

ABSTRAK

Penelitian ini dilatarbelakangi oleh masih banyaknya pelaku usaha, khususnya di sektor makanan dan minuman, yang belum memiliki sertifikat halal, meskipun Indonesia mayoritas penduduknya Muslim dan telah diberlakukan kewajiban sertifikasi halal melalui Undang-Undang Nomor 33 Tahun 2014. Penelitian ini bertujuan untuk menganalisis kesadaran pelaku Usaha Mikro dan Kecil (UMK) di Desa Banyuajuh, Kecamatan Kamal, Kabupaten Bangkalan terhadap pentingnya sertifikasi halal. Selain itu, untuk mendukung perluasan sertifikasi produk halal bagi pelaku UMK dengan masa penahapan hingga 17 Oktober 2026 mendatang.

Metode penelitian yang digunakan peneliti saat ini yakni kualitatif deskriptif dengan jenis penelitian lapangan (*field research*). Teknik pengumpulan data melalui wawancara semi-terstruktur, observasi non partisipan, dan dokumentasi terhadap 10 pelaku UMK yang belum memiliki sertifikat halal. Sumber data penelitian saat ini terdiri dari data primer dan data sekunder. Adapun sumber data primer diperoleh melalui hasil wawancara dengan pelaku UMK dan konsumen. Sedangkan, data sekunder diperoleh melalui bahan bacaan seperti buku, jurnal, skripsi yang berkaitan dengan sertifikasi produk halal serta website terkait data pelaku UMK di Kecamatan Kamal. Teknik analisis data penelitian yakni reduksi data, penyajian data, penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa kesadaran pelaku UMK terhadap sertifikasi halal masih beragam. Secara umum, mereka telah memenuhi indikator kesadaran halal seperti religiusitas, pengetahuan konsep halal, serta kebersihan dan keamanan produk. Sebagian memahami arti sertifikasi halal dan mengaitkannya dengan label halal pada kemasan, namun hanya 3 dari 10 pelaku UMK yang sejak awal telah termotivasi untuk mengurus sertifikasi halal. Kendala utama dalam pengurusan sertifikasi antara lain kurangnya pengetahuan prosedur, minimnya informasi tentang program sertifikasi halal gratis (*self declare*), serta anggapan bahwa prosesnya rumit dan memakan waktu. Oleh karena itu, penelitian ini merekomendasikan perlunya peningkatan edukasi, pendampingan, dan dukungan dari lembaga seperti BPJPH serta pendamping halal agar pelaku UMK lebih memahami dan termotivasi mengurus sertifikasi halal.

Kata Kunci: Kesadaran Halal, UMK, Sertifikasi Halal

ABSTRACT

This research is motivated by the fact that many business actors, particularly in the food and beverage sector, still do not possess halal certification, despite Indonesia being a Muslim-majority country and the mandatory halal certification requirement being regulated through Law Number 33 of 2014. The purpose of this study is to analyze the awareness of Micro and Small Enterprises (MSEs) in Banyuajuh Village, Kamal District, Bangkalan Regency regarding the importance of halal certification. In addition, this research supports the expansion of halal certification among MSEs during the transitional period, which lasts until October 17, 2026.

This study uses a descriptive qualitative approach with a field research type. Data were collected through semi-structured interviews, non-participant observation, and documentation involving 10 MSE actors who have not yet obtained halal certification. The data sources consist of primary and secondary data. Primary data were obtained from interviews with MSE actors and consumers, while secondary data were gathered from relevant literature such as books, journals, theses, and websites providing information on MSEs in Kamal District. The data analysis technique used in this research includes data reduction, data display, and conclusion drawing.

The results of the study show that the level of awareness among MSE actors regarding halal certification varies. In general, they fulfill several indicators of halal awareness such as religiosity, knowledge of halal concepts, and product hygiene and safety. Some understand the meaning of halal certification and associate it with the halal label on packaging, but only 3 out of 10 MSE actors were motivated from the beginning to apply for halal certification. The main obstacles identified include a lack of procedural knowledge, limited information about the free halal certification program (self-declare), and the perception that the process is complicated and time-consuming. Therefore, this research recommends the need for increased education, assistance, and support from institutions such as BPJPH and halal facilitators to improve understanding and motivation among MSEs in managing halal certification.

Keywords: *Halal Awareness, Micro and Small Enterprises (MSEs), Halal Certification*