

The Role and Challenges of Halal Supervisor on SMEs Halal Food Certification: A Case in Indonesia

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This study aims to determine the performance of halal supervisors in assisting MSEs assisted by Tazkia for halal product certification. This study uses thematic analysis to identify themes or patterns found on the role and challenges of halal supervisors in assisting Tazkia-assisted MSEs located in Bogor for halal certification. This study uses a qualitative approach and field surveys to 12 informants (halal supervisors and MSEs actors) by conducting in-depth interviews. This study uses purposive sampling as the sampling technique and also uses six stages to process data from the results of in-depth interviews. Based on the results of the analysis that has been carried out, it can be concluded that The role of the halal supervisor from the halal supervisor's point of view includes responsibility for and supervision of the halal certification process, continuous guidance, access to halal information, competence on halal certification, socialization about halal certification, and personal happiness. Meanwhile, from the MSE's point of view, the role of the halal supervisor that has been carried out while accompanying the halal certification process is to be responsible for and supervising the halal certification process, socializing about halal certification, facilitating halal certification, accessing halal information, competence on halal certification, and personal happiness.

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INTRODUCTION

According to Akim et al. (2019) halal certification is one of the important factors that must be considered by the government and society so that Indonesia can compete in the halal industry. Because halal certification can provide a sense of peace and security for consumers in consuming marketed products both from food products, medicines, cosmetics, and other products. Then, the existence of a halal certificate also increases the sense of confidence and trust for consumers in declaring the halalness of a product that they will consume.

In its development, the halal industry in Indonesia is able to maintain its ranking in the top four in 2022 as reported by the *Global Islamic Economy Indicator* (GIEI) report which is below Malaysia, Saudi Arabia, and the United Arab Emirates (UAE). This means that Indonesia is still inferior to Malaysia in terms of halal drinks and food. Based on data from the *State of the Global Islamic Economy* (SGIE) Report 2020-2021, it states that the halal industry sector that has a major contribution to Indonesia's ranking increase is the halal food sector. In this sector, Indonesia's ranking has increased by four ranks from eighth to fourth in 2021 (Lestari, 2021). Meanwhile, at the end of March 2022, Indonesia experienced a two-rank increase from fourth to second place from the *State of the Global Islamic Economy* (SGIE) Report 2022 data (ISEF, 2022). The increase in Indonesia's ranking in the halal food sector is due to export activities to member countries of the Organization of Islamic Cooperation (OIC). Followed by other sectors, such as the *fashion* sector still maintaining its position in the top three, and the pharmaceutical and cosmetics sector is ranked ninth in the manufacturing industry (Lestari, 2021).

In the process, halal certification has a flow or mechanism that needs to be passed through *stakeholders* in the halal industry. Stakeholders who have responsibilities in the halal industry are the government, the Indonesian Ulema Council (MUI), and the Halal Examining Agency (LPH). With the regulations that have been established, the government through the Halal Product Guarantee Agency (BPJPH) is tasked with carrying out socialization, education, and publication related to halal products to the public. Meanwhile, the authority possessed by the Halal Product Guarantee Agency (BPJPH) is to register applicants who apply for halal certification and issue halal certification.

Then, the Indonesian Ulema Council (MUI) in carrying out its duties as a halal stakeholder in Indonesia collaborates with BPJPH to form a team consisting of a halal auditor certification team, determination of halal product fatwas, and accreditation of Halal Examining Institutions (LPH). In addition to cooperating with BPJPH to carry out its duties, MUI also functions as a gathering place for ulama experts, *zuama* (administrators or leaders) from various circles of society and government, as well as Muslim intellectuals from various regions. Furthermore, the Halal Examining Agency (LPH) which is also mandated as a halal stakeholder in Indonesia has the authority in terms of carrying out inspection activities to testing the halalness of products to be marketed (LPPOM MUI, 2022). For the development of the Halal Examining Organization (LPH) in Indonesia, until now there have been three LPHs, namely LPH Institute for Food, Drug, and Cosmetic Studies of the Indonesian Ulema Council (LPPOM MUI), LPH Sucofindo, and LPH Surveyor Indonesia.

On the other hand, an important role in the halal industry is also pinned on Micro and Small Enterprises (MSEs) because based on the SGIE report in 2022 Indonesia's halal food products are second only to Malaysia. With this achievement, Micro and Small Enterprises (MSEs) are expected to help implement and implement a halal assurance system so that it runs consistently in the halal food industry in Indonesia. In addition, MSEs also contribute to reducing unemployment and poverty because they can create jobs and absorb labor (Somadi, 2020).

Basically, halal supervisors are regulated in Law Number 33 of 2014 concerning Halal Product Guarantee (JPH Law). A company or business if it wants to apply for a halal certificate, it is required to have a halal supervisor. The requirements that must be taken to become a halal supervisor, namely being Muslim, having broad insight into halalness, and understanding the sharia regarding halalness as stated in article 53 paragraph 1 (PP No. 39, 2021).

From the scope of work, halal supervisors are divided into two, namely corporate halal supervisors and MSE halal supervisors. The difference between the roles of the two is that the corporate halal supervisor in conducting halal certification is provided by the company itself while the MSE halal supervisor is facilitated. When assisting halal certification, the corporate halal supervisor gets an incentive while the UMK halal supervisor gets an incentive that is not as big as the incentive obtained by the corporate halal

supervisor because it falls more into community service. So, the incentives obtained by UMK halal supervisors are seen from sponsors who support halal certification assistance activities.

In the Halal Product Guarantee Law (JPH Law) halal labeling and certification are not only to protect and guarantee to consumers, but producers can also benefit from the existence of the JPH Law, namely the existence of legal provisions regarding the goods produced so that the impact of this JPH Law works positively for the business world (Charity, 2017). Then, halal labeling and certification also received a positive response from the Indonesian government because it is considered important and part of the regulation in producing an item that will be marketed.

Next, research conducted by Robinson (2014) concluded that determining the validity of research is measured in terms of sampling in qualitative research through interviews. Sampling can be done in four ways, namely defining the *sample universe*, deciding on the *sample size*, choosing a *sample strategy*, and selecting *sourcing cases*. In addition, from the results of Maghfirotun & Wirduyaningsih's research (2022) it can be concluded that the importance of halal supervisors for MSEs both from regulating mechanisms, procedures, and procedures for determining them. As well as criticism in the application of halal certification for MSEs which is connected to the OSS RBA system after the enactment of the Job Creation Law is considered not optimal in terms of its effectiveness. Then, suggest to the government to create a *training* program for MSEs who still feel confused and need assistance.

From previous research, it can be concluded that halal certification has a positive impact on small, micro, medium and large-scale businesses. The issue of assistance and challenges in the halal certification process have also become a concern in discussions such as the studies of Sari (2019) and Widayat et al., (2020). According to Maghfirotun & Wirduyaningsih, (2022) the majority of business actors still do not have a halal supervisor in their business, while this is a mandatory requirement for business actors to participate in halal certification. The stipulation of the Job Creation Law also has an impact on changes in several articles written in Law No. 33 of 2014 concerning Halal Product Guarantee. Then, the intellectual of business actors is still very minimal regarding the process and mechanism for obtaining halal certificates (Putro et al., 2022). Therefore, this study wants to determine the performance of halal supervisors in assisting MSEs,

especially in Tazkia's guidance for halal product certification.

LITERATURE REVIEW

In its application, halal *lifestyle* is based on various laws. The laws that underlie halal *lifestyle* include laws based on the Qur'an, As-Sunnah (hadith), laws, and other laws. With these laws, the provisions of halal are very clearly regulated in sharia. Based on the Qur'anic evidence, halal provisions are contained in surah Al-Baqarah verse 168, Allah *SWT* says which means: "*O man! Eat of the lawful and good things found on earth and do not follow the steps of the devil. Indeed, the devil is a real enemy to you.*"

The meaning of the verse explains that Allah calls on His creatures, especially all humans who live on earth, to choose the food to be consumed in terms of its halalness and also health for the body. Then, it is emphasized in verse 172 of surah Al-Baqarah, Allah *SWT* says which means: "*O you who believe! Eat the good sustenance We have given you and give thanks to Allah if you only worship Him.*"

The meaning of the verse tells the believers that Allah strictly commands to consume from sources whose halalness is clear and must be grateful for the blessings that Allah gives them (believers). Furthermore, verse 173 of surah Al-Baqarah Allah instructs believers to consume from sources whose halalness is clear, namely not sourced from carrion, blood, pork and its offspring, as well as meat from animals that when slaughtered mention names other than Allah. Allah will also forgive and have mercy on the believers if in an emergency they consume from haraam food sources. So, the ruling on the permissibility of consuming forbidden food sources for believers is when they are in an emergency condition (a condition where there is no food to eat) with the aim of survival.

The law (UU) that regulates halal provisions, namely Law Number 33 of 2014 concerning Halal Product Guarantee. In the regulation, the products that we will consume are listed in article 4, namely products that enter, circulate, and are traded in the territory of Indonesia must be halal certified. This means that business actors who want to sell in Indonesia cannot sell their business products that do not have an official halal certificate logo from the Indonesian Ulema Council (MUI). With this article, consumers feel protected from things that are outside the sharia, especially Muslim consumers.

Halal Certification

Halal certification is an essential representation for Muslim customers because it can be used as a principle basis for an item that is believed to be halal in terms of quality, cleanliness, storage, supply, processing, maintenance, manufacture, transportation, and other halal positions based on Islamic principles (Salindal, 2019). Lada et al., (2009) in Aditi, (2017) said that halal certification is certainty to provide a sense of security for a Muslim consumer in choosing food in accordance with religious norms. Then, halal certification of food products is the standardization of safety and hygiene in processing a product.

Faridah (2019) revealed that certification activities are carried out through various stages, including appointing halal auditors who are competent in their fields to carry out examinations. After being examined, the halal auditor makes a decision regarding the halal status of the product that has been examined by him. Then, the decision of the halal auditor is submitted to the Indonesian Ulema Council (MUI) for a fatwa hearing. After that, products that pass the MUI fatwa hearing regarding the halalness of the ingredients used will receive an MUI halal certificate while those that do not pass the MUI fatwa hearing do not receive an MUI halal certificate. The validity period for a halal certificate is four years and if the halal certificate has expired, it must extend its validity period. Meanwhile, the halal supervisor in carrying out halal certification is tasked with overseeing the halal product process (PPH), determining corrective and preventive actions, organizing PPH, and accompanying halal auditors from the Halal Examining Agency (LPH) during the inspection as written in article 28 paragraph 1 (JPH Law, 2014).

Micro and Small Enterprises

Micro businesses are productive businesses owned by individuals and/or individual business entities that meet the criteria of micro businesses. Meanwhile, small businesses are independent productive economic businesses carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or are part of either directly or indirectly with medium or large businesses that meet the criteria for small businesses (GR No. 7, 2021). The criteria for each business are listed in article 35 of GR No. 7 (2021), which is explained as follows:

1. Micro Business Criteria
 - a. Having a business capital of up to a maximum of Rp 1,000,000,000 (one billion

rupiah) excluding land and buildings of the business premises.

- b. Has annual sales up to a maximum of IDR 2,000,000,000 (two billion rupiah).

2. Small Business Criteria

- a. Having a business capital of more than Rp 1,000,000,000 (one billion rupiah) up to a maximum of Rp 5,000,000,000 (five billion rupiah).
- b. Having annual sales revenue of more than Rp 2,000,000,000 (two billion rupiah) up to a maximum of Rp 15,000,000,000 (fifteen billion rupiah).

Halal Supervisor

Halal supervisor is the person responsible for the halal product process (PPH) (JPH Law, 2014). The responsibilities of the halal supervisor are in accordance with article 52, namely implementing the provisions of the laws and regulations regarding JPH, implementing the JPH system, preparing a PPH plan, implementing PPH control risk management, proposing material replacement, proposing termination of production that does not meet the provisions of PPH, making PPH supervision reports, reviewing the implementation of PPH, preparing materials and inspection samples for halal auditors, and showing evidence and providing correct information during the inspection process by halal auditors (PP Number 39, 2021).

A Halal supervisor, also known as a Halal inspector or auditor, is an individual responsible for ensuring that food, products, and services comply with Islamic dietary laws and principles. In Islam, "Halal" refers to what is permissible or legal according to Islamic law, while "Haram" refers to what is forbidden. Halal supervisors typically work in industries such as food production, processing, and distribution, as well as in other sectors where adherence to Halal standards is required, such as cosmetics, pharmaceuticals, and finance.

Then, regarding the mechanism, procedures, and procedures for organizing training, and halal supervisor competency standards are regulated in BPJPH regulations as stated in Article 56 of government regulations (PP Number 39, 2021). In addition, the facilitation obtained by halal supervisors for MSE actors as written in PP Number 39 of 2021 Article 58, namely:

1. In the event that business activities are carried out by micro and small business actors, halal

supervisors can come from community organizations.

2. Apart from coming from community organizations as referred to in paragraph 1, halal supervisors can come from the business actors concerned, government agencies, business entities, or universities.
3. In addition to providing halal supervisors as referred to in paragraph 1, community organizations, government agencies, business entities, or universities can provide facilitation in the form of participation in training and / or halal supervisor competency certification.

The existence of a halal supervisor has a very positive effect on MSEs in organizing halal certification. Because the halal supervisor acts as a guarantor of the MSE halal production process (Maghfirotn & Wirdyaningsih, 2022).

METHODS

Place and Time of Research

This study chose a place to conduct research on halal supervisors and Micro and Small Enterprises (MSEs) in the Bogor area, West Java, which is located at the Tazkia Islamic Institute (IAI Tazkia). Institut Agama Islam Tazkia (IAI Tazkia) is the choice of object because it has several human resources (HR) who work as halal supervisors and has several mentors in the field of Micro and Small Enterprises (MSEs) of various types of businesses, both food and beverages. Then, the research time was carried out on August 12, 2022 to August 26, 2022.

Type of Research

The type of research used in this study is using qualitative research. According to Creswell (2009) in Bandur (2019) qualitative research is a means of exploring and understanding individual and group meanings derived from social or human problems. Therefore, this qualitative research is used to obtain information from informants in the form of records related to how the role and challenges of halal supervisors in assisting Tazkia-assisted Micro and Small Enterprises (MSEs) to carry out halal certification in the Bogor city area in a real and factual manner. As for the method used is the field survey method through *indepth interviews*. Field research is research in which the data sources and objects being researched are based on events in the field (Nukeriana, 2018).

Data Type

The type of data used in this research is primary data where the data is obtained from the main source, namely halal supervisors and MSEs in Bogor who are assisted by Tazkia. Primary data is data obtained from the first party not from other parties who are intermediaries or representatives for interviews (Sari, 2019).

Data Collection and Sampling Techniques

Data collection techniques in this research include observation, interviews, documentation, and sampling. The following is the classification:

1. Observation

Observation is a direct observation of events that occur on the object under study (Bandur, 2019). Data collection techniques by observation can be done if the research is related to individual behavior, activity procedures, natural phenomena, and if the participants observed are not too large (Sugiyono, 2011).

2. Interview

Data collection techniques with interviews are the majority of collection techniques used in qualitative research. Because interview techniques can provide detailed data. Interviews are conducted in depth by asking questions that aim to get results or answers regarding the formulation of problems in this study involving informants and researchers who meet directly or face-to-face or use the *WhatsApp*, *Zoom Meeting*, and *Google Meet* applications.

In this study, the authors conducted in-depth interviews with halal supervisors and Tazkia-assisted MSEs located in Bogor, including the following:

1. Mirna Rafki, MM (Halal Supervisor/Commissioner of Travel Tazkia)
2. Syaripudin, S.E (Halal Supervisor/Director of Andalusia Islamic Center Mosque)
3. Dr. Indra, M.Si (Halal Supervisor/Director of Halal Center Tazkia)
4. Kartika Dewi (Lichan business owner)
5. Anisa Nanda (Andien Cake Business Owner)
6. Suryanti (Passion Fruit Syrup MB Business Actor)
7. Nani Hariyani (KSR Food Business Actor)
8. Nurul Azizah Rosanadewi (Business Owner of Kedai 78)
9. Mala Ratna Madjid (Laziiz Food Entrepreneur)
10. Diana Rosalina (Dannis Cake Business Actor)
11. Dodi Zahari (Maliq Corner Business Owner)
12. Egi Ginanjar (Tamkin Coffee Business Actor)

Table 1. Informant Interview Protocol

No.	Field Expert	Institution	Position	Description
1.	Halal Supervisor	IAI Tazkia	Commissioner of Tazkia <i>Travel</i>	A division that deeply understands the process of halal production
2.	Halal Supervisor	IAI Tazkia	Director of Andalusia <i>Islamic Mosque Center</i>	A division that deeply understands the process of halal production
3.	Halal Supervisor	IAI Tazkia	Halal Director <i>Tazkia Center</i>	A division that deeply understands the process of halal production
4.	Food Business	Lichan	Business Actors <i>(Owner)</i>	Activities of buying and selling goods or services in the food sector
5.	Food Business	Andien Cake	Business Actors <i>(Owner)</i>	Activities of buying and selling goods or services in the food sector
6.	Beverage Business	MB Passion Fruit Syrup	Business Actors <i>(Owner)</i>	Activities of buying and selling goods or services in the food sector
7.	Food Business	KSR Food	Business Actors <i>(Owner)</i>	Activities of buying and selling goods or services in the food sector
8.	Food Business	Kedai 78	Business Actors <i>(Owner)</i>	Activities of buying and selling goods or services in the food sector
9.	Food Business	Laziiz Food	Business Actors <i>(Owner)</i>	Activities of buying and selling goods or services in the food sector
10.	Food Business	Dannis Cake	Business Actors <i>(Owner)</i>	Activities of buying and selling goods or services in the food sector
11.	Food Business	Maliq Corner	Business Actors <i>(Owner)</i>	Activities of buying and selling goods or services in the food sector
12.	Beverage Business	Tamkin Coffee	Business Actors <i>(Owner)</i>	Activities of buying and selling goods or services in the food sector

Source: Data processed, 2022

3. Documentation

Documentation is a data collection technique based on track records (Sari, 2019). The data is obtained from literature studies, such as books, journals, laws, government regulations, *websites*, and other literature that supports and is related to this study.

4. Sampling

According to Robinson (2014) sampling is the most important part of qualitative research where data collection and analysis are still relatively few even though they have been discussed in such a way. The sampling technique is a technique for taking part of the number and character of the population (Sugiyono, 2011).

In this study, the sampling technique used is *non-probability* sampling, namely *purposive* sampling. *Non probability* sampling is a way of selecting samples that does not provide the probability of each element or component of the population to be sampled, while *purposive* sampling is a way of selecting samples based on good and bad judgment (Sugiyono, 2011).

Data Analysis Technique

The data analysis technique in this research is that the researcher uses *thematic analysis* method.

Thematic analysis is a method used for identification, analysis, and reports on themes or patterns found in the data (Junaid, 2016). Thematic analysis used in this study by coding themes that are in accordance with the formulation of the problem derived from the results of *indepth interviews* with halal supervisors as informants and Tazkia-assisted MSEs as *purposive sampling* without any intention of making general conclusions. This analysis is carried out by researchers by going directly to the field to obtain information from informants so that the data they analyze is in accordance with the findings that occur in the field. To process the data, researchers used six stages. Among the stages are explained in accordance with Braun & Clarke's (2006) research, namely:

1. Familiarization with the Data

At this stage, the data obtained interactively is collected. Then, analyze it with knowledge of the data and initial analytical ideas. To help identify many ideas, it is necessary to read the dataset before starting *coding*. This stage also requires taking notes or marking coding ideas to recognize the data from the data that has been or will be transcribed and comparing the transcripts with the original audio recordings to get accurate results.

2. Coding

At this stage, the coding was topic-dependent. Thus, the entire collected data is processed systematically. The collected data can be coded first and then matched with data extracts that show the codes. However, at this stage it is important to ensure that all the actual data extracts are coded and combined within each code. Next, write the codes together with labels and selected name text in each data item.

3. *Searching for Themes*

At this stage the various codes were categorized into potential topics and compiled all relevant coded data extracts within the identified topics.

4. *Reviewing the Themes*

This stage includes two levels of topic review and refinement. First, it involves validation at the level of extracting the coded data. That is, all the citations collected for each topic should be re-read and considered whether they form a coherent pattern or not. Secondly, if there is a mismatch in the topic, it needs to be reconsidered or if some of the data extracts it contains do not match, then the topic needs to be revised and a new topic created.

5. *Defining and Naming Themes* In this stage, defining and refining the themes that will be presented for analysis and analyzing the data within them. The intent of defining and refining is to identify the essence and determine the data aspects of each theme.

6. *Producing the Report*

This stage creates an analytic narrative by providing a concise, coherent, logical, non-repetitive, and compelling description to convince the reader of the usefulness and validity of the analysis. Then, sufficient evidence of the themes in the data is extracted to demonstrate the prevalence of the themes. Data extracts need to be embedded in an analytic narrative that describes a story about the data, the analytic narrative should go beyond the description of the data, and make an argument relating to the research question.

RESULT AND DISCUSSION

Tazkia Islamic Institute was born when Indonesia was experiencing an economic crisis in 1997 to 1998. The economic recession and the collapse of the national banking industry and the continuity of the life of sharia tires became historical pillars in the development of Islamic economics as a system of choice.

In mid-1999 through the Tazkia Cendekia Foundation, an educational institution named STEI Tazkia was established as an Islamic Economics College which aims to produce competent human resources to develop Islamic banking in particular and Islamic economics in general. Then, the name STEI Tazkia changed to the Tazkia Islamic Institute (IAI Tazkia) in 2019 after the Higher Education accreditation process.

Tazkia Islamic Institute believes that only a system based on the laws and provisions of Allah *subhanahu wa ta'ala* is able to prosper the community evenly because it is in accordance with its name, Tazkia (*Tazkiyyah*) which seeks to encourage the economy of the people to purify. Tazkia also strives to educate and produce a generation of Muslims who have the competence and commitment to do business and be creative while maintaining purity in terms of input, process, and *output*.

In addition to focusing on producing competent human resources in the banking industry, Tazkia also focuses on producing competent human resources in other industries, one of which is the halal industry. In this halal industry, Tazkia established the Halal Center as a place for socialization and education about halal. Then, Tazkia also has business mentoring both micro, small, medium and large scale that can be guided or accompanied for the halal certification process by Tazkia's own halal supervisors and assistants.

The Role and Challenges of Halal Supervisors

1. Role of Halal Supervisor

Based on the halal supervisor's point of view, the roles that have been undertaken during assisting the halal certification of Tazkia-assisted MSEs are responsibility and supervision of the halal certification process, continuous coaching, access to halal information, competence in halal certification, socialization of halal certification, and happiness for personal. Meanwhile, from the perspective of MSEs, the role of halal supervisors that have been undertaken while assisting the halal certification process is responsible and supervision of the halal certification process, socialization of halal certification, facilitating halal certification, access to halal information, competence in halal certification, and happiness for personal.

2. Halal Supervisor Challenges

Based on the halal supervisor's point of view, the challenges faced during assisting the halal

certification process of Tazkia-assisted MSEs are lack of knowledge about halal certification procedures, challenges to the halal certification process, lack of halal supervisor human resources, and limited MSE resources. Meanwhile, from the MSEs' point of view, the challenges of halal supervisors during assisting the halal certification process, namely improving product

quality, low literacy and capital of MSEs, increasing consumer confidence, expanding the market, challenges to the halal certification process, not getting trust from consumers, consequences for products that are not halal certified, increasing consumer interest, and increasing turnover.

Table 2. Categorization of Halal Supervisor Informants (Detail in appendix)

Informant	Categorization	Thematization
MR/Halal Supervisor	The role of the halal supervisor	Responsible and supervision of the process of halal certification
	The role of the halal supervisor	Responsible and supervision of the process of halal certification
	The role of the halal supervisor	Responsible and supervision of the process of halal certification
	The halal supervisor challenge	Lack of knowledge on halal certification procedures
	The role of the halal supervisor	Continuous coaching
	The role of the halal supervisor	Responsible and supervision of the halal certification process
	The role of the halal supervisor	Access to halal information

Source: Data processed, 2022

Discussion

Of the three halal supervisor informants who have been interviewed, they agree that the role of the halal supervisor in assisting Tazkia-assisted MSEs for halal certification is very important for different reasons. One informant argued that the halal supervisor is responsible and supervises the halal certification process. Then, one informant reasoned that the halal supervisor had competence in halal certification and another informant reasoned that a halal supervisor was needed with the limited resources owned by MSEs.

Meanwhile, there are nine informants who have been interviewed from MSEs and they agree that the role of the halal supervisor in assisting halal certification is very important and have their own reasons. Of the nine informants who have been interviewed, four of them reasoned that the halal supervisor has responsibility and oversees the halal certification process. Then, two informants reasoned that the presence of a halal supervisor during the halal certification process could make it easier for business actors to follow the halal certification process. Meanwhile, one informant reasoned that the halal supervisor is a medium for business actors to be able to access various information about halal on a product and two other informants reasoned that the halal supervisor has competence in halal certification so that with his understanding and knowledge he can provide education and training to business actors.

Overall, the twelve informants who have been interviewed all agree that the halal supervisor is very important during the halal certification process because without the halal supervisor the halal certification process cannot be held. The reason behind the very importance of the existence of a halal supervisor in the halal certification process, five of the twelve informants revealed that the halal supervisor has responsibility and oversees the halal certification process. This is certainly in line with [Government Regulation No. 39 \(2021\)](#) articles 51 and 52 regarding the duties and responsibilities of the halal supervisor. Meanwhile, three informants said that the halal supervisor has competence in halal certification so that with his competence he can provide understanding and training to business actors to increase business actors' education about the halal production process. This is in line with [PP Number 39 \(2021\)](#) which is listed in articles 53 to 56 regarding the obligation of halal supervisors to have competency certification and training. Furthermore, two informants stated that the halal supervisor plays a role in facilitating halal certification so that this is in line with [PP Number 39 \(2021\)](#) article 58 which states that there is halal supervisor facilitation for MSE actors. Then, one informant said that the role of the halal supervisor is a medium for accessing information about the halalness of a product so that this is in line with the research of [Pujiono, Setyawati, and Idris \(2018\)](#) which says that all information about halal can be accessed

through the media without any time limit so that it becomes an opportunity for halal MSMEs and one other informant stated that the role of the halal supervisor is needed due to the limited resources that MSEs have. This is in accordance with the research of [Anggraeni, Hardjanto, and Hayat \(2013\)](#) who said that human resources are limited and need to be qualified through continuous training as said by [Pujiono, Setyawati, and Idris \(2018\)](#) so that this is a challenge for halal supervisors.

Then, the benefits of halal supervisors in assisting MSEs for halal certification are as providers of access to halal information and personal happiness. Two of the three halal supervisor informants who have been interviewed agree that access to halal information is a benefit of halal supervisors in assisting MSEs for halal certification. One other halal supervisor informant stated that personal happiness is a form of happiness for him. This is the role of the halal supervisor itself.

Meanwhile, nine informants from MSEs who have been interviewed say that the benefits of halal supervisors are improving product quality, facilitating halal certification, being responsible and supervising the halal certification process, competence in halal certification, and increasing consumer interest. Four of the nine MSE informants agreed that the benefits of halal supervisors can make it easier for business actors or entrepreneurs to obtain halal certification. Then, two MSE informants agreed that the benefits of halal supervisors are to increase competence regarding halal certification. In addition, one informant said the benefits of halal supervisors to improve product quality. Then, one MSE informant revealed the benefits of halal supervisors as a form of responsibility and supervision of halal certification and one last MSE informant stated that the benefits of halal supervisors can increase consumer confidence so that this is a challenge for halal supervisors.

Overall, four out of twelve informants said the benefits of halal supervisors can make it easier for businesses or entrepreneurs to take care of the halal certification process. This is in line with [PP Number 39 \(2021\)](#) article 58 which states that there is halal supervisor facilitation for MSE actors so that this becomes the role of the halal supervisor in assisting MSEs for the halal certification process. Then, two informants said the benefits of halal supervisors as providers of access to halal information so that this is in line with the research of [Pujiono, Setyawati, and Idris \(2018\)](#) which says that all information about halal can

be accessed through the media without a specified time limit and becomes an opportunity for halal MSMEs and becomes the role of halal supervisors. Next, two informants stated that the benefits of halal supervisors are to increase knowledge or competence about halal certification so that this is in accordance with [PP No. 39 \(2021\)](#) which is listed in article 53 to article 56 regarding the obligation of halal supervisors to have competency certification and certification of having attended training so that this becomes the role of halal supervisors in assisting MSEs for the halal certification process. Then, one informant revealed that the benefits of a halal supervisor are a form of happiness for him personally because he can foster business actors or entrepreneurs to get halal certification for their products. This is in line with the research of [Pujiono, Setyawati and Idris \(2018\)](#) which states that the large number of halal MSMEs that are scattered so that they become a potential force as producers of halal goods as well as the role of halal supervisors to be able to realize it. Furthermore, one informant revealed that the benefits of having a halal supervisor can improve product quality so that this is a challenge for halal supervisors and is in line with the research of [Sari \(2019\)](#), [Muhamad \(2020\)](#), and [Putro *et al.* \(2022\)](#) said that producers maintain or maintain and improve the quality of their products through halal certification in order to provide *added value* to consumers. On the other hand, one informant stated that the benefits of halal supervisors are also a sense of responsibility and supervision of the halal certification process. This is in line with [PP No. 39 \(2021\)](#) article 51 and article 52 regarding the duties and responsibilities of halal supervisors. Finally, one informant said that the benefits of having a halal supervisor can increase consumer confidence so that it becomes a challenge for halal supervisors and this is in accordance with what [Khairunnisa, Lubis, and Hasanah \(2020\)](#) said that having or having a halal certificate on a product can increase consumer confidence.

In the halal industry ecosystem in Indonesia, the role of the halal supervisor is to be responsible for and supervise the halal certification process. Of the three informants who have been interviewed, all three agree that being responsible and supervising during the halal certification process is their role so that this is in accordance with the statement of [PP No. 39 \(2021\)](#) which states that the duties and responsibilities of the halal supervisor are listed in article 51 and article 52.

In the halal certification assistance process in Indonesia, two of the three halal supervisor informants

who have been interviewed agree that the halal supervisor plays a role in the halal certification assistance process because he is responsible for and supervises the halal certification process. Meanwhile, one informant did not agree that this was a challenge for halal supervisors due to the lack of human resources for halal supervisors in the halal certification assistance process in Indonesia.

Meanwhile, of the nine MSEs that have been interviewed, five informants stated that the role of the halal supervisor in the halal certification assistance process is to have a sense of responsibility for the halal certification process and the other four informants stated that the role of the halal supervisor in the halal certification assistance process is to facilitate the halal certification process.

Overall, seven out of twelve informants said the role of the halal supervisor in the halal certification assistance process was due to a sense of responsibility and supervision of the halal certification process so that this was in accordance with the statement of [PP No. 39 \(2021\)](#) that the duties and responsibilities of the halal supervisor are listed in article 51 and article 52. Next, four informants said the role of the halal supervisor in the halal certification assistance process was to facilitate the halal certification process. This is in line with [PP Number 39 \(2021\)](#) article 58 that there is halal supervisor facilitation for MSE actors for the halal certification process. One other informant said that the lack of human resources for halal supervisors in the halal certification assistance process will be a challenge for halal supervisors themselves so that this is as said by [Anggraeni, Hardjanto, and Hayat \(2013\)](#) that human resources are limited and their qualifications need to be improved through continuous training as said by [Pujiono, Setyawati, and Idris \(2018\)](#) so that this is a challenge for halal supervisors.

Then, what must be prepared by the halal supervisor in assisting the halal certification process is to have a sense of responsibility and supervision of the halal certification process itself and competence in halal certification. Both of these were said by three informants who were interviewed. Two of the three informants said that having competence in halal certification is something that must be prepared because it is the role of the halal supervisor itself. This is in accordance with the statement of [PP No. 39 \(2021\)](#) articles 53 to 56 that halal supervisors are required to have competency certification and training. Furthermore, one other informant said that having a sense of responsibility and supervision of the halal

certification process is also something that must be prepared by the halal supervisor because it is the role of the halal supervisor. This is in line with [PP No. 39 \(2021\)](#) that the duties and responsibilities of the halal supervisor are listed in article 51 and article 52.

Meanwhile, the challenges of halal supervisors in handling the halal certification process in Indonesia include a lack of knowledge about halal certification procedures and challenges to the halal certification process itself. One of the three halal supervisor informants said the lack of knowledge about halal certification procedures was due to the limitations of MSEs in terms of record keeping both from finance, purchasing raw materials, and other things. This is in line with the research of [Anggraeni, Hardjanto, and Hayat \(2013\)](#) which says that MSMEs lack mastery of sophisticated technology systems and the process of making financial reports also still uses traditional systems, resulting in inaccurate numbers. The other two informants said it was a challenge to the halal certification process because consistency, intention, and strong intention to collaborate between halal supervisors and MSEs are needed in the halal certification process so that this is in accordance with the [JPH Law \(2014\)](#) which is listed in article 29 and article 30 discussing the procedures for obtaining halal certificates in terms of submitting applications and determining halal inspection institutions (LPH).

The obstacles faced by MSEs during the halal certification process are low literacy and capital of MSEs, challenges to the halal certification process, and improving product quality. In this case, seven of the nine informants stated that the challenges to the halal certification process are obstacles that have been faced by MSEs due to the complexity of filling out documents, SJH documents held at LPH, raw materials that are not a *positive list*, and no expiration date is stated on the raw materials of products that already have a MUI halal number. This is in line with the [JPH Law \(2014\)](#) article 29 to article 36 which discusses the procedures for obtaining a halal certificate in terms of submitting an application, determining LPH, examining and testing, determining the halalness of the product, and issuing a halal certificate. Then, one informant said the low literacy and capital of MSEs so that this is as said by [Pujiono, Setyawati, and Idris \(2018\)](#) and [Anggraeni, Hardjanto, and Hayat \(2013\)](#) that low literacy and capital problems that have never received assistance from the government are the weaknesses of halal MSMEs. One other informant said that improving product quality was an obstacle during the halal

certification process so that it was in line with the research of Sari (2019), Muhamad (2020), and Putro *et al.* (2022) which say that producers maintain or maintain and improve the quality of their products through halal certification in order to provide *added value* to consumers. Overall, it is also a challenge for halal supervisors.

The interest of MSEs in the halal certification process is very large. Of the nine MSE informants who have been interviewed, three informants said that improving product quality is in accordance with the research of Sari (2019), Muhamad (2020), and Putro *et al.* (2022) that producers maintain or maintain and improve the quality of their products through halal certification in order to provide *added value* to consumers. Then, one informant said that the challenge of the halal certification process is a challenging thing for Muslim MSEs so that this is in line with the research of Pujiono, Setyawati, and Idris (2018) which states that religious and educational institutions should be further improved to support the literacy of halal MSME products to the Muslim community. Then, one informant revealed that there will be consequences for products that are not halal certified so that this is in accordance with the research of Pujiono, Setyawati, and Idris (2018) that there are around more than 90 percent of halal MSMEs that do not yet have halal certificates so that they can threaten halal MSMEs not being the main players in the industry anymore and also listed in the JPH Law (2014) article 56 and article 57 regarding criminal provisions. Next, one informant revealed that increasing consumer interest is something that MSEs need to pay attention to when they are interested in applying for a halal certificate process for their products because this is in line with the research of Muslimah, Hamdani, and Irfani (2018) which states that consumer buying interest is influenced by interest in a product. Meanwhile, four other informants revealed that increasing consumer confidence is something that MSEs also need to pay attention to when they are interested in applying for the halal certification process. This is in line with what Khairunnisa, Lubis, and Hasanah (2020) said that having or having a halal certificate on a product can increase consumer confidence.

Overall, improving product quality, challenges to the halal certification process, consequences for products that are not halal certified, increasing consumer interest, and increasing consumer confidence are part of the challenges of halal supervisors in

assisting MSEs interested in the halal certification process.

The differences that can be felt by MSEs when before the halal certification process are not getting trust from consumers and challenges to the halal certification process. While the differences after the halal certification process, namely increasing consumer confidence, expanding the market, increasing turnover, competence regarding halal certification, and personal happiness.

Of the nine MSE informants, five informants said they did not gain the trust of consumers and the other four informants said it was a challenge to the halal certification process which was the difference felt by MSEs before the halal certification process and also as a challenge for halal supervisors. Meanwhile, the difference felt by MSEs after halal certification, five informants said they could increase consumer confidence. Then, one informant said it could expand the market and one informant said it could increase turnover so that it became a challenge for halal supervisors in helping MSEs after the halal certification process. Then, one informant said it could be happiness for himself because he helped MSEs to get halal certificates and one other informant said it could increase competence regarding halal certification, which is the role of the halal supervisor. Overall, this is in accordance with Faridah's research (2019) that there are differences before and after the halal certification process.

Furthermore, the strategies prepared by MSEs after receiving assistance in the halal certification process include socialization about halal certification, improving product quality, expanding markets, challenges to the halal certification process, and increasing consumer confidence.

Of the nine MSE informants who have been interviewed, one informant said socialization about halal certification so that this is the role of the halal supervisor in assisting the halal certification process and is in line with the research of Pujiono, Setyawati, and Idris (2018) that many educational institutions can be used as literacy centers and socialization venues in developing halal MSMEs. Then, five informants said that improving product quality is a strategy prepared after coaching the halal certification process so that it is in accordance with the research of Sari (2019), Muhamad (2020), and Putro *et al.* (2022) that producers maintain or maintain and improve the quality of their products through halal certification in order to provide *added value* to consumers. Two informants said

expanding the market as a strategy prepared after fostering the halal certification process so that it is in line with the research of [Anggraeni, Hardjanto, and Hayat \(2013\)](#) that marketing can be done using an *online* system by utilizing increasingly sophisticated technological developments because by using this system also overseas networks can be accessed and reached. Then, one informant said that the challenge to the halal certification process is a strategy prepared after fostering the halal certification process so that it is in accordance with the [JPH Law \(2014\)](#) article 17 to article 22 which discusses the challenges of the halal certification process for halal product ingredients and processes. Meanwhile, the other two informants said that increasing consumer confidence is a strategy prepared after fostering the halal certification process so that this is in accordance with what [Khairunnisa, Lubis, and Hasanah \(2020\)](#) said that having or having a halal certificate on a product can increase consumer confidence. Overall, improving product quality, expanding the market, challenges to the halal certification process, and increasing consumer confidence are challenges for halal supervisors after fostering MSEs for the halal certification process.

The halal supervisor's suggestion for MSE assistance in Bogor to make it better in the future, namely holding continuous coaching and socialization of halal certification. Of the three halal supervisor informants, two of them said the socialization of halal certification so that this is in accordance with what [Pujiono, Setyawati, and Idris \(2018\)](#) said that many educational institutions can be used as literacy centers and socialization places in developing halal MSMEs and one other informant said to hold ongoing coaching so that MSEs in Bogor experience much better development than before. This is in line with the research of [Anggraeni, Hardjanto, and Hayat \(2013\)](#) which states that the importance of coaching programs is because they are useful for business actors or entrepreneurs to add insight into knowledge and skills in developing the businesses they start. Overall, ongoing coaching and socialization of halal certification is the role of halal supervisors in assisting MSEs in Bogor for the halal certification process to be better in the future.

It can be concluded that twelve informants argued that the role of the halal supervisor is to be responsible for and supervise the halal certification process. This role is the most said by informants with a total of eight informants. Then, the second most related to the role of halal supervisors is competence

regarding halal certification and facilitating halal certification with five informants each. Then, the third most related to the role of halal supervisors is access to halal information and socialization of halal certification with three informants each. Followed by the role of the next halal supervisor is personal happiness with two informants and finally continuous coaching with one informant from all informants who have been interviewed.

Meanwhile, twelve informants also argued about the challenges of halal supervisors, where the challenges to the halal certification process were mostly said by informants with a total of nine informants. The second halal supervisor challenge is to increase consumer confidence with a total of eight informants saying this. Next, the third halal supervisor challenge is to improve product quality with seven informants saying this. Then, the fourth halal supervisor challenge is not gaining consumer trust with four informants saying this. The fifth halal supervisor challenge is expanding the market with three informants saying this. The sixth to twelfth challenges of halal supervisors, namely limited MSE resources, consequences for products that are not halal certified, lack of knowledge about halal certification procedures, lack of halal supervisory human resources, increasing consumer interest, increasing turnover, and low literacy and capital for MSEs, each of which was said by one informant.

CONCLUSION

Based on the results and discussion above, this study concluded that the role of halal supervisors from the perspective of halal supervisors includes responsibility and supervision of the halal certification process, continuous coaching, access to halal information, competence regarding halal certification, socialization regarding halal certification, and happiness for personal. Meanwhile, from the point of view of MSEs, the role of halal supervisors that have been carried out while assisting the halal certification process is responsibility and supervision of the halal certification process, socialization of halal certification, facilitating halal certification, access to halal information, competence in halal certification, and happiness for personal.

Meanwhile, the challenges of halal supervisors from the perspective of halal supervisors include lack of knowledge about halal certification procedures, challenges to the halal certification process, lack of halal supervisor human resources, and limited MSE

resources. Meanwhile, from the MSEs' point of view, the challenges of halal supervisors while assisting the halal certification process, namely improving product quality, low literacy and capital of MSEs, increasing consumer confidence, expanding the market, challenges to the halal certification process, not getting trust from consumers, consequences for products that are not halal certified, increasing consumer interest, and increasing turnover.

The limitations in this study include previous research that discusses the role of halal supervisors in the MSE halal certification assistance process. There are still a few and the time used for interviews with informants is very short so that the results obtained are not optimal.

In this study, the authors suggest to halal researchers and *stakeholders* in Indonesia, such as practitioners, government, and halal certification bodies which are explained as follows:

1. For researchers, it is hoped that further research will increase research that discusses the performance of halal supervisors in assisting MSEs for halal certification because there are still few previous studies that discuss this.
2. For practitioners, it is hoped that halal supervisors can contribute consistently in assisting MSEs to register halal certification of their products with BPJPH. Because the presence of a halal supervisor makes MSEs more directed and neater to register halal certification of their products.
3. For the government, it is hoped that BPJPH will increase the socialization and education of halal certification for MSEs because MSEs' insight into halal certification is still considered to be lacking in understanding. Then, the coaching program and capital assistance are further improved so that MSEs can be motivated or encouraged and make it easier to hone their abilities and skills to develop their business.

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APPENDIX

Table. Categorization of Halal Supervisor Informants

Informant	Categorization	Thematization
Syaripudin/Srp/Buyer a Halal	The role of the halal supervisor	Responsible and supervision of the halal certification process
	The role of the halal supervisor	Competency on certification halal
	The role of the halal supervisor	Competence on halal certification
	The halal supervisor challenge	Challenges to the halal certification process
	The role of the halal supervisor	Socialization of halal certification
	The role of the halal supervisor	Competence on halal certification
	The role of the halal supervisor	Personal happiness

Informant	Categorization	Thematization
Indra/Idr/Halal Supervisor	The role of the halal supervisor	Responsible and supervision of the halal certification process
	The halal supervisor challenge	Lack of human resources for halal supervisors
	The role of the halal supervisor	Competence on halal certification
	The halal supervisor challenge	Challenges to the halal certification process
	The role of the halal supervisor	Socialization of certification halal
	The halal supervisor challenge	Limited resources of MSEs
	The role of the halal supervisor	Access to halal information

Table. Categorization of Informants of MSE Actors

Informant	Categorization	Thematization
Kartika Dewi / KD / MSE Practitioner	The role of the halal supervisor	Responsible and supervision of the halal certification process
	The halal supervisor challenge	Improve product quality
	The halal supervisor challenge	Low literacy and capital of MSEs
	The role of the halal supervisor	Responsible and supervision of the process halal certification
	The halal supervisor challenge	Improve product quality
	The halal supervisor challenge	<ul style="list-style-type: none"> ● Consumer trust ● Expanding the market
	The role of the halal supervisor	Socialization of halal certification

Informant	Categorization	Thematization
Anisa Nanda / AN / MSE Practitioner	The role of the halal supervisor	Facilitate halal certification
	The role of the halal supervisor	Facilitate halal certification
	The halal supervisor challenge	Challenges to the halal certification process
	The role of the halal supervisor	Facilitate halal certification
	The halal supervisor challenge	Challenges to the halal certification process
	The halal supervisor challenge	<ul style="list-style-type: none"> ● Consumer trust ● Cannot gain consumer trust
	The halal supervisor challenge	Improve product quality

Informant	Categorization	Thematization
Suryanti/Syn / MSE Practitioner	The role of the halal supervisor	Access to halal information
	The role of the halal supervisor	Facilitate halal certification
	The halal supervisor challenge	Improve product quality
	The role of the halal supervisor	Facilitate halal certification
	The halal supervisor challenge	<ul style="list-style-type: none"> ● Improve product quality ● Consequences for products that are not halal certified ● Cannot gain consumer trust ● Consumer trust
	The halal supervisor challenge	Expanding the market
Informant	Categorization	Thematization
Nani Hariyani/NH / MSE Practitioner	The role of the halal supervisor	Responsible and supervision of the process halal certification
	The role of the halal supervisor	Responsible and supervision of the process halal certification
	The halal supervisor challenge	Challenges to the halal certification process
	The role of the halal supervisor	Responsible and supervision of the process halal certification
	The halal supervisor challenge	Improve product quality
	The halal supervisor challenge	Consumer trust
	The halal supervisor challenge	Improve product quality

Informant	Categorization	Thematization
Nurul Azizah Rosanasdewi / AR / UMK Delak u	The role of the halal supervisor	Responsible and supervision of the halal certification process
	The role of the halal supervisor	Competence on halal certification
	The halal supervisor challenge	Challenges to the halal certification process
	The role of the halal supervisor	Responsible and supervision of the halal certification process
	The halal supervisor challenge	Consumer interest
	The halal supervisor challenge	<ul style="list-style-type: none"> ● Challenges to the halal certification process ● Increase turnover
	The halal supervisor challenge	Challenges to the halal certification process

Informant	Categorization	Thematization
Mala Ratna Madjid / MR / MSE Practitioner	The role of the halal supervisor	Competence on halal certification
	The role of the halal supervisor	Facilitate halal certification
	Supervisor challenge halal	Challenges to the process halal certification
	The role of the halal supervisor	Responsible and supervision of the process halal certification
	The halal supervisor challenge	Consumer trust
	Supervisor challenge halal	No trust consumers
	The halal supervisor challenge	<ul style="list-style-type: none"> ● Expanding the market ● Consumer trust
Informant	Categorization	Thematization
Diana Rosalina / DR / MSE Practitioner	The role of the halal supervisor	Competence on halal certification
	The role of the halal supervisor	Competence on halal certification
	The halal supervisor challenge	Challenges to the halal certification process
	The role of the halal supervisor	Facilitate halal certification
	The halal supervisor challenge	Consumer trust
	<ul style="list-style-type: none"> ● The role of the halal supervisor ● The halal supervisor challenge 	<ul style="list-style-type: none"> ● Competence on halal certification ● Challenges to the halal certification process

	The halal supervisor challenge	<ul style="list-style-type: none"> ● Improve product quality ● Consumer trust
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Informant	Categorization	Thematization
Dodi Zahari / DZ / MSE Practitioner	The role of the halal supervisor	Responsible and supervision of the halal certification process
	The halal supervisor challenge	Consumer trust
	The halal supervisor challenge	Challenges to the halal certification process
	The role of the halal supervisor	Responsible and supervision of the halal certification process
	The halal supervisor challenge	Consumer trust
	The halal supervisor challenge	<ul style="list-style-type: none"> ● Cannot gain consumer trust ● Consumer trust ● Improve product quality

Informant	Categorization	Thematization
Egi Ginanjar / EG / MSE Practitioner	The role of the halal supervisor	Facilitate halal certification
	The role of the halal supervisor	Facilitate halal certification
	The halal supervisor challenge	Challenges to the halal certification process
	The role of the halal supervisor	Facilitate halal certification
	The halal supervisor challenge	Consumer trust
	<ul style="list-style-type: none"> ● The halal supervisor challenge ● The role of the halal supervisor 	<ul style="list-style-type: none"> ● Challenges to the halal certification process ● Personal happiness
	The halal supervisor challenge	Improve product quality

Source: Data processed, 2022