an error of  $\alpha=5\%$  or 0.05.

**Table 7 Result of Simultaneous Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	799.780	3	266.593	48.132	.000 <sup>b</sup>
	Residual	476.338	86	5.539		
	Total	1276.118	89			

a. Dependent Variable: Submission of Halal Certification Self declare(Y)  
 b. Predictors: (Constant), X3, X2, X1

Based on the table above shows the results of the f test. The f-count value was 48.132 with a significance of 0.000. The significance value was obtained at  $0.000 < 0.05$ , and the f-count value was greater than the f-table ( $48.132 > 2.71$ ). So H1 is accepted, H0 is rejected. It can be concluded that there is a simultaneous influence between the variables halal awareness (X1), knowledge (X2), and regulations (X3) on the application for halal self-declaration certification (Y).

## DISCUSSION

Based on the hypothesis results for the Halal Awareness variable, it can be concluded that halal awareness does not have a significant effect on applications for halal self-declaration certification even though it has a positive relationship. This is because MSEs in Pacet assume that without halal certification on their products, all products are safe and protected from suspicious matters and haram food. And also, the majority of MSEs in Pacet are Muslim, so they guarantee that the products sold and distributed are made from halal materials, produced halally, and that the product storage is clean and protected from haram matters in accordance with Islamic law. The results of this research are in line with research (Ernawati & Koerniawan, 2023) which states that halal awareness has no direct significant effect on intention to repurchase food. This research is also supported by research (Ishaq & Prayoga, 2017) which also states that the perception in Indonesia, where the majority of the population is Muslim, is that it is impossible to sell non-halal food or



drinks, because if the product being sold is non-halal, the seller or business actor will include a label non-halal in the product or place of eating. Research (Fatmawati, 2023) also states that halal awareness has an influence but is not significant on MSMEs in carrying out halal certification. The low level of halal awareness of halal products has an impact on the low interest of MSMEs in carrying out halal certification.

Based on the hypothesis results, the knowledge variable has a positive and partially significant effect on applications for halal self-declaration certification among MSEs in the culinary sector in Pacet, Mojokerto. MSEs in the culinary sector in Pacet have the ability to understand and apply the results of their knowledge in the form of registering for halal certification. The results of this research are in line with previous research, namely research conducted by (Harbit, 2022) stating that understanding or knowledge is a factor that influences MSME actors in Balikpapan City in applying for halal certification. MSMEs' understanding of halal certification greatly influences the registration of halal certification in ensuring the halalness of a product produced. In research (Rudianto, 2022), low knowledge about halal certification influences the low number of applications for halal certification by restaurant culinary businesses in Jambi City.

Based on the hypothesis results, the regulatory variable has a partially positive and significant effect on applications for halal self-declaration certification among MSEs in the culinary sector in Pacet. This research also supports previous research conducted by (Syahputri, 2019) stating that halal certification regulations have a significant effect on applications for halal certification for tempe chips MSEs in Sanan Malang. The existence of regulations regarding Halal Product Guarantees aims to guarantee and provide legal certainty to the public, that every product consumed and circulated in Indonesia is guaranteed to be halal, while at the same time providing an obligation for MSEs to have halal certification as a form of responsibility towards consumers (Syahadatina, 2023).

## CONCLUSION

Based on the results of the analysis and discussion regarding this research, the conclusion that can be obtained is that halal awareness has not encouraged and encouraged MSEs in the culinary sector in Pacet to apply for self-declared halal certification. Apart from that, the level of knowledge regarding halal certification among MSEs and also the government's support and role in Halal Product Guarantee regulations have the potential to increase applications for self-declared halal certification. MSEs are expected to pay more attention to having halal certification for their products. Having halal certification can provide protection for products and customer satisfaction.

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