

ABSTRACT

This study is motivated by the growing demand for halal products in Indonesia, a country with a Muslim-majority population, and the mandatory halal certification as stipulated in Law Number 33 of 2014. In response, the Office of Cooperatives, SMEs, Industry, and Trade (DINKOP UKM PERINDAG) of Sumenep Regency launched an acceleration program for halal certification targeting Micro, Small, and Medium Enterprises (MSMEs). This initiative aims to enhance product competitiveness and fulfill the government's responsibility in protecting Muslim consumers. The objective of this research is to examine the implementation of the program and analyze its alignment with the principles of Maqashid Syariah, particularly ḥifẓ al-māl (protection of wealth) and ḥifẓ al-dīn (protection of religion).

This study employs a qualitative descriptive approach using normative-empirical methods. Primary data were obtained through interviews with officials from DINKOP UKM PERINDAG and MSME actors, while secondary data were collected from relevant documents and literature. The data analysis technique follows the interactive model by Miles and Huberman, which includes data reduction, data display, and conclusion drawing. The normative perspective is used to evaluate the presence of Maqashid Syariah values in policy design, while the empirical perspective is used to describe real implementation in the field.

The findings reveal that the halal certification acceleration program has been fairly well implemented, although it faces challenges such as limited understanding among MSMEs and poor access to digital information. From the Maqashid Syariah perspective, the program aligns with ḥifẓ al-māl by protecting the economic assets of MSME actors through increased consumer trust and market access. Although ḥifẓ al-dīn was not the primary motivation for most participants, it is still reflected through the halal assurance of the products. The study recommends strengthening religious education and improving digital information access to better integrate Sharia values into policy implementation.

Keywords: *halal certification acceleration, MSMEs, Maqashid Sharia*

ABSTRAK

Penelitian ini dilatarbelakangi oleh meningkatnya kebutuhan terhadap produk halal di tengah mayoritas penduduk Muslim Indonesia serta kewajiban sertifikasi halal sebagaimana diatur dalam Undang-Undang Nomor 33 Tahun 2014. Dalam konteks ini, Dinas Koperasi UKM Perindustrian dan Perdagangan (DINKOP UKM PERINDAG) Kabupaten Sumenep meluncurkan program akselerasi sertifikasi halal untuk UMKM sebagai upaya strategis dalam meningkatkan daya saing produk lokal dan memberikan perlindungan konsumen. Tujuan penelitian ini adalah untuk mengkaji implementasi program tersebut serta menilai kesesuaiannya dengan prinsip Maqashid Syariah, khususnya aspek *ḥifẓ al-māl* dan *ḥifẓ al-dīn*.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode normatif-empiris. Data primer diperoleh melalui wawancara dengan pihak dinas dan pelaku UMKM, sedangkan data sekunder diperoleh dari dokumen dan literatur pendukung. Teknik analisis data mengacu pada model Miles dan Huberman, meliputi reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa program akselerasi ini telah berjalan cukup efektif meskipun menghadapi hambatan, seperti rendahnya pemahaman pelaku UMKM dan minimnya akses informasi digital. Secara maqashid, program ini sesuai dengan *ḥifẓ al-māl* karena dapat meningkatkan kepercayaan pasar terhadap produk UMKM dan memperluas akses ekonomi. Sementara itu, nilai *ḥifẓ al-dīn* belum sepenuhnya menjadi kesadaran utama pelaku usaha, namun tetap terwujud melalui jaminan kehalalan produk. Penelitian ini merekomendasikan penguatan edukasi keagamaan dan digitalisasi informasi sebagai langkah lanjutan untuk memperkuat implementasi kebijakan berbasis syariah ini.

Kata Kunci: *Akselerasi sertifikasi halal, UMKM, Maqashid Syariah*