

ABSTRAK

Fara Nur Febrianty. 20105010227. *Analisis Sertifikasi Halal Program Self Declare Terhadap Kepercayaan Konsumen dan Daya Saing Usaha Mikro, Kecil, Menengah (UMKM) di Banjarmasin; Studi Kasus Pada Sektor Makanan dan Minuman.* Pembimbing: (I) Dr. H. Nispan Rahmi, M. AG. (II) Muhammad Qamaruddin, SEI., MM. *Pada Program Studi Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam UIN Antasari Banjarmasin.2026*

Kata Kunci: Sertifikasi Halal, Program *Self Declare*, Kepercayaan Konsumen, Daya Saing UMKM.

Penelitian ini dilatarbelakangi oleh pentingnya jaminan kehalalan produk dalam meningkatkan kepercayaan konsumen dan daya saing UMKM. Sebelum memiliki sertifikasi halal, sebagian konsumen masih merasa ragu terhadap kehalalan produk, terutama pada usaha yang belum mereka kenal dan belum memiliki bukti resmi mengenai kehalalan produknya. Di tengah persaingan usaha yang semakin ketat, pelaku UMKM dituntut untuk memiliki keunggulan yang mampu meningkatkan kepercayaan konsumen serta memperkuat posisi usahanya di pasar. Program sertifikasi halal *self declare* hadir untuk memudahkan pelaku UMKM memperoleh sertifikasi halal. Penelitian ini bertujuan untuk menganalisis peran sertifikasi halal program *self declare* terhadap kepercayaan konsumen dan daya saing UMKM sektor makanan dan minuman di Kota Banjarmasin.

Penelitian ini merupakan penelitian lapangan (*field research*) dengan pendekatan kualitatif deskriptif. Informan penelitian terdiri atas 9 pelaku UMKM sektor makanan dan minuman yang telah memperoleh sertifikasi halal melalui program *self declare* dan 6 konsumen. Teknik pengumpulan data dilakukan melalui wawancara dan dokumentasi, kemudian dianalisis menggunakan model Miles dan Huberman.

Hasil penelitian menunjukkan bahwa sertifikasi halal program *self declare* berperan dalam meningkatkan kepercayaan konsumen karena memberikan jaminan dan keyakinan terhadap kehalalan produk. Selain itu, sertifikasi halal juga meningkatkan daya saing UMKM melalui peningkatan kredibilitas usaha, daya tarik produk, serta menjadi nilai tambah yang membedakan produk dari pesaing. Dengan demikian, sertifikasi halal program *self declare* tidak hanya berfungsi sebagai jaminan kehalalan produk, tetapi juga mendukung peningkatan kepercayaan konsumen dan daya saing UMKM.

ABSTRACT

Fara Nur Febrianty. 220105010227. *Analysis of the Self-Declare Halal Certification Program on Consumer Trust and the Competitiveness of Micro, Small, and Medium Enterprises (MSMEs) in Banjarmasin: A Case Study in the Food and Beverage Sector, advised by (I) Dr. H. Nispan Rahmi, M.Ag. and (II) Muhammad Qamaruddin, S.E.I., M.M., Islamic Economics Study Program, Faculty of Islamic Economics and Business, UIN Antasari Banjarmasin, 2026.*

Keywords: *Halal Certification, Self Declare Program, Consumer Trust, MSME Competitiveness*

This study was motivated by the importance of halal product assurance in increasing consumer trust and the competitiveness of Micro, Small, and Medium Enterprises (MSMEs). Before obtaining halal certification, some consumers still had doubts about the halal status of products, especially those offered by businesses they were unfamiliar with and that lacked official proof of halal compliance. Amid increasingly intense business competition, MSMEs are required to possess advantages that can enhance consumer trust and strengthen their market position. The self-declare halal certification program was introduced to facilitate MSMEs in obtaining halal certification. Therefore, this study aims to analyze the role of the self-declare halal certification program in enhancing consumer trust and the competitiveness of MSMEs in the food and beverage sector in Banjarmasin.

This study is a field research employing a descriptive qualitative approach. The research informants consisted of 9 MSME entrepreneurs in the food and beverage sector who had obtained halal certification through the self-declare program, and 6 consumers. Data collection techniques were conducted through interviews and documentation, which were subsequently analyzed using the Miles and Huberman model.

Important role in increasing consumer trust by providing assurance of product halalness. In addition, halal certification improves MSME competitiveness by enhancing business credibility, increasing product attractiveness, and creating added value that differentiates products from competitors. Therefore, self-declare halal certification serves not only as a guarantee of halal products but also as a factor that supports consumer trust and MSME competitiveness.