

CHALLENGES OF HALAL CERTIFICATION FOR TRADITIONAL FOOD MSMEs: A CASE STUDY OF HALUA KENARI D&J

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Abstract

This study examines the challenges faced by traditional food MSMEs in implementing halal certification in an island-based region, using the Halua Kenari D&J enterprise in North Maluku as a case study. Employing an empirical legal research design within a socio-legal framework, the research integrates a statutory approach with a case study method. Data were collected in Wailau Village, Sula Islands, through in-depth interviews, direct observation, and document review to assess absolute compliance with the Halal Product Assurance Law. The findings reveal a significant gap between regulatory standards and on-the-ground conditions. The main obstacles include: (1) technical barriers, such as production facilities that are integrated with household living areas; (2) administrative barriers, particularly inconsistencies in raw-material documentation; and (3) structural barriers, including the absence of halal assistance infrastructure at the village level. The study concludes that current halal regulations are not yet fully inclusive for rural MSMEs. Decentralized assistance services and targeted facility-improvement incentives are needed to bridge these gaps.

Keywords: Halal Certification; MSME Barriers; Regulatory Compliance; Traditional Food MSMEs.

Abstrak

Penelitian ini mengkaji tantangan yang dihadapi UMKM pangan tradisional dalam mengimplementasikan sertifikasi halal di wilayah kepulauan, dengan studi kasus pada usaha Halua Kenari D&J di Maluku Utara. Menggunakan jenis penelitian hukum empiris (socio-legal research), penelitian ini memadukan pendekatan perundang-undangan dengan metode studi kasus. Pengumpulan data dilakukan di Desa Wailau, Kepulauan



Sula, melalui wawancara mendalam, observasi langsung, dan telaah dokumen untuk menilai realitas kepatuhan terhadap UU Jaminan Produk Halal. Temuan penelitian menunjukkan adanya kesenjangan yang signifikan antara standar regulasi dan kondisi riil di lapangan. Hambatan utama meliputi: (1) kendala teknis, berupa fasilitas produksi yang menyatu dengan area domestik rumah tangga; (2) kendala administratif, khususnya inkonsistensi dokumentasi bahan baku; dan (3) kendala struktural, yakni ketiadaan infrastruktur pendampingan halal di tingkat desa. Penelitian ini menyimpulkan bahwa regulasi halal saat ini belum sepenuhnya inklusif bagi UMKM pedesaan. Diperlukan layanan pendampingan yang terdesentralisasi serta insentif perbaikan fasilitas yang tepat sasaran untuk menjembatani kesenjangan tersebut.

Kata Kunci: Hambatan UMKM; Kepatuhan Regulasi; Sertifikasi Halal; UMKM Pangan Tradisional.

A. INTRODUCTION

Indonesia's food industry landscape, halal certification has shifted from a voluntary form of compliance to a legal obligation following the enactment of Law No. 33 of 2014 on Halal Product Assurance (*Jaminan Produk Halal* (JPH)).¹ For food products, halal certification is no longer merely a matter of fulfilling the spiritual needs of Muslim consumers,² but also a standard of food safety and an essential requirement for accessing broader markets.³ Halal product certification involves a series of procedures that business operators, whether individuals, legal entities, or non-legal entities, must complete to obtain a halal certificate.⁴ However,

¹ Moh Zaenal Abidin Eko Putro et al., "Halal Certification for Small Scale Enterprise in Indonesia: Policy Changing Impacts," *International Journal of Islamic Thought* 25, no. 10 (2024): 78–84, <https://doi.org/10.24035/ijit.25.2024.287>; Wanto Wanto and Samsuri Samsuri, "Sertifikasi Halal Dan Implikasinya Bagi Bisnis Produk Halal Di Indonesia," *Al Maal: Journal of Islamic Economics and Banking* 2, no. 1 (2020), <https://doi.org/10.31000/almaal.v2i1.2803>.

² Sofyan Bachmid and Noval Noval, "Moderate Role of Halal Awareness in The Relationship of Purchase Intention, Personal Norms and Muslim Buying Behavior," *BISNIS: Jurnal Bisnis Dan Manajemen Islam* 10, no. 2 (January 2023): 247, <https://doi.org/10.21043/bisnis.v10i2.16653>.

³ Nadia Nadia et al., "Enhancing Awareness and Understanding of Halal Products among Micro, Small, and Medium-Sized Enterprises (MSMEs) in Palu City," *Journal of Community Service: In Economics, Bussiness, and Islamic Finance* 1, no. 1 (2023): 24–30, <https://doi.org/10.24239/jcsebif.v1i1.2471.24-30>.

⁴ Adinda Choirul Ummah, Moh. Bahrudin, and Syamsul Hilal, "Sertifikasi Halal Dan Kesadaran Halal Pada Minat Beli Produk Makanan," *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)* 4, no. 4 (2023), <https://doi.org/10.47065/ekuitas.v4i4.3215>.

implementing this regulation presents unique challenges, particularly for traditional culinary products in island regions such as North Maluku, where production practices remain simple and rooted in local wisdom.

Amid these regulatory demands, traditional food products face structural challenges, including limited production facilities, insufficient documentation of raw materials, and restricted access to information related to the Halal Assurance System (SJPH).⁵ These conditions place micro and small enterprises in a vulnerable position, often creating a gap between the government-set certification standards and their operational capacity.⁶ Consequently, examining the halal certification process for traditional food products is essential to understanding the complex realities encountered in the field.

Theologically, the consumption of halal products reflects a Muslim's obedience to religious commandments. Every Muslim is obliged to consume food that is not only nutritious but also halal, as stated in the Qur'an, Surah Al-Maidah, verse 88: "Eat of the lawful and good things."⁷ Halua Kenari, a traditional snack from North Maluku, is one of the products whose entire production process must be carefully examined to obtain halal certification.⁸ This underscores that religious considerations cannot be separated from the traditional food production practices of local business actors in maintaining product integrity.⁹

The halal assessment process for Halua Kenari D&J encompasses every stage of production, from selecting kenari nuts to processing

⁵ Akbar Dwikiwibowo Tuhuteru and Muhammad Iqbal, "Readiness of Micro, Small, and Medium Enterprises (MSMEs) in the Food and Beverage Sector for Halal Certification Implementation: A Case Study in Magelang, Indonesia," *Journal of Islamic Economics Lariba* 10, no. 2 SE-Articles (December 31, 2024): 1091–1114, <https://doi.org/10.20885/jielariba.vol10.iss2.art24>.

⁶ Akhmad Rifqi Zain, M. Yusril Hafidz Nur Izza, and Siti Nur Azizah, "Analisis Penerapan Lembaga Sertifikasi Halal Di Kawasan Asean," *Tadayun: Jurnal Hukum Ekonomi Syariah* 5, no. 1 (2024): 1–28, <https://doi.org/10.24239/tadayun.v5i1.246>.

⁷ Fatimah Nur, "Jaminan Produk Halal Di Indonesia Terhadap Konsumen Muslim," *Likuid Jurnal Ekonomi Industri* 1, no. 1 (2021).

⁸ Dewi Ayu Widyaningsih Ayu Widyaningsih, "Sertifikasi Halal Perspektif Maqashid Syariah," *Falah Journal of Sharia Economic Law* 4, no. 1 (2023), <https://doi.org/10.55510/fjhes.v4i1.224>.

⁹ Bachmid and Noval, "Moderate Role of Halal Awareness in The Relationship of Purchase Intention, Personal Norms and Muslim Buying Behavior."

methods to packaging. The nuts, sourced from traditional orchards, processed using recipes passed down through generations, and packaged with techniques that preserve their distinctive flavor, must be ensured to be free from any prohibited substances. A systematic examination of each stage not only ensures compliance with halal standards but also maintains the product's quality and hygiene, thereby ensuring its safety for consumption.

Socially, halal certification plays a vital role in building consumer trust.¹⁰ In Indonesia, where the majority of the population is Muslim, the halal label serves as a symbol of assurance and peace of mind. Consumers can enjoy Halua Kenari without hesitation once a competent certification body has verified the product. Moreover, halal certification contributes to the preservation of local culture.¹¹ As a culinary heritage of North Maluku with significant historical value,¹² Halua Kenari gains renewed legitimacy through halal certification, allowing the product to be accepted not only in domestic markets but also internationally, while maintaining its authentic character.

Economically, halal certification opens access to broader market opportunities,¹³ including markets in Muslim-majority countries.¹⁴ The stringent standards required in the certification process encourage

¹⁰ Zainal Mustakim et al., "Sosialisasi Sertifikasi Halal Bagi UMKM Di Kecamatan Sidayu Kabupaten Gresik," *Dedikasimu: Journal of Community Service* 4, no. 2 (2022), <https://doi.org/10.30587/dedikasimu.v4i2.3995>.

¹¹ Muhammad Affandi AR, Nasrullah Bin Sapa, and Mukhtar Lutfi, "Pemikiran Ekonomi Islam Kontemporer Menuju Sertifikasi Halal Berbasis Kearifan Lokal," *Jurnal Ekonomi Dan Bisnis* 3, no. 1 (2025).

¹² Sofyan A. Togubu, "Halua Kenari Masuk Warisan Budaya Yang Dilindungi," *Radio Republik Indonesia*, 2025, <https://rri.co.id/daerah/1711340/halua-kenari-masuk-warisan-budaya-yang-dilindungi>.

¹³ Ica Camelia et al., "Analisis Peran Sertifikasi Halal Pada Bisnis UMKM Kabupaten Bekasi," *Jurnal Ilmiah Ekonomi Islam* 10, no. 2 (2024), <https://doi.org/https://doi.org/10.29040/jiei.v10i2.13349>; Diva Nur Wulandari, Wisnu Uriawan, and Lailatul Mahfiroh, "Proses Edukasi Sertifikasi Halal Food Production Di Uin Sunan Gunung Djati Bandung," *Burangrang: Jurnal Pusat Penelitian Dan Pengabdian Kepada Masyarakat (P3M)* 2, no. 2 (2024).

¹⁴ Novalini Jailani et al., "MSMEs Market Expansion Strategy: Synergy of Halal Certification and Digital Marketing," *Tadayun: Jurnal Hukum Ekonomi Syariah* 5, no. 2 (2024): 163–84, <https://doi.org/10.24239/tadayun.v5i2.346>.

producers to improve production quality by adopting more hygienic, modern processing practices without compromising their original recipes. This makes halal certification not merely a formality, but a strategic instrument for enhancing the competitiveness of traditional products.

Nevertheless, conditions on the ground show that implementing halal certification for micro, small, and medium enterprises is far from simple. For products such as Halua Kenari D&J, production processes that still take place within household environments often fail to meet requirements for raw material documentation, separation of production areas from domestic activities, and compliance with hygiene standards. Similar challenges are frequently encountered by other MSMEs,¹⁵ particularly those that continue to operate with traditional facilities and production practices. The difficulties become even more pronounced in regions such as the Sula Islands, where access to information, training, and support infrastructure for halal certification remains extremely limited. In addition, limited capital, administrative burdens, and business owners' limited understanding of the Halal Assurance System present significant obstacles that are difficult to overcome. This phenomenon aligns with findings from various studies showing that the effectiveness of halal certification implementation still faces substantial challenges,¹⁶ primarily due to insufficient outreach efforts and the difficulties business owners face in meeting the required certification requirements.¹⁷

Given these conditions, this study is significant for examining the challenges of halal certification for traditional food MSMEs, particularly the Halua Kenari D&J enterprise. This research aims to analyze the halal

¹⁵ Rizkia Mila Khoiria, Afsah Indah Maulidah, and Kristiyoningsih, "Analisis Faktor Kendala Dalam Penerapan Sertifikasi Halal Pada Produsen Pangan Olahan Nabati Tahun 2024 (Studi Kasus Di Paguyuban UMKM Kecamatan Jatirogo)," *Jurnal Ekonomi Pertanian Dan Agribisnis (JEPA)* 9, no. 2 (2025): 599–609, <https://doi.org/10.21776/ub.jepa.2025.009.02.14>.

¹⁶ Restiana Gustiana, "Efektifitas BPJPH Terhadap Sertifikasi Halal Produk UMKM Indonesia," *Al-Maqrizi : Jurnal Ekonomi Syariah Dan Studi Islam Prodi Ekonomi Syariah* 1, no. 1 (2023): 1–21, <https://doi.org/10.32493/amq.v1i1.31673>; Akhmad Rifqi Zain, Izza, and Azizah, "Analisis Penerapan Lembaga Sertifikasi Halal Di Kawasan Asean."

¹⁷ Hani Handayani, Sri Mulyeni, and Herlina Herlina, "Pendampingan Sertifikasi Halal Bagi UMKM Di Kota Cimahi," *Jurnal Pengabdian Masyarakat* 2, no. 2 (2024): 30–37, <https://doi.org/10.58818/jpm.v2i2.73>.

certification process undertaken by producers and identify the structural, technical, and economic obstacles they encounter in meeting halal assurance requirements. Accordingly, the study is expected to contribute to strengthening the halal certification ecosystem, especially for traditional MSMEs that hold essential cultural and historical value.

B. METHOD

This study employs an empirical legal research method (socio-legal research) to examine the implementation of halal certification for the Halua Kenari D&J micro-enterprise through field observations. This approach is used to understand how legal provisions—particularly Law No. 33 of 2014 on Halal Product Assurance—are applied by business actors within the context of traditional food production in the Sula Islands. Within this framework, the study integrates a statutory approach, which analyzes the normative basis of halal certification including the Halal Product Assurance Law, Government Regulation No. 39 of 2021, and related BPJPH regulations, with a sociological approach used to capture the social, economic, and cultural realities that influence the ability of MSMEs to meet the standards of the Halal Assurance System (SJPH). In addition, the research employs a case study approach, focusing on Halua Kenari D&J to examine its production process, administrative barriers, and the challenges encountered in implementing halal regulations.

The fieldwork for this study was conducted in North Maluku, specifically in Wailau Village, Sula Islands Regency, at the Halua Kenari D&J enterprise. Data were collected through in-depth interviews to explore the complexities of halal certification from the perspective of the business owner, direct observation of the production process, and a review of documents related to raw materials and production workflows. All data were analyzed qualitatively through data reduction, thematic categorization, and conclusion drawing to produce a comprehensive understanding of the issues surrounding halal certification for traditional food MSMEs.

C. RESULTS AND DISCUSSION

1. Description of Halua Kenari D&J and Production Flow

Halua Kenari is a traditional snack rooted in the rich cultural heritage of North Maluku, originating in Wailau Village, Sula Islands

Regency. It represents the culinary creativity of the local community, transforming simple ingredients into a snack with a distinctive taste and meaningful cultural symbolism. Kenari nuts are not merely a food ingredient but also a symbol of the natural abundance bestowed by God, meant to be utilized responsibly. The sturdy kenari trees and their abundant fruit serve as a metaphor for the local people's resilience and prosperity.

The main ingredient in Halua Kenari is carefully selected kenari nuts harvested directly from kenari trees. Only fully matured nuts with the proper texture and aroma are chosen (never nuts that have been sun-dried or stored for long periods). The only additional ingredient is granulated sugar. Thus, Halua Kenari is made from just two primary ingredients, kenari nuts and sugar, without any extra additives. Cooking oil is used only as a supporting ingredient for frying the nuts. The preparation of Halua Kenari is a culinary art passed down through generations. The process requires patience and specific skills. The steps involved in making Halua Kenari are as follows:

a. Preparation of Ingredients

The kenari nuts are peeled from their shells, which consist of three layers: the outer skin, the hard shell, and the thin membrane covering the nut. This peeling process is time-consuming, as it requires two to three rounds of peeling depending on the ripeness of the nuts being processed.

b. Frying the Kenari Nuts

The peeled kenari nuts are then fried over medium heat. This stage is critical because the heat must be precisely controlled to produce a savory aroma without burning the nuts. Halua Kenari makers rely on their senses and experience to determine the exact point at which the nuts are perfectly fried.

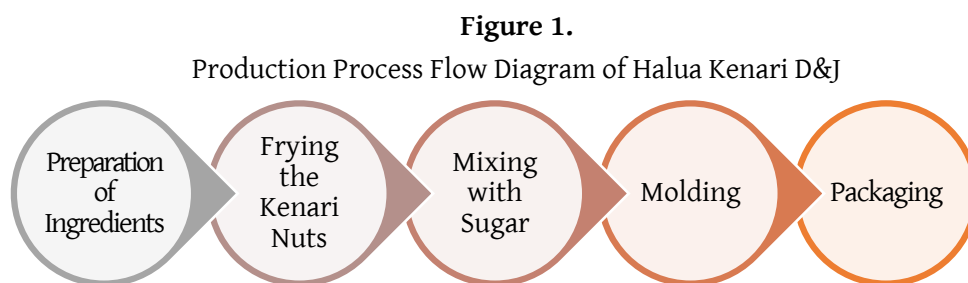
c. Mixing with Sugar

Granulated sugar is heated over low heat until it caramelizes, then combined with the fried kenari nuts in specific proportions. This step requires precision, as an imbalanced ratio can compromise the flavor of the Halua Kenari. The mixture is cooked over low heat, stirred continuously to ensure even blending and prevent burning.

d. Molding and Packaging

Once the nuts and caramelized sugar are thoroughly mixed, the mixture is poured into trays or traditional molds. However, in the case of Halua Kenari D&J, the molding is done using a spoon, and each portion is placed directly into plastic packaging. After the mixture hardens, the ends of the plastic are sealed with heat. The packaged pieces are then placed into small, bowl-shaped plastic containers. The finished product has a firm texture with an appealing brownish color. Halua Kenari is dense yet crisp, with a sweetness balanced by the rich flavor of the kenari nut. Its aroma is distinctive, combining the sweetness of the caramelized sugar with the natural fragrance of the nuts.

For a more straightforward overview, the production process of Halua Kenari D&J can be seen in the following diagram:



Source: Observation result

2. Challenges of Halal Certification for Halua Kenari D&J

Based on interviews with Desiyanti Umasugi, the business owner, Halua Kenari D&J has not yet obtained halal certification. This is due to several challenges she faces in meeting the certification requirements. The challenges encountered by the producer of Halua Kenari D&J include the following:

a. Administrative Challenges

One of the earliest obstacles faced by the business owner is the complexity of the required documentation.¹⁸ The halal certification

¹⁸ Moh Farih Fahmi et al., "Upaya Peningkatan Ketersediaan Produk Halal Di Kabupaten Sidoarjo Dengan Sosialisasi Oss Sebagai Salah Satu Syarat Pengajuan

process requires highly detailed records, including a complete list of raw materials and a clear description of each production stage. The ingredients used by Halua Kenari D&J are not yet entirely consistent; when the usual brand of an ingredient is unavailable in the market, the producer often substitutes it with another brand. This indicates a lack of consistency in ingredient use.

From the production standpoint, the business still operates on a small scale, with the entire process carried out at home using basic equipment. In addition, there is no separation between the production area and the surrounding household environment, and interactions with household animals still occur. These conditions make it challenging to meet the administrative and procedural standards required for halal certification.

b. Technical Production Challenges

Traditional producers face significant pressure to modernize their production processes. A simple household kitchen often inherited across generations must be transformed into a production space that meets rigorous hygiene standards. Every area of the workspace and each piece of equipment must be free of contamination from prohibited or harmful substances. This shift requires not only new tools and infrastructure but also changes in long-standing production habits, which can be difficult for small, home-based enterprises to implement.

c. Economic Challenges

The cost of halal certification remains a substantial obstacle, particularly for small-scale businesses. Certification fees include application submission, product inspection and testing, deliberation on the halal fatwa, and issuance of the certificate. For micro and small enterprises, the fee is IDR 300,000; for medium-sized enterprises, IDR 5,000,000; and for large enterprises, IDR 12,500,000.¹⁹ For small producers operating with limited capital, even the lower fee can feel

Sertifikasi Halal,” *SEMANGGI: Jurnal Pengabdian Kepada Masyarakat* 3, no. 2 (2025): 96–104, <https://doi.org/10.38156/sjpm.v3i2.347>.

¹⁹ Ririn Tri Puspita Ningrum, “Problematika Kewajiban Sertifikasi Halal Bagi Pelaku Usaha Mikro Dan Kecil (UMK) Di Kabupaten Madiun,” *Istithmar: Jurnal Studi Ekonomi Syariah* 6, no. 1 (2022), <https://doi.org/10.30762/istithmar.v6i1.30>.

burdensome, leading them to prioritize essential production needs such as purchasing raw materials over pursuing halal certification.

d. Knowledge-Based Challenges

A limited understanding of halal certification procedures also poses a significant challenge.²⁰ Many business owners, especially those in rural areas, lack adequate access to information regarding certification mechanisms and requirements. For most micro and small enterprises, the halal certification process is a complex, confusing maze. They face numerous questions: What documents are required? How should each raw material be traced? What costs must be paid? Moreover, many do not know where to go or which agency to approach to initiate the certification process. In rural areas, where access to information remains limited, halal labels are still rarely found on street vendors, small eateries, and even on products such as Halua Kenari D&J.

However, behind these challenges lies considerable hope. Halal certification is not merely a burden; it represents an opportunity to grow, expand the business, and guarantee product quality for consumers. Each challenge becomes a chance to learn, improve, and demonstrate that adherence to Islamic dietary law can coexist with innovation and professionalism. Halal certification, therefore, is not the end of a process but the beginning of a new chapter in business development. It may be said that halal certification is the key to accessing a much broader consumer market. A single halal certificate can transform a local product into a commodity capable of competing in national or even international markets. In addition, halal certification strengthens consumer trust among Muslim buyers and affirms the producer's commitment to quality and high production standards.




Two of the ingredients used in production already have halal certificates: granulated sugar and cooking oil. The sugar used is the

²⁰ Ananda Nisrina, Lina Marlina, and Putri Nadia Salsabila, "Analisis Penerimaan Dan Pemahaman Masyarakat Kampung Naga Terhadap Sertifikasi Halal," *Quranomic: Jurnal Ekonomi Dan Bisnis Islam* 4, no. 1 (2025), <https://doi.org/10.37252/jebi.v4i1.1066>; Musthafa Syukur, Shofiyatur Rosyidah, and Zhely Vernanda, "Aplikasi Sihalal BPJH Dalam Percepatan Pengajuan Sertifikasi Produk Halal Bagi UKM Desa Karanganyar Paiton," *Indo-Fintech Intellectuals: Journal of Economics and Business* 4, no. 6 (2024), <https://doi.org/10.54373/ifijeb.v4i6.2307>.

Gulaku brand, with halal certificate number ID00410000201600321, and the cooking oil used is the Bimoli brand, with halal certificate number ID00410000054910420. Additional supporting materials include Sunlight dishwashing soap and plastic containers. Most of these materials are typically purchased from small local shops, although the producer may occasionally obtain them from suppliers offering different brands.

The ingredients used in the production of Halua Kenari are presented in the following table.

Table 1
Ingredients for Halua Kenari D&J

No.	Ingredients	Photos
1	Kenari Nuts	
2	Sugar	
3	Cooking Oil	

Source: Observation result

According to Desiyanti Umasugi, the business owner, she is strongly motivated to obtain halal certification. However, limited knowledge and insufficient support from BPJPH in assisting small enterprises have complicated the process, particularly in rural areas far from urban centers. From the sales perspective, demand for Halua Kenari D&J is relatively high. Orders have come not only from the Sula Islands Regency but also from Ternate, Ambon, Jakarta, and even parts of Kalimantan. Despite this, the business owner is reluctant to distribute her products outside the Sula Islands. She worries that doing so without a halal label might prevent her products from competing in broader markets or could even cause problems due to the absence of certification. As she explained,

“I could send my products to different regions and fulfill those requests, but I worry that without a halal label, my product might not compete well, or worse, it could become an issue because it isn’t certified yet.”²¹

BPJPH has not sufficiently supported her commitment to obtaining halal certification. Unfortunately, Halua Kenari D&J has not received halal certification, despite its strong market potential. Beyond her desire for certification, she is also deeply committed to preserving her ancestral culinary heritage by continuing to produce and introduce Halua Kenari. For her, the business is not only an economic opportunity but also a responsibility to carry forward a traditional snack that has existed for generations. She has even been invited multiple times to showcase and promote Halua Kenari at significant events.

Small rural entrepreneurs like her are the custodians of culinary heritage who need a bridge between tradition and modernity. Adequate facilities and assistance with halal certification are essential. Most rural business owners have limited access to information; they need practical, contextual knowledge transfer rather than abstract instructions. How should raw materials be traced? How should production processes be documented? How should the philosophy of halal compliance be understood?

Support services and certification assistance also enhance competitiveness and open wider economic opportunities.²² Halal certification is not merely a label; it serves as a passport to more competitive markets. It enables local products to compete at the national and even international levels. Assistance programs in rural areas must also cultivate awareness of the importance of compliance at every stage of production.

On the one hand, the government is actively promoting the development of the creative economy. On the other hand, essential

²¹ Desiyanti Umasugi, the owner of the business

²² Anisa Nur Habibah, Hanna Alfitra Sulaeman, and Mutiara Silmi, “Pendampingan Pembuatan Nomor Izin Berusaha (NIB) Dan Sertifikat Halal Bagi Usaha Mikro Kecil Dan Menengah (UMKM) Di Desa Rancakasumba,” *Proceedings UIN Sunan Gunung Djati Bandung* 5, no. 4 (2024): 1, <https://proceedings.uinsgd.ac.id/index.php/Proceedings>; Redi Hadiyanto et al., “Jaminan Produk Halal Bagi UMKM Terhadap Implementasi Program Sertifikat Halal Gratis Di Jawa Barat,” *Jurnal Ilmiah Ekonomi Islam* 10, no. 03 (2024): 3333–41.

supporting infrastructure, such as accessible halal certification facilities in rural regions, is nearly nonexistent. This disparity creates a gap between the vision of economic empowerment and the realities on the ground.

D. CONCLUSION

The findings of this research show that the implementation of halal certification for traditional food MSMEs in island-based regions, illustrated through the case of Halua Kenari D&J, continues to face a substantial gap between regulatory expectations and operational realities. Technical barriers remain the most fundamental, as production activities are carried out in home-based facilities that do not meet the Halal Product Assurance System's hygienic requirements. Administrative and knowledge-related challenges also persist, including inconsistent raw material documentation, limited understanding of certification procedures, and the perception that certification fees present a financial burden for micro-scale businesses. These issues are further exacerbated by structural constraints, particularly the absence of halal assistance infrastructure at the local level, leaving rural producers without adequate access to technical support.

In light of these challenges, the study emphasizes the need for decentralized, context-sensitive halal assistance services to make certification more accessible to rural MSMEs. Strengthened collaboration between BPJPH and local governments is essential, particularly through the establishment of subdistrict-level halal service units or by involving local religious counselors as active PPH assistants. Practical, hands-on guidance in preparing SJPH documents, along with targeted support for improving basic production facilities, is necessary to bridge the gap identified in this research. Such measures would not only enhance compliance with halal regulations but also increase the competitiveness and market reach of traditional products like Halua Kenari D&J.

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