



THE ROLE OF HALAL IN MSMEs PRODUCTS TOWARDS A GLOBAL SHARIA ECONOMY (CASE STUDY ON MSMEs IN KUDUS)

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This study is a literature review that discusses the role of halal in MSME products as a step towards a global sharia economy. This study aims to analyze and provide an understanding of the role and efforts needed for halal products in MSMEs in Kudus City to achieve an international-scale sharia economy. The approach used is a qualitative descriptive method. The data collected are qualitative and consist of primary and secondary data. Data sources are taken from literature available both online and offline, such as scientific journals, books, articles from trusted sources. The results of the study indicate that the role and efforts made towards halal in MSME products in Kudus City can encourage the realization of a global sharia economy. MSMEs have an important role in supporting equitable and sustainable economic growth by implementing sharia principles such as justice and transparency to build a strong sharia economic ecosystem and provide a positive impact on community welfare.

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INTRODUCTION

Sharia economy in Indonesia has great potential to grow, especially since Indonesia is the country with the largest Muslim population in the world. With 87% of its 270 million population being Muslim, this is a great opportunity for the sharia economy market (Fathoni, 2020). That, the growth of the middle class and the productive age group also drives this potential. In Indonesia, there are around 74 million people in the middle class and around 33.75% or 91 million people are millennials (Kasri et al., 2021). This condition promises sustainable development of the sharia economy due to the increasing purchasing power of halal products and community productivity, both in the short and long term (Qoniah, 2022).

MSMEs also play an important role in the development of the sharia economy. MSMEs contribute greatly to the Indonesian economy, especially supporting halal products. Based on data from the Ministry of Cooperatives and MSMEs, in 2022 there were around 64.2 million MSME units contributing 61.07% to GDP equivalent to IDR 8,573.89 trillion (Hariani &

Sutrisno, 2023). The State of Islamic Economy report shows that global consumption of around 1.9 billion Muslims reached 2.02 trillion dollars in 2019 in six main sectors of the real economy. According to the State of the Global Islamic Economy (SGIE) report in 2022 published by Dinar Standard, Indonesia maintains its 4th position in the world in building a stable sharia economic ecosystem (Kusjuniati, 2022). SGIE 2022 also showed that Indonesian halal food products ranked second globally, an achievement that shows that Indonesia is getting closer to becoming a world leader in this field (*SGIE Report 2022: Makanan Halal Indonesia Peringkat Dua Dunia*, 2022). The report highlights Indonesia's progress in innovation in various other sharia economic sectors.

Halal products are a guarantee for MSMEs to be able to survive in competition. Currently, MSMEs are expected to have halal certification to improve performance in the global halal market (Syahidin et al., 2024). Kudus City has a wide market potential for halal products, making it a great opportunity as a center for halal

products in Indonesia (Latifah, 2022). Kudus City known as the City of Santri, is located in the northern region of Central Java and has high trade potential, not only from the retail and wholesale sectors, but also MSMEs that drive the regional economy. Kudus is known for its slogan Gusjigang (Good, Studying, Trading). According to TribunMuria.com, the number of MSMEs in Kudus Regency has increased significantly, from 17,182 at the end of 2021 to 27,200 at the end of 2022. Along with the increase in small business actors, Kudus Regent HM Hartopo promised to continue to support (Gozali, 2023). This support is implemented through a halal certification development and mentoring program.

The Halal Task Force at the Kudus Regency Ministry of Religion (Kemanag) Office stated that by July 2024 there were 6,436 halal-certified products (Umam, 2021). There are still many MSMEs that need to register for halal certification. Halal product development in Kudus requires strengthening of upstream to downstream infrastructure and support from government policies and related institutions to accelerate global market penetration (Oktavia et al., 2023). The increasing role of Kudus in the sharia economy is driven by the performance of halal products as a business model based on the halal value chain as well as the encouragement to expand exports and reduce dependence on imports.

Business actors, both from companies and MSMEs, must pay attention to the halalness of products. With technological advances that include tools, distribution, materials, and production processes, the halalness of products is important for Muslim consumers, including in Kudus which is known as the City of Santri. Halal certification on MSME products provides consumers with a guarantee of the halalness of the product, which is marked with a halal label (Awaliyah et al., 2024). This label not only shows compliance with Islamic law but also increases consumer confidence both domestically and internationally. This makes the halal concept a strategic added value, helping to expand market share and increase the competitiveness of MSMEs in Kudus in the global sharia economic market (Febriyani, 2022). The role of halal in MSME products in Kudus is not only to fulfill religious aspects but also reflects the quality and cleanliness of the product (Hida et al., 2021). Halal-standard products tend to be more accepted in the global market, especially in countries with a Muslim majority. This is an opportunity for MSMEs in Kudus to advance to the international market, taking advantage of the increasing demand for halal products. Therefore, halal certification of MSME products is an important step in building a sustainable and ethical economy, in line with the principles of sharia economics (Muhammad Nizar & Antin

Rakhmawati, 2022). To realize a global Sharia Economy, MSMEs in Kudus need to continue to improve their governance and production processes to comply with internationally recognized halal standards. Local governments and related institutions have an important role in providing support through training, certification assistance, and mentoring for the implementation of halal principles (Pujiono et al., 2018). These steps are crucial to increase market confidence and create opportunities for collaboration at the global level.

With the active involvement of MSMEs and supportive policies, Kudus can become a pioneer in the development of a sustainable Sharia Economy in Indonesia and the world. In addition, the Qur'an as the main guideline for Muslims also underlies these steps, Allah has given clear signs about the command of halal food (Rumnah et al., 2022). As Allah says in Surah Al-Ma'idah verse 88:

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ

Meaning: "And eat of the lawful and good things that Allah has provided for you, and fear Allah in whom you believe."

This study aims to describe the role and efforts of halal products produced by MSMEs in Kudus in achieving a global-scale sharia economy. Based on previous research by Qoniah (2022), The government has shown its commitment to encouraging the growth of halal products after the enactment of Law Number 33 of 2014 concerning Halal Product Assurance. This law has the main objective of ensuring the safety and certainty regarding the halalness of products consumed by the public. In line with research from Kusjuniati (2022) that by taking this step, the government hopes that halal products in Kudus will continue to advance and develop, and make Indonesia the main center for halal products by producing halal products that are expected to increase and become the largest in the world to penetrate the world market. Rahmawati et al. (2022) added that the rapid globalization in the trading system has triggered changes, where halal is now a global trend, so that many countries are competing to become the center of world halal products.

The concept of halal in global trade includes not only the consumption aspect, but also includes the entire production and service process integrated into the supply chain (Puspitaningrum et al., 2021). According to research from Abdul Hamid et al. (2022) explains that It is undeniable that the demand for halal products continues to grow. In addition to Muslims who follow Islamic dietary laws, halal-certified foods are also starting to attract interest among non-Muslims. This is due to the increasing attention to health, as halal food products are often considered to be of high quality

in terms of cleanliness and safety, which can support health. In addition, the fact that the number of Muslims around the world continues to grow opens up opportunities for more industry players to get involved in this promising sector.

Based on the phenomena and research gaps that have been explained previously, the researcher chose to conduct a study on the role of halal in MSME products in an effort to move towards a global sharia economy with a case study of MSMEs in Kudus. The main difference between this study and previous studies lies in the objects and topics discussed.

METHOD

The method used in this study is a descriptive qualitative approach. Researchers collect and group data directly in the field to provide an overview of existing phenomena, in accordance with the main indicators of the study (Waruwu, 2023). The data sources used consist of two types, namely primary and secondary data. Primary data was obtained directly by researchers through interviews with predetermined informants, field observations at MSMEs in Kudus, and documentation including minutes, voice recordings, photos, and videos (Faiqoh, 2024). Meanwhile, secondary data was obtained from various supporting documents such as journals, scientific articles, publications from government and international institutions, and other relevant documents. Researchers also used various library sources as references in writing this research.

For data collection, researchers applied purposive sampling techniques, namely selecting samples based on research objectives (Ani et al., 2021). The samples taken were MSME actors who produce halal products in Kudus. The location of the research was conducted in Kudus, because the researcher was interested in exploring the role of halal in MSME products in Kudus in supporting the achievement of the global sharia economy,

considering that Kudus is known as the City of Santri.

RESULT AND DISCUSSION

The role of halal in MSMEs products in Kudus is very significant in supporting the growth of the sharia economy towards the global level. Based on the analysis, halal-certified products are more easily accepted in the market, especially by Muslim consumers in various countries. This provides a competitive advantage for Kudus MSMEs to compete in the international market (Salomo, 2020). In addition to fulfilling sharia aspects, halal products reflect quality and safety assurance, attracting global consumers, including non-Muslims. By utilizing this potential, MSMEs in Kudus can expand market share and strengthen Indonesia's position as the world's center of sharia economy (Novita Mega Angel Virdianasari, 2021). The support of local governments and related institutions such as MUI has encouraged MSMEs to adopt the halal concept in every stage of production, from raw material selection to distribution. This reflects Kudus' commitment as a region with a strong Islamic culture to become part of the global halal value chain (Hidayat et al., 2024). By increasing awareness, training, and access to halal certification, MSMEs in Kudus have the potential to become the main pillar of the global sharia economy.

In the results and discussion, the researcher presents an overview of the informants through the interview process. The collected data will be a reference for answering the formulation of the research problem by processing and analyzing the data received. To describe the data, a descriptive qualitative analysis was carried out. Based on field research, the following is a table of interview process informants. The research location is MSME actors in Kudus who have succeeded in expanding their market, even outside the Kudus city area.

Table 1. Interview Informant

Informant Name	Position	Business Name
Mr. Saiful Aviv	Owner	UD Cap Manggis
Ms. Dewi Alai	Owner	Rempeyek Dewi Jaya
Ms. Siti Umiyanti	Owner	Jenang Rohmah
Mr. M. Abdul Hamid Ridho	Owner	Kopi Muria Zayna
Mr. Mahfud Hamid	Owner	Recolta Coffe & Parijoto
Mr. Kirom	Head of Marketing	Jenang Mubarak Kudus
Ms. Arifah Afriani	Owner	Jamur Crispy “Mak Kres”
Mr. Triyanto Soetardjo	Owner	CV. Seleksi Alam Muria
Ms. Rubiyanti	Owner	Uliq Food Juragan Jipang
Ms. Nuraini Rajab	Owner	Omah Jajan Paquita

The Role of Halal in MSME Products in Kudus Towards a Global Sharia Economy

Challenges in Meeting Global Sharia Market Demands Related to Halal Products

To meet the demand for the global sharia market with halal products in MSMEs in the city of Kudus has its own challenges. Surely all halal product MSMEs in Indonesia have challenges to meet the demand for the global sharia market. This was conveyed through a statement from the resource person, Mr. Kirom as follows:

With our enthusiasm to provide product innovation and quality to meet market demand, it does not make us feel difficult but it is what makes us always inspire and ensure that every halal product we produce not only meets demand but exceeds expectations in the national market and globally.

Based on the explanation from the resource person, regarding the challenges that occur in meeting the demand for the global sharia market. Halal is now no longer just a matter of religion, but in the lives of people in the city of Kudus to the world has become a global symbol that reflects the guarantee of quality and lifestyle choices of halal products that are traded giving full enthusiasm to entrepreneurs themselves, MSMEs in the city of Kudus feel challenged and full of enthusiasm in meeting market demand both locally and globally in various ways and efforts that are in line with the principles of MSMEs and sharia principles for the global sharia market. Halal products in MSMEs that are provided to meet global market demand are always ensured to be able to meet global market demand but will also exceed market expectations.

The Role of Sharia Economy in Motivating MSMEs to Develop Halal Products

The role of halal in MSME products is very important for the global sharia market, with the role of halal in MSME products in the city of Kudus, it can provide a role for Sharia economy to motivate MSMEs in developing their products and can also be used as global sharia economic growth. This was also conveyed through statements from the speakers Mrs. Nuraini Rajab and Mr. Triyanto Soetardjo as follows:

With previous experiences related to the future, we must utilize what we have researched and done as our business material for economic growth that begins with conducting research and then being motivated to develop halal products to create sharia economic growth until now. As residents of Kudus, the practices carried out are like the teachings of Mbah Sunan Muria Kudus. That humans must be useful for the next generation. If we as entrepreneurs also provide benefits, such as opening up jobs for others in need, and we must follow the era that is always changing, don't just stop and don't want to do something that has become its era, but also don't forget the culture and traditions that have existed

since long ago. Not only that, as a Muslim society, even for an entrepreneur, don't forget to give alms and have a sense of family for all.

Based on the explanation from the resource person, regarding the role of sharia economics in motivating MSMEs to develop their products. In the past, where these entrepreneurs did something like analyzing what they saw could provide business opportunities for them in the future now. With this, entrepreneurs who always try even though there must be ups and downs are always maintained until now to become a growth of an economy in Kudus by creating MSMEs and always innovating with their products that are in accordance with sharia principles. Through the role of sharia economics, this can provide motivation for MSME actors to develop their halal products to the global sharia market. The positive impact of the role of the economy in motivation as the development of halal products towards the global sharia economy is the opening of wider access to the international market. Thus, the Islamic economy has the opportunity to take advantage of global market opportunities by applying sharia principles that are relevant to market needs (Karyani et al., 2021).

Halal Efforts for MSME Products in Kudus Towards a Global Sharia Economy

Production Process by Meeting Halal Standards

Halal standards in the production process must be carried out and it is one of the important things as an effort by MSMEs in Kudus to move towards a global Sharia Economy. This was also conveyed through statements from the speakers Mr. Saiful Aviv and Ms. Dewi Alai as follows:

Halal products are not products that only have halal certification, but also products with all the materials used and the processing process are also guaranteed halal. Not mixed with prohibited materials and tools. The halal products that we provide to consumers must be guaranteed that our products from the production process starting from the materials to the tools used until the product distribution process to the hands of consumers is guaranteed halal.

Based on the explanation from the speakers, regarding the production process that must meet halal standards for MSME products in the city of Kudus. Because before being sold to consumers, a product in the manufacture or production process must meet halal standards. As a Kudus community whose majority population is Muslim, it must always fulfill sharia principles in doing business. Not only for the Muslim community, but all Kudus residents will definitely be more interested in products that are guaranteed in their production process. Even if a halal product that has met the standards of a good and halal production process will have more opportunities to reach the global sharia market.

Halal Certification

Halal certification for MSME products in the city of Kudus has been running and there are already many halal products in Kudus MSMEs that have halal certification, because it is very important to have a halal certification label for Muslim consumers. This can provide greater opportunities for Kudus MSMEs to be able to move towards the Global Sharia Economy. This was also conveyed through statements from the speakers, Ms. Dewi Alai and Ms. Arifah Afriani as follows:

One of our efforts, in fulfilling Muslim customers by registering halal labeling on our products, so that by seeing the halal logo on the products we offer, consumers with a halal lifestyle do not hesitate to consume the products we offer.

Based on the explanation from the resource person, regarding halal certification for MSMEs products in the city of Kudus. Halal certification is a process to obtain a halal certificate by going through several stages of inspection to prove that the raw materials, production process, and halal assurance system. Certification is carried out by conducting a series of inspections carried out by competent auditors in their fields to then determine its halal status so that a written fatwa is created stating the halalness of the product in the form of a halal certificate. So it can be explained that MSMEs actors in Kudus consider that with the halal labeling on every product they offer, customers do not hesitate to buy the products offered. So an entrepreneur is required to obtain halal certification from BPJH for every product marketed, and include a halal label on the packaging (Maskur, 2023). As a goal to become a market opportunity for the sharia economy towards the global sharia economy, therefore the halalness of a product must meet sharia law standards.

Support from the Government or Related Institutions in Helping MSMEs Obtain Halal Certification

The Kudus Government and related institutions will always provide easy access for MSMEs in making halal certification for their MSME products. With the efforts and intentions of an entrepreneur, they will definitely be able to obtain halal certification quickly with the help of the government or related institutions. This was also conveyed through statements from the speakers, Mrs. Siti Umiyanti and Mr. M. Abdul Hamid Ridho as follows:

In the past, we registered for halal certification after there was socialization in the village, and there was information about submitting halal certification on social media. So we asked for help from consultants who had partnered with the organizers to issue halal certification

Based on the explanation from the speakers, regarding the support of the government or related institutions in helping MSMEs obtain halal certification. The halal certification process assisted by related institutions will make it easier for MSMEs which is done by submitting halal certification to the Provincial MSME Office. Then there will be training/socialization on what to do and what to avoid during the production process in submitting halal certification, then if the business being run is ready to be audited, the audit process will be carried out. During the audit process, MSME actors will receive assistance (consultant) from the Provincial MSME Office until the halal certification is issued. After the halal certification is issued, it will be symbolically delivered by the office personnel in the form of hard files and soft files to MSME actors. The process of submitting halal certification from the beginning until the halal certificate is issued is carried out free of charge. In addition, submission of halal certification can also be done at the Department of Religion in the district area which is usually partnered by consultants from certain campuses and also from the general public. During the halal certification process, it will usually be facilitated free of charge and accompanied by consultants until the halal certification is issued.

Strategy to Increase Competitiveness of Halal Products in the Global Market

To increase the competitiveness of halal products in the global market, MSMEs in the city of Kudus have their own strategies that make them confident in being able to provide consumer needs in the global market as an effort to improve the Global Sharia economy. This was also conveyed through statements from the speakers Mr. Kirom and Mr. Mahfud Hamid as follows:

Our strategy to increase the competitiveness of halal products in the global market is with our enthusiasm to provide product innovation to increase the competitiveness of halal products in the global market, it does not make us feel difficult but it is what makes us always inspire and ensure that every halal product we produce can create this strategy. So I have become more open-minded, that a business can grow if we can create new product innovations, and of course can get a high selling value for the Muslim community, a product will be more worthy of being traded if it already has a halal certificate because with that it will get a lot of benefits for our business.

Based on the explanation from the speakers, regarding the strategy to increase the competitiveness of halal products in the global market. By providing innovation to the global sharia market through quality halal products, in accordance with sharia principles, the production process carried out in accordance with halal

standards and will be ensured to meet consumer expectations in the global sharia market.

Consumer Education Efforts Regarding the Importance of Halal Products

Not only consumers, entrepreneurs must also be educated regarding the importance of halal products for the Muslim community in Kudus City and globally in order to provide global Sharia economic growth. This was also conveyed through statements from speakers Mr. M. Abdul Hamid Ridho and Mr. Mahfud Hamid as follows:

With the education obtained for consumers regarding the importance of halal products, it is indeed very important. For the Muslim community, especially in Kudus City, the majority of the religion is Islam, which is indeed required to consume halal products that are stated in the Qur'an. Not only education for consumers, but for entrepreneurs like us, we must also get education regarding how important this halal product is. Because, by knowing the benefits obtained by providing a halal label or having registered the halal status of a product, we will get a lot of benefits, for example, when we participate in an expo we will be more confident in marketing our halal products. So a product will be more worthy of being sold if it already has a halal certificate because with that it will get a lot of benefits for our product.

Based on the explanation from the resource person, regarding efforts to educate consumers regarding the importance of halal products. It is indeed important to educate consumers in purchasing a halal product, by knowing how important halal products are for our needs, it will have a good impact on our bodies. As a Muslim society, we will definitely choose halal products to meet our needs, because this has been stated in the Qur'an. To ensure the halalness of a product, the first impression that consumers look for is the presence of a halal logo on the product. Not only that, education on how important halal products are must also be known by entrepreneurs. There are many benefits to be gained by trading halal products to reach the global market as a goal of economic growth towards a global sharia economy.

Utilizing Digital Platforms to Promote Halal Products to the Global Market

By utilizing Digital Platforms to promote halal products to the global market, MSMEs in the city of Kudus will also benefit by utilizing them as much and as well as possible, because these benefits are not only for the country but also for their own businesses. This was also conveyed through statements from the speakers, Mr. Triyanto Soetardjo and Mrs. Rubiyanti as follows:

Alhamdulillah, by utilizing the digital platform as a marketing medium for halal products, it has been

able to cover all regions in Indonesia, it has been listed on all social media platforms and marketplaces such as TikTok, YouTube, Shopee, Lazada, Tokopedia, Bukalapak, Blibli, and so on. If from social media we direct it to more education about our products, and for access to buying and selling in the marketplace. With our official name, namely Alamu Official, this will also, God willing, provide easy access to the global sharia market if it is done consistently and enthusiastically in innovating in the business world.

Based on the explanation from the speakers, regarding the benefits of the digital platform to promote halal products to the global sharia market. The digital platform is a very good era for MSMEs because it provides many benefits for business actors. With the existence of a digital platform, as an entrepreneur, you can market halal products and introduce halal products in Kudus to the global sharia market easily because of its wide reach (Kusjuniati, 2022). In addition, based on the results of previous research, one way to register for halal certification, business actors can register online through an application or a website which of course must also meet the existing requirements.

CONCLUSION

Based on the results and discussion, it can be concluded that the role of halal in MSME products in Kudus City has a great opportunity to penetrate the global sharia market, which has the potential to strengthen the growth of the world's sharia economy, especially in Kudus City. Some strategic steps that can be taken by MSME actors include implementing halal labeling through internationally recognized halal certification. This step not only provides added value to MSME products, but also increases consumer confidence, both locally and globally. With guaranteed halal certification, MSME products in Kudus City are able to meet the needs of the global sharia market, especially for Muslim communities spread across various parts of the world. Kudus City, known as the City of Santri, has great potential to become a center for the production and distribution of halal products. In addition to strengthening the local economy, this also opens up wider opportunities for MSME actors to collaborate with international sharia business networks and expand market share to various countries with a Muslim majority.

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