

Persepsi Pelaku Usaha Mikro, Kecil Chinese Food terhadap Sertifikasi Halal Serta Implikasinya pada Ketahanan Ekonomi Keluarga = Perception of Micro and Small Chinese Food Business Actors Towards Halal Certification and Its Implications for Family Economic Resilience

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Abstrak

Government Regulation Number 42 of 2024 on the Implementation of Halal Product Assurance delays the halal certification obligation for MSMEs until October 2026. One of the considerations is that as of May 15, 2024, only 44.18% of MSME actors have been certified, out of the target of 10 million. This delay is supported by research showing that halal certification is not considered crucial by MSMEs, as buyers rarely ask whether the products they purchase are halal or not. Another factor discouraging MSME actors from processing the certification is the lack of pressure from the government. However, contrary research results show that halal certification is important for the sustainability of MSMEs in running their businesses and indicates a connection between halal certification and the economic resilience of MSME actors. Regardless of these findings, the halal status of food and beverage products is a necessity to protect the majority Muslim population. This includes Magelang, which is one of the cities with the highest Muslim population in Central Java, as well as a city with a Chinatown that has more than 2,000 Chinese ethnic residents.This study uses a qualitative research method supported by quantitative data to describe the actual conditions, with a case study approach. The perceptions of MSME actors in the Chinese food sector in Magelang City towards halal certification are seen from three aspects: (1) Cognitive, understanding that halal certification is a guideline to ensure the product is halal according to regulations, and viewing halal certification as a business strategy to expand market acceptance. The lack of literacy and halal human resources causes business actors not to fully understand the Halal Product Assurance Law; (2) Affective, seeing the law as non-burdensome as long as its implementation is accompanied by inclusivity measures; (3) Conative, believing that displaying the halal logo and emphasizing Islamic positioning will remove consumer doubts about Chinese food products. This research also finds challenges faced by stakeholders in implementing halal certification. The halal certification has been shown to impact the economic resilience of family businesses in the Chinese food sector in Magelang City.