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Halal Certification Products and Supporting Tourism Development in Bandung Regency: Issues and Strategies

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ABSTRACT

This research is motivated by the low awareness and compliance of micro and small business actors with halal certification obligations. The research aims to identify the causes or problems of low awareness and compliance with halal certification obligations; and find strategies to increase awareness and compliance with halal certification obligations. This research uses a Community Based Research (CBR) approach, where this approach places MSE actors with researchers and stakeholders in an equal and balanced position. The results of the study found that: first, the factors that influence the low awareness and compliance of Pulosari Village MSE actors with halal certification obligations are low knowledge of halal literacy and low understanding of the requirements and processes of halal certification; and 2) legal counseling strategies and direct assistance to Pulosari Village MSE actors have an effect on increasing awareness and compliance with halal certification obligations. Thus, halal product guarantee law and halal tourism regulations have begun to occupy their role as law in the midst of halal tourism development efforts in Bandung Regency

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Small Enterprises

Introduction

This research is motivated by the low awareness and compliance of Micro and Small Enterprises (MSEs) in Pulosari Village with the obligation of halal certification. According to data obtained by the researcher, there are 26 MSEs whose products do not yet have halal certification (Interview, 2023). Halal certification is the acknowledgment of the halal status of a product issued by the Indonesian Halal Product Guarantee Agency (Badan Penyelenggara Jaminan Produk Halal - BPJPH) based on a written halal fatwa issued by the Indonesian Ulema Council (Majelis Ulama Indonesia - MUI) (Hidayatullah, 2020).

Lack of awareness and compliance of Micro and Small Enterprises (MSEs) in Pulosari Village regarding the obligation of halal certification do not align with the development

of halal tourism in Bandung Regency. This research aims to promote the realization of halal tourism in Bandung Regency as outlined in Regional Regulation No. 6 of 2020 concerning Halal Tourism. One of the ways to achieve halal tourism development in Bandung Regency is through the provision of halal food and beverages (Article 19 of Regulation No. 6 of 2020).

The concept of halal tourism encompasses the provision of services, facilities, and products in accordance with Islamic principles, including the availability of halal food, accommodation that caters to Muslim guests, adequate prayer facilities for Muslim tourists, and convenient access to places of worship (Ekka, 2024; Purwandani & Yusuf, 2024; Sthapit et al., 2024). The concept of halal tourism extends beyond spiritual needs to encompass physical comfort and security, particularly for Muslim tourists engaged in specific tourist activities (Berakon et al., 2023).

The provision of halal food and beverages is one of the key focuses in the development of halal tourism businesses in Bandung, West Java (Article 19, letter a, of Regulation No. 6 of 2020). The obligation of halal certification for food and beverage products is the first step and top priority in implementing Law No. 33 of 2014 concerning Halal Product Assurance (Effendi et al., 2021; Susilawati et al., 2023) (Sukoso et al., 2020, p. 22). According to this law, all products that enter, circulate, and are traded within the territory of Indonesia must have halal certification (Article 4 of Law No. 33 of 2014) (Faridah et al., 2022). Furthermore, the obligation for halal certification for micro and small business actors is based on the halal statement conducted according to halal standards set by the Indonesian Halal Product Guarantee Agency (Article 4A of Law No. 6 of 2023) (Musataklima, 2021). With these regulations, the state legally protects the fundamental rights (human rights) and fulfills the rights of citizens regarding the halal status of products consumed and used by Indonesian citizens (Sopiah et al., 2022, p. 17).

In part, halal tourism development in Bandung Regency is carried out through community empowerment. The objectives are: 1) to enhance the potential and capacity of local resources through the development of businesses in the field of tourism; 2) to enhance and develop micro-enterprises as providers of supporting products in the halal tourism field; 3) to encourage the development of micro-enterprise scale halal tourism businesses developed by the community; and 4) to strengthen partnership networks among businesses in the tourism sector (Article 13 of Regulation No. 6 of 2020).

Geographically, Pulosari Village is one of the villages located in the Pangalengan sub-district, Bandung Regency, West Java. This village offers a variety of tourist destinations, including 1) Situ Cileunca water tourism; 2) Eco Village Kampung Cibuluh (Panorama Village); 3) Adrenaline rafting tourism (*Arum Jeram*); 4) Pine forest tourism in Rahong; 5) Education on the water in the delta area; 6) Waterfall tourism (Curug Ceret, Curug Parta, Curug Dewa); 7) Mountain tourism in the forest reserve of Gunung Tilu, and many more destinations (Admin, 2018). The opening of the Soroja Toll Road has undoubtedly made

it easier for tourists to visit these tourist destinations in Pulosari Village, Bandung Regency, West Java (Hasanuddin et al., 2020, p. 22).

Each tourist destination in Pulosari Village is also supported by a variety of food and beverage offerings sold by local MSEs. According to data obtained by the researcher, 26 MSEs have been operating for more than a year, but their products do not have halal certification (Informant, 2023). Consequently, the presence of Regional Regulation No. 6 of 2020 concerning Halal Tourism has not been effectively implemented.

In accordance with the aforementioned explanation, the researchers initially undertook a study of the factors contributing to the low awareness of MSE actors in Pulosari Village of the obligation for halal certification. In order to overcome the challenges encountered during the research process, the researchers engaged with MSE actors as partners, from the initial identification of issues to the formulation of a solution strategy. The primary objective of this research is to ascertain the underlying causes or obstacles faced by MSE actors in obtaining halal certification. The research also aims to develop a comprehensive problem-solving strategy that can assist local MSE actors in obtaining halal certification in a straightforward, expedient, and cost-effective manner.

The Low Awareness of Micro and Small Business Actors Regarding the Obligation for Halal Certification

The objective of the certification process is to provide assistance to Micro and Small Enterprises (MSEs) in meeting the requirements for halal product declaration. This encompasses the provision of materials, processing, storage, packaging, distribution, sales and presentation of products by the designated halal product process supervisor (Sopiah et al., 2024). The self-declaration approach to halal certification facilitates the acquisition of halal certification for MSEs (Khalimy et al., 2023). In addition to providing legal assurance regarding the halal status of a product, this certification also enhances consumer confidence in the product.

Registration for halal certification is often perceived as a complex and costly process, particularly for micro and small enterprises (Santoso et al., 2021). In order to address these challenges, the Indonesian government has introduced a policy of halal certification through self-declaration and a free certification programme for MSEs (Umami et al., 2023; Wafiyah et al., 2024). The objective of the programme is to increase the number of certified halal products in Indonesia, enhance the competitiveness of MSEs in local and global markets, and provide consumers with assurance that the products they consume meet the requisite halal standards in accordance with Islamic law. Despite the numerous advantages offered by the free halal certification programme, its implementation has encountered several challenges. These include the lack of information accessibility for MSEs in remote areas and the low awareness and compliance with halal certification requirements among some business operators (Giyanti & Indriastiningsih, 2019).

In accordance with Bentham (Cummins, 2019), if a law is designed in a way that provides collective utility or satisfaction, then people will be more likely to be aware of and obey the laws made by the government. Conversely, if the law is designed in a way that fails to provide collective utility or satisfaction, then people will be less likely to be aware of and obey the laws made by the government. As posited by Friedman and Rahardjo (Friedman, 2019; Rahardjo, 2009), the concept of legal culture encompasses a multitude of factors, including attitudes, values, perceptions, and expectations held by society at large. These elements, in turn, exert a profound influence on the level of public legal awareness. Meanwhile, Soerjono Soekanto (Soekanto, 2019) identifies several factors that influence an individual's legal awareness, namely knowledge, understanding, attitude or willingness to comply with the law. Furthermore, Soekanto posits that an individual's compliance with the law can be observed in their behaviour or actions in relation to the law.

The findings of Wahyudin Darmalaksana's (Darmalaksana, 2023) research indicate that the halal certification policy is largely accepted by Indonesian Bandung MSEs. However, there is a paucity of knowledge and information pertaining to the obligation of halal certification. The results of Darmalaksana's research are comparable to those of Siska's research (Siska et al., 2020), although the research locations differ. The low awareness of MSE actors regarding the obligation of halal certification in Duren Sawit, Jakarta, can be attributed to the lack of adequate information and understanding required to apply for a halal certificate. Similarly, Ridwan Arifin's research findings (Arifin et al., 2020) indicate that SMEs in Indonesia encounter several challenges, including limited access to information about halal product assurance, complex halal certification procedures, and costly certification costs. Accordingly, the socialisation of guidance and assistance to business actors is required (Mirdhayati et al., 2020; Nukeriana, 2018; Puspita et al., 2021; Qomaro et al., 2019; Sari & Sulistyowati, 2020; Sayekti, 2020; Zain et al., 2021).

In contrast with the findings of some of the preceding research, the results of the study conducted by Sulistyaningsih (Sulistyaningsih & Bagus Edhita Praja, 2019) indicate that the majority of MSE actors in Magelang City are not in favour of the obligation of halal certification. This is due to the high cost involved and the fact that the certification is only valid for four years. Furthermore, the requirements are quite complex, which discourages MSE actors from pursuing halal certification. A case in point is the low awareness of MSE actors in Pulosari Village, Bandung Regency, West Java, regarding the obligation of halal certification. The low awareness and compliance of micro and small enterprise (MSE) actors in Pulosari Village with halal certification obligations is incongruent with the halal tourism development plan in Bandung Regency. Indeed, the provision of halal food and beverage services represents a key focus of halal tourism business development in Bandung Regency, West Java. Consequently, it is imperative for researchers to identify the underlying factors contributing to the low awareness of MSE actors regarding the obligation of halal certification. The subsequent step is to collaboratively devise a solution

strategy to facilitate the expedient, cost-effective, and streamlined acquisition of halal certificates by MSE actors.

Description Area and Methods

Brief Demographic of the Research Area

Pulosari Village is one of the villages located in the Pangalengan sub-district, Bandung Regency, West Java Province. The village covers an area of 5,118.147 square kilometers, with coordinates B 107.559 and L 7.191, and an elevation of 1,445.97 meters above sea level. Its administrative boundaries are as follows: to the north, it borders Lamajang Village; to the south, it borders Margaluyu Village; to the east, it borders Margamekar Village; and to the west, it borders Warnasari/Gambung Village (Admin, 2013).

The population of Pulosari Village is divided into seven hamlets, with a total of 4,145 households. The population consists of 6,649 males and 6,279 females, resulting in a total population of 12,928 (Admin, 2023c). The educational level of the population in Pulosari Village is predominantly composed of those with primary education, followed by lower secondary education, upper secondary education, and tertiary education at colleges or universities (Admin, 2023b).

The socio-economic conditions of the Pulosari Village community are influenced by its geographical location, topography, and climate. Geographically, Pulosari Village is situated in the Pangalengan sub-district at an elevation of 1,445.97 meters above sea level. It is characterized by a highland plateau with a slope of 320. The climate throughout the year typically varies with temperatures ranging from 17°C to 26°C, rarely falling below 15°C or exceeding 28°C.

The hot season lasts for about 1.3 months, from October 11 to November 21, with daily high temperatures averaging above 26°C. The hottest month in Pangalengan is April, with an average low temperature of 26°C and a high of 19°C. The cold season spans approximately 2.2 months, from June 26 to August 31, with daily high temperatures averaging below 25°C. The coldest month in Pangalengan is August, with an average low of 17°C and a high of 25°C.

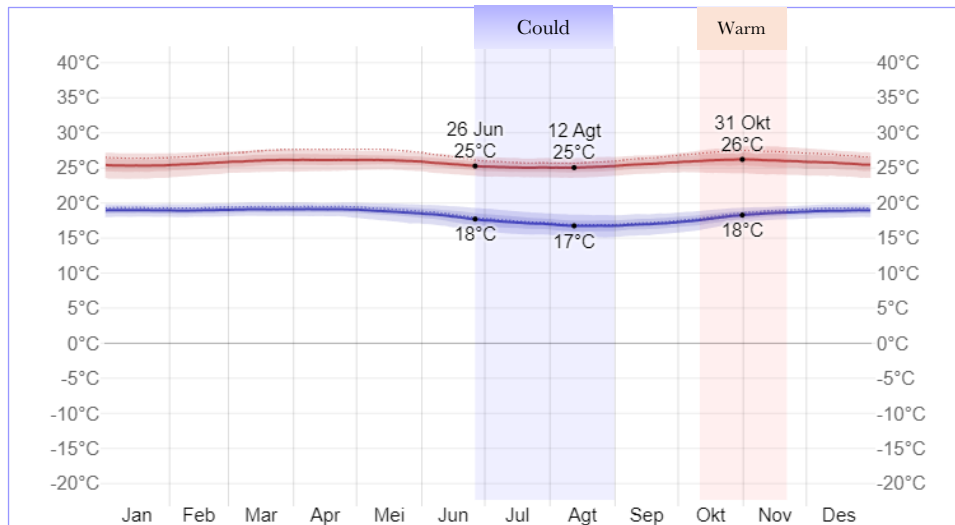


Figure 1. Average Highest and Lowest Temperatures. *Source:* (Admin, 2023a)

Based on the geographical location, topography, and climate, the majority of land in the Pulosari Village area is used for agriculture/plantation. Therefore, the socio-economic conditions of the Pulosari Village residents depend on the agricultural/plantation sector. Agricultural commodities developed by the residents of Pulosari Village include horticultural crops such as potatoes, tomatoes, cabbage, mustard greens, chili, and so on. Meanwhile, the dominant plantation commodities are coffee and tea. For tea plantations, the majority of the land is owned by the state with an area of 362,300 Ha, and some of the land is owned by the community with an area of 18,200 Ha. As for coffee plantations, all of the land is owned by the community. In addition to agriculture/plantation, Pulosari Village has many tourist destinations, including Cileunca Lake, the Bridge of Love, Cibuluh Village agrotourism, the delta area, and the pine forest in Rahong (Koresponden, 2019).





Figure 2. Tourist Destinations in Pulosari Village. *Source:* Author's documentation (2018).

Every tourist destination in Pulosari Village is also supported by a variety of food and beverage offerings produced and sold by local micro and small entrepreneurs (UMK) in the Pulosari Village. Some of the food and beverage products include 1) cookies and cakes; 2) Pecel sauce; 2) yellow rice and fried rice; 3) pickled fruits and Bangkok-style fruit salad; 4) chips made from potatoes, carrots, milk, and tomatoes; 5) chicken-based sohay; 6) black glutinous rice cake; 7) roasted coffee and rice coffee; 8) Lemper (glutinous rice cake with chicken filling), steamed cakes, and risol (spring rolls); 9) ground coffee; 10) caramel; 11) eggplant-based dodol (sweet toffee-like confection); 12) palm sugar lemon juice, tea-flavored lemon juice, and black coffee-flavored lemon juice; 13) seaweed crisps; and 14) Arabica coffee powder.

Research Design

Qualitative research using the Community Based Research (CBR) approach, in which the community (UMK participants) is placed on an equal and balanced footing with the researchers and stakeholders (related parties) (Afandi et al., 2022, p. 113; Hanafi et al., 2015, p. 85; Susilawaty et al., 2016, pp. 5–6). UMK participants are no longer treated as research subjects but are positioned as research partners or subjects (Afandi et al., 2022, p. 112). The research activities using the CBR approach are conducted through the following stages: 1) laying the foundation, which involves the UMK participants in the entire research process through role distribution; 2) planning, which involves formulating research questions and disseminating research questions; and 3) information gathering and analysis, which involves data collection using questionnaires (Afandi et al., 2022, p. 119; Hanafi et al., 2015, p. 47).

The CBR approach is carried out using a collaborative model between the researchers (as the first party), the community/UMK participants (as the second party), and stakeholders (as the third party). The third party in this context refers to those who will be directly involved in the action plan and follow-up activities based on the research findings. The third party involved in the action plan and follow-up activities in the Pulosari Village is divided into three elements, government, academics, and practitioners or business actors. The government element is represented by the Bandung Regency Tourism and Culture Office and the local government. The academic element is represented by the researchers as lecturers of the Sharia Economics Program, the head of the Halal Center at UIN Sunan Gunung Djati Bandung, and students as Halal Product Process Facilitators (PPH) under the UIN Sunan Gunung Djati Bandung PPH Assistance Institution. Meanwhile, local UMK participants in Pulosari Village and the owner of Panorama Ecopark represented the economic practitioner element.

Data Collection

The data collection techniques were conducted through active participation and collaboration with the MSE actors and stakeholders in Pulosari Village. This method is designed not only to collect data, but also to empower MSE actors and stakeholders in the research process and implementation of problem-solving strategies. This participation guarantees that the research is pertinent, applicable, and sustainable, thereby enabling the resolution of the issues encountered by Pulosari Village MSE actors. Data collection techniques entail the administration of interviews to obtain perceptions from MSEs actors and views from stakeholders regarding halal certification obligations. The subsequent data collection technique employs a questionnaire as a means of gathering quantitative data from MSE actors pertaining to their perceptions, knowledge, and the challenges they encounter in obtaining halal certificates. Once the quantitative data has been collated, the next phase is to conduct a focus group discussion with MSE actors in Pulosari Village and stakeholders with a view to strengthening collaboration in developing problem-solving strategies related to the obstacles encountered in obtaining halal certificates. Secondary data is obtained from literature studies through the search for legal documents and articles relevant to the research topic. These include regulations on halal product guarantees, provisions and requirements for halal certification, and procedures for applying for halal certification.

Data Analysis

In the process of data analysis, researchers employed three fundamental steps, as outlined by Bachtiar and Monaro (Bachtiar, 2019, pp. 170–171; Monaro et al., 2022). The first step involved the organisation of interview and questionnaire data through the identification of pertinent information related to perceptions, knowledge, and encountered obstacles. The second stage of the analysis involved grouping the interview

data and presenting numerical data regarding perceptions, knowledge, and obstacles experienced by Pulosari MSE actors related to halal certification. The third stage comprised discussions with MSE actors and stakeholders on the results of the interviews and questionnaires, with a view to identifying solutions, strategic views, and suggestions.

Results

Prior to investigating the low awareness of Pulosari Village MSE actors regarding the obligation of halal certification, it is first necessary to provide an explanation of the regulations pertaining to halal product guarantees, provisions and requirements for halal certification. The obligation of halal certification for micro and small entrepreneurs is regulated in Article 4A of Law Number 6 of 2023 regarding the Enactment of Government Regulation instead of Law Number 2 of 2022 concerning Job Creation into Law, with criteria and provisions further stipulated in government regulations and their implementing regulations.

The obligation for halal certification for micro and small entrepreneurs is based on the statements of micro and small entrepreneurs (Jakiyudin & Fedro, 2022; Karim & Syamsi, 2022; Yuanitasari et al., 2023). Microbusinesses have a maximum business capital of up to IDR 1,000,000,000.00 (one billion Indonesian rupiahs), excluding land and building assets. Meanwhile, small businesses have business capital exceeding IDR 1,000,000,000.00 (one billion Indonesian rupiahs) up to a maximum of IDR 5,000,000,000.00 (five billion Indonesian rupiahs), excluding land and building assets (Pangesti, 2021). The obligation for halal certification for micro and small entrepreneurs through self-declaration must meet the following criteria: 1) products are not risky and use ingredients that are confirmed halal; and 2) the production process is ensured to be halal and straightforward (Istianah & Dewi, 2022).

The legal provisions for halal product assurance for micro and small entrepreneurs through self-declaration, technically, are regulated by: 1) Minister of Religious Affairs Regulation Number 20 of 2021 regarding Halal Certification for Micro and Small Entrepreneurs; 2) Minister of Religious Affairs Decision Number 748 of 2021 concerning Types of Products that Must Obtain Halal Certification; 3) Minister of Religious Affairs Decision Number 1360 of 2021 concerning Exemptions from the Obligation to Obtain Halal Certification; 4) Head of the Halal Product Assurance Organizer Agency Decision Number 57 of 2021 concerning Criteria for the Halal Product Assurance System; 5) Head of the Halal Product Assurance Organizer Agency Regulation Number 1 of 2021 regarding the Procedure for Payment of Fees to the Public Service Agency of the Halal Product Assurance Organizer Agency; 6) Head of the Halal Product Assurance Organizer Agency Decision Number 141 of 2021 concerning the Halal Labeling Determination; 7) Head of the Halal Product Assurance Organizer Agency Decision Number 33 of 2022 concerning Technical Instructions for the Halal Product Obligation Determination for

Micro and Small Entrepreneurs based on the Statements of Entrepreneurs; 8) Head of the Halal Product Assurance Organizer Agency Decision Number 40 of 2022 regarding the Verification and Validation Instruments by the Halal Product Assurance Organizer Agency Support Process. The conditions for micro and small businesses that are eligible to participate in self-declaration are further delineated in the Decree of the Head of the Halal Product Guarantee Agency Number 33 of 2022.

The self-declaration documents that entrepreneurs must prepare when applying for halal certification are as follows: 1) a halal certification registration request (generated by the system); 2) an agreement/pledge containing statements regarding the halal status of products and ingredients used in the halal product process (generated by the system); 3) briefly fill out the halal product process in SIHALAL; 4) halal supervisory documents, including copies of ID cards, a curriculum vitae, and a halal supervisory appointment letter (generated by the system); 5) the Halal Product Assurance System (SJPH) documents following the manual SPJH template in the annex to the Head of the Halal Product Assurance Organizer Agency Decision Number 57 of 2022; and 6) product photos. All self-declaration documents and product photos are uploaded to SIHALAL.

The availability of halal food and beverages is a top priority in halal tourism development, alongside places of worship and other accommodation facilities (Al-Ansi & Han, 2019; Mannaa, 2020; Vargas Sanchez & Moral Moral, 2019; Zakaria & Azizah Othman, 2023). Therefore, support from various parties is needed to realize halal tourism development in Kab. Bandung. In Kab. Bandung, one of the ways to achieve halal tourism development is through the provision of halal food and beverages (Article 19 of Regional Regulation No. 6 of 2020).

A total of 26 MSE actors were identified through researcher interviews. However, none of the interviewed actors possessed halal certification, indicating a lack of awareness and compliance with the halal certification obligation among MSE actors in Pulosari Village. One postulate that may explain this is that the factors that influence legal awareness and compliance are the knowledge, understanding, attitudes, and behaviour of the community towards the law itself (Ahmad, 2018, pp. 16–17; Hasan & Ramadhita, 2020; Soekanto, 1977, 2019, p. 239). The researchers use this postulate to identify the reasons or issues behind the low awareness and compliance of micro and small business operators in Desa Pulosari regarding the halal certification requirement, and these are then formulated into a questionnaire.

The questions that need to be confirmed (\surd) by micro and small business operators are as follows:

No	Questions	Answer (√)	
		Yes	No
1	Do you know about the obligation of halal certification?		
2	Do you know and understand the requirements and process of halal certification?		
3	Do you feel it is important to have a halal certificate and halal label on the product?		
4	Are you willing to be assisted in the halal certification process?		

Table 1. Research Questions. *Source:* Author's Research Questions 2023.

The questions were distributed to all 26 micro and small business operators in Desa Pulosari. The answers obtained from the questions are as follows: first, 65% of micro and small business operators in Desa Pulosari are not aware of the halal certification requirement; second, 83% of micro and small business operators in Desa Pulosari are not aware of and do not understand the halal certification criteria and process; third, 75% of micro and small business operators in Desa Pulosari consider halal certification and halal labeling on products to be important; and fourth, 72% of micro and small business operators in Desa Pulosari are willing to undergo halal certification assistance (source: data processed in 2023). Based on the above data, it is known that the factors causing or contributing to the low awareness and compliance of micro and small business operators in Desa Pulosari regarding halal certification are due to the lack of knowledge and understanding of the halal certification requirements, criteria, and process.

Discussion

The strategy used by the researchers to increase awareness and compliance with the halal certification requirement is to employ a Community-Based Research (CBR) approach. This approach places the community (micro and small business operators) on an equal and balanced footing with the researchers and relevant stakeholders. The community or micro and small business operators are directly involved in the research process, starting from the formulation of research questions, questionnaire distribution, data processing, and the development of action plans and follow-up based on the research results. The programs formulated by the researchers and micro and small business operators include a halal literacy strengthening program through legal counseling methods and a halal

certification assistance program. Legal counseling is one of the activities for disseminating information and understanding legal norms and regulations to create legal awareness within the community. The objective is to promote a legal culture that results in compliance with legal norms and regulations to uphold the rule of law (Article 1, Paragraph 1 of Minister of Law and Human Rights Regulation No. M.01-PR.08.10 of 2006) (Ardiputra et al., 2021). Halal certification assistance, on the other hand, is the process of assisting micro and small business operators in meeting halal product requirements (Article 1, Paragraph 12 of Presidential Regulation No. 20 of 2021).

Legal counseling activities on the halal certification requirement (halal literacy) can be conducted by legal counselors or individuals with knowledge and expertise in the field of law who are capable of clearly and accurately conveying information or explanations about the subject matter to the community (micro and small business operators). Halal certification assistance is carried out by Halal Product Assurance Organizer Agencies (PPH) under Islamic community organizations or legal Islamic religious institutions and/or universities.

Both of these programs are coordinated with relevant stakeholders, including the Pulosari Village Government, the Department of Tourism and Culture of Kabupaten Bandung, the District Head of Pangalengan Kabupaten Bandung, and the owner of Panorama Ecopark. The parties directly involved in the implementation of legal counseling and halal certification assistance activities are divided into three elements: government, academia, and practitioners. The government element is represented by the Head of the Creative Economy Division of the Department of Tourism and Culture of Kab. Bandung, the District Head of Pangalengan, and the Pulosari Village Government. The academic element is represented by the Chair and Secretary, as well as researchers who are lecturers in the Sharia Economics Program, the head of the Halal Center at UIN Sunan Gunung Djati Bandung, and students as Halal Product Assurance Organizer Agency (PPH) under the guidance of UIN Sunan Gunung Djati Bandung. Meanwhile, the economic practitioners are represented by the owner of Panorama Ecopark, who also provides the venue for implementing both programs.



Figure 3. Implementation of Halal Literacy Strengthening Activities. *Source:* Author's documentation.



Figure 4. Implementation of Halal Certification Assistance Activities. *Source:* Author's documentation.

The stages of halal certification assistance activities carried out by researchers and relevant stakeholders are initiated as follows: 1) Registration of the Business Identification Number (NIB) through the Online Single Submission (OSS) system; 2) Creation of SIHALAL accounts through <https://ptsp.halal.go.id>; 3) Filling out forms and uploading self-declaration documents in SIHALA; and 4) Subsequently, the Halal Product Assurance Organizer Agencies (PPH) conduct verification and

validation of the self-declaration documents uploaded by business operators on their SIHALAL accounts.

The procedure for applying for a halal certificate for micro and small business operators through self-declaration that meets the criteria as stipulated in the Head of the Halal Product Assurance Organizer Agency Decision Number 33 of 2022 is as follows:

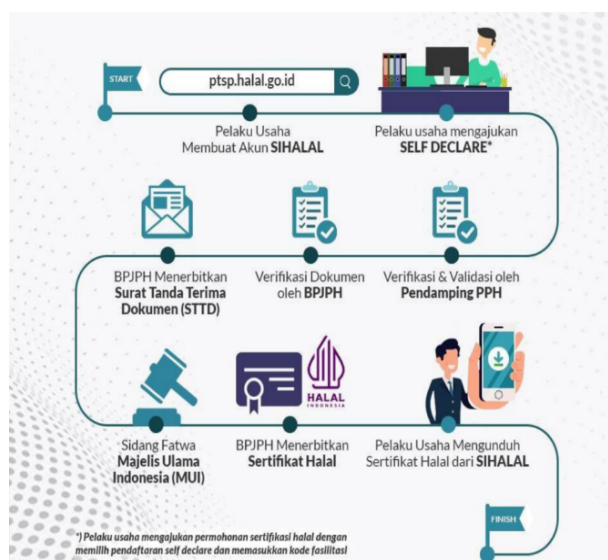


Figure 5. The flow of Self Declare Halal Certification Process. *Source:* <https://ptsp.halal.go.id>

Based on Figure 5 above, the halal certification (self-declaration) process can be carried out through the following stages: 1) Business operators first create a SIHALAL account (<https://ptsp.halal.go.id>); 2) Business operators submit a self-declaration (fill out the form and upload self-declaration documents on SIHALAL); 3) The Halal Product Assurance Organizer Agency (BPJPH) verifier validates it based on the criteria set out in the Head of the Halal Product Assurance Organizer Agency Decision Number 58 of 2022; 4) BPJPH verifies the documents; 5) BPJPH issues a Document Receipt Certificate (STTD); 6) The Indonesian Ulema Council (MUI) holds a fatwa hearing; 7) BPJPH issues the halal certificate; and 8) Business operators download the halal certificate through their SIHALAL account. The halal certificate issued by BPJPH is valid for 4 (four) years. If MUI declares a product as non-halal, BPJPH issues a non-halal certificate within a maximum of 1 (one) day from the time they receive MUI's decision. Business operators can download the non-halal product certificate through their SIHALAL account.

Conducting direct halal certification assistance activities helps minimize errors in the self-declaration documents uploaded by business operators to their SIHALAL accounts. If any erroneous self-declaration documents are found, the PPH provides intensive

support until the documents pass the verification and validation process. Based on the data obtained by the researchers, 16 micro and small businesses completed the halal certification process, while the remaining 10 micro and small businesses were unable to do so. Among the 10 micro and small businesses that couldn't complete the halal certification process, they can be categorized into three groups: 1. Three business operators did not complete their self-declaration documents; 2. One business operator's product did not meet the self-declaration criteria due to the presence of animal-based (slaughtered) ingredients; 3. Six business operators did not participate in the halal certification assistance activities.

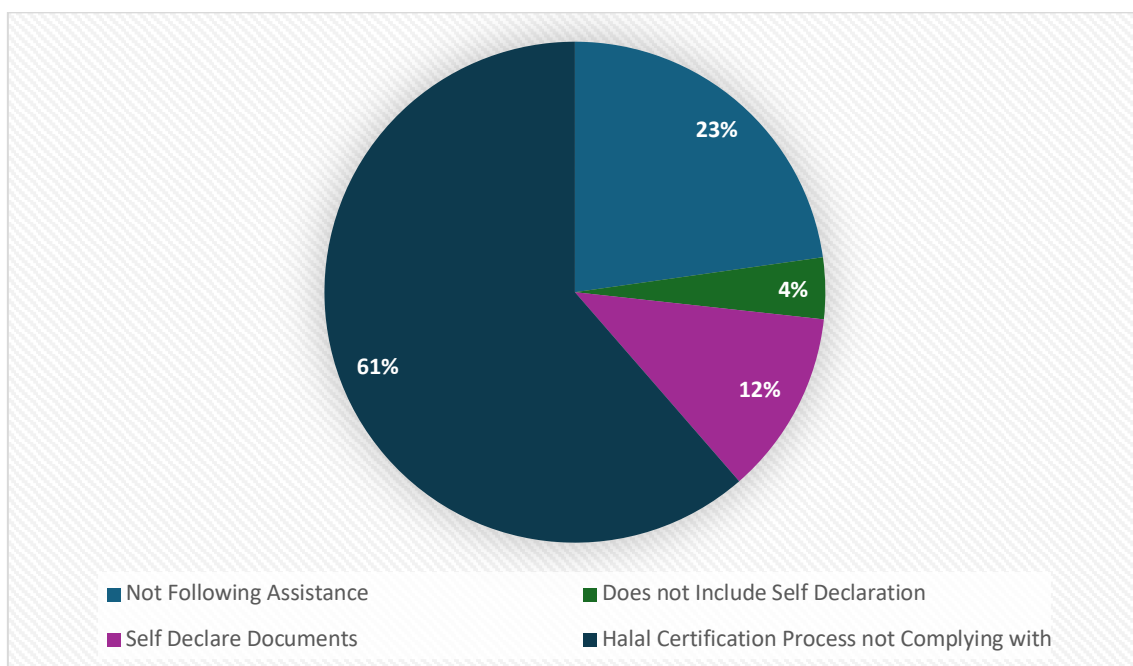


Figure 6. Percentage of Success in Halal Certification Assistance. *Source:* Research Result.

Based on the percentage data, it shows that 62% of the products produced by micro and small businesses in Pulosari Village have already entered the halal certification process. This means they are awaiting the verification results from the Halal Product Assurance Organizer Agencies (BPJPH) and the issuance of the halal certificate. However, 38% of the products produced by micro and small businesses in Pulosari Village have not yet entered the halal certification process. Among the 38% of products that have not entered the halal certification process, these can be further categorized: 1) 11% of business operators were not willing to complete their self-declaration documents; 2) 4% of the products produced by micro and small businesses contained ingredients from animals that

were not from manufacturers or slaughterhouses with halal certification; 3) 23% of micro and small business operators did not participate in the halal certification assistance activities.

Conclusion

Based on the presentation above, the researcher concludes: Firstly, the factor contributing to the low awareness and compliance of micro and small business operators in Pulosari Village regarding the obligation of halal certification is the lack of halal literacy knowledge and the limited understanding of the requirements and processes of halal certification. Out of the 26 micro and small business operators, it was identified that 65% were unaware of the halal certification obligation, and 83% were unfamiliar with the requirements and processes of halal certification.

Secondly, the legal counseling and direct assistance to micro and small business operators in Pulosari Village have a positive impact on increasing their awareness and compliance with the halal certification obligation. Among the 26 micro and small business operators, 62% of the products have already entered the halal certification process. This signifies that the halal product assurance law and the Halal Tourism Regional Regulation have begun to play their roles in the development of halal tourism in Bandung Regency.

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Author's declaration

Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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The authors declare no competing interest.

Additional information

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