

Accelerating The Development Of The Halal Industry Through A Strategy To Strengthen Micro, Small And Medium Enterprises (MSMEs)

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ABSTRACT

The development of the Halal Industry has become one of the strategic priorities in accelerating sharia-based economic growth in Indonesia, particularly in East Java Province. This study aims to analyze the strategy for strengthening Micro, Small, and Medium Enterprises (MSMEs) in supporting the acceleration of halal industry development. This research employed a qualitative descriptive approach using primary and secondary data collected through interview, observations, and documentation. These cluster programs not only support the development of halal products, but also contribute significantly to meeting the needs of the domestic market. In the midst of these efforts, East Java Province has designed a master plan that includes key strategies, such as strengthening the halal industry value chain from upstream to downstream. The findings show that the development of halal industry is supported by several strategic programs, including certification acceleration, MSME empowerment, halal tourism development, halal food processing, and strengthening collaboration among stakeholders. This plan, one of whose strategies is to build a halal industrial estate, is an important milestone in accelerating the development of the halal industry in this region.

Introduction

In the process of developing the sharia economy in the halal industry in Indonesia, it has its own challenges, namely related to government regulations regarding the inadequate halal industry, public literacy and awareness of halal products are still lacking, and *Interlinkage* In the halal industry, the Islamic financial sector is still relatively low. There is also another factor is the increasing need and consumption of halal products in Indonesia which is not balanced with the amount produced. Management and risk management in the halal sector are still inadequate. The use of technology in the halal industry has not been optimal. The standard for determining halal products in Indonesia is still not accepted at the global level (National Committee on Sharia Finance, 2019).

Another challenge factor also comes from literacy which means that halal is the ability to distinguish goods and services that are regulated by Islamic law and values about what is allowed or prohibited to be consumed (Pujayanti, 2020) . This lack of knowledge about halal products automatically also has an impact on the low halal awareness in the community. Various efforts have been made by the government, including conducting campaigns on halal lifestyles to increase people's literacy (Kaliwanto et al., 2022).

The main plan for the Sharia Economy in Indonesia was prepared to meet the challenges mentioned above. To serve as a reference in the development of the Islamic economy so that it can make a great contribution to the welfare of the community, the following is an overview of the Sharia Economy masterplan map in Indonesia:



Figure 1. Sharia Economic Masterplan in Indonesia

The main focus in the implementation of Islamic economic development is on the production of goods and services that have economic value, especially in sectors that have the potential to increase economic growth in aggregate. In particular, the production and service sectors, especially for those who have obtained halal labels as a difference from other products. According to Law No.33/2014, halal products refer to products that have been legalized in accordance with Islamic law (National Committee on Sharia Finance, 2019).

The Halal Industry in East Java Province is the main focus in accelerating sharia-based economic development. In an effort to achieve this vision, the development strategy is focused on strengthening Micro, Small, and Medium Enterprises (MSMEs). Its clusters, which are superior, are the main foundation to achieve acceleration in halal product certification. These cluster programs not only support the development of halal products, but also contribute significantly to meeting the needs of the domestic market. In the midst of these efforts, East Java Province has designed a master plan that includes key strategies, such as strengthening the halal industry value chain from upstream to downstream. This plan, one of whose strategies is to build a halal industrial estate, is an important milestone in accelerating the development of the halal industry in this region. Thus, understanding the strategy of strengthening MSMEs in this context is crucial to support the acceleration of halal industry development and regional economic growth in East Java Province (Gunawan et al., 2022)

Literature Review

Economic Acceleration

Acceleration Economics is the process of increasing the economic growth rate of a country or region significantly in a relatively short time. It involves a variety of factors that affect economic growth, including government policies, investment, consumption, exports, technology, and infrastructure. Various countries and governments have adopted strategies and measures to accelerate their economic growth in an effort to improve their well-being and prosperity (Setyowati, 2020) i.e. by determining government policies, encourage investment, increase consumption, encourage exports, improve technology and production innovation.

Halal Concept

Halal is a norm that must be followed carefully in every aspect of consumption. Yusuf Qardhawi explained that the concept of halal is something that is allowed and permitted by sharia. This can be likened to food that can be consumed if it meets halal requirements according to sharia provisions, without any prohibition on consuming it (Cipta & Hatamar, 2022). The success of the halal industry in Indonesia is closely related to the attention to halal food, which is an important aspect for Muslims. This focus also includes production sites and industrial facilities that must meet halal standards according to Islamic teachings. Indonesia, as one of the countries with a large Muslim population, has tremendous potential to develop the halal industry.

This great potential comes from the high number of Muslims in Indonesia, which accounts for 12.7% of the total global Muslim population. In 2020, around 229 million Muslims lived in Indonesia, equivalent to 87.2% of the country's total population of 273 million people (World Population Review, 2020). With a large Muslim population, the demand for halal products in Indonesia has become significant. The country is recognized as a representative of the global halal industry market, even spending a total of USD 218.8 billion on halal products in 2017 (Amalia et al., 2023).

Halal Industry

The Halal industry, as a business concept, is growing rapidly and is the main focus in various countries, including Indonesia. The basis of this industry is the entire process of production, distribution, and consumption that complies with the principles of Islamic sharia. The legal basis for the halal industry in Indonesia is regulated by Law Number 33 of 2014 concerning Halal Product Assurance (Febriyani, 2022). This law is a framework that regulates all aspects of the halal industry, from production to certification. The importance of the halal industry is not only in a religious context, but also as a significant economic factor. This industry includes not only food and beverages, but also other sectors such as cosmetics, pharmaceuticals, and tourism.

Halal products are not only aimed at Muslim consumers, but more and more global consumers are choosing halal products because they are considered quality and safe. The concept of a halal industry ecosystem also involves the entire value chain, from raw material producers, final product producers, to halal certification bodies (Pujayanti, 2020). Strengthening this ecosystem involves synergy between the government, industry, and

society. The government has a role in creating policies that support the growth of the halal industry, while companies play a role in developing innovative products and ensuring compliance with halal standards (Sh & Musum, 2024).

In its development, the halal industry is also exploring the use of technology to improve production efficiency and ensure product authenticity. Halal certification focuses on ensuring the halalness of products, with principles such as traceability, authentication, and halal assurance systems. Through strengthening the halal industry, it is hoped that a sustainable and inclusive economy can be realized, support the development of MSMEs, and increase the competitiveness of Indonesian products in the global market. As a holistic business concept, the halal industry not only provides religious benefits, but also contributes positively to economic growth and community welfare (Faraby, Muhammad Ersya; et al., 2023).

The halal industry is a rapidly growing economic sector, driven by the increasing demands of Muslim consumers to ensure that the products and services they consume are in accordance with Islamic sharia principles. In general, the halal industry encompasses a wide range of sectors, including food, Islamic finance, tourism, and other products that are produced and sold in compliance with halal standards. In Indonesia, the halal industry has great potential, especially in the halal food sector, where these products must meet halal criteria from raw materials to production processes (Rachman, 2019). The portrait of Indonesia's halal industry includes opportunities and challenges that need to be addressed to support the growth of this sector. This includes the development of credible halal certification, education to producers and consumers, and strict supervision of the entire production chain. The halal industry is not only local, but also has a global impact, with an increasing demand for halal products in the international market (Febriyani, 2022).

Strengthening the MSME Sector

Data information states that Micro, Small and Medium Enterprises (MSMEs) engaged in the food and beverage sector that have been certified halal in 2019 are 69,577 MSMEs or equal to 0.11 percent of the approximately 65 million MSME actors who have been registered with the Ministry of Cooperatives and SMEs in 2019. This number is certainly very small. In addition, the transfer of halal certificate management from LPPOM MUI to the Halal Product Assurance Agency (BPJPH) is also a factor that hinders the process of issuing halal certificates due to the need for new rules and preparing a system that also takes a long time (Arsil et al., 2022).

The government has made various efforts to be able to make Indonesia a producer of halal products. One of the efforts made is the enactment of rules in Law Number 33 of 2014 which regulates Halal Product Assurance (UUJPH). One of the provisions of the rules in the law is the nature of halal certification which has changed from initially voluntary for MSME actors, but now it has been changed to mandatory for MSME actors. The MSME actors in the JPH Law are individuals or business entities in the form of legal entities and also non-legal entities that have organized a business activity in Indonesia (East Java Provincial Cooperatives and SMEs Office, 2018). It is recorded in the UUJPH, there are five classifications of products that must have a halal certificate, namely: 1) Drinks and

food; 2) Cosmetics and also various Medicines; 3) Chemical Products, Biological Products, and Products derived from Genetic Engineering; 4) Used Goods; and; 5) Services

Strengthening Micro, Small, and Medium Enterprises (MSMEs) has a crucial role as an economic driver in a country. Through various empowerment efforts, including digital acceleration, education, and end-to-end training, MSMEs can become a key pillar in building a strong economy. Accelerating support for strengthening MSMEs not only helps overall economic growth but also contributes significantly to absorbing labor and reducing the unemployment rate. The government recognizes the importance of MSMEs as agents of economic change and continues to push for measures to strengthen this sector. This support includes strengthening policies, incentives, and initiatives to expand the reach of MSMEs, including access to global markets.

In the context of national economic recovery, strengthening MSMEs is also a strategy to help people affected by the economic crisis, such as layoffs and loss of income. Increasing the capacity of MSMEs not only improves the economic welfare of the community, but also supports the achievement of a nation's economic sovereignty. Therefore, investment and attention to strengthening MSMEs are important steps in achieving sustainable economic growth (Angling N. Victory, 2023)

Strengthening the Sharia Economic Ecosystem

An ecosystem is a comprehensive and complete unit, where various environmental elements influence each other. In the context of the halal industry, an ecosystem can be interpreted as environmental conditions that affect the dynamics of development and the growth rate of the halal industry. It involves various aspects, such as guidelines, controls, arrangements, governance procedures, stakeholder character, and regulations. The halal industry ecosystem also includes a set of institutional and organizational rules, policies, processes, procedures, regulations, and laws that guide organizations or companies in the halal industry towards sharia compliance. In addition, several factors that affect the halal industry ecosystem include the development of Muslim demographics, the lifestyle of people who follow sharia principles, the growth of sharia-based trade, the development of halal industry players, regulations that support the growth of halal industry supply and demand, as well as advances in information technology, including Financial Technology or Fintech (Arsil et al., 2022).

The halal industry ecosystem involves the entire spectrum of aspects, focusing on two main aspects: (i) the ecosystem in the context of financing or funding; (ii) ecosystems that include production processes; and (iii) regulatory ecosystems. The establishment of a halal industry requires a special ecosystem that involves halal criteria, not only limited to raw materials and production, but also involves the financial dimension (Bakhri et al., 2022). In this case, the role of Islamic finance is very important in shaping the halal industry ecosystem by strengthening regulations. The production process requires halal legitimacy through certification as an indicator of the quality of industrial products.

Halal certification reflects industry conventions, being a mechanism for assessing quality and coordination, with a focus on compliance with sharia standards. The

importance of industry conventions reflects that halal-certified products have met sharia standards. There is an added emphasis on a strong corporate administrative structure, accountability, transparency, and adherence to sharia principles. This mechanism provides a basis for assessing and identifying product quality and overcoming uncertainties related to the quality of industrial products (Maulana & Zulfahmi, 2022).

Research Methods

In this study, the researcher adopted a qualitative descriptive approach. Descriptive functions as an analysis method that is able to describe the situation of the subject/object of research, such as individuals, institutions, society, and others. Qualitative research with a descriptive approach emphasizes that the data obtained is reflected in reality. This approach was chosen because the researcher believes that there is a compatibility between the problems raised and the goals to be achieved. In the context of this research, the researcher will explore and describe in detail the Acceleration of Halal Industry Development through the Strategy for Strengthening Micro, Small and Medium Enterprises (MSMEs) in East Java Province.

The types and data sources used are primary and secondary data obtained from related stakeholders, government documents, and previous literature (Wakarmamu, 2022). Data were collected through interviews, observations and documentation the analyzed descriptively to understand the development of halal industry and MSME strengthening strategies (Rosyadi, 2023). In this study, the area studied is centered in Banyuwangi district as one of the pilot projects for the national halal certification program for slaughterhouses (RPH) in supporting the national halal industry

Research Result and Discussion

Development of the Halal Industry Through the Strengthening of MSMEs in the Banyuwangi Regency Area

Development The Halal Industry in Banyuwangi is part of efforts to improve the local economy and strengthen the guarantee of halal products. The collaboration between BPJPH Ministry of Religion and the Banyuwangi Regency Government discusses halal product guarantees, is a commitment to the development of the halal industry in Banyuwangi Regency, the holding of a halal product MSME bazaar by the Ministry of Religion of Banyuwangi which will be held in January 2024 signifies the development of the halal industry and support for local MSMEs, besides that digital transformation is also an important factor in the growth of the halal industry with synergy between policy makers in Banyuwangi Regency making Banyuwangi have great potential to become a center of the growing halal industry. The government will implement five strategies to accelerate economic recovery (Banyuwangi, 2021):

- a. Speed up the recovery process and improve the system better.
- b. Carry out economic recovery efficiently with fast and appropriate programs. The Banyuwangi Regency Government has implemented economic recovery programs, such as providing business tools assistance to residents, holding a Warung Naik Kelas program, providing digital training, encouraging the use of technology in production

for MSMEs, and collaborating with PT. POS Indonesia for Free Shipping program for MSMEs. Strategy

- c. Suppressing the spread of the Covid-19 virus.
- d. Strengthen labor-intensive programs to accommodate a large workforce.
- e. Apply the concept of burden-sharing between the government, banks, and business actors to reduce risks proportionately with prudence.

In addition to the MSME strengthening program, the Banyuwangi Regency government is making various efforts to accelerate the development of the halal industry. One of the main programs implemented is the Acceleration of 1000 Halal Certification for MSMEs. This program aims to provide free access to halal certification to a thousand MSME actors in Banyuwangi (Interview, 03-11-2023). In addition, there were socialization activities involving the Halal Product Assurance Agency (BPJPH), the Ministry of Cooperatives and SMEs (Kemenkop UKM), and the Banyuwangi Regional Government to introduce the halal certification process to MSME actors. This aims to increase the awareness and ability of MSMEs to produce quality halal products.

In addition, the local government also conducts assistance and training efforts for MSME actors in implementing halal standards and developing creativity in their businesses. This is done through training and mentoring programs held in various places such as the Banyuwangi Regency Hall. Thus, through these effort indicate that strengthening MSMEs through halal certification and mentoring programs contributes not only to the development of the halal industry, but also to regional economic growth and competitiveness of local products in Banyuwangi Regency.

A leading cluster in the development of the halal industry in the Banyuwangi Regency area. Some of the halal industry areas that are leading in Banyuwangi:

- a. Halal Tourism: Banyuwangi has implemented a halal tourism program, attracting tourists who pay attention to cleanliness, health, and safety aspects. Halal tourism destinations such as Santen Island are the main attraction. Since 2017, Banyuwangi has implemented the concept of sharia or halal tourism. An example of its implementation is the development of sharia beach tourism on Santen Island, Karangrejo. This beach has been transformed into a tourist destination that adheres to sharia principles by separating male and female visitors. In addition, facilities on the beach are also designed to support halal tourism, including the presence of prayer rooms, areas for ablution, and the sale of food in accordance with halal principles.

However, as time goes by, the concept of halal tourism like this becomes unpopular and quiet for visitors because for the community, tourism is a means to gather with family, so that if it is separated between the sexes, visitors will find it difficult for visitors to interact with families of the opposite sex. This condition shows that the halal tourism concept in Banyuwangi has shifted toward a more Muslim-friendly tourist approach that emphasizes halal facilities, convenience of worship, and visitor comfort (Observation, 03-11-2023).

- b. Halal Food Processing: The halal food processing industry is growing rapidly in Banyuwangi, with thousands of MSMEs taking care of halal certification for free. This

includes a wide range of halal food products such as food and beverages. Abdus Syakur, who is the Head of the Center for Halal Cooperation and Standardization of the Halal Product Assurance Agency (BPJPH) of the Ministry of Religion (Kemenag), expressed his appreciation to the Banyuwangi Regency Government for its support in running government programs. According to him, halal certification is important in providing significant legal legitimacy for local food and beverage business actors (Arifianto, 2023).

Banyuwangi Regency is included in the top five districts with the most registrants in East Java. This indicates that the regional economy continues to struggle. In 2023, there have been 5,150 certified micro and small enterprises (MSEs). Collaboration from various policy makers in Banyuwangi in accelerating the achievement of halal certification on MSE products carried out by BPJPH in collaboration with the Ministry of Cooperatives and SMEs and the Banyuwangi Regional Government, in the acceleration program of 1000 free halal certifications accompanied by several halal companions in Banyuwangi regency. This collaboration reflects the importance of institutional synergy in accelerating halal certification and strengthening the halal industry ecosystem for MSMEs (*Banyuwangi Regency*, n.d.).

- c. Slaughterhouse (RPH): All RPHs in Banyuwangi have passed halal certification audits, showing the region's commitment to providing quality halal meat products. After successfully passing the audit to obtain halal certification from the Indonesian Ulema Council (MUI), currently, Banyuwangi Regency has been selected as one of the national pilot projects for the halal certification program of the Slaughterhouse (RPH). Banyuwangi became a pilot Slaughterhouse (RPH) for several significant reasons (*Banyuwangi Regency*, n.d.):
 - 1) Government Commitment: The Banyuwangi Government has shown its commitment in supporting the halal certification program, especially in the slaughter industry. This reflects the seriousness of the local government in meeting halal standards to support the needs of the Muslim community.
 - 2) National Choice: Banyuwangi's success in supporting RPH's halal certification program has attracted the attention of the central government, which selected it as one of several national pilot projects. This shows that Banyuwangi is considered a good example to be followed by other regions in the implementation of halal certification in the animal slaughter industry.
 - 3) Strengthening the Halal Industry: Banyuwangi's success in obtaining halal certification for its RPH is expected to strengthen the halal industry as a whole, especially in the region. This will provide a significant boost to local economic growth and support the national goal of developing the halal industry. Through these measures, Banyuwangi emerged as a model for the development of the halal industry, providing inspiration for other regions to adopt the best practices that have been implemented.
- d. Halal Product Development: Related institutions such as MUI Banyuwangi are active in fostering halal products, increasing public awareness about the importance of choosing halal, safe, and healthy products. The Halal Product Development Program

in Banyuwangi is an initiative that aims to ensure that food and beverage products produced in the area meet halal standards. Through this program, the Indonesian Ulema Council (MUI) of Banyuwangi Regency has held socialization and coaching of halal products, providing a better understanding to business actors, especially MSMEs, about the importance of halal standards and appropriate production procedures. In addition, the Banyuwangi regional government provides a stimulus by facilitating free halal certification for 1000 MSME actors, as well as organizing the registration of halal certification participants at the Banyuwangi Swagata Sabha Hall.

The program also involves direct coaching from the head of the halal product assurance development and supervision center, which helps ensure that the certification process runs smoothly. In an effort to strengthen the halal industry, this program includes assistance in the certification process for business actors, including ensuring that their products meet the halal requirements set by the MUI and the Halal Product Assurance Agency (BPJPH). With this Halal Product Development program, it is hoped that Banyuwangi can become an example for other regions in an effort to improve the quality of halal products, support the growth of the local halal industry, and provide confidence to consumers about the halalness of the products they consume (Contributor, 2022).

Evaluation of the Development of the Halal Industry Through Strengthening MSMEs in the Banyuwangi Regency Area

The steps to evaluate the development of the halal industry through the strengthening of MSMEs in the Banyuwangi Regency area can be explained as follows:

- a. Halal Tourism Cluster, Halal tourism evaluation in Banyuwangi involves several aspects that are important to understand the success and challenges in the development of this industry, Evaluation is carried out to understand the public's interest in halal tourism in Banyuwangi. By paying attention to and investigating whether the local community and visitors have a good understanding of the concept of halal tourism and whether they accept and support it. The concept of halal tourism such as the one on Santen Beach has become unpopular and deserted by visitors because for the community, tourism is a means to gather with families so that if separated between genders, visitors will make it difficult for visitors to interact with families of the opposite sex.
- b. MSME Cluster; The Banyuwangi Regency Government in supporting the development of MSMEs as one of the important economic pillars in advancing the Banyuwangi region. By providing production equipment assistance, it is hoped that MSMEs can increase their production capacity and produce quality products that can compete in both the local and national markets. Human resources through several trainings such as *Product Branding* and *Packaging*, *Product Photography*, *Online Marketing*. The Regency Government has also facilitated infrastructure, the Banyuwangi Regency Government has developed the Smart Village Application to provide efficient public services, which may also be able to support MSMEs in producing and marketing halal products in a more organized manner.

- c. Collaboration and Partnership; Through collaboration with related institutions such as MUI, BPJPH, and local governments, evaluation efforts are strengthened. This strategic partnership helps in providing technical guidance, halal certification, and access to a wider market. Bank BNI Pusat has also provided *Corporate Social Responsibility* (CSR) as a form of support for MSMEs in Banyuwangi district

Conclusion

The development of the Halal Industry in Banyuwangi is part of efforts to improve the local economy, strengthen the guarantee of halal products, and support the sustainability of halal-based MSMEs. The collaboration between BPJPH of the Ministry of Religion and the Banyuwangi Regency Government discusses halal product assurance, is a commitment to the development of the halal industry in Banyuwangi Regency, the holding of a halal product MSME bazaar by the Ministry of Religion of Banyuwangi signifies the development of the halal industry and support for local MSMEs, besides that digital transformation is also an important factor in the growth of the halal industry with synergy between policy makers in Banyuwangi Regency making Banyuwangi has great potential to become the center of a growing halal industry. Programs that provide significant support for Banyuwangi MSME actors in developing their businesses are: 1) Training and Mentoring; 2) *Product Branding and Packaging*; 3) *Product Photography*; 4) *Online Marketing*; 5) Business Identification Number (NIB) Management

Banyuwangi as one of the largest districts in East Java province, has developed several leading halal industry sectors to strengthen the local economy and respond to increasing public demand of halal product and services. Namely halal tourism, halal food processing, halal-certified slaughterhouses. Related institutions such as MUI Banyuwangi are active in fostering halal products, increasing public awareness about the importance of choosing halal, safe, and healthy products. The Halal Product Development Program in Banyuwangi is an initiative that aims to ensure that food and beverage products produced in the area meet halal standards and improve the competitiveness of local MSMEs.

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