

ABSTRAK

Usaha Mikro, Kecil, dan Menengah (UMKM) memiliki kontribusi besar terhadap perekonomian daerah, namun masih menghadapi kendala dalam pemenuhan kewajiban sertifikasi halal, seperti rendahnya literasi halal, keterbatasan sumber daya manusia, dan kompleksitas prosedur administrasi. Halal Center Universitas Trunodjoyo Madura (UTM) berperan sebagai lembaga pendukung melalui program pelatihan, pendampingan, pembinaan, dan fasilitasi sertifikasi halal bagi UMKM di Kabupaten Bangkalan. Penelitian ini bertujuan menganalisis peran Halal Center UTM serta mengidentifikasi tantangan yang dihadapi dalam proses pembinaan produk halal. Penelitian menggunakan pendekatan deskriptif kuantitatif dengan metode survei kepada UMKM binaan, menggunakan kuesioner skala Likert, wawancara, dan dokumentasi yang dianalisis secara persentase serta diperkuat triangulasi sumber. Hasil menunjukkan bahwa Halal Center UTM berperan efektif, terutama pada aspek pendampingan dan fasilitasi sertifikasi yang mempermudah akses dan meningkatkan pemahaman pelaku usaha mengenai Sistem Jaminan Produk Halal. Namun, masih terdapat tantangan berupa rendahnya partisipasi UMKM, keterbatasan tenaga pendamping, serta hambatan teknis dan administratif.

Kata Kunci: Halal Center, Pembinaan, Pendampingan, Sertifikasi halal, UMKM

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) contribute significantly to the regional economy, but still face obstacles in fulfilling halal certification requirements, such as low halal literacy, limited human resources, and complex administrative procedures. The Halal Center at Trunodjoyo University Madura (UTM) acts as a supporting institution through training, mentoring, coaching, and halal certification facilitation programs for MSMEs in Bangkalan Regency. This study aims to analyze the role of the UTM Halal Center and identify the challenges faced in the halal product development process. The research uses a quantitative descriptive approach with a survey method of SMEs under guidance, using a Likert scale questionnaire, interviews, and documentation analyzed in percentages and reinforced by source triangulation. The results show that the UTM Halal Center plays an effective role, especially in the aspects of mentoring and certification facilitation, which facilitates access and increases business actors' understanding of the Halal Product Assurance System. However, there are still challenges in the form of low MSME participation, limited mentoring staff, and technical and administrative obstacles

Keywords: Halal Center, Guidance, Assistance, Halal certification, MSMEs