

ABSTRAK

Penelitian ini berjudul "Spiritualitas Terinternalisasi dalam Akuntabilitas Jaminan Produk Halal oleh Pelaku Usaha Mikro dan Kecil". Penelitian ini dilatarbelakangi oleh kenyataan bahwa kepemilikan sertifikasi halal secara formal pada pelaku usaha mikro dan kecil (UMK) tidak selalu diikuti oleh kesadaran spiritual dalam praktik akuntabilitas jaminan produk halal sehari-hari, sehingga muncul persoalan mengenai bagaimana pelaku UMK sesungguhnya memaknai spiritualitas dalam praktik akuntabilitas jaminan produk halal tersebut. Penelitian ini bertujuan untuk mengungkap dan memahami makna spiritualitas dalam praktik akuntabilitas jaminan produk halal berdasarkan pengalaman sadar (lived experience) pelaku UMK.

Penelitian ini menggunakan pendekatan kualitatif dengan desain fenomenologi. Data primer diperoleh melalui wawancara mendalam dan observasi terhadap empat informan pelaku UMK di Kabupaten Bangkalan, Madura, yang telah memiliki sertifikat halal minimal satu tahun, yaitu pemilik usaha ChaCha Thaitea, Dapoer Rizky, Juwara Dimsum, dan Mia Krupuk, sedangkan data sekunder diperoleh dari dokumen resmi BPJPH dan MUI. Analisis data dilakukan melalui tahapan epoche, horizontalization, reduksi fenomenologis, formulasi makna, deskripsi tekstural, deskripsi struktural, hingga sintesis esensi fenomena, serta diperkuat dengan triangulasi sumber dan triangulasi teknik untuk menjaga kredibilitas data.

Hasil penelitian menunjukkan lima temuan utama, yaitu: (1) pelaku UMK memaknai usaha yang dijalankan sebagai sarana ibadah dan bentuk pengabdian spiritual; (2) setiap produk yang dijual dimaknai sebagai amanah yang harus dijaga kehalalannya; (3) pelaku usaha melakukan pelaporan rutin terkait implementasi jaminan produk halal; (4) spiritualitas mendorong konsistensi dan kehati-hatian dalam proses produksi; serta (5) terdapat perbedaan pengalaman antarinforman dalam memperoleh sertifikasi halal.

Penelitian ini menyimpulkan bahwa pelaku UMK memaknai spiritualitas sebagai bagian yang tidak terpisahkan dari praktik akuntabilitas jaminan produk halal, dengan ditemukannya dua makna utama, yaitu akuntabilitas spiritual yang terinternalisasi dan akuntabilitas berbasis kepatuhan regulatif. Esensi spiritualitas dalam akuntabilitas jaminan produk halal terletak pada proses internalisasi makna halal: ketika halal dihayati sebagai amanah spiritual, akuntabilitas berkembang menjadi komitmen moral-religius, sedangkan ketika halal dipahami sebatas tuntutan regulatif, akuntabilitas cenderung berhenti pada level administratif.

Kata kunci: Spiritualitas, Akuntabilitas, Jaminan Produk Halal, Usaha Mikro dan Kecil, Fenomenologi

ABSTRACT

This study is titled "Internalized Spirituality in Halal Product Assurance Accountability among Micro and Small Business Operators." It is motivated by the fact that formal halal certification among micro and small business (UMK) operators is not always accompanied by spiritual awareness in their day-to-day halal product assurance accountability practices; this raises questions regarding how these operators truly interpret spirituality within such accountability practices. The study aims to uncover and understand the meaning of spirituality in halal product assurance accountability practices based on the lived experiences of UMK operators.

A qualitative approach with a phenomenological design was employed. Primary data were obtained through in-depth interviews and observations involving four UMK operators in Bangkalan Regency, Madura—specifically the owners of ChaCha Thaitea, Dapoer Rizky, Juwara Dimsum, and Mia Krupuk—who had held halal certification for at least one year. Secondary data were obtained from official documents issued by BPJPH and MUI. Data analysis proceeded through stages including epoché, horizontalization, phenomenological reduction, meaning formulation, textural description, structural description, and the synthesis of the phenomenon's essence; data credibility was reinforced through source and technique triangulation.

The study yielded five key findings: (1) UMK operators perceive their businesses as a means of worship and a form of spiritual devotion; (2) every product sold is viewed as a trust (amanah) whose halal status must be safeguarded; (3) business operators conduct routine reporting regarding halal product assurance implementation; (4) spirituality fosters consistency and diligence in the production process; and (5) there are differences in the experiences of the informants regarding the process of obtaining halal certification.

The study concludes that UMK operators perceive spirituality as an integral part of halal product assurance accountability practices, identifying two primary meanings: internalized spiritual accountability and accountability based on regulatory compliance. The essence of spirituality in halal product assurance accountability lies in the process of internalizing the meaning of halal: when halal is embraced as a spiritual trust, accountability evolves into a moral-religious commitment, whereas when it is understood merely as a regulatory requirement, accountability tends to remain at an administrative level.

Keywords: Spirituality, Accountability, Halal Product Assurance, Micro and Small Enterprises, Phenomenology