

Abstrak

Usaha Mikro, Kecil, dan Menengah (UMKM) merupakan pilar penting dalam perekonomian Indonesia, khususnya pada sektor makanan dan minuman yang berkembang pesat serta berkontribusi terhadap pemenuhan kebutuhan masyarakat. Di kawasan wisata religi Syaikhona Kholil Bangkalan, UMKM memiliki peran strategis dalam melayani kebutuhan wisatawan. Namun, implementasi sertifikasi halal masih belum optimal meskipun telah diwajibkan oleh Undang-Undang Nomor 33 Tahun 2014, sehingga menimbulkan kesenjangan antara karakter kawasan religius dan praktik usaha.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi terhadap pelaku UMKM dan Halal Center UTM. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan untuk memperoleh gambaran yang komprehensif mengenai implementasi sertifikasi halal di lokasi penelitian.

Hasil penelitian menunjukkan bahwa implementasi sertifikasi halal pada UMKM di kawasan wisata religi Syaikhona Kholil Bangkalan masih belum optimal. Hal ini disebabkan oleh rendahnya tingkat pemahaman pelaku usaha mengenai pentingnya sertifikasi halal, keterbatasan biaya, serta kompleksitas prosedur pengajuan sertifikasi. Meskipun demikian, terdapat upaya dari Halal Center UTM dalam memberikan sosialisasi dan pendampingan kepada pelaku UMKM. Oleh karena itu, diperlukan peningkatan edukasi, simplifikasi prosedur, serta dukungan kebijakan untuk mendorong percepatan sertifikasi halal bagi UMKM.

Kata Kunci : UMKM, sertifikasi halal, implementasi kebijakan

Abstract

Micro, Small, and Medium Enterprises (MSME) are a crucial pillar of Indonesia's economy, particularly in the rapidly growing food and beverage sector; contributing significantly to meeting community needs. In the religious tourism area of Syaikhona Kholil Bangkalan, MSME play a strategic role in serving tourists. However, the implementation of halal certification remains suboptimal despite being mandated by Law No. 33 of 2014, creating a gap between the religious character of the area and actual business practices.

This research employs a qualitative approach using a descriptive method. Data collection techniques include observation, in-depth interviews, and documentation involving MSME actors and Halal Centre UTM. Data analysis is conducted through data reduction, data display, and conclusion drawing to obtain a comprehensive understanding of halal certification implementation in the study area.

The results indicate that the implementation of halal certification among MSME in the Syaikhona Kholil religious tourism area is still not optimal. This is due to the low level of awareness among business actors regarding the importance of halal certification, financial constraints, and the complexity of certification procedures. Nevertheless, there have been efforts by the government and relevant institutions to provide socialization and assistance to MSME. Therefore, enhanced education, procedural simplification, and policy support are needed to accelerate halal certification among MSME.

Keywords: MSME, halal certification, policy implementation