

ABSTRAK

Muhammad Ridhani Maulidi, 220105010089, *Implikasi Pendampingan Sertifikasi Halal Bagi Usah Mikro, Kecil Melalui Pendamping Proses Produk Halal di Kota Banjarmasin*. Skripsi, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam. Pembimbing: Rohana Faridah, S.E., M.M dan Supian Sauri, S.E.I., M.E

Kata Kunci : Sertifikasi Halal, Pendamping Proses Produk Halal (P3H), Usaha Mikro, Kecil.

Penelitian ini dilatarbelakangi oleh pentingnya sertifikasi halal sebagai bentuk jaminan kehalalan produk sekaligus upaya meningkatkan daya saing Usaha Mikro Kecil (UMK) di tengah pemberlakuan kewajiban sertifikasi halal di Indonesia. Dalam pelaksanaannya, masih banyak pelaku UMK yang menghadapi berbagai kendala dalam proses pengurusan sertifikasi halal sehingga diperlukan peran Pendamping Proses Produk Halal (P3H) untuk membantu dan memfasilitasi pelaku usaha. Penelitian ini bertujuan untuk menganalisis implikasi pendampingan sertifikasi halal bagi Usaha Mikro Kecil (UMK) di Kota Banjarmasin serta mengidentifikasi tantangan yang dihadapi oleh Pendamping Proses Produk Halal (P3H) dalam mendampingi UMK memperoleh sertifikasi halal.

Penelitian ini menggunakan metode kualitatif dengan jenis penelitian lapangan (*field research*). Subjek penelitian terdiri dari Pendamping Proses Produk Halal (P3H) dan pelaku UMK sektor makanan dan minuman yang telah memperoleh sertifikasi halal di Kota Banjarmasin. Pengumpulan data dilakukan melalui wawancara dan dokumentasi, kemudian dianalisis menggunakan model Miles dan Huberman yang meliputi pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa pendampingan sertifikasi halal memberikan implikasi positif terhadap peningkatan kepercayaan konsumen, perbaikan proses produksi, perkembangan usaha, peningkatan daya saing usaha, serta penguatan legalitas dan profesionalitas UMK. Adapun tantangan yang dihadapi oleh P3H meliputi rendahnya kesadaran pelaku UMK mengenai pentingnya sertifikasi halal, anggapan bahwa proses sertifikasi halal rumit, keterbatasan pemahaman administrasi dan teknologi, kurangnya antusias pelaku usaha, serta perlunya sosialisasi dan edukasi yang lebih luas mengenai sertifikasi halal.

ABSTRACT

Muhammad Ridhani Maulidi, 220105010089, *The Implications of Halal Certification Assistance for Micro and Small Enterprises Through Halal Product Process Assistants in Banjarmasin City*. Undergraduate Thesis, Islamic Economics Study Program, Faculty of Islamic Economics and Business. Advisors: Rohana Faridah, S.E., M.M dan Supian Sauri, S.E.I., M.E

Keywords : Halal Certification, Halal Product Process Assistants (P3H), Micro and Small Enterprises (MSEs).

This study is motivated by the importance of halal certification as a means of ensuring product halalness while enhancing the competitiveness of Micro and Small Enterprises (MSEs) amid the implementation of mandatory halal certification in Indonesia. In practice, many MSEs still face various challenges in obtaining halal certification, highlighting the need for the role of Halal Product Process Assistants (P3H) in providing guidance and facilitating the certification process. This study aims to analyze the implications of halal certification assistance for Micro and Small Enterprises (MSEs) in Banjarmasin City and to identify the challenges faced by Halal Product Process Assistants (P3H) in assisting MSEs in obtaining halal certification.

This study employed a qualitative approach using a field research design. The research subjects consisted of Halal Product Process Assistants (P3H) and Micro and Small Enterprise (MSE) owners in the food and beverage sector who had obtained halal certification in Banjarmasin City. Data were collected through interviews and documentation and were analyzed using the Miles and Huberman model, which includes data collection, data reduction, data display, and conclusion drawing.

The findings indicate that halal certification assistance has had positive implications for increasing consumer trust, improving production processes, fostering business growth, enhancing business competitiveness, and strengthening the legality and professionalism of Micro and Small Enterprises (MSEs). However, Halal Product Process Assistants (P3H) face several challenges, including the low level of awareness among MSE owners regarding the importance of halal certification, the perception that the certification process is complicated, limited administrative and technological capabilities, a lack of enthusiasm among some business owners, and the need for broader socialization and educational programs on halal certification.