

ABSTRAK

Good Governance atau tata kelola pemerintahan yang baik menekankan karakteristik transparansi, akuntabilitas, partisipasi, dan efisiensi, penegakan aturan hukum, daya tanggap, orientasi konsensus dan wawasan kedepan menjadi landasan penting dalam menjawab berbagai kendala yang dihadapi UMKM di Kabupaten Pamekasan dalam memperoleh sertifikasi halal, seperti biaya yang relatif tinggi, keterbatasan sumber daya manusia, rendahnya pemahaman terhadap pentingnya sertifikasi halal, minimnya pengetahuan tentang prosedur pengajuan, serta anggapan bahwa prosesnya rumit sehingga menurunkan minat untuk mengurusnya. Penelitian ini bertujuan untuk menentukan prioritas *Good Governance* dan strategi *Good Governance* yang efektif dalam percepat proses sertifikasi halal. Penelitian menggunakan metode deskriptif dan *Analytic Hierarchy Process* (AHP), di mana data diperoleh melalui kuesioner dan wawancara mendalam dengan *key informant* yang berasal dari unsur pemerintah, pelaku UMKM, dan pihak pendukung lainnya. Hasil penelitian menunjukkan bahwa prinsip partisipasi menempati prioritas tertinggi, disusul oleh efektivitas dan efisiensi, serta daya tanggap. Adapun strategi yang dinilai paling efektif meliputi pelaksanaan program pelatihan terjadwal dan pengembangan *dashboard* informasi berbasis *real-time*. Temuan ini menegaskan bahwa percepatan sertifikasi halal sangat ditentukan oleh keterlibatan aktif seluruh pemangku kepentingan dalam proses kebijakan dan pelayanan, serta oleh prosedur yang sederhana dan efisien dengan dukungan teknologi informasi. Oleh karena itu penerapan *Good Governance* melalui penguatan partisipasi, penyederhanaan birokrasi, dan penyediaan sistem informasi yang responsif menjadi langkah strategis untuk memperluas jangkauan sertifikasi halal UMKM di Kabupaten Pamekasan.

Kata kunci: *Good Governance*, Sertifikasi Halal, *Analytic Hierarchy Process* (AHP), UMKM

ABSTRACT

Good governance emphasizes the principles of transparency, accountability, participation, and efficiency, enforcement of the rule of law, responsiveness, consensus orientation, and foresight as important foundations in addressing various obstacles faced by MSMEs in Pamekasan Regency in obtaining halal certification, such as relatively high costs, limited human resources, low understanding of the importance of halal certification, minimal knowledge of application procedures, and the perception that the process is complicated, thus reducing interest in processing it. This study aims to determine the priorities of Good Governance and effective Good Governance strategies in accelerating the halal certification process. The study used descriptive methods and the Analytic Hierarchy Process (AHP), where data were obtained through questionnaires and in-depth interviews with key informants from government elements, MSME actors, and other supporting parties. The results showed that the principle of participation was the highest priority, followed by effectiveness and efficiency, and responsiveness. The strategies considered most effective included the implementation of scheduled training programs and the development of a real-time information dashboard. These findings confirm that accelerating halal certification is crucially determined by the active involvement of all stakeholders in the policy and service processes, as well as by simple and efficient procedures supported by information technology. Therefore, implementing good governance through strengthening participation, simplifying bureaucracy, and providing a responsive information system is a strategic step to expand the reach of halal certification for MSMEs in Pamekasan Regency.

Keywords: *Good Governance, Halal Certification, Analytic Hierarchy Process (AHP), MSMEs*