

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran dan efektivitas Satuan Tugas (Satgas) Halal Kementerian Agama Surabaya dalam mengawasi implementasi jaminan produk halal pada usaha mikro, kecil, dan menengah (UMKM) di acara Car Free Day Taman Bungkul Surabaya. Dengan pendekatan deskriptif kualitatif, penelitian ini menggali mekanisme pengawasan yang diterapkan Satgas Halal, tantangan yang dihadapi, serta tinjauan hukum Islam terhadap proses produksi makanan olahan ayam di UMKM tersebut. Hasil penelitian menunjukkan bahwa Satgas Halal telah melaksanakan tugas pengawasan melalui program sosialisasi, edukasi, dan pendampingan sertifikasi halal. Meski demikian, terdapat kendala berupa biaya sertifikasi yang tinggi dan pemahaman pelaku UMKM yang masih terbatas terhadap prosedur halal. Dari perspektif hukum Islam, sebagian besar UMKM telah berupaya mematuhi standar halal dalam pemilihan bahan baku dan proses produksi. Namun, kurangnya sertifikasi halal formal menjadi hambatan dalam memberikan jaminan kehalalan kepada konsumen muslim. Penelitian ini merekomendasikan peningkatan aksesibilitas sertifikasi halal melalui subsidi atau insentif bagi UMKM kecil, serta penguatan kerja sama antara pemerintah dan lembaga terkait. Selain itu, sosialisasi berbasis digital perlu dioptimalkan untuk menjangkau pelaku UMKM yang lebih luas.

Kata kunci: Satgas Halal, Jaminan Produk Halal, UMKM, Sertifikasi Halal, Hukum Islam.

ABSTRACT

This study aims to analyze the role and effectiveness of the Halal Task Force of the Surabaya Ministry of Religion in supervising the implementation of halal product guarantees in micro, small and medium enterprises (UMKM) at the Surabaya Bungkul Park Car Free Day event. With a descriptive qualitative approach, this study explores the supervision mechanism implemented by the Halal Task Force, the challenges faced, and the review of Islamic law on the production process of processed chicken food in these UMKM. The results showed that the Halal Task Force has carried out supervisory duties through socialization, education, and halal certification assistance programs. However, there are obstacles in the form of high certification costs and limited understanding of halal procedures among UMKM actors. From the perspective of Islamic law, most UMKM have tried to comply with halal standards in the selection of raw materials and production processes. However, the lack of formal halal certification is an obstacle in providing halal assurance to Muslim consumers. This study recommends increasing the accessibility of halal certification through subsidies or incentives for small businesses, as well as strengthening cooperation between the government and related institutions. In addition, digital-based socialization needs to be optimized to reach a wider range of UMKM players.

Keywords: Halal Task Force, Halal Product Guarantee, UMKM, Halal Certification, Islamic Law.