

# URGENCY CERTIFICATION HALAL FOR MSMEs FOOD AND DRINK AMONG THE MUSLIM COMMUNITY OF BANGKA BELITUNG: BETWEEN NEEDS AND FORMALITY

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## Abstract

This study aims to explore halal certification for businesses. Micro, Small, And Intermediate (MSMEs) in sector food and beverages in Bangka Belitung. Using survey methods and quantitative data analysis, this study identified the level of awareness and understanding of halal certification among MSMEs and analyzed its influence on Muslim consumers' purchasing decisions. The results showed that only 45% of MSMEs understood halal certification requirements, while 67% considered the cost and complexity of the process as major barriers. On the other hand, 78% of Muslim consumers stated that halal certification was a major factor in choosing a product, with 62% willing to pay more for halal-certified products. The study also found that halal certification can increase MSME sales by up to 30% after receiving certification. Furthermore, the government's role in providing education and technical support is crucial to increasing MSME participation in the certification process. These findings expected can give outlook for stakeholders policies and business actors in optimizing the potential of the halal market in Indonesia.

**Keywords:** *Halal Certification; Micro, Small, and Medium Enterprises (MSMEs); Awareness of MSME Actors; Muslim Consumers; Bangka Belitung; Role of Government.*

## INTRODUCTION

Indonesia is the country with the largest Muslim population in the world, so halal aspects in product food and drink become a major concern for the Muslim community (Rivai, 2020). The Indonesian government has enacted Law Number 33 of 2014 concerning Halal Product Assurance (JPH), which requires all food and beverage products to have halal certification starting October 17, 2024 (Rahman, 2023). This policy aims to ensure that products consumed by the public comply with Islamic sharia principles while simultaneously increasing the competitiveness of halal products in domestic and global markets (Hidayat, 2022). The Bangka Belitung Islands Province is one of the regions in Indonesia with a predominantly Muslim population, according to data from the Central Statistics Agency. (BPS) show that amount MSMEs in Bangka Belitung reached 200,132 units by the end of 2023, with approximately 60% operating in the food and beverage sector (BPS, 2023). The sector's significant contribution to the economy area confirm importance certification halal for perpetrator MSMEs in Bangka Belitung to increase competitiveness and consumer trust (Sutrisno, 2023).

To support the halal certification policy, the Provincial Government of the Kepulauan Bangka Belitung has give facility in the form of 1,000 certificate Free halal for MSMEs in 2024 (Bangka Belitung Cooperatives and SMEs Service, 2024). Program This aim For help perpetrator business micro And small in fulfilling obligation certification halal without constrained cost Which high (Mustofa, 2023). However, despite this facilitation, many MSMEs still lack halal certification due to various administrative constraints and a lack of understanding of the importance of this certification (Sari, 2023). Some MSMEs consider the halal certification process a burdensome administrative formality, particularly regarding the costs, time, and complexity of the procedures (Yulianto, 2022). Furthermore, many business actors still Which have a view that product they Already automatic halal Because The raw materials used come from reliable sources and are acceptable to the Muslim community (Fitriani, 2021). This understanding presents a challenge in accelerating halal certification among MSMEs (Iskandar, 2022).

In side other, awareness consumer Muslim to importance product Halal awareness is increasing. Studies show that Muslim consumers in Indonesia tend to trust and choose products with halal certification more than those without (Maulana, 2023). With this growing awareness, MSMEs without halal certification risk losing a significant market segment (Ramadhani, 2023). In addition to guaranteeing halal status, halal certification also plays a role in increasing the competitiveness of MSME products, both in local and global markets (Fauzi, 2022). International demand for halal products continues to increase, particularly in countries with large Muslim populations such as Malaysia, Saudi Arabia, and the United Arab Emirates (Sugiharto, 2023). With halal certification, product MSMEs own opportunity more big For penetrate market exports and increase business income (Kurniawan, 2022). However, the main challenges in implementing halal certification among MSMEs are limited human resources and access to adequate information (Handayani, 2023). Many MSMEs lack sufficient knowledge of halal certification procedures and requirements, resulting in feel difficulty in look after process certification (Nurhadi, 2022). Therefore That, required role active from government And institution related For give mentoring And education Which comprehensive to MSME actors (Saputra, 2023).

In addition, the self-declaration halal certification scheme introduced by the Halal Product Guarantee Agency (BPJPH) provides a solution to accelerate halal certification for MSMEs (BPJPH, 2023). This program allows MSMEs to apply for halal certification through a more streamlined process. simple And cost Which more affordable (Judge, 2023). However, The effectiveness of this program is highly dependent on the readiness of business actors to understand the requirements and carry out the certification process independently (Lestari, 2023). In practice, synergy between local governments, certification bodies, academics, and MSME actors is very necessary to create an ecosystem that... support acceleration certification halal (Zainuddin, 2022). Program training and socialization in a way sustainable must done For increase This requires increasing awareness and understanding of the importance of halal certification among MSMEs (Prasetyo, 2023). Furthermore, ensuring easy access to the halal certification application process is crucial to prevent MSMEs from feeling burdened by complex bureaucracy (Aminah, 2023).

Increasing halal literacy among MSMEs is also a crucial factor in accelerating the implementation of halal certification policies (Santoso, 2023). Many businesses still don't understand that halal certification serves not only as a guarantee for Muslim consumers but also as a marketing strategy that can increase the competitiveness of their products (Rizal, 2022). Therefore, intensive education on the benefits of halal certification is needed so that MSMEs view it not only as an administrative obligation but also as a business opportunity (Fadilah, 2023). With the various challenges that exist, more flexible policies are needed. in support MSMEs For get certification halal (Setiawan, 2023). This policy may include providing subsidies for certification costs, simplifying procedure, as well as improvement amount power companion halal which can help MSMEs in meeting certification requirements (Munawar, 2022). Overall, the urgency of halal certification for food and beverage MSMEs in Bangka Belitung must viewed as need Which urgent, not just an administrative formality (Wahyuni, 2023). With support from the government, certification bodies, and awareness from business actors themselves, implementation halal certification can walk more effective And provide great benefits for the MSME industry (Subekti, 2022).

## STUDY LITERATURE

### 1. Draft Certification Halal

#### a. Understanding Halal Certification

Halal certification is a process of checking and determining that something product has fulfil standard halal based on Islamic law. This certification aims to provide assurance to Muslim consumers that the products they consume do not contain any harmful ingredients. Which forbidden or polluted by element Which No halal (LPPOM MUI, 2021).

According to Law Number 33 of 2014 concerning Halal Product Assurance, every product entering, circulating, and trading in Indonesia must be halal certified. This regulation is reinforced by the role of the Halal Product Assurance Organizing Agency (BPJPH), the institution responsible for the halal certification process (Ministry of Religious Affairs of the Republic of Indonesia, 2019).

#### b. Regulation And Standardization Certification Halal in Indonesia

Regulation certification halal in Indonesia referring to on guidelines issued by BPJPH, LPPOM MUI, and the Ministry of Religion. Standardization halal covers aspect material standard, process production, distribution, up to storage product. According to Aisha (2020), implementation Halal standards in Indonesia refer to the *Halal Assurance System (HAS)* developed by LPPOM MUI.

In a study conducted by Prabowo & Rahman (2019), it was stated that certification halal in

Indonesia Still face various challenges, especially in terms of socialization and accessibility for MSME actors.

## 2. MSMEs Food and Drinks in Indonesia

### a. Role MSMEs in Economy National

MSMEs make a significant contribution to the Indonesian economy. According to data from the Ministry of Cooperatives and SMEs (2022), MSMEs contribute approximately 61% of Indonesia's Gross Domestic Product (GDP) and employ over 97% of the national workforce.

In the food and beverage sector, MSMEs play a vital role in the national halal industry supply chain. However, the level of MSME compliance remains low. to regulations halal Still low, especially Because limited information and certification costs which are considered expensive (Setiawan, 2020).

### b. MSMEs Food and Drinks in Bangka Belitung

Bangka Belitung own potential big in sector food and locally-based beverages, such as processed seafood and regional specialties. According to a report from the Department of Industry and Trade (2022), only around 40% of food and beverage MSMEs in Bangka Belitung are involved. Which own certification halal, although majority the population is Muslim.

Nasution (2022) stated that the low rate of halal certification in Bangka Belitung was caused by a lack of understanding among business actors and the perception that food that is visibly halal does not require official certification.

## 3. The Influence of Halal Certification on Muslim Consumer Purchasing Decisions

Muslim tend choose product Which has certified halal compared to Which No own label halal. Studies conducted by Lukman et ( 2020 ) found that more than 75% of Muslim consumers in Indonesia consider the halal label a major factor in their food and beverage purchasing decisions.

According to Sulaiman (2021), the decision to purchase halal products is not only based on on aspect religious, but Also aspect trust on product quality and safety. This is reinforced by research by Fauziah et al. al. (2021), who stated that Muslim consumers tend to more loyal to brand Which own certification halal official compared to products that do not have halal guarantees.

## 4. Inhibiting and Encouraging Factors in Halal Certification Management for MSMEs

### a. Factor Inhibitor

Based on research by Abdullah & Widodo (2021), there are several main obstacles in the halal certification process for MSMEs in Indonesia, namely:

- 1) Cost certification that considered high for Small-scale MSMEs small.
- 2) Process administration Which complex, especially in fulfil document requirements.
- 3) Lack of understanding among MSMEs regarding the importance of halal certification.
- 4) Error perception, that certification halal only required for certain products only.

The results of a survey conducted by Rohman (2022) showed that 60% of MSMEs in Indonesia consider halal certification to be complicated and require intensive assistance to understand the process properly.

### b. Factor Driver

On the other hand, there are several factors that can encourage MSMEs to take care of halal certification, including:

- 1) Support government, like program Certification Halal Free (Sehati) offered by BPJPH (BPJPH, 2022).
- 2) Market demands, especially from Muslim consumers who are increasingly aware of the importance of halal assurance in food and beverage products (Syafitri, 2021).
- 3) Opportunity expansion business, especially for MSMEs Which want to reach the global market that applies strict regulations on halal products (Arifin, 2022).

## 5. The Role of the Government and Related Institutions in Encouraging Halal Certification for MSMEs

The Indonesian government continues to strive to increase the number of MSMEs with halal certification through various policies. According to a 2021 report from the Ministry of Industry, programs implemented to support halal certification for MSMEs include:

- a. Program mentoring And training certification halal for MSMEs.
- b. Simplification of certification procedures through a *self-declare scheme* for certain MSMEs.
- c. Subsidy cost certification for MSMEs micro so that more easy get halal certificate.

However, in study Maulana (2022), mentioned that implementation of these programs is still facing challenges, like lack of halal auditor personnel and lack of outreach to MSME actors in remote areas, including Bangka Belitung.

## **METHOD**

### **1. Type And Approach Study**

This study uses a qualitative and quantitative approach (mixed- method) to obtain a more comprehensive picture of the urgency of halal certification for food and beverage MSMEs in Bangka Belitung. Approach qualitative used For understand factors which are the obstacles and drivers in the halal certification process, while the quantitative approach is used to measure the level of awareness of MSME actors and the influence of halal certification on Muslim consumer purchasing decisions (Creswell , 2021). According to Sugiyono (2020), the descriptive-analytical approach is used in study This For give understanding deep about phenomena studied by processing primary and secondary data from various reliable sources.

### **2. Location And Time Study**

This research was conducted in Bangka Belitung Province, which has a significant number of food and beverage MSMEs and a majority of its population is Muslim (Bangka Belitung Industry and Trade Service, 2022). The research period lasted for six months, from August 2024 to January 2025, covers stage design, collection data, data analysis, and preparation of the final report.

### **3. Population And Research Sample**

#### **a. Population**

The population in this study is all food and beverage MSMEs in Bangka Belitung that have or have not had halal certification, as well as Muslim consumers who are the target market for these products. MSMEs the. Based on data from Service Cooperative And Bangka Belitung MSMEs (2024), there are around 5,000 MSMEs operating in the food and beverage sector in this province.

#### **b. Sample And Technique Sampling**

Purposive sampling technique was used to select 100 MSMEs and 200 Muslim consumers as respondents deemed relevant to the research objectives (Sugiyono, 2020). This sample included:

- 1) MSMEs that have halal certification (minimum 30% of the total MSME sample).
- 2) MSMEs that do not yet have halal certification (minimum 70% of the total MSME sample).
- 3) Muslim Consumers in Bangka Belitung Which often buy products from food and beverage MSMEs.

### **4. Source and Engineering Data collection**

#### **a. Primary Data**

Data primary collected through:

- Questionnaire for MSMEs and Muslim consumers to find out level awareness, perception, as well as influence certification halal on purchasing decisions ( Sekaran & Bougie , 2021).
- Depth interviews interviews ) with MSME owners, consumers, And party related like BPJPH And Service Industry and Bangka Belitung Trade.
- Direct observation of several MSMEs that have and have not had certification halal For understand process production And the obstacles they face (Miles & Huberman , 2018).

#### **b. Secondary Data**

Data secondary obtained from:

- Report government, like data from BPJPH, Ministry Cooperatives and SMEs, as well as Service Industry And Trading Bangka Belitung.
- Journal scientific And book Which relevant with topic study.
- Related regulations, such as Law No. 33 of 2014 concerning Halal Product Assurance and Government Regulation No. 39 of 2021 concerning the Implementation of the Halal Product Assurance Sector.

### **5. Technique Analysis Data**

#### **a. Analysis Quantitative Data**

Data from the questionnaire will be analyzed using descriptive statistical methods with the help of software such as SPSS or Microsoft Excel to determine the percentage, mean , and correlation between research variables (Santoso, 2021). Simple regression analysis will also be used to test the relationship

between halal certification and Muslim consumers' purchasing decisions.

b. Analysis Qualitative Data

Qualitative data from interviews and observations will be analyzed using thematic analysis with the Miles & Huberman (2018) approach, which consists of:

- 1) Reduction data: Choose And simplify data Which relevant.
- 2) Data presentation: Use tables or narratives to describe the results of interviews and observations.
- 3) Withdrawal conclusion: Identifying pattern And findings main related to inhibiting and driving factors of halal certification.

6. Validity And Reliability Data

So that data Which obtained valid And reliable, done a number of step, that is:

- a. Validity test using Pearson Product technique Moment to measure the accuracy of research instruments (Ghozali, 2021).
- b. Cronbach's technique Alpha , where a value above 0.7 indicates that the questionnaire used is quite consistent in measuring the research variables.
- c. Data triangulation to confirm the validity of interview results with secondary data and findings from field observations ( Patton , 2019).

7. Indicator Study Based on Formulation of the problem

Table 1. Indicator Study Based on Formulation of the problem

No	Formulation Problem	Method Data retrieval	Technique Data analysis
1	What is the level of awareness and understanding of food and beverage MSME actors? in Bangka Belitung to certification halal?	Questionnaire, interview	Statistics descriptive, thematic analysis
2	To what extent does halal certification influence decision purchase consumer Muslim in Bangka Belitung?	Questionnaire to consumers	Regression simple, descriptive analysis
3	Is halal certification for MSMEs in Bangka Belitung more of a necessity or just formality in business food And drink?	Interview with MSME actors, consumer	Analysis thematic
4	How role government And related institutions in promoting halal certification for MSMEs food And drink in Bangka Belitung?	Interview with BPJPH, Department Industry	Analysis qualitative

8. Research Flowchart

This research flowchart aims to provide a systematic overview of the research stages from planning to reporting the results.

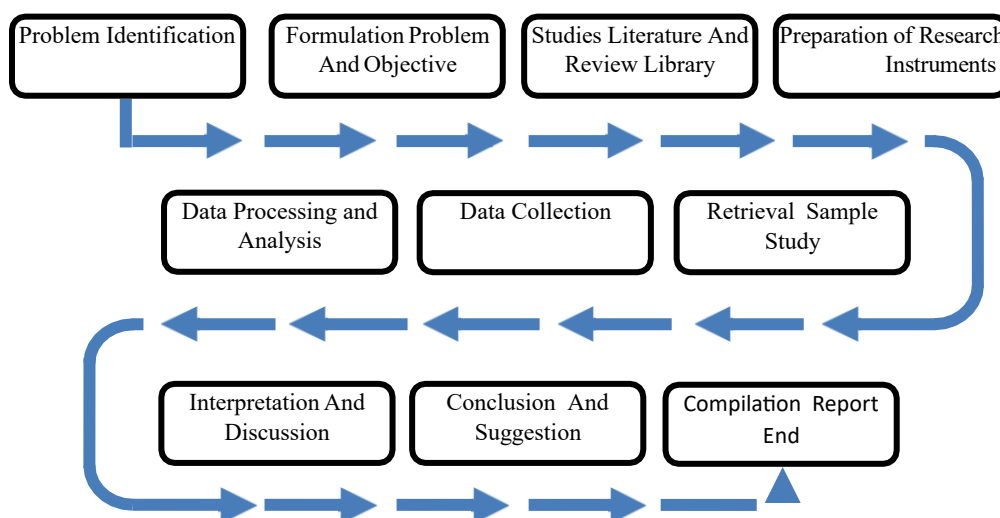




Figure 1. Research Flowchart

## RESULTS AND DISCUSSION

### 1. Level of Awareness and Understanding of MSMEs regarding Halal Certification

#### ❖ Descriptive Statistics Results:

- Only 45% of MSMEs understand the halal certification requirements.
- As many as 67% consider administrative costs as the main obstacle.
- 52% felt they did not receive adequate education from the government.

#### ❖ Discussion:

The low level of understanding among MSMEs indicates a significant information gap. This is consistent with research by Abdullah & Widodo (2021), which emphasized that cost and administrative complexity are the main barriers to halal certification. This finding also aligns with Yama (2019), who stated that a lack of education leads business owners to view halal certification as merely an administrative burden.

In the perspective of *Diffusion theory of Innovation* (Rogers, 2003), failure to spread innovation often occurs due to weak communication channels and a lack of change agents who are able to bridge the understanding of business actors.

### 2. The Influence of Halal Certification on Muslim Consumer Purchasing Decisions

#### ❖ Descriptive Statistics Results:

- 78% of Muslim consumers consider halal certification a major factor in purchasing a product.
- 62% are willing to pay more for halal-certified products.
- 23% consider halal certification as an indicator of product quality and safety.

#### ❖ Simple Regression Model:

$$Y = \alpha + \beta X + e$$

Where :

- Y = Muslim Consumer Purchasing Decision
- X = Halal Certification
- $\alpha$  = constant
- $\beta$  = regression coefficient
- e = error term

#### ❖ Model Estimation Results:

$$Y = 12.431 + 0.524X + e$$

#### ❖ Model Interpretation:

- The constant ( $\alpha = 12.431$ ) shows that without halal certification, the consumer purchasing decision score remains at a certain base number due to other factors (e.g. price, taste, quality).
- The regression coefficient ( $\beta = 0.524$ ) shows that every 1 unit increase in the halal certification variable will increase the consumer purchasing decision score by 0.524 points.
- The t-test produced a value of  $t = 7.814$  with  $p < 0.001$ , which means that the influence of halal certification on Muslim consumer purchasing decisions is statistically significant.
- $R^2$  value = 0.275 indicates that this model is able to explain 27.5% of the variation in purchasing decisions, while the remainder (72.5%) is explained by other factors.

Table 2. Results of Simple Regression Test of Halal Certification on Muslim Consumer Purchasing Decisions

Independent Variables	Coefficient ( $\beta$ )	t- value	Sig . (p)	R <sup>2</sup>	Information
Halal Certification	0.524	7,814	0.000***	0.275	Significant

❖ Discussion:

This regression model proves that halal certification has a positive and significant effect on Muslim consumers' purchasing decisions. This confirms the research findings of Abdul & Ismail (2013) and Lukman et al. al. (2020) which shows that halal labels increase consumer trust. From a *signaling* perspective *According to Spence's theory* ( 1973), halal certification acts as a signal of quality and halalness that can reduce consumer uncertainty when choosing a product. Thus, halal certification is not only a regulatory obligation but also a strategic marketing instrument that significantly influences consumer behavior.

3. Halal Certification as a Necessity or Formality for MSMEs

❖ Statistical Results:

- 65% of MSMEs consider halal certification as merely an administrative obligation.
- Only 35% of certified MSMEs reported a 15–30% increase in sales after receiving certification.

❖ Additional Regression Test Results

Table 3. Results of the Regression Test of Market Awareness and Government Support on MSME Perceptions of Halal Certification

Independent Variables	Coefficient ( $\beta$ )	t- value	Sig . (p)	Information
Market Awareness	0.312	4,287	0.000***	Significant
Government Support	0.278	3,945	0.001**	Significant
R <sup>2</sup>	0.219			Suitable model

Description: Dependent = MSMEs' perception of halal certification (need vs formality); \*\*\*p < 0.001, \*\*p < 0.01.

❖ Discussion:

Additional regressions show that both market awareness ( $\beta = 0.312$ ) and government support ( $\beta = 0.278$ ) have a positive and significant influence on MSME perceptions. This model is able to explain 21.9% of the variation in MSMEs' perspectives on halal certification. This means that the higher Muslim consumers' awareness of a product's halal status and the greater the government's support, the more likely MSMEs are to view halal certification as a strategic necessity, rather than simply an administrative formality. This finding strengthens the research of Jamal & Sharifuddin (2015) that halal certification can be a differentiation strategy and competitive advantage . *advantage* ) for MSMEs.

4. The Role of the Government and Related Institutions in Encouraging Halal Certification

❖ Statistical Results:

- Only 40% of MSME respondents were aware of the free halal certification program (Sehati) from BPJPH.
- As many as 60% of MSMEs are not aware of the program.

❖ Discussion:

The lack of socialization has made government programs less than optimal. This is consistent with Maulana (2022), who stated that program implementation is often hampered by limited halal auditor personnel and low-effective socialization in the regions. From a *policy perspective*, *According to Grindle* (1980), this problem lies in the implementation phase, not in policy design. Therefore, synergy is needed between the government, certification bodies, MSME associations, and academics. Intensive training programs, technical assistance, and optimization of *self-declaration schemes* are important strategies to accelerate MSME participation.

5. Synthesis of Results and Discussion

Overall, this study found a significant gap between Muslim consumers' high awareness of the importance of halal products and MSMEs' low readiness to meet certification requirements. Halal certification has been shown to significantly influence consumer purchasing decisions and positively impact MSME sales growth. However, the majority of MSMEs still view halal certification as an administrative formality, necessitating a paradigm shift to see halal certification as a business strategy capable of increasing competitiveness in both local and global markets. The role of the government and relevant institutions is crucial in providing financial, technical, and educational support. By strengthening multi-stakeholder collaboration ,

halal certification can transform from a legal obligation into a strategic instrument for the growth of MSMEs in Bangka Belitung.

## **CONCLUSION**

### **1. Conclusion**

Based on the results of research that has been conducted regarding halal certification for food and beverage MSMEs in Bangka Belitung, several important points can be concluded as follows:

#### **a. Level Awareness And Understanding Perpetrator MSMEs:**

Only 45% MSME actors who understand the halal certification requirements, indicate that there is information gap significant. Many perpetrator MSMEs feel that process that certification complicated And No clear, with 67% respondents consider administrative costs as the main obstacle.

#### **b. Influence Certification Halal to Decision Purchase Consumer:**

Halal certification plays an important role in the purchasing decisions of Muslim consumers, where 78% respondents considered it as the main factor. In addition, 62% willing to pay more for halal-certified products, indicating that halal certification can increase consumer trust and loyalty.

#### **c. Perception MSMEs to Certification Halal:**

As many as 65% MSME actors see halal certification as an obligation administrative, No as strategy business. However, 35% Which has certified report increase in sales between 15-30%, indicating that halal certification can provide significant commercial benefits.

#### **d. Role Government And Institution Related:**

Only 40% Respondents who were aware of the free certification program from BPJPH indicated a lack of effective outreach. MSME actors want improvement education through training direct and simplification of administrative procedures.

### **2. Suggestion**

Based on conclusion in on, following is a number of suggestion Which can be implemented to increase the understanding and participation of MSMEs in halal certification:

#### **a. Improvement Education and Socialization:**

The government and relevant institutions need to conduct more intensive and structured education programs regarding halal certification. Direct training and seminars can help MSMEs understand the process and benefits of halal certification.

#### **b. Simplification Procedure Certification:**

The halal certification application process must be simplified to make it more accessible to MSMEs. Reducing bureaucracy and making procedures more transparent will encourage more MSMEs to obtain certification.

#### **c. Campaign Marketing For Increase Awareness Consumer:**

An effective marketing campaign is needed to increase consumer awareness about the importance of choosing halal-certified products. Matter This can done through media social, advertisement, And collaboration with influencers .

#### **d. Support Financial and Technical:**

Government need give support financial, like subsidy certification costs, as well as technical support through the provision of assistants who can assist MSMEs in the certification process.

#### **e. Collaboration between Stakeholders :**

Synergy is needed between the government, certification bodies, and MSMEs to create an ecosystem that supports the acceleration of certification. halal. Cooperation This can covers programs which is mutually beneficial for all parties.

With implementation suggestions in on, expected MSMEs in Bangka Belitung can better understand and utilize halal certification as a tool to increase the competitiveness of their products in the market, as well as meet the growing needs of Muslim consumers.

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