

Discussion on Halal Assurance for Micro and Small Business: A Bibliometric and Content Analysis

Anita Priantina

Department of Islamic Economics, Faculty of Islamic Economics and Business,
Institut Agama Islam Tazkia, JL. Ir. H. Djuanda No. 78 Bogor, Indonesia
Email: anitapriantina@tazkia.ac.id

Faculty of Economics and Muamalat
Universiti Sains Islam Malaysia, Malaysia,
anitapriantina@raudah.usim.edu.my

Safeza Mohd Sopian

Department of Management, Faculty of Economics and Muamalat,
Universiti Sains Islam Malaysia, Nilai, Malaysia
Email: safeza@usim.edu.my

Devinna Pramitha

Department of Islamic Economics, Faculty of Islamic Economics and Business,
Institut Agama Islam Tazkia, JL. Ir. H. Djuanda No. 78 Bogor, Indonesia
Email: devinnapalureng@gmail.com

Aufa

Department of Islamic Economics, Faculty of Islamic Economics and Business,
Institut Agama Islam Tazkia, JL. Ir. H. Djuanda No. 78 Bogor, Indonesia
Email: aufa.auf@yahoo.com

Abstract

The integration and comprehensiveness of the halal system are essential for ensuring halal assurance. The issue of halal certification has become a topic of interest, particularly when considering micro and small businesses. Various perspectives have been examined in the study of halal certificates. In Indonesia, the implementation of Halal Assurance Law no 33 Year 2014 has made halal certification mandatory at the national level. This requirement poses challenges, particularly for small and micro businesses that typically have limited resources. Various bibliometric studies have been done on small and micro businesses and similarly have been conducted on halal topics as well. However, no bibliometric study has been done on small and micro businesses in the context of halal and halal assurance implementation. This research analyzes current trends and discussions surrounding halal studies in relation to micro and small businesses. The Google Scholar Database is utilized to ensure broader coverage. The research employs bibliometric analysis and systematic literature review to address the research questions. The study reveals that limited resources are frequently cited as a significant problem for micro and small enterprises. To ensure the implementation of halal assurance practices in these businesses, sustainable support is necessary, considering their constrained financial capabilities.

Keywords: *halal assurance, micro and small business, bibliometric analysis, content analysis*

A. INTRODUCTION

The halal food market has experienced significant growth in recent years, driven by increased demand from both Muslim and non-Muslim customers ([Rezai, Mohamed & Nasir-Shamsudin, 2012](#); [Vanany, Maarif & Soon, 2019](#)). This has led to a surge in research activity worldwide, as halal is now considered a vital requirement for Muslim consumers. According to Reuters and Standards (2016), the halal food sector is projected to account for approximately 18.3% of global food expenditure, reaching a value of US\$ 1,914 billion by 2021.

The introduction of the halal certification process in Indonesia dates back to approximately 1992. The initial certification framework was established by the Institute for the Assessment of Food, Drugs, and Cosmetics (Lembaga Pengkajian Pangan Obat-obatan dan Kosmetika: LPPOM) and officially recognized by the MUI (Indonesian Ulama Council). Halal certificates are mandatory for various products, including raw materials, ingredients, additives, packaging materials, as well as services like logistics, cleaning services, and insurance. Additionally, the certification also applies to animal products, regardless of whether they are mechanically slaughtered or shot.

Labelling was before given to non halal products as regulated by the Decree of the Minister of Health Republic of Indonesia Number 280/Men.Kes/Per/XI/76 concerning Provisions for Circulation and Marking on Foods Containing Ingredients Derived from Pork. The need for halal label strongly emerged after Tri Susanto published his findings which revealed that several types of food and beverages circulating in Indonesia contained lard in 1988. The article was published on Canopy, the bulletin published by the Faculty of Animal Husbandry of Brawijaya University in East Java. The article was widely circulated in the caused concern and nationwide issues. Public were then afraid to buy products that were suspected of containing lard, some major companies has decrease of sales up until 80% ([Girindra, 1998](#)).

The government intends to strengthen regulations related to halal products in Indonesia by issuing the Halal Assurance Act ([Undang Undang Jaminan Produk Halal: UU JPH](#)) in 2014. The issuance of this Act has a big impact on halal regulations In Indonesia, indeed. This can be seen clearly from the articles contained in the Act. This Act mandates the government to be fully responsible for the implementation of the halal products assurance in Indonesia. This JPH Law also mandated the government to establish an institution in under the ministry in charge of organizing halal product guarantees. It is by the mandate of the law that the government formed BPJPH under the Ministry of Religious Affair. This then automatically changes the authority of LPPOM-MUI from the only halal authority which oversaw the entire series of halal regulations to become an institution that only has the authority to issue fatwa.

The JPH Law has entered its seventh year since the issuance. However, there are still some challenges in optimally implementing the halal assurance. According to Aisha Maharani, Founder & CEO of Halal Corner, the implementation of mandatory halal certification was too hasty applied. Moreover, she also added that massive information sharing is needed. Not only small and micro businesses, but medium and big business players are also still confused. There are a lot of supporting systems needed including infrastructure, human resources, and details of the systems ([Muhlisin, 2021](#)).

Another issue that is urgent is the direct impact of this Law on small and micro-enterprises, which are also required to be halal certified. The number of MSMEs in Indonesia as recorded by the Ministry of Cooperatives and Small Business and Medium in 2017-2018 has reached 62,922,617.20. The mandatory halal certification is problematic for these small and micro business because they have limited resources.

[Mohammad & Maulidiyah \(2021\)](#) concludes for their study and describe that 86,8% of micro and small industries of the food and beverage sector in East Jakarta-Jakarta Province, Bekasi-West Java Province, and Gresik Regency-East Java are not halal certified. ([Muhlisin, 2021](#)) also adds that only 50% of micro-enterprises in Surabaya-East Java are halal-certified. Among the reasons is that they have limited resources and aid provided by the local government is inadequate. [Hidayati & Primadhany \(2021\)](#) on their studies concludes that for all 40.568 MSMEs in Central Kalimantan, budget available for halal certification assistance is only adequate for 30 business only in 2020.

Between 2012 and 2019, the Institute for the Assessment of Food, Drugs, and Cosmetics ([Lembaga Pengkajian Pangan Obat-obatan dan Kosmetika: LPPPOM](#)) under the Indonesian Ulama Council (MUI) issued a total of 15,495 halal certificates for 13,951 companies, resulting in a cumulative count of 274,495 certificates. However, this figure falls significantly short of the ideal number. Out of the 1.6 million micro, small, and medium enterprises (MSMEs) in the country, only 10 percent have obtained halal certification.

Research pertaining to halal has been conducted across various disciplines and on diverse topics. In recent years, there have been several attempts to pilot bibliometric analyses focused on halal research. Specifically, there is a growing interest in the field of halal supply chain. Recent publications in various journals have explored subjects such as the halal supply chain in manufacturing industries ([Ngah, Zainuddin & Thurasamy, 2014](#)), the analysis of halal logistics ([Ab Talib, Abdul Hamid & Zulkafar, 2013](#)), and the application of halal principles in the supply chain ([Tieman, van der Vorst & Ghazali, 2012](#)).

On the subjects of micro and small businesses, several bibliometric studies have been undertaken. [Baker et al. \(2020\)](#) scrutinized the field of small business economics over a thirty-year period. [Bartolacci et al. \(2019\)](#) and [Prashar and Sunder \(2020\)](#) delved into sustainability perspectives concerning small and medium-sized enterprises. [Odrozola-Fernández et al. \(2019\)](#) explored open innovation in small and medium enterprises, while [de Almeida Parizotto and de Carvalho \(2020\)](#) elucidated the challenges of project management in small and medium-sized enterprises.

Despite these prior studies, there has been a dearth of bibliometric research on micro and small businesses from the standpoint of halal implementation. This study employs bibliometric and network analyses to fulfill the research objectives of mapping the pertinent literature and identifying key issues. Bibliometric and network analyses are well-established methodologies for investigating and categorizing research areas, offering valuable insights for subsequent analysis. The primary objective of this paper is to conduct an extensive review of halal assurance, specifically focusing on micro and small businesses.

B. RESEARCH METHOD

This study aims to provide a comprehensive overview of research on food and halal certificates. The research methodology follows a systematic approach consisting of defining relevant keywords, querying the literature database, and conducting rigorous analytics, as outlined by [Saunders, Lewis, and Thornhill \(2009\)](#). The research methods proposed by [Fahimnia et al. \(2015\)](#) and [Wamba and Mishra \(2017\)](#) are adopted, which involve five stages: (1) defining search terms, (2) including and excluding articles, (3) selecting the process of articles, (4) performing preliminary data analysis, and (5) conducting bibliometric and network analysis. Each of these stages is elaborated upon to ensure the validity of the findings and enable readers to implement a similar method for conducting an analysis-based literature review in their own studies.

Bibliometric analysis is a systematic analytical technique used to identify influential authors, their affiliations, and the keywords they employ, thereby establishing connections between different works. Network analysis, on the other hand, is a rigorous method used to identify clusters within research areas, revealing future research directions and identifying gaps. The systematic guidelines for bibliometric analysis by [Fahimnia, Sarkis, and Davarzani \(2015\)](#) and network analysis using VOSviewer by [Cancino, Merigo, Coronado, Dessouky, and Dessouky \(2017\)](#) are adopted in this research.

Data

Google Scholar database is chosen for wider coverage. The data collection is divided into two searches: articles in Bahasa Indonesia and articles in English. The search terms or the keywords used for the article collection in Bahasa Indonesia are "halal" AND "mikro" (both to be found on the title), "halal" (to be found on the title) and "mikro" (to be found on keywords), "mikro" (to be found on the title) and "halal" (to be found on keywords). Those keywords are chosen considering similar meaning or interpretation to compliance. The term "mikro" instead of "micro" is chosen to capture articles in Bahasa Indonesia only. This is to capture more issues related with the context of regulation application in Indonesia.

The search terms or the keywords used for the English articles data collection are "halal" AND "micro" (both to be found on the title), "halal" (to be found on the title) and "micro" (to be found on keywords), "micro" (to be found on the title) and "halal" (to be found on keywords).

Method

The article search process incorporates the use of Harzing's Publish or Perish tool. Employing the specified keywords, we query the database and proceed to the next stage. The search results include important attributes of the articles, such as author name(s), title, publication year, citation count, and abstracts. This information is then stored in CSV format for analysis.

To ensure broader coverage, the search is not limited to journal articles but also includes conference proceedings, book chapters, and working papers. To avoid redundancy, duplicate articles are removed. After filtering, particularly for articles unrelated to the context, we obtained a total of 98 articles in Bahasa and 128 articles in English from the initial collection of 2,053 articles. As for the second criterion, we excluded news articles written in non-English languages, such as Bahasa Indonesia, Russian, Dutch, and French.

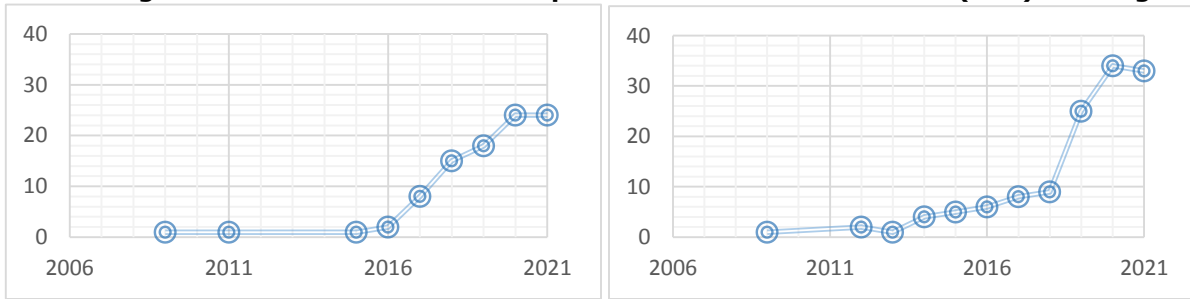
The bibliometric analysis using VOSviewer will be conducted to answer the first research objective. The software could process the bibliometric data and result in word clusters based on relatedness. Atlas.ti wordcloud, especially on the issues and sentiment related to halal certification implementation for SMEs.

C. DISCUSSION

Descriptive Statistics

For articles in Bahasa Indonesia, the earliest article related to the context was published in 2009 and the newest one was published in 2021. The trend of the article publication is increasing, especially after 2014 when the halal assurance law was issued. There is no article found in 2022, probably because this study is done in March 2022 when the publications are still on reviewing or editing process. The frequency of articles with the chosen keywords based on year published is as follows:

Figure 1. Number of Publication per Year in Bahasa Indonesia (Left) and English (Right)



The trend of the number of publications is increasing, especially from 2018 to 2019. There are nine articles published in 2018, twenty-five articles in 2019, and thirty-four articles related to the issue in 2020. The number of publications in 2022 is not yet available.

Based on the number of citations, the top list is as follows:

Table 1a. Top Articles in Indonesian language based on Citation Number

Cites	Authors	Title	Year	Source
26	Maryati, T., Syarief, R., & Hasbullah, R.	Analisis Faktor Kendala dalam Pengajuan Sertifikat Halal. (Studi Kasus: Pelaku Usaha Mikro, Kecil dan Menengah Makanan Beku di Jabodetabek)	2016	Jurnal Ilmu Produksi Dan Teknologi Hasil Peternakan
9	Qomaro, G. W., Hammam, H., & Nasik, K.	Pemberdayaan usaha mikro kecil dan menengah sektor pangan dalam meningkatkan perekonomian lokal melalui pendampingan sertifikasi halal di Kecamatan Tragah Bangkalan	2019	Jurnal Ilmiah Pangabdhi

7	Farhan, A.	Pelaksanaan Sertifikasi Halal LPPOM MUI Terhadap Produk Usaha Mikro, Kecil Dan Menengah (UMKM)(Studi LPPOM MUI Provinsi Bengkulu)	2018	Manhaj: Jurnal Penelitian dan Pengabdian Masyarakat
---	------------	---	------	---

[Maryati et. al \(2016\)](#) wrote on issues in halal certification application, especially for SMEs. This paper is published by Jurnal Ilmu Produksi Dan Teknologi Hasil Peternakan. This article is cited 26 times by other articles published under Google Scholar as well. The second on the list is [Qomaro et.al \(2019\)](#) which explains on mentoring process done to MSEs in Tragah, Bangkalan, East Java. This paper has 9 citations.

[Maryati et al \(2016\)](#), [Qomaro et al \(2019\)](#), and [Farhan \(2018\)](#), in general have similar background on how challenging halal assurance to be implemented to small and micro business. They have limited asset, limited resource, and limited knowledge especially related to halal certificate prerequisite and how to apply the halal assurance in their business. That research conclude that continuous support in terms of education, technical guidance and assistance, and also financial support to cover the certification cost.

Table 1b. Top English Article based on Number of Citations

Cites	Author	Title	Year	Source
69	M. Abdul, H. Ismail, H. Hashim, and J. Johari	SMEs and halal certification	2009	China-USA Business Review
50	M. H. Fard and N. S. Amiri	The effect of entrepreneurial marketing on halal food SMEs performance	2018	Journal of Islamic Marketing
46	C. L. Siaw and N. S. A. Rani	A critical review on the regulatory and legislation challenges faced by halal start-up SMEs food manufacturers in Malaysia	2012	Procedia-Social and Behavioral Sciences

[Abdul, et.al \(2009\)](#) as the earliest paper published on this issue has the highest citation by 69 times. They discuss on the perception of SMEs in Malaysia related to halal certification. They concluded that there is significant association between religion and certification. [Fard & Amiri \(2018\)](#) proposed entrepreneurial marketing strategies and approaches as the solution to overcome Iranian halal food SMEs limited resources and capabilities. [Siaw, et. al \(2012\)](#) discusses on various procedures faced by halal start-up SMEs food manufacturers in Malaysia.

Publishers for articles in Bahasa are relatively scattered. Each publisher issue one article. Based on number of articles published in English, Journal of Islamic Marketing is on the top list with nine articles on the issue.

Table 2. Top Publication based on Number of Articles

Source	Year	Title	Author
Journal of Islamic Marketing	2016	The human capital and the obtainment of halal certification	A. Rafiki and K. A. Wahab
	2018	The effect of entrepreneurial marketing on halal food SMEs performance	M. H. Fard and N. S. Amiri
	2019	Halal versus Hipster: the struggle for Sydney Road and the culture of complaint	M. Shaw
	2020	Halal certification for tourism marketing: the attributes and attitudes of food operators in Indonesia	N. Katuk, K. R. Ku-Mahamud, K. Kayat, M. N. A. Hamid, N. H. Zakaria, and A. Purbasari

Cluster 2: (raw material), (medium business), (descriptive), field research, halal, (result of the study), hukum primer (primary law), Islam, (halal assurance), (small), (small and medium), (halal label), (food), (Indonesia business license), (food), (the research), (research objective), penelitian ini dilatarbelakangi (research background), penelitian ini menggunakan (research method), (quantitative study), (product), (halal certification), (halal certificate), (case study), Surabaya (name of one city in Indonesia), (year), (concern), (product assurance), (SMEs), (law), (business), (micro business)

Cluster 3: BPOM, Harm, (medium scale food product)

Cluster 4: (certification)

From the visualization, we can still see some English words from articles in Indonesian language, because in some journals it is necessary to also provide the abstracts in English in addition to abstracts in Indonesian language.

As for the authors of the papers in Indonesian language, those with more than one article written is as follow:

Table 3. Authors Link Strength

Author	Documents	Total link strength
Arini, a.	3	10
Lindawati, t.	3	10
Suhartatik, a.	3	10
& nagel, P. J. F.	2	8
Muljani, n.	2	8
& sulthan, M. A.	2	4
Faathir, m.	2	4
Imelda, i .	2	4
Juliana, j.	2	4
Mukhlis, m.	2	4
Syamsurijal, s.	2	4
Mahardika, R. G.	2	2
Roasnica, o.	2	2
Sari, m. K.	2	0

Arini, Lindawati, and Suhartatik has each the highest total link strength. It means that they write more than one paper, and they also write paper with other author who write on similar topics. On this case, three of them are co-authors in three papers (2018, 2019, 2020).

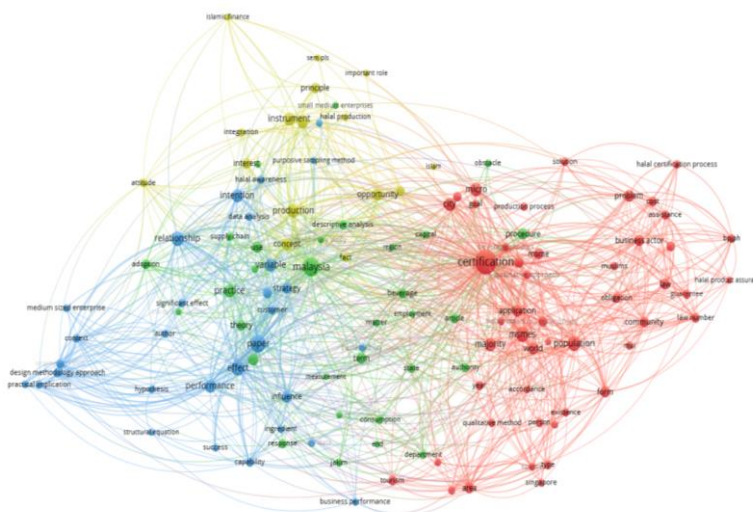


Figure 2b. Vosviewer Visualization: English Articles

study concludes that government support is needed in order to facilitate the MSEs to be able to fully implement the halal assurance system.

2. Suggestions

Halal assurance needs integrated and comprehensive halal system. The issues of halal certification become interesting point of discussions, especially when micro and small business come into the picture. Bibliometric analysis and systematic literature review shows that limited resource is found to be the most mentioned problem of MSEs. There are proposals offered by the authors to overcome the problem. Among them are related to managerial action such as implementing entrepreneurial marketing and spiritual based leadership. Increasing the capacity of human capital is also among the prominent solution offered as among the most mentioned problem is lack of knowledge.

E. REFERENCES

- Ab Talib, M.S., Abdul Hamid, A.B., & Zulkafar, M.H. (2013). Halal Supply Chain Critical Success Factors: Literature Review. *Journal of Islamic Marketing*, 6(1), 44-71. <https://doi.org/10.1108/JIMA-07-2013-0049>.
- Abdul, M., Ismail, H., Hashim, H., & Johari, J. (2009). SMEs and halal certification. *China-USA Business Review*, 8(4), 22-29.
- Baker, H.K., Kumar, S. and Pandey, N. (2020) 'Thirty Years of Small Business Economics: A bibliometric overview', *Small Business Economics*, 56(1), pp. 487-517. doi:10.1007/s11187-020-00342-y.
- Bartolacci, F., Caputo, A. and Soverchia, M. (2019) 'Sustainability and financial performance of small and Medium Sized Enterprises: A bibliometric and systematic literature review', *Business Strategy and the Environment*, 29(3), pp. 1297-1309. doi:10.1002/bse.2434.
- Cancino, C., Merigo, J.M., Coronado, F., Dessouky, Y., & Dessouky, M. (2017). Forty years of computers and industrial engineering: A bibliometric analysis. *Computers and Industrial Engineering*, 113(1), 614-629. <https://doi.org/10.1016/j.cie.2017.08.033>.
- de Almeida Parizotto, L., Tonso, A. and de Carvalho, M.M. (2020) 'The challenges of project management in small and medium-sized enterprises: A literature review based on Bibliometric Software and content analysis', *Gestão & Produção*, 27(1). doi:10.1590/0104-530x3768-20.
- Decree of the Minister of Health of the Republic Indonesia Number: 82/ MENKES/SK/I/1996
- Decree of the Minister of Health Republic of Indonesia Number 280/Men.Kes/Per/XI/76
- Fahimnia, B., Sarkis, J., & Davarzani, H. (2015). Green supply chain management: A review and bibliometric analysis. *International Journal Production Economics*, 162(1), 101-114. <https://doi.org/10.1016/j.ijpe.2015.01.003>.
- Fard, M. H., & Amiri, N. S. (2018). The effect of entrepreneurial marketing on halal food SMEs performance, *Journal of Islamic Marketing*, 9(3), 598-620. <https://doi.org/10.1108/JIMA-12-2016-0097>
- Girindra, Aisjah. (1998) LP POM MUI Pengukir Sejarah Sertifikasi Halal, (Jakarta: LPPOM MUI, 1998), 39.
- Giyanti, I., Indrasari, A., Sutopo, W., & Liquiddanu, E. (2020). "Halal standard implementation in food manufacturing SMEs: its drivers and impact on performance", *Journal of Islamic Marketing*, 12(8), 1577-1602. <https://doi.org/10.1108/JIMA-11-2019-0243>.
- Government Regulation Number 39 concerning the Implementation of Halal Product Guarantee
- Government Regulation Number 69 year 1999 concerning Food Labels and Advertising Regulation
- Halal Assurance System (HAS) 23000
- Hidayat, A. S., & Siradj, M. (2015). Sertifikasi Halal dan Sertifikasi Non Halal pada Produk Pangan Industri. *AHKAM: Jurnal Ilmu Syariah*, 15(2), 199-210. <https://doi.org/10.15408/ajis.v15i2.2864>.
- Hidayati, T., & Primadhany, E. F. (2021). Perlindungan Hukum Usaha Mikro, Kecil, Dan Menengah Melalui Fasilitasi Sertifikasi Halal Produk Pangan (Studi terhadap Praktek di Kalimantan

- Tengah). *Jurnal Hukum IUS QUIA IUSTUM*, 28(2), 373-395. <https://doi.org/10.20885/iustum.vol28.iss2.art7>.
- Joint Decree of the Minister of Health and the Minister of Religious Affairs No.472/Men.Kes/SKB/VIII/1985 and No. 68 of 1985
- Kamarulzaman, N. H., Muhamad, N. A., & Nawati, N. M. (2021). An investigation of adoption intention of halal traceability system among food SMEs. *Journal of Islamic Marketing*, 13(9), 1872-1900. <https://doi.org/10.1108/JIMA-11-2020-0349>
- Katuk, N., Ku-Mahamud, K. R., Kayat, K., Hamid, M. N. A., Zakaria, N. H., & Purbasari, A. (2020). Halal certification for tourism marketing: the attributes and attitudes of food operators in Indonesia. *Journal of Islamic Marketing*, 12(5), 1043-1062. <https://doi.org/10.1108/JIMA-03-2020-0068>.
- Law Number 11 Year 2020 on Job Creation
- Law Number 18 concerning Food year 2012
- Lestari, F., Kurniawan, R., Arifin, J., Yasir, M., & Saleh, M. M. (2021). An integrated framework for the measurement of halal good manufacturing practices on the case of SMEs in the food sector. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-04-2021-0105>.
- Maryati, T., Syarief, R., & Hasbullah, R. (2016). Analisis Faktor Kendala dalam Pengajuan Sertifikat Halal (Studi Kasus: Pelaku Usaha Mikro, Kecil dan Menengah Makanan Beku di Jabodetabek. *Jurnal Ilmu Produksi Dan Teknologi Hasil Peternakan*, 4(3), 364-371. <https://journal.ipb.ac.id/index.php/ipthp/article/view/14578>.
- Masood, A., & Zaidi, A. (2021). Empowerment of SME's sustainability in halal cosmetics' ecosystem by diagnosing growth constraints. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-12-2020-0371>.
- Mohammad, W., & Maulidiyah, N. R. (2021). Halal Certification for Micro and Small Industries of The Food and Beverage Sector In East Jakarta City, Bekasi City, and Gresik Regency. *International Journal of Social Service and Research*, 1(1), 40-45.
- Muhlisin, A. (2021). Mandatory sertifikasi halal: studi hukum positif terhadap Pelaku Usaha Mikro di Surabaya (Doctoral dissertation, UIN Sunan Ampel Surabaya).
- Nagel, J. F., Lindawati, T., Suhartatik, A., Arini, A., & Muljani, N. (2019). Pendampingan Bisnis Melalui Strategi Menangkap Peluang Usaha pada Usaha Mikro Kecil dan Menengah di Koperasi Setia Bhakti Wanita Surabaya. *PeKA: Jurnal Pengabdian Kepada Masyarakat*, 2(1), 1-14. <http://journal.wima.ac.id/index.php/peka/article/view/2857>.
- Ngah, A.H., Zainuddin, Y., & Thurasamy, R. (2014). Adoption of halal supply chain among Malaysian halal manufacturers: An exploratory study. *Social and Behaviour Science*, 129 (1), 388-395. <https://doi.org/10.1016/j.sbspro.2014.03.692>.
- Odrizola-Fernández, I., Berbegal-Mirabent, J. and Merigó-Lindahl, J.M. (2019) 'Open innovation in small and Medium Enterprises: A Bibliometric analysis', *Journal of Organizational Change Management*, 32(5), pp. 533-557. doi:10.1108/jocm-12-2017-0491.
- Prashar, A. and Sunder M, V. (2020) 'A bibliometric and content analysis of sustainable development in small and medium-sized enterprises', *Journal of Cleaner Production*, 245, p. 118665. doi:10.1016/j.jclepro.2019.118665.
- Presidential Instruction (Instruksi Presiden: Inpres) Number 2 1991
- Qomaro, G. W., Hammam, H., & Nasik, K. (2019). Pemberdayaan usaha mikro kecil dan menengah sektor pangan dalam meningkatkan perekonomian lokal melalui pendampingan sertifikasi halal di Kecamatan Tragah Bangkalan. *Jurnal Ilmiah Pangabdhi*, 5(2), 137-142. <https://journal.trunojoyo.ac.id/pangabdhi/article/view/6116>.
- Rafiki, A., & Wahab, K. A. (2016). The human capital and the obtainment of halal certification. *Journal of Islamic Marketing*. 7(2), 134-147, <http://dx.doi.org/10.1108/JIMA-03-2014-0020>.
- Regulation of Minister of Religious Affairs Number 20 of 2021
- Reuters, T., & Standard, D. (2016). State of the global Islamic economy report 2016/17. Dubai: Thomson Reuters.

- Rezai, G., Mohamed, Z., & Nasir-Shamsudin, M. (2012). Non-Muslim consumers' understanding of Halal principles in Malaysia. *Journal of Islamic Marketing*, 3(1), 35-46. <https://doi.org/10.1108/17590831211206572>.
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students* (5th ed.). Harlow: Pearson Education.
- Shaw, M. (2019). Halal versus Hipster: the struggle for Sydney Road and the culture of complaint. *Journal of Islamic Marketing*, 11(6), 1485-1496. <https://doi.org/10.1108/JIMA-03-2019-0045>.
- Siauw, C. L., & Rani, N. S. A. (2012). A critical review on the regulatory and legislation challenges faced by halal start-up SMEs food manufacturers in Malaysia. *Procedia-Social and Behavioral Sciences*, 57(1), 541-548. <https://doi.org/10.1016/j.sbspro.2012.09.1222>.
- Silalahi, S. A. F., Fachrurazi, F., & Fahham, A. M. (2021). Factors affecting intention to adopt halal practices: case study of Indonesian small and medium enterprises. *Journal of Islamic Marketing*, 13(6), 1244-1263. <https://doi.org/10.1108/JIMA-05-2020-0152>.
- Tawil, N. M., Ramlee, S., Jaafar, J., & Saat, F. M. (2015). An overview of foodpreneur awareness among small and medium-sized enterprises (SME) of halal certification. *Asian Social Science*, 11(21), 91-94. <https://doi.org/10.5539/ass.v11n21p91>.
- Tieman, M., van der Vorst, J.G.A.J., & Ghazali, M.C. (2012). Principle in halal supply chain management. *Journal of Islamic Marketing*, 3(3), 217-243. <https://doi.org/10.1108/17590831211259727>.
- Undang Undang Jaminan Produk Halal 2014
- Vanany, I., Maarif, G.A., & Soon, J.M.. (2019). Application of multi-based Quality Function Deployment (QFD) model to improve halal meat industry. *Journal of Islamic Marketing*, 10(1), 97-124. <https://doi.org/10.1108/JIMA-10-2017-0119>
- Wamba, S.F., & Misra, D. (2017). Big data integration with business processes: A literature review. *Business Process Management Journal*, 23(3), 477-492. <https://doi.org/10.1108/BPMJ-02-2017-0047>.