

# The Role of Halal Awareness in Encouraging the Implementation of Halal Certification MSMEs

Citra Meylana Rina Jayanti<sup>1</sup>, Badrika Yelipelle<sup>2</sup>, Shima Fauziah Yeubun<sup>3</sup>

IAIN Fattahul Muluk Papua, Indonesia

Email: citrameilana@gmail.com, badriayeliaja@gmail.com, zhimafauzia@gmail.com

The rapid development of the halal industry has increased the need for micro, small, and medium enterprises (MSMEs) to comply with halal standards through the implementation of halal certification. However, many MSME actors still face challenges in adopting halal certification due to limited understanding and awareness of halal principles in business practices. This study aims to analyze the role of halal awareness in encouraging the implementation of halal certification among MSMEs. The research employs a qualitative approach using secondary data obtained from academic publications, institutional reports, and related documents concerning halal awareness and MSME development. The data were analyzed through qualitative content analysis to identify patterns and conceptual relationships regarding halal awareness and certification adoption. The findings indicate that halal awareness plays a significant role in encouraging MSMEs to implement halal certification, particularly through the interaction of religious commitment, knowledge of halal standards, market demand, and perceived business credibility. MSME actors who possess stronger awareness of halal principles tend to view halal certification not merely as a regulatory requirement but as a strategic instrument to enhance consumer trust, strengthen product credibility, and expand market competitiveness. This study concludes that strengthening halal awareness among MSME actors is a crucial factor in supporting the sustainable implementation of halal certification and the development of a more inclusive halal ecosystem.

**Keywords:** Halal Awareness, Halal Certification, MSMEs, Halal Industry, Business Compliance

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## Corresponding Author:

Citra Meylana Rina Jayanti  
IAIN Fattahul Muluk Papua, Indonesia  
citrameilana@gmail.com

## 1. Introduction

The rapid development of digital technology has significantly transformed many sectors of the global economy, including tourism and organizational management. Digital transformation has changed how destinations are promoted, managed, and accessed by potential visitors. In recent years, digital platforms such as social media, online travel platforms, and interactive websites have become essential tools in shaping tourist perceptions and influencing travel decisions. The integration of digital strategies into tourism management has created new opportunities for destinations to expand their visibility and competitiveness in the global tourism market. As a result, tourism stakeholders are increasingly required to adopt innovative approaches to remain relevant in a technology-driven environment.[1]

The data indicate a gradual increase in the number of MSMEs and halal-certified products in Papua Province over the 2020–2024 period. The number of MSMEs rose from 148,245 in 2020 to 156,200 in 2024, accompanied by a significant growth in halal-certified products from 215 to 1,031 units. Consequently, the percentage of halal-certified MSMEs also increased from 0.15% to 0.66%, although it remains relatively low compared to the total MSME population. This trend reflects improving awareness and adoption of halal certification, yet also highlights a substantial gap and opportunity for expanding halal certification among MSMEs in Papua Province.

The table shows that although the number of MSMEs in Papua continues to increase every year, the proportion of businesses that have obtained halal certification remains relatively small. This indicates that halal awareness and the implementation of halal certification among MSME actors in Papua still need to be strengthened, thereby highlighting the importance of further research on the role of halal awareness in encouraging halal certification among MSMEs.

Recent studies on the halal industry largely position consumers as the primary unit of analysis, thereby overlooking the readiness of business actors to implement halal certification. For instance, Patrisia [2] focuses on the influence of religiosity and environmental awareness on Muslim tourists' halal culinary repurchase intentions, limiting the discussion primarily to consumer behavioral dimensions. Similarly, Majdi [3] examines consumer dynamics within the halal ecosystem but does not critically address structural factors influencing business actors' decisions to adopt halal certification. Meanwhile, studies by Sulaiman [4] and Sumarlia [5] emphasize marketing and psychological determinants of halal product preferences, resulting in analyses that remain concentrated on market demand perspectives. Furthermore, Khakwani [6] highlights consumer trust in the global halal market without exploring the role of business actors' awareness in certification adoption. These limitations indicate that previous research has not sufficiently explained how halal awareness among MSMEs can act as a driving factor for the implementation of halal certification. Therefore, this study seeks to fill this critical gap by examining the role of halal awareness among MSMEs in encouraging certification adoption.

Recent studies on the halal industry demonstrate significant scholarly attention; however, a clear conceptual gap remains regarding the factors that directly encourage the implementation of halal certification among MSMEs. The study by Talukder [7] discusses halal compliance within the context of non-Muslim countries, yet its analysis mainly emphasizes institutional frameworks and external regulatory environments rather than the internal awareness of business actors. Similarly, Che Mat Safiee [8] develops a halal edugastronomy framework based on maqasid syariah for local food providers, but the focus remains on halal tourism development rather than certification adoption among small enterprises. Research by Azhar [9] examines consumer awareness in purchasing halal chicken, while Hellyward (2025) highlights consumer trust within halal meat supply chains as a determinant of market loyalty. Meanwhile, Ansori [10] analyzes the performance of halal supply chains among MSMEs through a bibliometric approach. Collectively, these studies are dominated by system, market, and consumer perspectives, leaving limited attention to how halal awareness among MSME actors directly encourages the implementation of halal certification. Therefore, the study "The Role of Halal Awareness in Encouraging the Implementation of Halal Certification MSMEs" is positioned to fill this critical research gap.

This study aims to fill this gap by integrating the perspectives of creative destruction and digital strategy within tourism organizational governance. This research proposes a new analytical approach that views digital promotion not only as a marketing tool but also as a mechanism for organizational transformation that replaces outdated management practices with innovative governance models. The novelty of this research lies in developing a conceptual framework that connects digital transformation, creative destruction, and organizational governance in the context of tourism development. Accordingly, the objective of this study is to analyze how digital strategies based on the concept of creative destruction can strengthen organizational governance and improve the competitiveness of under-recognized tourism destinations.

## 2. Literature Review and Problem Statement

The development of the halal industry has received increasing attention in recent years as global demand for halal products and services continues to grow. Halal certification has become an important mechanism

to ensure that products comply with Islamic principles while meeting consumer expectations regarding safety, quality, and religious compliance. In this context, the level of awareness among business actors plays a crucial role, since the decision to implement halal certification is influenced not only by regulatory requirements but also by the level of understanding and commitment of entrepreneurs toward halal standards. Previous studies indicate that awareness and knowledge of halal principles significantly influence compliance with halal regulations and the adoption of certification systems in business practices. This suggests that the internal awareness of entrepreneurs can become a key factor in determining whether halal certification is adopted and implemented effectively within micro, small, and medium enterprises (MSMEs).

Several studies have examined different dimensions of the halal ecosystem, particularly focusing on institutional development, consumer behavior, and halal supply chains. For instance, [11] highlights the importance of integrating halal principles with local culinary practices through a halal edugastronomy framework based on maqasid syariah to strengthen halal tourism development. Meanwhile, Hellyward emphasizes the role of trust and transparency in halal meat supply chains as key determinants influencing consumer confidence in halal products. Although these studies provide important insights into the broader halal ecosystem, their primary focus remains on system development and consumer-related perspectives. As a result, limited attention has been given to examining how the internal awareness of MSME actors influences their willingness and commitment to adopt halal certification. This gap indicates the need for further research that specifically analyzes the role of halal awareness in encouraging the implementation of halal certification among MSMEs.

Empirical conditions in the field also indicate that the implementation of halal certification among MSMEs remains relatively limited compared to the large number of MSMEs operating in various regions. For example, in Papua Province the number of MSMEs continues to grow each year, reaching more than 150,000 business units, while the number of businesses that have obtained halal certification remains relatively small. Data from halal certification authorities show that only around 1,031 MSME products in Papua have obtained halal certification, representing a very small proportion of the total MSMEs operating in the region. [12] This condition illustrates that many MSME actors still have limited awareness and understanding regarding the importance of halal certification in supporting product credibility, consumer trust, and market competitiveness. [7] The rapid expansion of the global halal economy further increases the urgency for MSMEs to comply with halal standards through the adoption of halal certification. However, many MSME actors still perceive halal certification as a complex administrative requirement rather than as a strategic instrument for strengthening business sustainability and expanding market opportunities. Consequently, the low level of halal awareness among entrepreneurs becomes one of the major barriers that hinder the effective implementation of halal certification. Therefore, understanding how halal awareness influences the willingness of MSME actors to implement halal certification becomes an important research agenda. This study seeks to examine the role of halal awareness in encouraging the implementation of halal certification among MSMEs, thereby contributing to the strengthening of the halal industry ecosystem and supporting the sustainable development of halal-based economic activities.

### 3. Method

This study employs a qualitative research design using secondary data to examine the role of halal awareness in encouraging the implementation of halal certification among micro, small, and medium enterprises (MSMEs). A qualitative approach is selected because it enables researchers to explore social phenomena, perceptions, and contextual factors in depth, particularly those related to awareness, attitudes, and institutional influences on business behavior Creswell & Creswell [13] Secondary data are utilized since

they provide reliable and stable information derived from previously validated scientific sources, allowing systematic interpretation of complex issues related to halal certification adoption Bowen [14] The research process begins with document collection, including journal articles, policy reports, and official publications discussing halal awareness, halal certification, and MSME development. These documents are then classified and organized based on thematic categories to ensure analytical clarity and relevance. The next stage involves qualitative content analysis, which aims to identify patterns, conceptual relationships, and recurring themes within the literature Krippendorff [15] Data interpretation is conducted through systematic coding and thematic evaluation to ensure analytical consistency and credibility across sources Miles, Huberman, & Saldaña [16] The evaluation stage compares findings across multiple studies to strengthen the validity of interpretations and ensure that conclusions reflect broader scholarly discussions Flick [17] This method assumes that the selected documents are credible, relevant to the research topic, and conceptually consistent. The research sample consists of academic publications and institutional reports related to halal awareness and MSME halal certification. These sources are selected purposively based on their relevance, scientific credibility, and contribution to understanding how halal awareness can influence MSME decisions to implement halal certification.

#### 4. Results and Discussion

##### Halal Awareness among MSME Actors toward Halal Certification

Halal awareness among micro, small, and medium enterprise (MSME) actors has become an increasingly important issue in the development of the halal industry. As the demand for halal products continues to grow, MSMEs are required not only to produce goods that comply with Islamic principles but also to ensure that their production processes meet recognized halal standards. In this context, halal awareness reflects the level of understanding, knowledge, and commitment of MSME actors toward halal values, including the importance of maintaining halal integrity in raw materials, processing, and distribution. A higher level of halal awareness encourages business actors to recognize halal certification as a strategic instrument that strengthens consumer trust, enhances product credibility, and expands market opportunities. Therefore, understanding the level of halal awareness among MSME actors becomes essential in explaining how this awareness can motivate and support the adoption of halal certification in business practices.

**Figure 1.** The Flow of Halal Awareness among MSME Actors in Encouraging the Implementation of Halal Certification



Source: Developed by the authors based on the concept of halal awareness and the implementation of halal certification among MSMEs. [17]

The process of halal awareness among MSME actors toward halal certification begins with knowledge of halal principles. At this stage, business actors develop an understanding of halal standards, including the requirements related to raw materials, production processes, storage, and distribution that must comply with Islamic law. This knowledge becomes the fundamental basis for MSMEs to recognize the importance of maintaining halal integrity in their products. Without sufficient understanding of these standards, MSME actors may face difficulties in ensuring that their products meet halal requirements, which can ultimately hinder their ability to obtain halal certification.[22]

**Table 2.** Distribution of Food-Sector MSMEs with Potential for Halal Certification in Papua

Region	Estimated MSMEs	Food MSMEs with Halal Potential (%)	Halal-Certified MSMEs (%)
Jayapura City	2,150	70	22
Jayapura Regency	1,420	65	18
Manokwari	1,180	63	17
Sorong	1,560	68	20
Merauke	980	60	15

Source (compiled from): Indonesian Ministry of Cooperatives and SMEs (2025); Halal Product Assurance Organizing Agency – BPJPH (2025); Statistics Indonesia / BPS MSME regional statistics (2025).

The data indicate that halal awareness among MSME actors in Papua is moderate to relatively high, particularly regarding the perceived benefits of halal certification in strengthening consumer trust (72%) and improving market competitiveness (67%). However, the proportion of MSMEs that have obtained official halal certification remains relatively low, ranging from approximately 15% to 22% across regions. This gap is largely associated with limited access to certification information, insufficient technical assistance, and administrative readiness among MSME operators.

The next stage is driven by religious and ethical motivation, where the understanding of halal principles encourages MSME actors to internalize Islamic values in their business practices. This motivation reflects a commitment to producing products that are not only economically profitable but also ethically and religiously compliant.[23] At this stage, halal awareness transforms from mere knowledge into a moral responsibility, encouraging entrepreneurs to ensure that their business operations follow halal guidelines consistently.

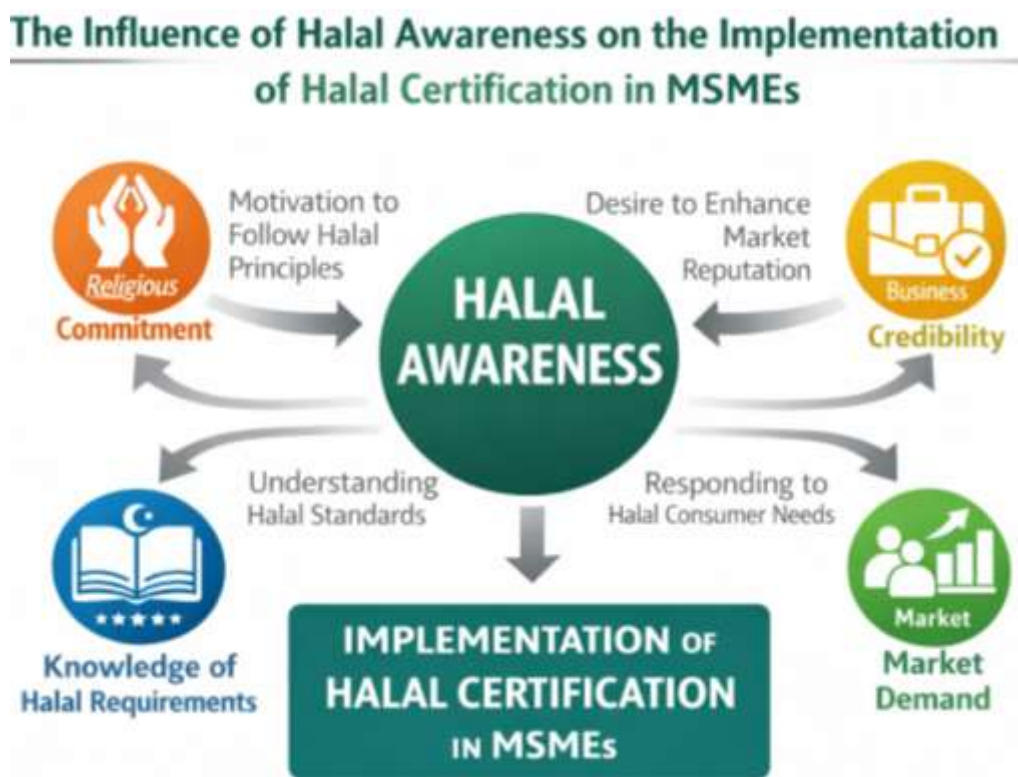
Furthermore, halal awareness is strengthened by market and consumer demand, as the growing demand for halal products increases the pressure on MSMEs to provide certified halal goods. Business actors become more aware of the economic opportunities associated with the halal market and the importance of meeting consumer expectations. This awareness ultimately leads to the recognition of perceived business benefits, where halal certification is seen as a strategic tool to enhance consumer trust, improve market reputation, and increase business competitiveness. Consequently, these interconnected stages collectively encourage MSME actors to pursue and implement halal certification in their businesses.[24]

### The Influence of Halal Awareness on the Implementation of Halal Certification in MSMEs

Halal awareness plays a critical role in influencing the implementation of halal certification among micro, small, and medium enterprises (MSMEs). A higher level of awareness enables business actors to better understand the importance of complying with halal standards in every stage of production and business management. This awareness not only strengthens their commitment to maintaining halal integrity but also encourages them to adopt halal certification as a formal recognition of compliance with Islamic principles. As MSME actors increasingly recognize the strategic value of halal certification in enhancing consumer trust

and expanding market opportunities, halal awareness becomes a key driving factor that supports the adoption and implementation of halal certification within their business practices.

**Figure 2.** Conceptual Framework of the Influence of Halal Awareness on the Implementation of Halal Certification in MSMEs



Source: Developed by the authors based on the concept of halal awareness and MSME halal certification implementation. [25]

The influence of halal awareness on the implementation of halal certification among MSMEs begins with the formation of a strong internal commitment among business actors. Religious commitment encourages entrepreneurs to align their business activities with Islamic values, particularly in ensuring that products and production processes comply with halal principles. This commitment functions as an ethical foundation that motivates MSME actors to prioritize halal integrity as an essential element of responsible business practice.[26]

**Table 2.** Growth of Halal Certification among MSMEs in Papua (2020–2025)

Year	Estimated MSMEs with Halal Certification	Annual Growth (%)	Program / Policy Support
2020	95 MSMEs	50.3	Early stage of halal socialization programs in Papua
2021	160 MSMEs	68.4	Initial facilitation of halal certification for MSMEs
2022	310 MSMEs	93.7	Expansion of halal certification assistance programs
2023	520 MSMEs	67.7	Strengthening of halal ecosystem and MSME mentoring
2024	760 MSMEs	46.1	Acceleration through digital halal certification services

Year	Estimated MSMEs with Halal Certification	Annual Growth (%)	Program / Policy Support
2025	1,050 MSMEs	38.2	Expansion of the SEHATI (Free Halal Certification) program

Source: Compiled from reports of the Halal Product Assurance Organizing Agency, Ministry of Cooperatives and Small and Medium Enterprises, and Statistics Indonesia on MSME development and halal certification programs in Papua (2025).

The data demonstrate a significant upward trend in halal certification among MSMEs in Papua between 2020 and 2025. The number of halal-certified MSMEs increased from approximately 95 enterprises in 2020 to around 1,050 MSMEs in 2025, reflecting the growing awareness of halal certification and stronger institutional support. The most substantial growth occurred during 2021–2023, driven by government facilitation programs, mentoring initiatives, and the digitalization of halal certification services.

In addition to ethical motivation, the level of understanding of halal standards also plays a crucial role in shaping halal awareness. MSME actors who possess adequate knowledge regarding halal requirements such as ingredient selection, processing procedures, and compliance with halal regulations are more capable of recognizing the importance of certification. This knowledge strengthens their readiness to follow the formal procedures required to obtain halal certification and ensures that their business operations meet established halal standards.[27]

Halal awareness is also influenced by external market dynamics, particularly the increasing demand from Muslim consumers for verified halal products. As consumers become more selective in choosing halal-certified goods, MSMEs are encouraged to respond to these expectations in order to remain competitive in the market.[28] The growing halal market creates economic incentives for business actors to improve their product credibility through certification.

Halal certification is increasingly perceived by MSMEs as a strategic tool for strengthening business reputation and expanding market opportunities. Certification enhances consumer trust and signals that products have met recognized halal standards. Consequently, the interaction between religious commitment, knowledge of halal requirements, consumer demand, and business credibility collectively drives MSME actors to implement halal certification as part of sustainable business development.[29]

The findings of this study indicate that halal awareness plays a central role in encouraging the implementation of halal certification among MSMEs, particularly through the interaction between religious commitment, knowledge of halal requirements, market demand, and perceived business credibility. MSME actors who possess a stronger understanding of halal principles tend to view halal certification not merely as a regulatory obligation but as a strategic instrument to enhance consumer trust and strengthen business competitiveness. These results differ from several previous studies that predominantly focus on consumer behavior rather than the internal readiness of business actors. For example, Patrisia [30] emphasize the influence of religiosity and environmental awareness on Muslim tourists' repurchase intentions of halal culinary products, while Majdi, Hakim, and Haqan [3] analyze consumer attitudes toward halal and green products from economic and social perspectives. Similarly, Sulaiman and Abdullah [31] focus on macro-level analysis of the halal industry environment, Sumarliah [5] discuss technological aspects of halal supply chain traceability, and Khakwani, Hassaan, and Naheed [6] investigate factors influencing Muslim pilgrims' intentions in halal tourism contexts. In contrast, the present study demonstrates that the implementation of halal certification among MSMEs is fundamentally driven by internal halal awareness, highlighting the importance of awareness as a key determinant that bridges ethical values, market expectations, and practical business adoption of halal certification.

Based on the findings of this study, future research is recommended to further explore the broader determinants that influence the adoption of halal certification among MSMEs beyond the dimension of halal awareness alone. Although this study confirms that halal awareness plays a significant role in encouraging MSME actors to implement halal certification, other structural and institutional factors such as government policy support, access to certification facilities, financial capability, digital literacy, and supply chain integration may also influence the certification process. Therefore, subsequent studies should consider employing mixed-method or quantitative approaches with larger empirical datasets to measure the relative influence of these factors across different sectors of MSMEs. In addition, comparative studies between regions or countries may provide deeper insights into how cultural, regulatory, and market environments shape the effectiveness of halal awareness in promoting certification adoption. Such research will contribute to strengthening the theoretical understanding of halal ecosystem development and provide practical policy recommendations for improving MSME participation in halal certification programs.

## 5. Conclusion

This study concludes that halal awareness among MSME actors plays a decisive role in encouraging the implementation of halal certification, particularly through the integration of religious commitment, understanding of halal standards, market demand, and perceived business benefits. A higher level of awareness enables entrepreneurs to view halal certification not merely as an administrative requirement but as a strategic mechanism for strengthening product credibility, enhancing consumer trust, and expanding market competitiveness within the growing halal industry. The findings also demonstrate that internal awareness among business actors serves as a critical bridge connecting ethical values, regulatory compliance, and market opportunities, which ultimately supports the sustainable adoption of halal certification among MSMEs. The implications of this research highlight the importance of strengthening halal literacy programs, institutional support, and policy initiatives aimed at improving awareness and understanding of halal certification among MSME actors. Such efforts can contribute to the development of a more inclusive halal ecosystem, increase MSME participation in halal certification programs, and reinforce the role of halal standards in promoting sustainable business development within the global halal market.

Future studies are recommended to utilize primary data with broader regional coverage and involve various MSME sectors to obtain a more comprehensive understanding of halal certification implementation. Further research may also employ quantitative or mixed-method approaches to examine more deeply the relationship between halal awareness, institutional support, and the adoption of halal certification in strengthening a sustainable halal ecosystem.

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