

## Modelling a Strategy for Accelerating Halal Certification for MSMEs from The Perspective of Maslahah Mursalah

Dalilatud Diniyah<sup>1</sup>, Fajar<sup>2</sup>, Faizal Amir<sup>3</sup>, Elfira Maya Adiba<sup>4</sup>,  
Achmad Badarus Syamsi<sup>5</sup>

<sup>1,2,3,4,5</sup>*Universitas Trunojoyo Madura, Indonesia*

### Abstract:

This study aims to determine the strategy for accelerating halal certification for Micro, Small, and Medium Enterprises (MSMEs) in Bangkalan Regency using the Analytical Hierarchy Process (AHP) method, as well as to examine the strategy from the perspective of maslahah mursalah in order to provide maximum benefits for MSME actors and the wider community. This type of research is qualitative using the AHP (Analytical Hierarchy Process) approach with the research subjects of the Ministry of Religion, MUI, Halal Center UTM, Cooperative Office. The data used are primary data and secondary data with data collection techniques using interviews and questionnaires. Based on AHP analysis, the criteria that are very influential in the process of accelerating halal certification strategies in Bangkalan are the role of halal certification bodies, which obtained the highest weight of 0.514, compared to market demand with a weight of 0.280, awareness of business actors with a weight of 0.138, and the role of government with a weight of 0.068. From the perspective of maslahah mursalah, these strategies not only aim to fulfill the immediate needs of MSMEs and consumers for halal assurance but also serve the broader public interest by promoting social welfare, economic justice, and community trust. By prioritizing the role of halal certification bodies and enhancing awareness through socialization programs, the approach ensures that the certification process is efficient, transparent, and inclusive. This aligns with the principle of maslahah mursalah, which advocates for solutions that bring maximum benefit and prevent harm to society.

### Kata Kunci:

Accelerating halal certification, MSMEs, AHP, Maslahah Mursalah



Corresponding Author: [fajar@trunojoyo.ac.id](mailto:fajar@trunojoyo.ac.id)  
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## **Introduction**

The Indonesia, halal certification officially started around 1992. The legality was first developed by the MUI Institute for Food, Drug, and Cosmetic Studies (LPPOM). Halal certificate is a requirement for various products, from raw materials, additives, to packaging, as well as related services such as logistics and packaging, as well as related services such as logistics and cleaning services. Before the existence of halal certification, the government had issued a regulation that requiring the marking of products that are not halal.<sup>1</sup> However, awareness of the the importance of halal certification has increased after the discovery of lard content in some food and beverage products in 1988. This finding triggered public concern and had a significant impact on the sales of a number of products.

The Government of Indonesia has recognized the huge potential of MSMEs and has introduced various incentives to support their modernization process. These measures include financial assistance, training as well as access to the latest technology, all of which are aimed at improving competitiveness and productivity of MSMEs in this digital era. With this support, it is hoped that MSMEs can grow more rapidly and contribute more significantly to the national economy.<sup>2</sup> Currently Indonesia has ranked 4th among 73 countries in terms of its supporting businesses in implementing Islamic economic principles<sup>3</sup>. Halal refers to anything that is permitted to be used and consumed without causing sin. In contrast, haram is everything that is prohibited by Allah SWT and its violation will lead to punishment in the Hereafter. Consuming food and drinks that are halal, clean, and good (thayyib) is a religious obligation. (thayyib) is a religious obligation that every Muslim must obey. By adhering to this rule, a Muslim not only maintains cleanliness and physical health, but also demonstrates devotion to God. and physical health, but also shows obedience to

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<sup>1</sup> Anita Priantina and Safeza Mohd Sopian, "Sertifikasi Halal Di Indonesia Dari Voluntary Menjadi Mandatory," *Tasyri' Journal of Islamic Law* 2, no. 1 (2023): 95

<sup>2</sup> Elfira Maya Adiba and Faizal Amir, "Prediction of MSMEs Interest for Halal Certification in Indonesia: Logistic Regression Approach," *Falah: Jurnal Ekonomi Syariah* 8, no. 2 (2023): 18-31, <https://doi.org/10.22219/jes.v8i2.24192>.

<sup>3</sup> Muttaqin Choiri and Alan Su'ud Ma'adi, "Identifikasi Pemberdayaan Dan Sertifikasi Halal Pada UMKM Oleh Lembaga Zakat Di Bangkalan Madura," *AL-MANHAJ: Jurnal Hukum Dan Pranata Sosial Islam* 5, no. 1 (2023): 787-96, <https://doi.org/10.37680/almanhaj.v5i1.2289>.

Allah SWT, which will bring blessings in life. will bring blessings in his/her life <sup>4</sup>.

Halal certification for Micro, Small and Medium Enterprises (MSMEs) is an important factor in increasing product competitiveness, especially in areas with a majority Muslim population such as Bangkalan Regency with the number of MSMEs totaling 82,252 data obtained through interviews from the Cooperative Office for Micro Business, but ironically, most MSMEs in the Regency do not yet have halal certification.<sup>5</sup> This is evidenced by data obtained based on interviews that researchers conducted with Ministry of Religious Affairs Mr. Fathur Rozi Data on MSMEs that have been halal certified in Bangkalan as many as 944 and those who have registered for halal certification but have not yet issued the certificate amounted to 975.<sup>6</sup> This certification not only ensures that products produced in accordance with halal standards, but also serves as a quality assurance that can increase consumer confidence. However, the halal certification process is often considered complicated and time-consuming, especially for MSMEs that have limited resources and understanding related to halal certification <sup>7</sup>. So this study aims to identify the strategy of accelerating halal certification using the AHP method. By using AHP, priority strategies that need to be taken as strategic steps to accelerate halal certification will be found.

In facing this challenge, accelerating the halal certification process is very important. one of the steps needed is the issuance of laws to support the halal certification process. required is the issuance of laws to support implementation of this halal standard. Based on Law Number 33 of the Year 2014 concerning Halal Product Guarantee, Article 4 states that halal certification of halal product is mandatory.<sup>8</sup>

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<sup>4</sup> Sifa Aprilia and Anita Priantina, "Analisa Strategi Peningkatan Sertifikasi Halal Sektor Kuliner Di Bangka Selatan," *International Journal Mathla'ul Anwar of Halal Issues* 2, no. 1 (2022): 50-71, <https://doi.org/10.30653/ijma.202221.46>.

<sup>5</sup> Badan Pusat Statistik Kabupaten Bangkalan, [bangkalankab.bps.go.id](https://bangkalankab.bps.go.id), 2024, <https://bangkalankab.bps.go.id/id>.

<sup>6</sup> Fathurrozi, "Hasil Wawancara Dengan Pejabat Kementerian Agama Kabupaten Bangkalan Pada Tanggal 25 September 2024."

<sup>7</sup> Dwi Nur Fadlilatul Laili and Fajar Fajar, "Analisis Problematika Pelaksanaan Sertifikasi Halal Bagi Pelaku Umkm Di Bangkalan," *Masyrif: Jurnal Ekonomi, Bisnis Dan Manajemen* 3, no. 2 (2022): 147-55, <https://doi.org/10.28944/masyrif.v3i2.789>.

<sup>8</sup> D Q Alva Salam and Ahmad Makhtum, "Implementasi Jaminan Produk Halal Melalui Sertifikasi Halal Pada Produk Makanan Dan Minuman Umkm Di Kabupaten

Halal product guarantee aims to provide comfort, security, safety, and certainty of the availability of halal products for the community in consuming and using products. Without an effective strategy to accelerate halal certification in Bangkalan Regency, it risks being left behind in market competition, both locally and globally. at both local and global levels. Therefore, this research is very important to find solutions that can help MSMEs overcome the obstacles in the halal certification process. The application of the Analytical Hierarchy Process (AHP) method is very relevant in this context. AHP allows stakeholders to identify, analyze, and prioritize various factors that affect the acceleration of halal certification. By Thus, the strategies generated through this method are expected to not only be effective, but also in accordance with the needs and capacity of MSMEs in Bangkalan Regency. Given the importance of halal certification in maintaining sustainability and development of MSMEs, this research is very urgent to provide practical and directed solutions. In other studies, it is also explained that to encourage the acceleration of halal certification, namely the government, in this case BPJPH, should encourage religious-based educational institutions or universities to establish halal centers.

Research from Poppy Arsil et al <sup>9</sup> discusses the priority of problems, priority solutions, and priority strategies in increasing the number of halal certifications in the culinary sector in South Bangka Regency. The research method uses Analytical Network Process (ANP). Research from Aprilia and Priantina discussing the halal selfdeclare process makes it a strategy to accelerate halal certification. accelerate halal certification halal certification for MSMEs.<sup>10</sup> Research from Puloh Rully Trihantana and Ermi Suryani<sup>11</sup> discussing the

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Sampang," *Qawwam: The Leader's Writing* 3, no. 1 (2022): 10–20, <https://www.jurnalfuad.org/index.php/qawwam/article/view/110>.

<sup>9</sup> Poppy Arsil et al., "Strategi Kerjasama Pengembangan Institusi Halal: Implementasi Pada Halal Center," *Jurnal Ilmiah Ekonomi Islam* 8, no. 1 (2022): 590, <https://doi.org/10.29040/jiei.v8i1.3794>.

<sup>10</sup> Aprilia and Priantina, "Analisa Strategi Peningkatan Sertifikasi Halal Sektor Kuliner Di Bangka Selatan."

<sup>11</sup> Puloh Rully Trihantana<sup>1</sup>, Ermi Suryani<sup>2</sup>, "STRATEGI PENGENALAN MANAJEMEN SERTIFIKASI HALAL DALAM MENINGKATKAN KUALITAS PRODUK USAHA MIKRO KECIL DAN MENENGAH DI DESA CIBITUNG TENGAH, KECAMATAN TENJOLAYA, KABUPATEN BOGOR," *Sahid Empowerment Journal* II, no. Oktober (2022).

researcher's strategy in introducing management halal certification in the village of Cibitung Tengah Village especially for MSME players are by conducting socialization or counseling directly directly, Research from Ahmad Havid Jakiyudin and Alfarid Fedro<sup>12</sup> discusses the MSE halal certification acceleration program carried out by the government, with a descriptive research method using a normative juridical approach. Research from Usnan, Aisy Rahmadani, and Kortis Luhut Maharani<sup>13</sup> discusses the problems and strategies for optimizing halal certification in Indonesia, using qualitative research methods.

So based on the existing studies above, researchers are interested in researching something similar. However, the difference with previous research is that researchers use the AHP method because this method is still rarely used in analyzing halal certification acceleration strategies. Based on the research that has been done, there is still a gap for further research related to the halal certification acceleration strategy with a different method approach. This study uses the AHP analysis method which produces more rational recommendations because it is based on primary data. There is inconsistency in the results of previous studies, so this study is expected to be able to provide recommendations from other perspectives from different research areas. The results of this study will provide a scientific contribution that with the AHP method the most urgent strategies will be found to increase participation in halal certification. This study will certainly provide a practical contribution to relevant stakeholders to formulate appropriate policies for the acceleration of halal certification, considering that the benefits of this halal certification will be felt not only by consumers, but also by producers, especially for marketing expansion.

## **Methods**

The research uses a qualitative method using the analytical hierarchy process (AHP) approach. Data sources are primary data

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<sup>12</sup> Ahmad Havid Jakiyudin and Alfarid Fedro, "Sehati: Peluang Dan Tantangan Pemberian Sertifikasi Halal Gratis Bagi Pelaku Umk Di Indonesia," *Al-Mustashfa: Jurnal Penelitian Hukum Ekonomi Syariah* 7, no. 2 (2022): 182, <https://doi.org/10.24235/jm.v7i2.10666>.

<sup>13</sup> Usnan Usnan, Aisy Rahmadani, and Kortis Luhut Maharani, "Problematisa Dan Strategi Optimalisasi Sertifikasi Halal Di Indonesia," *Journal of Islamic Economics and Finance* 2, no. 3 (2024): 100-110.

through interviews and questionnaires involving the Ministry of Religion, MUI, UTM Halal center, and the cooperative office, secondary data obtained from literature studies such as scientific articles, journals, books, and related sources. Data collection techniques using purposive sampling <sup>14</sup>. technical data analysis using the analytical hierarchy process method, which goes through several stages, namely, creating a hierarchical structure <sup>15</sup>, creating a pairwise comparison matrix, data processing using the expert choice v 11 application and testing the hierarchy consistency ratio  $CR < 0.100$ ) <sup>16</sup>.

## Result and Discussion

### Strategy for Accelerating Halal Certification and Strategy Selection Flow

In this study, to find out strategies related to the process of accelerating halal certification through literature review. Which aims to find out what strategies can improve the process of accelerating halal certification in Bangkalan. After analyzing, it is known that several strategies are formulated in the AHP method, namely objective, criteria and alternative. Objectives are intended as the selection of strategies for the perception of halal certification, while criteria are the role of halal certification bodies,<sup>17</sup> market demand,<sup>18</sup> awareness of business actors<sup>19</sup>

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<sup>14</sup> Salsabila Suci Pertiwi, Wiyono Sutari, and Sheila Amalia Salma, "Rancangan Skala Prioritas Kriteria Pemilihan Supplier Kain Pada Umkm Odelia Hijab Menggunakan Metode Analytical Hierarchy Process (AH)," *Ekasakti Jurnal Penelitian & Pengabdian* 4, no. 2 (2024): 296–301.

<sup>15</sup> Sutrisno Sutrisno et al., "Evaluasi Keputusan Kelayakan Bonus Karyawan Menggunakan Metode AHP-WP," *Jurnal Krisnadana* 3, no. 1 (2023): 49–58, <https://doi.org/10.58982/krisnadana.v3i1.491>.

<sup>16</sup> Siti Komsiyah, "Aplikasi Analytical Hierarchy Process (AHP) Pada Pemilihan Software Manajemen Proyek," *ComTech: Computer, Mathematics and Engineering Applications* 5, no. 2 (2014): 870, <https://doi.org/10.21512/comtech.v5i2.2292>.

<sup>17</sup> Siti Zulaikha et al., "Urgensi Pemahaman Dan Kesadaran Produk Halal Pelaku Usaha Di Kota Metro," *Jurnal Hukum Dan Ekonomi Syariah* 12, no. 1 (2024): 2528–0872, <https://doi.org/10.32332/adzkiya.v12i1.9352>.

<sup>18</sup> Suci Fadillah, Ina Syafrotul Munada, and Rizan Maulana, "Peran Pemerintah Desa Dalam Memfasilitasi Legalitas Sertifikasi Halal Dan Nomor Induk Berusaha Bagi UKM Di Desa Gambiran , Jombang , Jawa Timur," *Jurnal Abdi Masyarakat Indonesia (JAMSI)* 4, no. 3 (2024): 757.

<sup>19</sup> Rahayu Japar, Idris Paraikkasi, and Cut Muthiadin, "Peran Lembaga Sertifikasi Halal Dalam Membangun Ekosistem Halal... PERAN LEMBAGA SERTIFIKASI HALAL DALAM MEMBANGUN EKOSISTEM HALAL:

and the role of government,<sup>20</sup> while alternatives are strategies for conducting training,<sup>21</sup> mentoring,<sup>22</sup> free halal certification,<sup>23</sup> and socialisation.<sup>24</sup>

### **Strategy for Accelerating Halal Certification for MSMEs based on the AHP method**

Based on data analysis using the Analytical Hierarchy Process (AHP) method with the Expert Choice v11 application, the results are obtained in the form of average weights and alternative rankings for the best halal certification acceleration strategy. These results are obtained from AHP calculations supported by interviews with resource persons who have in-depth knowledge of the strategy to accelerate halal certification in Bangkalan. The AHP model structure divides the problem into simple clusters that represent various levels in a hierarchical structure. This decomposition process is carried out from top to bottom, starting from the main goal or goal, then continuing with more specific criteria, and alternatives. This research outlines a problem decomposition based on a literature study. This research model is divided into two main parts, namely objectives that focus on determining the process of accelerating halal certification in Bangkalan Regency. Criteria, which include awareness of business actors, the role of the government, the role of halal certification bodies, market demand, and alternatives which include training.

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TANTANGAN DAN PELUANG," *International Journal Mathla'Ul Anwar of Halal Issues* 4, no. 2 (2024): 34-44.

<sup>20</sup> Sumarni S Baso R, Nasrullah Bin Sapa, Cut Mutihiadin, "Pentingnya Sertifikat Halal Dalam Perdagangan Internasional," *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi* 4, no. 1 (2024): 3000-3013.

<sup>21</sup> Muhlisin, Roziyan Adi and Wicaksana, "PELATIHAN SERTIFIKASI HALAL DALAM MENINGKATKAN IMPULSIF BUYING PADA UMKM DI KECAMATAN KOTA SUMENEP," *Jurnal Pengembangan Dan Pengandian Nusantara* 2, no. 01 (2024): 158.

<sup>22</sup> Laili and Fajar, "Analisis Problematika Pelaksanaan Sertifikasi Halal Bagi Pelaku Umkm Di Bangkalan."

<sup>23</sup> Fauzan Hanif Engkus, Abdillah, Indri Apriyanti, and Kawthar, "Inovasi Pelayanan Sertifikasi Halal Gratis (SEHATI) Bagi Usaha Mikro Kecil Pada LP3H UIN Sunan Gunung Djati Bandung," *Dinamika: Jurnal Ilmiah Ilmu Administrasi Negara* 10 (2023): 3-11.

<sup>24</sup> Komsiyah, "Aplikasi Analytical Hierarchy Process (AHP) Pada Pemilihan Software Manajemen Proyek."

### Inter-Criteria Comparison

Performed to determine the comparison of each criterion with other criteria

**Figure 1 Comparison between Criteria**

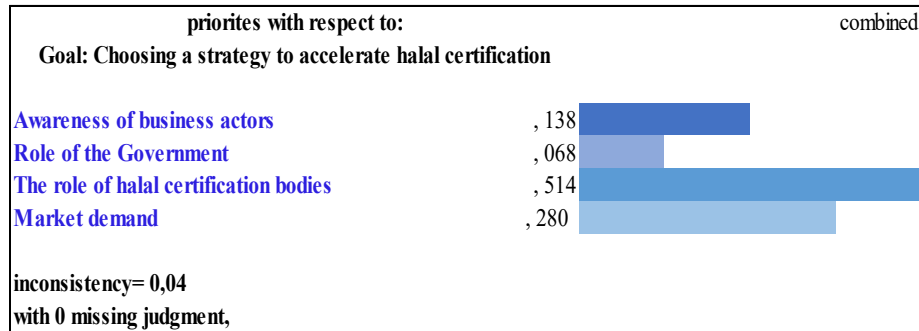
Compare the relative importance with respect to: Goal: choosing a strategy to accelerate halal certification					
		Awareness of business	Role of the Government	The role of halal	Market demand
Awareness of business actors			3,14084	5,06079	2,44949
Role of the Government				5,70728	3,68893
The role of halal certification bodies					1,81712
Market demand		incons:0,04			

Based on Figure 1, the criteria being compared are business awareness, the role of the government, the role of halal certification bodies, and market demand. Comparison between criteria is carried out using the Expert Choice v11 application. The criteria for the role of halal certification bodies is the top priority with the highest value, and the comparison between criteria shows an inconsistency level of 0.04. Furthermore, pairwise comparison calculations are carried out to determine the main criteria in the halal certification acceleration strategy.

The following is a picture of the weighting results between criteria which can be seen in Figure 2. Using the AHP method and the Expert Choice v11 application, this study identifies and prioritizes various criteria that play a role in accelerating the halal certification process in Bangkalan Regency. The results of this weighting show that the role of halal certification bodies has the most significant influence compared to other criteria, such as business awareness, the role of government, and market demand. This pairwise comparison calculation is important to ensure that the strategies implemented can effectively facilitate the acceleration of halal certification in Bangkalan Regency.



**Figure 2 Comparison between Criteria**



Based on the results of the calculation of the pairwise comparison matrix for all criteria using the expert choice v 11 application, the prioritization of criteria can be generated to get the best criteria in the best strategy, the criteria that get the first priority position based on a combination of 6 sources of informants who know the information and have authority in decision making to accelerate halal certification in Bangkalan, namely it is known that the largest weight is on the criteria for the role of the halal certification agency with a weight of 0.4, 514, this is in line with research conducted<sup>25</sup> which states that the Halal Certification Institute (LSH) has an important role in building a credible and sustainable halal ecosystem, by ensuring that products and services in circulation meet strict halal standards. With the higher role of halal certification institutions, it will increase consumer confidence and open up wider market opportunities. The second largest weight is the market demand criterion with a weight of 0.280, this is in line with research conducted<sup>26</sup>, which states that halal certification is an important element in international trade, especially in ensuring that products in circulation comply with halal and safety standards.

<sup>25</sup> Japar, Paraikkasi, and Muthiadin, "Peran Lembaga Sertifikasi Halal Dalam Membangun Ekosistem Halal... PERAN LEMBAGA SERTIFIKASI HALAL DALAM MEMBANGUN EKOSISTEM HALAL: TANTANGAN DAN PELUANG."

<sup>26</sup> Baso R, Nasrullah Bin Sapa, Cut Mutiadin, "Pentingnya Sertifikat Halal Dalam Perdagangan Internasional."

The third largest weight is the criteria for awareness of business actors with a weight of 0.130, this is in line with research conducted<sup>27</sup>, which states that the level of awareness and understanding of Muslim, non-Muslim and PSMTI Community MSME players on halal products, the majority already understand and realize halal products in processed food that will be consumed by consumers. The fourth largest weight is the government role criterion with a weight of 0.068, this is in line with research conducted<sup>28</sup>, which states that with the support of the village government in the legality process of halal certification and NIB, which has a positive impact on local economic development and the welfare of the Gambiran village community.

Criteria The role of halal certification bodies gets the most weight because the role of halal certification bodies is recognized as having high credibility in the eyes of consumers and producers. For the above comparison, the inconsistency value is 0.04 which indicates that the calculations carried out are acceptable because according to Saaty  $\leq 0.1$  the value is considered consistent. Dr. H. Mamat Salamet Burhanudin, M.Ag., Head of the Halal Registration and Certification Center of the Halal Product Guarantee Agency (BPJPH). Saying that the increasing awareness of Muslims in consuming halal products, the demand for halal products is also increasing <sup>29</sup>. This increased awareness not only affects the amount of demand, but also has the potential to significantly increase product sales. This statement underlines the importance of education and information about halal products to the public, which in turn will encourage the growth of the halal product market and provide economic benefits for producers who follow halal standards. Therefore, the role of institutions such as BPJPH is very important in ensuring that halal products are easily accessible to the public and meet established standards. Based on the data, the researchers analyzed that the strategic criteria for the role of halal certification institutions are very effective in the process of accelerating halal certification in Bangkalan.

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<sup>27</sup> Zulaikha et al., "Urgensi Pemahaman Dan Kesadaran Produk Halal Pelaku Usaha Di Kota Metro."

<sup>28</sup> Fadillah, Munada, and Maulana, "Peran Pemerintah Desa Dalam Memfasilitasi Legalitas Sertifikasi Halal Dan Nomor Induk Berusaha Bagi UKM Di Desa Gambiran, Jombang, Jawa Timur."

<sup>29</sup> Yana, "Miliki Sertifikat Halal, Inilah Potensi Keuntungan Industri Bahan Baku," LPPOM MUI, 2024.

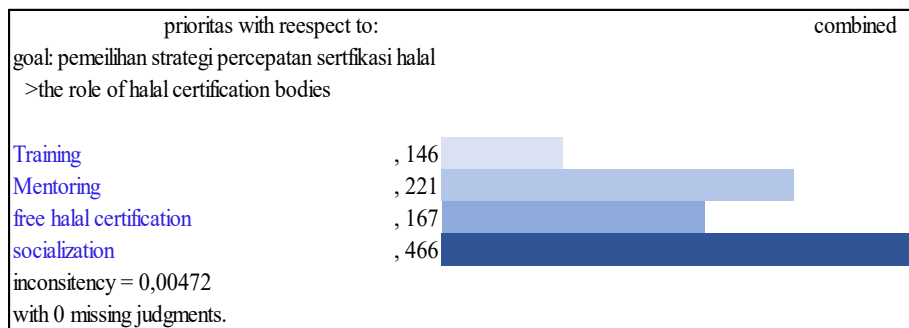
### Comparison and Weighting Results Between Alternatives.

Comparison of alternatives is carried out to determine the comparison of each alternative with one another. The following is a picture of the comparison between alternative strategies for accelerating halal certification in Bangkalan.

**Figure 3 comparison between alternatives (role of halal certification bodies)**

compare the relative preference with respect to: the role of halal certification bodies				
	pelatihan	pendampingan	free halal	socialization
Training		1,5874	1,28394	2,74946
Mentoring			1,34801	2,22091
free halal certification				3,07171
socialization	incon:0,00			

**Figure 4 comparison between alternatives (role of halal certification bodies)**

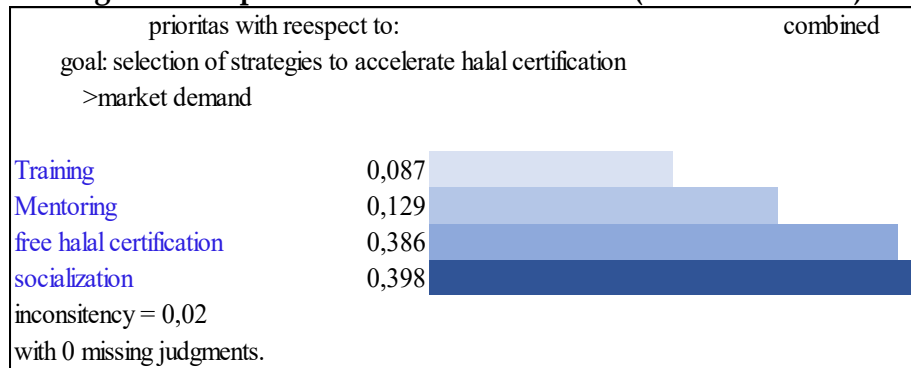


**Figure 5 comparison between alternatives (market demand)**

compare the relative preference with respect to:market demand				
	Training	Mentoring	free halal	socialization
Training		2,03965	3,6199	4,18857
Mentoring			3,4641	3,77195
free halal certification				1,04912
socialization	incon:0,02			

Based on Figure 3 of the alternatives being compared and Figure 4 of the weighting results between alternatives, it is known that the weight obtained by the first priority is the socialization strategy with a weight of 0.466, the second priority is the mentoring strategy with a weight of 0.221, and the third priority is the free halal certification strategy (SEHATI) with a weight of 0.167, and the last priority strategy is training with a weight of 0.146 with an inconsistency value of 0.000472.

**Figure 6 comparison between alternatives (market demand)**



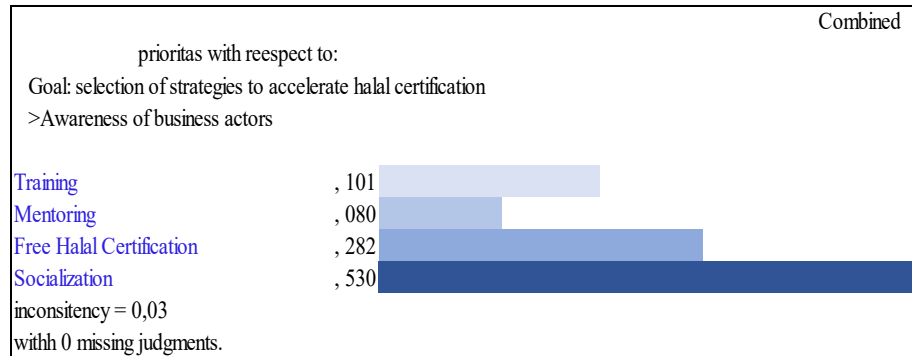
Based on Figure 5 of the alternatives being compared and Figure 6 of the weighting results between alternatives, it is known that the weight obtained by the first priority is the socialization strategy with a weight of 0.398, the second priority is the free halal certification strategy (SEHATI) with a weight of 0.386, and the third priority is the mentoring strategy with a weight of 0.129, and the last priority strategy is training with a weight of 0.087 with an inconsistency value of 0.02.

**Figure 7 comparison between alternatives (business awareness)**

Compare the relative preference with respect to: Awareness of business actors

	Training	Mentoring	Free Halal d	Socialization
Training		1,61887	3,95721	5,25953
Mentoring			2,84027	5,0133
Free Halal Certification				2,37618
Socialization	incon:0,03			

**Figure 8 comparison between alternatives (business awareness)**

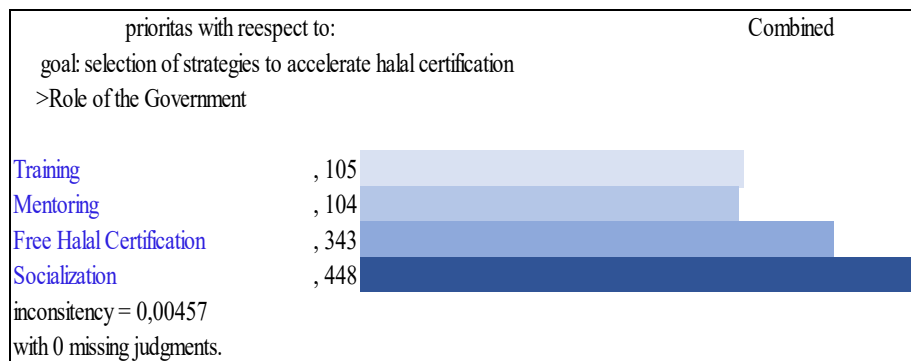


Based on Figure 7 alternatives that are compared and Figure 8 the results of weighting between alternatives, it is known that the weight obtained by the first priority is a socialization strategy with a weight of 0.530, the second priority is a free halal certification strategy (SEHATI) with a weight of 0.282, and the third priority is a training strategy with a weight of 0.101, and the last priority strategy is a companion with a weight of 0.087 with an inconsistency value of 0.03.

**Figure 9 Comparison Between Alternatives (Role Of Government)**

compare the relative preference with respect to: Role of the Government				
	Training	Mentoring	Free Hala	Socialization
Training		1,15709	3,65905	4,37952
Mentoring			2,90419	4,34405
Free Halal Certification				1,2849
Socialization	incon:0,00			

**Figure 10 Comparison Between Alternatives (Role Of Government)**



Based on Figure 9 alternatives that are compared and Figure 10 weighting results between alternatives, it is known that the weight obtained by the first priority is a socialization strategy with a weight of 0.448, the second priority is a free halal certification strategy (SEHATI) with a weight of 0.343, and the third priority is a training strategy with a weight of 0.105, and the last priority strategy is a companion with a weight of 0.104 with an inconsistency value of 0.000457.

**Table 1: Weighting of Alternative Strategy Selection for Accelerating MSME Halal Certification in Bangkalan Regency**

No.	Criteria	Alternative	Weight	IR
1	Business awareness	Training	0,101	0,03
		Mentoring	0,080	
		Free Halal Certification	0,282	
		Socialization	0,530	
2	The role of the government	Training	0,105	0,000457
		mentoring	0,104	
		Free Halal Certification	0,343	
		Socialization	0,448	
3	The role of halal certification institutions	Training	0,146	0,00472
		Mentoring	0,221	
		Free Halal Certification	0,167	
		Socialization	0,466	
4	Market demand	Training	0,087	0,02
		Mentoring	0,129	
		Free Halal Certification	0,386	
		Socialization	0,398	

Based on the table above, it can be seen that the results of alternative weighting in the selection of halal certification acceleration strategies show that the most optimal socialization alternative based on a combination of informants. Judging from the criteria for the role of halal certification institutions (0.466), market demand (0.398), awareness of business actors (0.530) and the role of government (0.448)

Socialization has the highest weight compared to other alternatives. Because socialization can increase awareness to business actors and also consumers of the importance of halal certificates. Through socialization, people understand more about the benefits of halal certification which ultimately encourages demand for halal products. This is in line with research conducted<sup>30</sup>, which states that the government should continue to carry out massive socialization and guidance to business actors regarding the acceleration of halal certification of food products.

The second most optimal alternative is free halal certification (free halal certification). This is in line with research conducted<sup>31</sup>, which states that service innovation in the form of a free halal certification program has been carried out well and has become a new program whose benefits are felt by the community. The third most optimal alternative is mentoring. This is in line with research conducted<sup>32</sup>. Which states that institutions and agencies provide support and assistance to MSME business actors to obtain halal certification. And the last optimal alternative is training. This is in line with research conducted<sup>33</sup>. Which states that halal certification training is a holistic strategy to achieve the goal of increasing awareness of halal certification at the local level. Overall, socialization serves as a basis or foundation that strengthens training, mentoring, and other programs that support the acceleration of halal certification. With effective socialization, these programs can run more efficiently and have a wider impact.

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<sup>30</sup> Galuh Widitya Qomaro, "Tanggung Jawab Hukum Labelisasi Halal Pelaku Umkm Pangan Olahan Kemasan Di Bangkalan," *Al-Ulum Jurnal Pemikiran Dan Penelitian Ke Islam* 10, no. 1 (2023): 51–63, <https://doi.org/10.31102/alulum.10.1.2023.51-63>.

<sup>31</sup> Engkus, Abdillah, Apriyanti, and Kawthar, "Inovasi Pelayanan Sertifikasi Halal Gratis (SEHATI) Bagi Usaha Mikro Kecil Pada LP3H UIN Sunan Gunung Djati Bandung."

<sup>32</sup> Laili and Fajar, "Analisis Problematika Pelaksanaan Sertifikasi Halal Bagi Pelaku Umkm Di Bangkalan."

<sup>33</sup> Muhlisin, Roziyan Adi and Wicaksana, "PELATIHAN SERTIFIKASI HALAL DALAM MENINGKATKAN IMPULSIF BUYING PADA UMKM DI KECAMATAN KOTA SUMENEP."

### **Strategy for Accelerating Halal Certification for MSMEs Based on the AHP Method from the Perspective of Maslahah Mursalah**

Accelerating halal certification for MSMEs is crucial to enhancing economic opportunities and consumer confidence in halal products. The use of the AHP method allows for a systematic evaluation of factors and prioritization of effective strategies. Integrating the perspective of *maslahah mursalah* ensures that these strategies not only achieve efficiency but also uphold Islamic ethical principles by maximizing public benefit and minimizing harm.

From the perspective of *maslahah mursalah*, the strategies mentioned above not only aim to fulfill the immediate needs of MSMEs and consumers for halal assurance but also serve the broader public interest by promoting social welfare, economic justice, and community trust. By prioritizing the role of halal certification bodies and increasing awareness through socialization programs, this approach ensures that the certification process is efficient, transparent, and inclusive. This aligns with the principle of *maslahah mursalah*, which advocates for solutions that bring maximum benefit and prevent harm to society, thereby supporting sustainable development and ethical business practices in Bangkalan.

By focusing on strengthening certification bodies, increasing awareness, facilitating government support, and stimulating market demand, stakeholders can collaboratively accelerate halal certification. This holistic approach promotes sustainable development and ethical business practices within the MSMEs sector.

By applying the concept of *maslahah mursalah*, these strategies are justified because: *first*, they promote public welfare by ensuring that halal products are trustworthy, safe, and easily accessible, which aligns with the *maqasid al-shariah* (objectives of Islamic law) to protect religion, life, and community welfare. *Second*, they facilitate economic growth and social justice by empowering MSMEs to fully participate in the halal economy, thereby improving livelihoods and market competitiveness without causing undue hardship. *Third*, they address practical challenges pragmatically by providing flexibility in regulatory and procedural reforms to serve the greater good, even though certain textual provisions do not explicitly mandate such measures.



## **Conclusion**

Based on the results of the weighting value from the calculation of the combination of informants, it can be seen that the weight value of the MSMEs halal certification criteria in Bangkalan has 4 criteria. For the criteria used in selecting strategies for accelerating halal certification along with the weight of their respective values, namely the criteria for business awareness (0.138), the role of government (0.068), the role of halal certification bodies (0.514), and market demand (0.280). For the most effective criteria in selecting strategies to accelerate halal certification is the criterion for the role of halal certification institutions. Alternative strategies that are very effective in the process of accelerating halal certification in Bangkalan are socialization. The researcher realizes that there are many shortcomings in the studies and theories underlying this research. Future researchers can expand the AHP model by adding new and relevant criteria or sub-criteria to enrich the analysis. In addition, it is recommended to compare the results obtained from AHP with other methods such as ANP to get a more comprehensive perspective. Modeling a strategy for accelerating halal certification for MSMEs from the perspective of *maslahah mursalah* involves balancing regulatory rigor with facilitative measures that promote the overall welfare of the Muslim community and the economy. By addressing financial, procedural, and educational barriers through innovative and collaborative approaches, the halal certification process can be optimized to serve both religious objectives and practical needs effectively.

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*Dalilatud Diniyah, et al.*

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