

Assesing the Sustainability of the Self-Declare Halal Certification Program for MSMEs in Lampung Province

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ABSTRACT: This study examines the sustainability and effectiveness of the Halal Self-Declare Certification Program (Business Actor Statement) for Micro, Small, and Medium Enterprises (MSMEs) in Lampung Province. The program aims to accelerate halal certification and improve MSME compliance with Halal Product Assurance (JPH) regulations. A mixed-methods approach was employed, combining surveys of certified MSMEs, in-depth interviews with Halal Product Process (PPH) facilitators, and regulatory document analysis. Sustainability was assessed across economic, social, and institutional dimensions. The findings indicate that while the program has significantly increased the number of halal-certified MSMEs, sustainability challenges persist, particularly in the consistent implementation of internal halal assurance systems, the capacity and quality of facilitation, and MSMEs' understanding of critical halal requirements. To ensure long-term sustainability, the program requires strengthened capacity building for PPH facilitators and improved post-certification monitoring through simplified and digitalized systems. The novelty of this study lies in proposing an optimization model for the sustainability of the Sehati Self-Declare Program that integrates halal regulatory frameworks, MSME capacity, and institutional roles within the specific regional context of Lampung Province, offering a more comprehensive and practical approach than previous normative or partial evaluations.

Keywords: Halal Self-Declare Certification, MSMEs, Sustainability, Halal Product Assurance, Lampung.



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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are the most important pillar in Indonesia's economy ([Amelia et al., 2025](#)). According to data from the Ministry of Cooperatives and MSMEs, the number of MSMEs currently reaches 64.2 million, contributing 61.07% of the GDP, equivalent to 8,573.89 trillion rupiah ([United Nations, 2023](#)). The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97% of the total workforce and to attract up to 60.4% of total investment ([BPJPH, 2025](#)). However, the high number of MSMEs in Indonesia also comes with its challenges. To address these challenges, the government has implemented several support programs for MSMEs, one of which is providing free halal certification services through a self-

declare scheme for MSMEs. Self-declare is a statement regarding the halal status of micro and small business products made by the business owner ([Isabella & Sari, 2024](#)).

The implementation of the "Sehati Self Declare" program in Lampung Province is expected to have a significant positive impact on business actors. By having halal certification, MSME products are expected to increase consumer trust, expand market share, and ultimately improve the welfare of the business actors themselves ([BPJPH, 2023](#)). In addition, this program also supports the government's efforts in creating a healthier and more competitive business ecosystem. Since the enactment of Law Number 33 of 2014 concerning Halal Product Assurance (JPH), possessing halal certification has become mandatory for products circulated and traded in Indonesia ([Masri et al., 2025](#)). For Micro and Small Enterprises (MSEs), the government, through the Halal Product Assurance Organizing Agency (BPJPH), has launched the Halal Self-Declare Certification scheme (Business Actor Statement) which facilitates an accelerated process with certain criteria, including products that are low-risk or use ingredients that have been confirmed to be halal, as well as simple production processes ([Badan Penyelenggara Jaminan Produk Halal, 2021](#)).

Lampung Province, with its MSME sector being vital to the local economy, has actively implemented this self-declare program. However, the efficiency and speed of the certification process must be balanced with the sustainability of halal compliance by MSMEs. Sustainability in this context refers to the ability of MSMEs to consistently maintain recognized halal standards, ensuring that the economic and social benefits of the certification continue to be enjoyed.

This study aims to analyze and assess the extent to which the self-declare program in Lampung is sustainable from economic, social, and institutional perspectives.

Literature Review

Concept of Self-Declare Halal Certification

Self-declare halal certification is a certification mechanism based on the business actor's declaration regarding the halal status of their product, which is verified by the Halal Product Process Companion (PPH) ([LPPOM MUI, 2023](#)). This scheme is regulated through Government Regulations and the Decree of the Head of BPJPH, serving as a fast-track option for micro and small enterprises with low-risk products. The key to the success of this scheme is the integrity and self-governance of the business actors ([Enzovani et al., 2023](#)).

Program Sustainability Dimensions

The sustainability of public programs can be assessed from three main dimensions:

1. Economic : Positive impact on income, market growth, and cost efficiency.
2. Social : Improvement in knowledge, halal awareness, and consumer trust.
3. Institutional: Effectiveness of support systems (PPH mentors), regulations, and post-certification monitoring mechanisms.

The Role of MSMEs and Lampung's Economy

MSMEs in Lampung play a significant role, particularly in the food and beverage sector. Halal certification is not only a regulatory compliance but also a tool for competitiveness and market expansion, both domestically and globally (global halal market) ([Agus, 2017](#)).

Regarding some research on halal certification for MSMEs:

1. The effectiveness of free halal certification services through the self-declare scheme for MSME actors in Lampung Province by Astrid Aprica S Enzovani et al. (2023). The empirical study used a qualitative descriptive approach in analyzing the halal certificates received by MSME actors in Lampung Province. The results showed that 80% of MSME actors in Lampung Province have not registered their products in the Self Declare program due to limited information on its mechanism ([Isabella & Sari, 2024](#)).
2. Halal certification compliance and its influence on company innovation and market performance by Salindal (2019). The empirical study used a quantitative approach to analyze the relationship between halal certification and business performance in terms of innovation and market performance. Primary data were collected through surveys involving 211 food companies (141 halal-certified and 70 non-halal-certified). The analysis methods used were confirmatory factor analysis, structural equation modeling, and independent sample T-tests. The first analysis result stated that halal certification significantly affects the innovative performance of halal-certified food companies. Second, increased innovative performance leads to improved market performance. Third, innovative performance fully mediates the relationship between halal certification and market performance ([Salindal, 2019](#)).
3. Potential, regulation, and issues of free halal certification by Kasanah & Sajjad (2022). The study results indicate that the potential success of the halal certification program is supported by the large number of micro and small business actors as well as the majority Muslim population of Indonesia as the market ([Kasanah & Sajjad, 2022](#)).
4. The dynamics of halal management assistance for micro and small enterprises through the self-declare program by Fitri Rafianti et al. (2024). The results of the study indicate that in its implementation, the role of business actors is important in providing comfort, particularly protecting Muslim consumers, as well as the strength of commitment from policymakers and related institutions to ensure it can be implemented as effectively as possible ([Anggraini et al., 2023](#); [Rafianti et al., 2024](#)).
5. *Exploring halal certification and impact on business for MSME's oleh Yanti (2024). The results indicate a significant positive relationship between halal certification and both brand trust and consumer perception quality. Additionally, brand trust and consumer perception quality were found to positively influence business impact for SMEs. However, the study acknowledges limitations related to sampling biases and regional specificity*([Yanti, 2024](#)).
6. Digital Ecosystems in Supporting Global Trade of Halal Products: Innovation and Challenges by Rasyidah et al. (2025). The results show that digital technology can enhance market access, improve distribution efficiency, and increase consumer confidence in halal products. However, there are major challenges, including differences in international halal standards, limited digital infrastructure, and a lack of Sharia-based digital regulations and literacy ([Khan et al., 2026](#)). This study concludes that synergy among the government,

business actors, and halal certification bodies is necessary to establish a robust and Sharia-compliant digital ecosystem. The findings make an important contribution to the development of an inclusive and sustainable global halal digitization strategy ([Rasyidah et al., 2025](#)).

The originality of this research lies in the fact that it is conducted to determine the extent to which information on the "SEHATI Self Declare" sustainability is received by MSME actors in Lampung Province. Based on the lead researcher's field experience, many MSME actors in Lampung Province, both in the regencies and cities, are still unaware of the information regarding the free halal certificate self-declare phase 2, which is why the researcher is interested in conducting an analysis as a continuation of the 2023 halal certificate effectiveness study ([Suhartini et al., 2024](#)). Therefore, this research becomes very important to comprehensively identify the effectiveness of the sustainability implementation of the "SEHATI Self Declare" program in Lampung Province. An in-depth analysis of the level of participation, understanding, impact, sustainability, as well as the challenges faced by business actors will provide valuable information for BPJPH and local governments in formulating more appropriate strategies to optimize the sustainability of this program.

METHOD

The stages of the research to be carried out are initial observation of the MSMEs that are the research objects, then determining the research objects, namely MSMEs in Bandar Lampung City and Mesuji Regency, which are considered to represent MSMEs in Lampung Province. After that, interviews are conducted, data is collected as research samples, and once the data is gathered, it is analyzed and the analysis results are discussed with the team. Finally, the research results are presented in the final research report ([Saefullah, 2023](#)).

A comprehensive design is necessary in order to obtain information that aligns with the research objectives. Specifically, a comprehensive design regarding the sequence of research work in the form of operational formulations using scientific methods ([Islam, 2025](#)). The method used in this study is a qualitative descriptive research method ([Barlian, 2018](#)). Descriptive research is a type of research aimed at providing a complete picture of a social situation by conducting preliminary surveys and field observations in order to determine the sample objects of the research, namely MSMEs producing food, beverages, and pharmaceuticals in Lampung Province, which are the targets of the halal self-declare certification program by BPJPH ([Kamil et al., 2025](#)). The samples in this study are MSMEs in Bandar Lampung City and Mesuji Regency. The total sample in the study consists of 40 respondents, derived from 20 MSME actors in Bandar Lampung City and 20 MSME actors in Mesuji Regency.

The data collection technique in this study uses primary data. Primary data sources are sources that directly provide data to the data collector. In this study, the data was obtained by conducting field research, namely interviews. The type of interview carried out was an unstructured interview, without being limited by time or the order of questions, but still adhering to the main issues in accordance with the purpose of the interview ([Isabella & Sanjaya, 2022](#)).

This study uses an exploratory sequential mixed methods design, beginning with a qualitative phase (in-depth interviews) to identify critical sustainability issues, followed by a quantitative phase (survey) to statistically test the findings on a larger population of SMEs ([Alfarizi, 2023](#)).

The population in this study consists of all MSMEs in Lampung Province that have obtained Halal Certification through the Self-Declare scheme during the period 2023-2024. The samples in this study are as follows:

- a) Quantitative: A stratified random sample of 40 MSMEs from Bandar Lampung City and Mesuji Regency.
- b) Qualitative : 5 respondents from PPH facilitators, 1 representative from BPJPH Lampung, and 1 academician/practitioner.

Data Collection Procedures

1. Survey (Quantitative) : Structured questionnaires to measure SMEs' perceptions of economic benefits, knowledge improvement, and implementation challenges.
2. In-Depth Interviews (Qualitative) : Used to explore information on institutional constraints, the quality of assistance, and best practices following certification.
3. Documentation : Analysis of BPJPH data related to the number of self-declare certifications and monitoring reports.

Quantitative data were analyzed using Multiple Regression Analysis to identify significant factors affecting economic and social sustainability. Qualitative data were analyzed using Thematic Analysis to formulate detailed policy recommendations([Astrid Isabela, 2021](#)).

RESULT AND DISCUSSION

The research team conducted interviews with 40 MSME actors representing, namely 20 MSMEs from Bandar Lampung City and 20 MSMEs from Mesuji Regency. The respondents who were sampled in this study are presented in Figure 1. The respondents are MSMEs that had previously participated in the socialization conducted by the research team in April 2025.

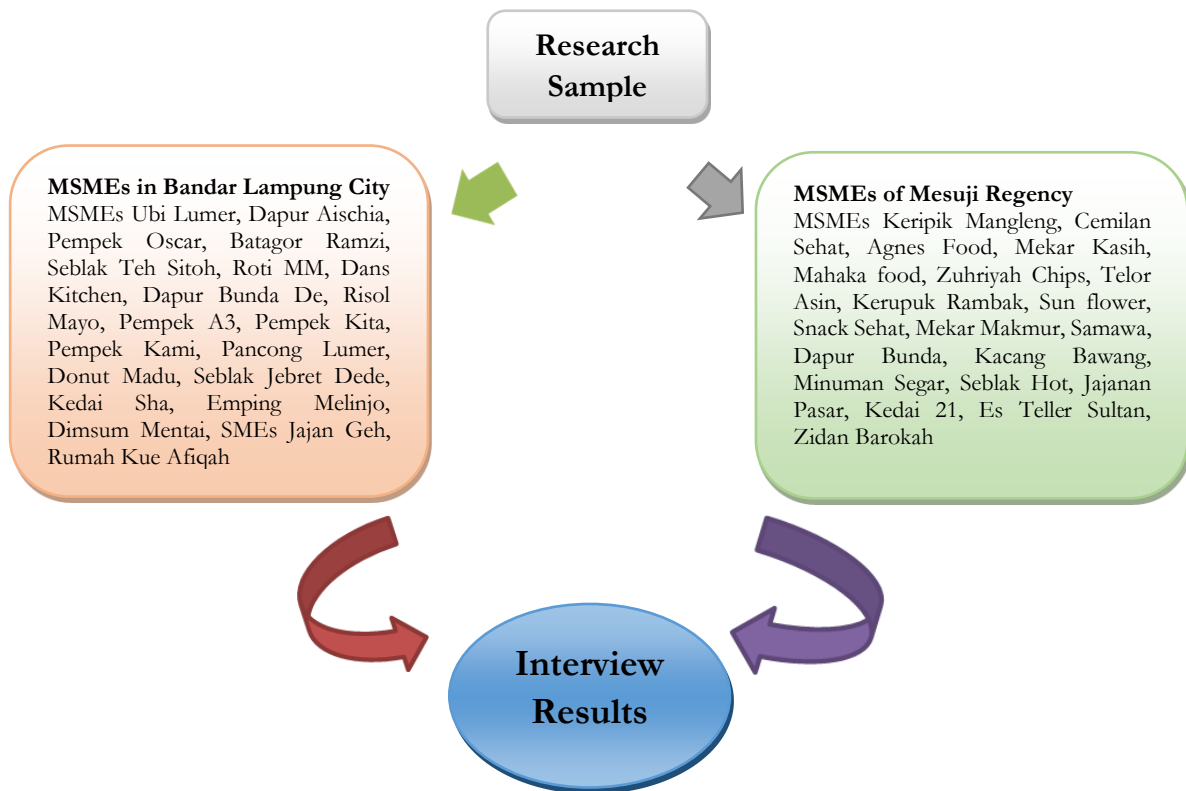


Figure 1. Collection of Data from Respondent Interviews

https://bpjph.halal.go.id/data-rekapitulasi-sehati/

BADAN PENYELENGGARA JAMINAN PRODUK HALAL

Profil Layanan Informasi Publik Pengumuman Regulasi IDN

Rekapitulasi SEHATI 2025

Data Rekapitulasi by Provinsi Total Kuota: 1.001.698 | Terpakai: 807.099 | Sisa Kuota: 194.599

No	Provinsi	Kuota	Terpakai	Sisa
1	ACEH	24.953	24.690	263
2	SUMATERA UTARA	51.884	46.687	5.197
3	SUMATERA BARAT	24.882	23.538	1.344
4	RIAU	24.537	15.280	9.257
5	JAMBI	10.667	4.401	6.266
6	SUMATERA SELATAN	24.578	15.037	9.541
7	BENGKULU	7.162	6.780	382
8	LAMPUNG	31.895	30.723	1.172

Figure 2. Recapitulation of “Sehati Self Declare” as of September 30, 2025

Source : [Data Rekapitulasi SEHATI 2025 | Badan Penyelenggara Jaminan Produk Halal](https://bpjph.halal.go.id/data-rekapitulasi-sehati/) (BPJPH, 2025b).

Based on the above recapitulation, the Sehati quota in Lampung Province has been absorbed by 96%. Based on interviews with 40 MSME actors who were respondents in this study, the level of business actors' participation in the “Sehati Self Declare” program is as follows.

1. Program Awareness: The Sehati Self Declare program was launched in 2021, and until now, 80% of respondents, namely 20 MSMEs from Bandar Lampung City and 20 MSMEs from Mesuji Regency, stated that they have heard about the “Sehati Self Declare” program, while 20% had never heard of it.
2. Registration/Usage Rate: Out of 40 respondents, 78% of MSME operators stated that they have registered or used at least one feature of the “Sehati Self Declare” program. The remaining 22% have not participated.

A participation rate of 70% indicates that this program has not been fully utilized by most business actors in Lampung, considering that the program has been running for approximately 4 years. The level of participation can be seen in the following diagram.

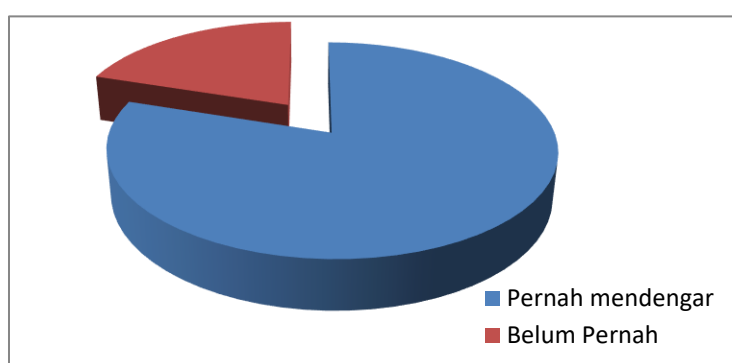


Figure 3. Level of UMK Awareness in the 'Sehati Self Declare' Program

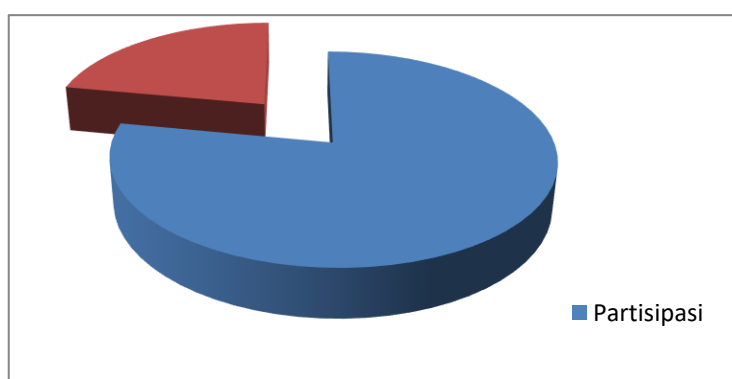


Figure 4. Registration Level of the “Sehati Self Declare” Program

Research conducted by Isabella (2023) states that the free halal certification (SEHATI) self-declare program launched by BPJPH at the end of 2021 was only known by 30% of MSMEs (Micro, Small, and Medium Enterprises) respondents at the end of 2022. Meanwhile, 70% of respondents learned about the self-declare program within the last four months of 2023. The information was obtained from MSMEs that had previously obtained the free self-declare halal certificate, and some MSMEs spread the information through the internet, making them confident that free halal certification is available for MSMEs. Thus, it can be concluded that free halal certification has been well-socialized

in Lampung Province, particularly in Bandar Lampung City, South Lampung Regency, and Mesuji Regency.

This study successfully collected quantitative data from 40 MSMEs that received halal certification under the Self-Declare scheme in two regencies/cities (Bandar Lampung and Mesuji) with a response rate of 88%. Qualitative data were obtained from in-depth interviews with 5 active PPH facilitators and 1 representative from the BPJPH of Lampung Province. The majority of the sampled MSMEs (82%) operate in the processed dry food and beverage sector.

Economic Sustainability: Impact on Sales and Market

In general, self-declared halal certification provides a positive boost to economic aspects. Survey results indicate that 65.3% of micro, small, and medium enterprises (MSMEs) reported an increase in average monthly turnover of 10-25% within six months post-certification. This growth is driven by:

1. Access to Modern Markets: 28% of MSMEs successfully penetrated local modern retail markets that require halal certification.
2. Increased Consumer Confidence: Respondents (88%) stated that halal certification serves as a unique selling proposition that enhances Muslim consumer loyalty.

Nevertheless, economic sustainability is threatened by supply chain issues. As many as 55% of micro SMEs report difficulties and high costs in ensuring that all raw materials they use have valid halal certification, especially for derivative or non-major raw materials (such as bulk cooking oil or packaged retail spices), thereby increasing the risk of non-compliance in the long term.

Social Sustainability: Increased Awareness and Internal Capacity

The self-declare program has successfully achieved its primary social goal, which is raising awareness. Almost all respondents (95%) recognize the importance of halal legality. However, there is a significant gap between the awareness of the importance of certification and the technical understanding of SJPH operations (Halal Product Assurance System).

Only 40% of business operators are able to accurately explain Critical Control Points (CCP) in their production process (procedures for handling equipment that comes into contact with feces). This indicates that the initial assistance process tends to focus on fulfilling document requirements, rather than on transforming behavior and establishing a sustainable internal quality assurance system.

Institutional Sustainability: Effectiveness of Assistance and Supervision

The institutional aspect, particularly the role of PPH Facilitators, is the most critical variable for the sustainability of programs in Lampung.

Program Stages		SME Satisfaction Level (During Process)	Post-6 Month Monitoring Frequency
Initial Submission Process		Tall (78%)	N/A
Field Verification by PPH		Very High (85%)	N/A
Compliance Monitoring (Post-Certification)		Low (15%)	Very Low (85% SME reporting zero monitoring)

The qualitative results from interviews with MSMEs confirm that 85% of the sampled MSMEs reported no contact or follow-up monitoring from PPH or BPJPH Facilitators after their halal certificates were issued (within a six-month period). The PPH Facilitators reasoned that the workload for assisting newly established MSMEs is very high, resulting in the post-certification supervisory function (internal/external audits) being neglected. This gap creates a significant risk of moral hazard, where MSMEs might revert to using raw materials or production processes that do not meet standards, given the absence of strict sanctions or re-verification.

The Gap Between Quantity and Quality of Compliance

Research findings in Lampung, particularly in the city of Bandar Lampung and Mesuji Regency, highlight the dilemma between accelerating the number of certifications through the self-declare scheme and ensuring the quality of sustainable halal compliance. The self-declare program is indeed effective as a tool for including MSMEs in the halal ecosystem. However, the focus of self-declare on simplifying procedures has the potential to compromise the depth of MSMEs' understanding of SJPH.

The phenomenon of "document-based certification" versus "system-based certification" indicates that many MSMEs view certificates merely as operational permits rather than as systematic commitments. Without effective monitoring, the sustainability of their halal products becomes highly fragile, especially when there are supplier changes or new product innovations ([Sopiah et al., 2024](#)).

The Urgency of Strengthening Institutional Monitoring Systems

Data showing that 85% of MSMEs are not monitored post-certification is evidence of the most significant failure in the institutional sustainability pillar. In the JPH system, the issuance of halal certificates must be followed by internal audits conducted by the business actors and external audits guaranteed by BPJPH/LPH.

This lack of monitoring is caused by limited resources and the focus of PPH being entirely shifted to the initial mentoring process. Therefore, the sustainability of the program in Lampung requires not only an increase in the number of PPH but also a transformation of PPH's role from merely facilitators to periodic compliance coaches.

Three-Pillar Sustainability Model Recommendation

To achieve sustainability, it is necessary to integrate solutions across three interconnected pillars:

1. Economic Pillar: Subsidies or incentives for the procurement of raw materials that are halal-certified for micro SMEs, to address cost barriers.
2. Social/Capacity Pillar: Post-certification training focused on case simulations (for example, what to do if halal raw material stock runs out) to enhance CCP understanding.
3. Institutional Pillar: Implementation of a mandatory digital self-reporting system for SMEs to complete quarterly regarding raw materials, accessible to PPH for remote desk audits, optimizing monitoring efficiency ([A Isabela, 2021](#)).

CONCLUSION

This research provides a theoretical contribution by enriching the study of public policy and halal certification governance through the development of a conceptual framework for the sustainability of halal certification programs based on self-declaration for micro and small business actors ([Darmalaksana, 2025](#)). The study integrates the perspectives of program sustainability, the capacity of micro and small business actors, and the role of BPJPH institutions in the context of halal policy implementation at the regional level. Thus, this research broadens the theoretical understanding of the implementation of facilitative regulation-based policies in the MSME sector.

From a policy and practical perspective, this study provides strategic recommendations for BPJPH and local governments to optimize the sustainability of the Sehati Self Declare Program, particularly through strengthening mentoring, increasing halal literacy among MSMEs, and synchronizing the roles of stakeholders at the regional level. The findings of this study can serve as a basis for formulating further policies related to sustainable, replicable, and regionally adaptive free halal certification, as well as a practical reference for MSMEs in independently and sustainably fulfilling halal certification obligations.

Based on the sustainability analysis of the SEHATI (Self Declare) program in Lampung Province, this study concludes that the program managed by BPJPH has successfully facilitated Micro and Small Enterprises (UMK) in obtaining halal certification independently, efficiently, and free of charge. The program plays an important role in improving product legality, strengthening consumer trust, and enhancing business competitiveness. However, its implementation still faces several challenges, including limited understanding among business actors regarding halal certification procedures and obligations, low levels of digital literacy, insufficient technical assistance, and uneven dissemination of information across regions in Lampung Province. From a sustainability perspective, although the program demonstrates strong potential for continued development, it requires reinforcement in institutional capacity, mentoring systems, integrated data management, and multi-stakeholder collaboration to ensure that its benefits are equitably and optimally experienced by MSMEs.

To enhance program effectiveness and sustainability, several strategic measures are recommended. BPJPH is encouraged to intensify continuous socialization and education efforts through both direct and digital-based training, strengthen integrated mentoring systems by expanding the role

of Halal Product Process (PPH) mentors in each region, and establish technical assistance service centers. In addition, the development of a simpler, more responsive, and user-friendly digital platform is essential to facilitate MSMEs in navigating the certification process. The regional government of Lampung Province also plays a crucial role by fostering cross-agency collaboration with relevant departments, universities, MSME mentoring institutions, and business associations, as well as by providing data support, funding for program activities, and policy incentives to increase MSME participation. Furthermore, MSME actors themselves are expected to enhance their awareness and commitment to halal certification as a guarantee of product quality and safety, actively engage in training and mentoring programs, and make effective use of the digital platforms provided to ensure sustained compliance and long-term program success.

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