

ABSTRAK

Sertifikasi halal memiliki peranan strategis dalam pembangunan ekonomi syariah, terutama bagi Usaha Mikro, Kecil, dan Menengah (UMKM) di Indonesia, termasuk Pulau Madura. Kepatuhan terhadap prinsip halal tidak hanya menjadi kewajiban agama, tetapi juga berfungsi sebagai instrumen untuk meningkatkan daya saing, kepercayaan konsumen, dan kualitas produk di pasar lokal maupun nasional. Penelitian ini bertujuan untuk mendalami persepsi pelaku UMKM Madura terhadap kewajiban dan pentingnya sertifikasi halal, serta mengidentifikasi faktor-faktor internal dan eksternal yang memengaruhi pemaknaan mereka terhadap sertifikasi halal dalam konteks ekonomi syariah.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam dengan pelaku UMKM sektor kuliner di Bangkalan dan Sampang, serta dokumentasi dengan para pelaku UMKM. Analisis deskriptif digunakan untuk mengungkap pengalaman, pandangan, dan sikap subjektif pelaku UMKM terhadap proses sertifikasi, mulai dari pengajuan dokumen, audit, hingga penerapan sertifikat halal pada produk mereka.

Hasil penelitian menunjukkan bahwa pelaku UMKM secara umum memiliki persepsi positif dan persepsi negatif terhadap sertifikasi halal sebagai kewajiban agama dan strategi peningkatan kepercayaan konsumen. Kendati demikian, pemahaman mengenai prosedur dan manfaat sertifikasi masih beragam, dan sebagian pelaku menghadapi kendala berupa biaya, kompleksitas administrasi, dan waktu yang diperlukan. Faktor internal seperti pengetahuan, pengalaman usaha, motivasi, dan tujuan bisnis, serta faktor eksternal seperti tekanan sosial, budaya lokal, kondisi ekonomi, dan sosialisasi pemerintah memengaruhi cara UMKM memaknai sertifikasi halal. Temuan ini mencerminkan dinamika antara kepatuhan syariah, praktik bisnis, dan regulasi, sekaligus menunjukkan ketegangan antara kesadaran akan pentingnya halal dan kendala operasional dalam implementasinya.

Kata Kunci: persepsi, UMKM, sertifikasi halal, ekonomi syariah, Madura

ABSTRACT

Halal certification plays a strategic role in the development of the Islamic economy, particularly for Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, including on Madura Island. Compliance with halal principles is not only a religious obligation but also serves as an instrument to improve competitiveness, consumer trust, and product quality in local and national markets. This study aims to explore the perceptions of Madurese MSMEs regarding the obligation and importance of halal certification, as well as to identify internal and external factors influencing their interpretation of halal certification in the context of the Islamic economy.

This research employed a qualitative approach with a case study method. Data were collected through in-depth interviews with MSMEs in the culinary sector in Bangkalan and Sampang, as well as documentation conducted with MSMEs. Descriptive analysis was used to uncover the MSMEs' experiences, perspectives, and subjective attitudes toward the certification process, from document submission and audits to the application of halal certification to their products.

The research results show that MSMEs generally have both positive and negative perceptions of halal certification as a religious obligation and a strategy for increasing consumer trust. However, understanding of certification procedures and benefits varies, and some actors face obstacles such as costs, administrative complexity, and time required. Internal factors such as knowledge, business experience, motivation, and business goals, as well as external factors such as social pressure, local culture, economic conditions, and government outreach, influence how MSMEs interpret halal certification. These findings reflect the dynamics between sharia compliance, business practices, and regulations, while also highlighting the tension between awareness of the importance of halal certification and operational constraints in its implementation.

Keywords: *perception, MSMEs, halal certification, sharia economy, Madura*