

RINGKASAN

Penelitian ini bertujuan untuk mengetahui strategi percepatan sertifikasi halal bagi Usaha Mikro, Kecil, dan Menengah (UMKM) di Kabupaten Bangkalan menggunakan metode *Analytical Hierarchy Process* (AHP). Metode AHP digunakan untuk menentukan prioritas strategi berdasarkan berbagai kriteria yang relevan. Implementasi strategi ini diharapkan dapat mempercepat proses sertifikasi halal, meningkatkan kualitas produk UMKM, dan memperluas akses pasar. Jenis penelitian ini adalah kualitatif menggunakan pendekatan (*Analytical Hierarchy Process*) AHP dengan subjek penelitian Kemenag, MUI, Halal Center UTM, Dinas koperasi. Data yang digunakan adalah data primer dan data sekunder dengan teknik pengumpulan data menggunakan wawancara dan kuesioner. Berdasarkan analisis (*Analytical Hierarchy Process*) AHP kriteria yang sangat berpengaruh dalam proses strategi percepatan sertifikasi halal di Bangkalan adalah peran lembaga sertifikasi halal dengan memperoleh bobot yang paling tinggi yaitu 0,514, dibandingkan dengan permintaan pasar dengan bobot 0,280, serta kesadaran pelaku usaha dengan bobot 0,138, dan peran pemerintah 0,068. Alternatif strategi yang sangat efektif dalam proses percepatan sertifikasi halal di Bangkalan adalah program sosialisasi dengan memperoleh bobot tertinggi di setiap kriteria strategi.

Kata kunci: *Analytical Hierarchy Process (AHP), sertifikasi halal, UMKM.*

SUMMARY

This study aims to determine the strategy for accelerating halal certification for Micro, Small and Medium Enterprises (MSMEs) in Bangkalan Regency using the Analytical Hierarchy Process (AHP) method. using the Analytical Hierarchy Process (AHP) method. AHP method method is used to prioritize strategies based on various relevant criteria. relevant criteria. The implementation of this strategy is expected to accelerate the halal certification process certification process, improve the quality of MSME products, and expand market access. Type of This research is qualitative using the Analytical Hierarchy Process (AHP) approach. Process) AHP approach with the research subjects of the Ministry of Religion, MUI, UTM Halal Center, Cooperative Office. cooperative. The data used are primary data and secondary data with data collection techniques using interviews and questionnaires. data collection techniques using interviews and questionnaires. Based on the analysis (Analytical Hierarchy Process) AHP analysis, the criteria that are very influential in the process of accelerating halal certification in Bangkalan are the role of the Halal Center UTM, and the cooperative office. acceleration strategy of halal certification in Bangkalan is the role of the halal certification body by obtaining the highest weight of 0.5. by obtaining the highest weight of 0.514, compared to market demand with a weight of 0.280. with market demand with a weight of 0.280, as well as awareness of business actors with a weight of 0.138, and the role of the government. 0.138, and the role of government 0.068. Alternative strategies that are very effective in the process of accelerating halal certification in Bangkalan is a socialization program with the highest weight in each strategy criterion. by obtaining the highest weight in each strategy criterion.

Keywords: *Analytical Hierarchy Process (AHP), halal certification, MSMEs.*