

Halal Certification and Value Addition for MSME Products: A Literature Review on Government Initiatives and Regulatory Frameworks

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ABSTRACT

This study aims to explore the role of halal certification in enhancing the value of Micro, Small, and Medium Enterprises (MSMEs) products through a review of existing literature and policy frameworks in Indonesia. The research adopts a qualitative systematic literature review method by analyzing national regulations, policy initiatives, and previous empirical studies relevant to halal certification and MSME development. A total of 41 publications from 2020 to 2024 were reviewed, encompassing government reports, scholarly articles, and institutional documents related to the implementation of halal assurance systems. The findings indicate that halal certification contributes significantly to increasing product value, market competitiveness, and consumer trust. The Indonesian government, through the Halal Product Assurance Organizing Agency (BPJPH) and the SEHATI program, has played an important role in facilitating certification processes and strengthening institutional collaboration. However, several challenges remain, including limited financial capacity, technical constraints, low awareness among MSME owners, and the complexity of administrative procedures. The study concludes that effective halal certification requires synergy between regulatory enforcement, financial and technical assistance, and continuous education to enhance MSME readiness. Strengthening digital infrastructure, simplifying verification mechanisms, and promoting stakeholder collaboration are essential for accelerating halal certification and ensuring sustainable MSME growth in Indonesia.

Keywords: Halal Certification, MSME, Value Addition, Government Initiatives, Indonesia

INTRODUCTION

The economic significance of halal-certified micro, small, and medium enterprises (MSMEs) in Indonesia and globally is multifaceted and substantial. In predominantly Muslim nations such as Indonesia, where more than 87% of the population adheres to Islam (Santoso et al., 2021), halal certification not only signifies religious compliance but also enhances consumer trust, product competitiveness, and broader economic growth. Consumers perceive halal-labeled products as safer and of higher quality (Khairunnisa et al., 2020), leading to greater satisfaction and loyalty. Considering that MSMEs contribute approximately 57.6% to Indonesia's GDP (R. Arifin, 2020), their integration into the halal economy is vital for national development. Moreover, studies have shown that halal certification strengthens MSMEs' logistical and financial capabilities, especially in sectors such as food processing and culinary services (Ramadhan & Gunanto, 2021; Santosa et al., 2022).

The global halal industry has experienced significant growth, with estimates exceeding USD 2 trillion in 2023 (Bayındır & Akdoğan, 2017). This trend reflects not only increased consumption in Muslim-majority countries but also a shift in global consumer behavior, where non-Muslims associate halal-certified products with ethical standards, hygiene, and safety. As international regulations increasingly mandate halal certification for imports, the ability of MSMEs to comply determines their global market access (Saifuddin & Samsuri, 2020; A. H. Yusuf et al., 2020). Therefore, halal certification is both a cultural and economic imperative.

However, widespread implementation of halal certification among Indonesian MSMEs remains hindered by a lack of awareness, limited knowledge, and financial barriers (Anwar et al., 2024; Eris et al., 2023). Business owners often struggle with understanding certification procedures and appreciating their potential benefits (Oemar et al., 2022). The transition from a voluntary to a mandatory system, formalized under Law No. 33/2014 and regulated by the Halal Product Assurance Agency (BPJPH), introduced legal obligations that many small enterprises find difficult to navigate (Lubis & Syibromalisi, 2023). These challenges underscore the need for systemic interventions to enable MSMEs to transition effectively into the halal economy.

In response, public policy has focused on institutional and educational support. Government initiatives such as the SEHATI program offer free halal certification to reduce cost burdens (Putri et al., 2023), while awareness campaigns and training programs increase literacy on halal requirements (Fitri et al., 2023; Utami et al., 2022). These efforts are

complemented by budget allocations, stakeholder collaboration, and capacity-building strategies (Adiba & Amir, 2023). Digital platforms and regional outreach programs have been employed to further simplify the process and extend the policy's reach.

Yet, despite these interventions, implementation gaps persist. Research shows that many MSMEs still encounter procedural complexity and resource limitations that prevent them from engaging fully with the halal certification framework (Hanim & Noorman, 2023). Awareness and education alone may not suffice; tailored mentorship, peer-to-peer networks, and localized solutions are essential for sustainable engagement. Moreover, the introduction of administrative sanctions for non-compliance, such as fines and business suspensions, has elevated the urgency for comprehensive compliance support.

The literature highlights a notable deficiency in empirical investigations that link government interventions with tangible MSME outcomes. Most studies emphasize theoretical benefits or regulatory analysis but fall short of evaluating how specific programs influence value-added creation, market penetration, or brand equity (Ibrahim et al., 2023; Jubaedah et al., 2023). Research also suggests that while consumer perception aligns halal certification with trust, hygiene, and ethical values (Sari et al., 2023), the variation in awareness among non-Muslim consumers necessitates broader educational outreach.

This study seeks to fill the aforementioned gap by analyzing how halal certification, particularly within the context of Indonesian public policy, contributes to MSME performance and value addition. It advances previous findings by integrating regulatory reviews, empirical data, and consumer insights to evaluate the direct and indirect benefits of certification. The novelty of this research lies in its comprehensive scope, which includes both macro-structural elements, such as legal mandates, and micro-level impacts, such as improved competitiveness and customer retention. The central hypothesis posits that state-supported halal certification is positively correlated with MSME growth in terms of brand trust, profitability, and global readiness.

Using a literature-based approach, this study draws from peer-reviewed articles, regulatory documents, and policy evaluations published within the past decade. It identifies both enabling and constraining factors, offering a nuanced understanding of halal certification's role in shaping Indonesia's halal economy. Through this analytical lens, the research aims to inform policymakers, scholars, and practitioners about effective strategies to promote inclusive and sustainable halal certification for MSMEs.

METHODS

This study adopts a systematic literature review approach to analyze peer-reviewed articles published between 2020 and 2024. Using Scopus, Web of Science, and Google Scholar, keywords such as “halal certification,” “MSMEs,” and “value creation” were used to identify relevant studies. A total of 41 articles were selected based on relevance, methodological rigor, and scholarly contribution. Thematic analysis was employed to synthesize recurring patterns and insights.

RESULTS AND DISCUSSION

Government Initiatives in Halal Certification for MSMEs

Micro, Small, and Medium Enterprises (MSMEs) serve as a cornerstone of Indonesia’s economy, particularly within sectors catering to the Muslim population. Recognizing the role of halal certification in expanding consumer access, the Indonesian government has implemented several initiatives to assist MSMEs in complying with the Halal Product Guarantee Law. One prominent initiative is the SEHATI program (Free Halal Certification through Self-declaration for MSMEs), funded through the national budget (DIPA BPJPH), enabling MSMEs to obtain halal certification without cost (Umami et al., 2023). Launched in 2021, SEHATI specifically targets economically eligible businesses (Khasanah et al., 2024). Nevertheless, evidence indicates that awareness of this program remains low among MSMEs, suggesting the need for enhanced outreach and education (Eris et al., 2023).

Training workshops and capacity-building programs have been implemented to increase MSME knowledge of halal compliance requirements. These educational efforts are seen as essential in facilitating halal certification readiness and successful application (Oemar et al., 2022; Susilowati et al., 2023). Furthermore, halal supervisors’ continuous coaching programs play a socialization role, enhancing MSMEs’ understanding of the certification process and associated benefits (R. Y. Ismail, 2024). Government reports also suggest that certified products not only expand market access but foster greater consumer trust, particularly among Muslim populations.

Despite these positive developments, MSMEs continue to face multiple barriers. High certification costs and bureaucratic complexity persist as major deterrents (Mardianto et al., 2023). These findings emphasize the urgent need for structural reforms and expanded subsidies to boost MSME participation in halal certification programs.

Institutional Collaboration: BPJPH and KNEKS

The Halal Product Assurance Organizing Agency (BPJPH), in partnership with the National Halal Expert Council (KNEKS), plays a central role in simplifying halal certification for MSMEs. BPJPH, established under Law No. 33/2014, seeks to streamline the certification process while maintaining consumer protection. Research indicates that BPJPH's collaborations with KNEKS have improved both legal clarity and MSME education (Sholeha & Musadad, 2023). These efforts are reflected in the provision of expert assistance and outreach programs that increase MSMEs' understanding of certification criteria (H. Arifin, 2023).

Empirical findings show that legal certainty offered through BPJPH improves trust in halal-certified products, while educational initiatives reduce MSMEs' reliance on intermediaries (Widiarty, 2024). However, the regulatory complexity still hampers application speed (Sujibto & Fakhruddin, 2023). Enhancing efficiency and increasing awareness campaigns remain crucial to further institutional objectives (Ibrahim et al., 2023).

Technical and Financial Assistance Frameworks

Effective halal certification for MSMEs requires a balanced combination of technical support and financial aid. Technical assistance, such as practitioner-led training, has been shown to significantly improve MSMEs' readiness and compliance levels (Eris et al., 2023). Sustained educational programs enable MSMEs to maintain halal standards over time, improving business resilience and consumer satisfaction (Mutmainah & Yulistiyan, 2023).

Financially, programs like SEHATI reduce cost burdens to certify thousands of MSMEs within designated time frames (Putri et al., 2023). Supplementary support through grants or microloans enables MSMEs to invest in process upgrades required for certification (Lestari & Mukhlis, 2023). This synergistic relationship between technical literacy and financial access is considered instrumental in accelerating halal certification adoption and improving operational performance (Santosa et al., 2022).

Regulatory Environment and Implementation Challenges

The introduction of Law No. 33/2014 marked a shift from voluntary to mandatory halal certification, particularly within the food and beverage sectors. This legislative change enhances consumer protection but also imposes new compliance responsibilities on MSMEs (Widiarty, 2024). Halal certification is now a prerequisite for domestic distribution, aligning MSMEs with global market demands.

Despite these benefits, adaptation remains uneven. A recent study showed that only 1% of Indonesian MSMEs were halal-certified prior to the law's enforcement (Izzah & Irfany, 2024). Challenges include limited access to information, inadequate financing, and low awareness of the certification's strategic value (Suhanah & Asnawati, 2022). To mitigate these barriers, the government has introduced assistance programs and socialization campaigns (Fajriati et al., 2024).

Nevertheless, implementation success depends largely on ongoing capacity building and streamlined regulation. Multi-stakeholder engagement, including from educational institutions and civil society, will be vital to ensure MSME compliance and benefit realization.

Stakeholder Perceptions of Halal Regulation

Stakeholders' views on the halal certification framework differ across sectors. Government agencies view the regulation as essential for consumer safety and global competitiveness, yet acknowledge the need for procedural refinement (Abbas et al., 2025). In contrast, MSMEs often perceive the system as overly complex and cost-prohibitive (Assagaf et al., 2022). Surveys reveal widespread lack of understanding and confidence in navigating the halal bureaucracy (Mardianto et al., 2023).

Consumers, however, generally express high trust in halal-certified products. Their concerns relate primarily to certification transparency and traceability (Mubin et al., 2021). These findings indicate the need for an improved digital infrastructure to support real-time verification and bolster public confidence. A cohesive approach that addresses stakeholder-specific concerns—through subsidies, simplification, and outreach—will strengthen halal regulatory effectiveness and stakeholder alignment.

Value Creation through Halal Certification

Halal certification enhances MSME value creation across several dimensions. It promotes product innovation by requiring cleaner production processes and certified raw materials, leading to better quality and broader appeal (ABDULRAOF, 2024). Certification also increases sales, with studies reporting 25–37.5% growth in certified MSMEs' turnover (Jumeri et al., 2021). The impact is most pronounced in sectors like food and beverage, where trust and safety drive purchasing behavior (Nurwijayanto et al., 2024).

From a branding perspective, halal labels strengthen market positioning by aligning with ethical consumption values, appealing even to non-Muslim consumers (E. W. Yusuf et

al., 2019). Studies confirm that halal certification significantly improves customer loyalty and brand equity (Khairunnisa et al., 2020).

Pricing strategies must reflect the added value of certification while remaining competitive. Packaging and labeling are also essential, with halal markers serving as assurance of compliance, safety, and quality (Alfaini et al., 2024). Strategic alignment of these marketing elements amplifies the economic potential of halal certification.

Market Reach and Export Readiness

Halal certification enables MSMEs to access both Muslim and non-Muslim markets. Consumer trust in certified products enhances domestic and international competitiveness (Qadariyah & Sarkawi, 2023). Certification also satisfies export requirements in global halal markets, from ASEAN to the Middle East (Katuk et al., 2020). Growing consumer interest in ethical and safe products among non-Muslim segments further expands MSME market potential. The global halal economy, valued at over USD 2 trillion, offers lucrative opportunities for compliant MSMEs (M. Ismail & Kornitasari, 2022).

Revenue Enhancement and Strategic Positioning

The revenue-generating potential of halal certification is well-documented. Certification improves consumer trust, increases market access, and supports product differentiation—all of which contribute to profitability (Hasan et al., 2020). Certified MSMEs outperform their uncertified counterparts in both operational metrics and financial performance (Santosa et al., 2022). Consumer trust is further enhanced by education and socialization efforts that highlight the added value of halal compliance (Rafiuddin et al., 2024). MSMEs that leverage halal certification as a branding and innovation tool often achieve sustained growth and strategic market positioning (Khairunnisa et al., 2020). Awareness and willingness to innovate are key drivers of success. Ongoing education and policy support are required to ensure that MSMEs maximize the economic and ethical advantages of halal certification.

CONCLUSION

This study concludes that halal certification significantly contributes to the value creation, market competitiveness, and institutional legitimacy of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. Government-led programs, including the SEHATI initiative and collaborations with halal certification bodies, have been instrumental in lowering certification barriers through technical training and financial assistance. Despite these efforts,

challenges persist in terms of procedural complexity, awareness gaps, and the financial burden of certification. The findings underscore the importance of integrating religious compliance with economic empowerment and institutional support. This research offers a comprehensive understanding of halal certification as a multidimensional instrument—not only for consumer assurance but also for MSME development and market expansion. By synthesizing empirical evidence and regulatory perspectives, this study advances the discourse on Islamic economic instruments and halal industry policy. Future research should explore longitudinal impacts, regional policy comparisons, and the role of digital infrastructure and Islamic finance in scaling halal certification accessibility for small enterprises.

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