

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran Lembaga Solusi Halal (LSH) Komunitas Ikatan Sarjana Nahdlatul Ulama (ISNU) dalam membangun kesadaran halal pelaku UMKM di Probolinggo serta mengidentifikasi program dan peran pendampingan yang dilakukan. Pertanyaan utama penelitian ini difokuskan pada bentuk program LSH, peran serta perubahan kesadaran halal pelaku UMKM setelah mendapatkan pendampingan dari LSH ISNU. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi lapangan. Pengumpulan data dilakukan melalui wawancara semi terstruktur dan dokumentasi terhadap sembilan informan yang terdiri atas pengurus LSH ISNU, pendamping Proses Produk Halal (PPH), dan pelaku UMKM sektor kuliner. Analisis data dilakukan dengan bantuan perangkat lunak NVivo14 melalui tahap pengkodean, pengelompokan tema, dan visualisasi data. Hasil penelitian menunjukkan bahwa LSH ISNU berperan aktif melalui program sosialisasi, edukasi halal, pendampingan teknis sertifikasi, fasilitasi administrasi, serta penguatan nilai sosial-religius. Penelitian ini menunjukkan adanya peningkatan pemahaman, sikap, dan praktik halal pelaku UMKM setelah mendapatkan pendampingan. Penelitian ini menyimpulkan bahwa peran komunitas LSH ISNU sangat berkontribusi dalam membangun kesadaran halal UMKM, sehingga hasil menunjukkan kesadaran halal pelaku UMKM di Kota Probolinggo meningkat, namun di Kabupaten Probolinggo masih belum mengalami peningkatan karena beberapa kendala yang di alami. Oleh karena itu, diperlukan penguatan kolaborasi antar lembaga dan penelitian lanjutan dengan cakupan wilayah serta metode yang lebih beragam.

Kata Kunci : Peran LSH, UMKM, Kesadaran Halal

ABSTRACT

This study investigates the role of the Halal Solution Institution (LSH) of the Nahdlatul Ulama Scholars Association (ISNU) community in enhancing halal awareness among micro, small, and medium enterprises (UMKM) in Probolinggo Regency and City. The research aims to identify the programs implemented by LSH ISNU, its mentoring roles, and the changes in halal awareness experienced by UMKM actors after receiving assistance. A qualitative field study approach was employed, with data collected through semi-structured interviews and documentation involving nine informants, including LSH ISNU administrators, Halal Product Process (PPH) facilitators, and culinary-sector UMKM actors. Data were analyzed using NVivo 14 through coding, thematic analysis, and data visualization. The findings indicate that LSH ISNU actively contributes through halal socialization, education, technical assistance in halal certification, administrative facilitation, and the reinforcement of socio-religious values. The results reveal improvements in UMKM' understanding, attitudes, and halal practices following the mentoring process. However, while halal awareness among UMKMs in Probolinggo City shows a significant increase, similar progress has not yet been observed in Probolinggo Regency due to several constraints. This study concludes that LSH ISNU plays a crucial role in strengthening halal awareness among UMKMs and highlights the need for stronger inter-institutional collaboration and further research with broader regional coverage and more diverse methodological approaches.

Keywords : Role of LSH, UMKM, Halal Awareness