

The Efforts of The Bangkalan Regency Government in Accelerating Halal Certification for MSMEs; Analysis of the Norm Escalation Theory-Islamic Good Governance

¹Ahmad Musadad*, ²Taufiqur Rahman, ³Risa Umami, ⁴Ianatus Sholeha

^{1, 2, 3, 4}Universitas Trunojoyo Madura Madura

¹musadad@trunojoyo.ac.id, ²taufiqur.rahman@trunojoyo.ac.id

³200711100118@student.trunojoyo.ac.id, ⁴200711100011@student.trunojoyo.ac.id

DOI: 10.21111/ijtihead.v18i1.11430

Received: 2024-07-12

Revised: 2024-08-02

Approved: 2024-08-03

Abstract

This article aims to analyse the efforts of the Bangkalan Regency Government in accelerating the halal certification process for MSMEs, using the theoretical framework of the level of norms and principles of Islamic Good Governance. This research adopts a qualitative method by conducting in-depth interviews with relevant stakeholders and analysing government policy documents. The results showed that the Bangkalan Regency Government through its Office has made efforts to accelerating halal certification such as training and mentoring programmes, providing incentives, collaborating with halal certification bodies, increasing access to information, advocating and strengthening the capacity of MSMEs. From the perspective of the Norms-Islamic Good Governance theory, the effort of the Bangkalan Regency Government has integrated Islamic values in accelerating MSME halal certification through justice, transparency, accountability, and community participation. In principle, these efforts reflect a commitment to Islamic Good Governance. This effort ensures the principles of justice, information disclosure, accountability, and deliberation in governance. However, there are still obstacles that need to be overcome, such as the lack of understanding of MSMEs about the importance of halal certification and limited access to the necessary resources. This study makes an important contribution in understanding the government's efforts in accelerating halal certification for MSMEs. The proposed policy implications include increasing outreach, access to training and mentoring, and strengthening cooperation between government, industry, and halal certification bodies. The results of this study are expected to serve as guidelines for other local governments in accelerating halal certification for MSMEs, along with increasing consumer demands for halal and ethical products.

Keywords: *Government, Bangkalan, Acceleration, Halal, Certification*

Abstrak

Artikel ini bertujuan untuk menganalisis upaya Pemerintah Kabupaten Bangkalan dalam mempercepat proses sertifikasi halal bagi UMKM, menggunakan kerangka teori tingkatan norma dan prinsip-prinsip Tata Kelola Pemerintahan Islam yang Baik (Islamic Good Governance). Penelitian ini mengadopsi metode kualitatif dengan melakukan wawancara mendalam dengan pemangku kepentingan terkait dan analisis dokumen kebijakan pemerintah. Hasil penelitian menunjukkan bahwa Pemerintah Kabupaten Bangkalan melalui Dinasnya telah melakukan upaya percepatan sertifikasi halal seperti program pelatihan dan pendampingan, pemberian insentif, kerjasama dengan lembaga sertifikasi halal, peningkatan akses informasi, advokasi dan penguatan kapasitas UMKM. Dari perspektif teori Peningkatan Norma-Islamic Good Governance upaya Pemerintah Kabupaten Bangkalan telah memadukan nilai-nilai Islam dalam akselerasi sertifikasi halal UMKM melalui keadilan, transparansi, akuntabilitas, dan partisipasi Masyarakat. Secara prinsip, Upaya-upaya tersebut mencerminkan komitmen pada Islamic Good Governance. Upaya ini memastikan prinsip keadilan, keterbukaan informasi, pertanggungjawaban, dan musyawarah dalam tata kelola pemerintahan. Namun, masih terdapat kendala yang perlu diatasi, seperti kurangnya pemahaman UMKM tentang pentingnya sertifikasi halal dan keterbatasan akses terhadap sumber daya yang diperlukan. Kajian ini memberikan kontribusi penting dalam memahami upaya pemerintah dalam mempercepat sertifikasi halal bagi UMKM. Implikasi kebijakan yang diusulkan meliputi peningkatan jangkauan, akses terhadap pelatihan dan pendampingan, serta penguatan kerja sama antara pemerintah, industri, dan lembaga sertifikasi halal. Hasil penelitian ini diharapkan dapat menjadi pedoman bagi pemerintah daerah lainnya dalam mempercepat sertifikasi halal bagi UMKM, seiring dengan meningkatnya tuntutan konsumen terhadap produk halal dan beretika.

Kata Kunci: *Pemerintah, Bangkalan, Percepatan, Halal, Sertifikasi*

Introduction

Food is one of the primary needs of humans in life. Primary needs are mandatory and cannot be compromised. Failure to fulfill primary needs will cause difficulties in human life. Therefore,

every individual strives to fulfill their primary needs, one of which is the availability of food. As Muslims, we must maintain our bodies by consuming halal and good food. Consuming halal and good food will have a positive impact on the human body. Conversely, consuming haram and unhealthy food will have a negative impact on the human body.¹

Indonesia is the largest Muslim country in the world. With such a large number of Muslim populations, the majority of consumers in Indonesia are Muslim consumers. Indonesia has become a massive market for Muslim consumers as the number of Muslim consumers in this country increases. Therefore, Indonesia has implemented a policy that every halal product must have halal certification. Halal certification is the acknowledgment of the halal status of a product issued by the authorized body, namely the Halal Product Guarantee Agency (BPJPH/Badan Penyelenggara Jaminan Produk Halal), based on fatwas determined by Indonesian Ulema Council (MUI/Majelis Ulama Indonesia). In Indonesia, the number of halal certifications is not proportional to the number of MSMEs available.

Hence, the government issued Law Number 33 of 2014 concerning Halal Product Assurance. This law is one of the government's efforts and strategies to support the vision of the Indonesian Sharia Economic Masterplan 2019-2024. The flagship program to strengthen the main strategy of the Halal Value Chain includes five main programs:

1. Developing halal industrial zones and halal hubs in each region according to their comparative advantages, supported by research centers with extraordinary capabilities.
2. Strengthening infrastructure to advance the effectiveness and standardization of halal certification processes at the national level (Halal Center, Halal Assurance Institute, BPJPH representatives, Halal Information System).
3. Increasing outreach through public education/socialization on halal lifestyle.
4. Incentive programs for local and global players to invest in supporting comprehensive Halal Value Chain development (from raw materials, production, distribution, to promotion).
5. Strengthening international cooperation and recognition to expand the Indonesian halal product market, including through standardization and harmonization with the establishment of an international halal center in Indonesia.

The implementation of Law Number 33 of 2014 concerning Halal Product Assurance (JPH) is regulated in Government Regulation (PP) Number 31 of 2019. However, the enforcement of mandatory halal products is carried out gradually, starting from food and beverage products on October 17, 2019, until October 17, 2024, according to Minister of Religious Affairs Regulation (PMA) Number 26 of 2019. The JPH Law also stipulates the consequences for businesses that do not follow halal certification, which include the obligation to include a non-halal statement even if the product is halal.²

Efforts made by the Minister of Religious Affairs of the Republic of Indonesia include providing Free Halal Certification to business actors. The Minister of Religious Affairs issued directives to the religious ministry in each region. One region relevant to this policy is Madura Island. Madura Island is a predominantly Muslim island with significant entrepreneurial potential.³ Madura is one of the islands in East Java, consisting of 4 regencies, one of which, Bangkalan Regency, is relevant for implementing this policy due to its developing characteristics. Thus, it requires special attention to obtain halal certification.

Research articles on halal certification in Madura, in general, are not entirely new, as there have been many studies related to this situation. Some of these include:

¹ Ari Frediawan, "Analisis Normatif Peran Pendamping Pph Dalam Peningkatan Minat Pendaftaran Sertifikat Halal Program Program Sehat Pada Usaha Mikro Kecil Dan Menengah Desa Purworejo Kecamatan Geger Kabupaten Madiun" (2023): 1–23.

² Menteri Agama Republik Indonesia, "Peraturan Menteri Agama (PMA) Nomor 26 Tahun 2019 Tentang Penyelenggaraan Jaminan Produk Halal" (2019): 282.

³ Mochamad Reza Adiyanto et al., "Analisis Minat UMK Terhadap Sertifikasi Halal Di Pulau Madura" 6, no. 2 (2023): 45–55.

1. "Empowerment Identification and Halal Certification for MSMEs by Zakat Institutions in Bangkalan Madura" by Muttaqin Choiri and Alan Su'ud Ma'adi in 2023.⁴
2. "Empowerment of Micro, Small and Medium Enterprises in the Food Sector to Improve Local Economy Through Halal Certification Assistance in Tragah Bangkalan District" by Galuh Widitya Qomaro, Hammam, and Khoirun Nasik in 2019.⁵
3. "Synergy of BUMDes and MSMEs of Herbal Medicine to Increase Income Through Halal Certification Management in Sampang and Bangkalan Regencies" in 2022.⁶
4. "Capacity Development of Al-Manshurien MSMEs in Bangkalan through Website-Based Technology Innovation" by Mohammad Yasir, Laila Khamsatul Muharrami, Catur Wasonowati, Laili Cahyani in 2021.⁷
5. "Development of Bangkalan Region Potential through the Idea of Forming Halal Industry Special Economic Zones (KEK)" by Abdul Aziz Jakfar and Hery Purwanto in 2023.⁸

Based on the above exposition, there have been numerous studies on halal certification in Madura. However, there hasn't been research specifically addressing the Efforts of the Bangkalan Regency Government in Accelerating Halal Certification for MSMEs (Analysis of Islamic Good Governance Norm Escalation Theory). This research aims to understand the government's strategies in achieving halal certification goals and measure MSMEs' compliance with halal norms and principles of Islamic Good Governance.

Key informants, obtained from various sources such as literature, field research, and interviews, play a crucial role in this qualitative research. Therefore, data collection techniques involve field research to gather firsthand data.⁹ To articulate understanding, data obtained from observation, interviews, and document analysis are analyzed inductively. Inductive analysis is preferred as it allows for the discovery of common realities found in the data. Additionally, it helps establish explicit researcher-informant relationships and can lead to informed decisions about the transferability of findings.

Research method

The method used in this research is qualitative, conducted through observation, in-depth interviews, and document review.¹⁰ Since this qualitative research emphasizes subjective aspects and human behavior, careful and in-depth data collection is necessary. Primary data is obtained from direct interviews with local government officials, the Regional Representatives Council (DPRD), the Ministry of Religious Affairs, and several relevant agencies regarding halal certification policies in the four regencies of Madura. Secondary data is obtained from relevant literature and supports the analysis.

Results and discussion

A. Halal Certification for MSMEs

Currently, many food products circulating in Indonesia lack clear halal certification, even though consuming halal food is mandatory according to Islamic law. The halal status of a product has become an essential requirement for society, whether it be food, medicines, or other consumer goods. One sector related to food production is the MSMEs sector. Micro, Small, and Medium Enterprises (MSMEs) are not unfamiliar sectors in Indonesia. This sector has begun to grow rapidly and plays a significant role in the Indonesian economy. MSMEs also serve as productive platforms

⁴ Muttaqin Choiri and Alan Su'ud Ma'adi, "Identifikasi Pemberdayaan Dan Sertifikasi Halal Pada UMKM Oleh Lembaga Zakat Di Bangkalan Madura," *AL-MANHAJ: Jurnal Hukum dan Pranata Sosial Islam* 5, no. 1 (2023): 787–796.

⁵ *Ibid.*

⁶ Fajar, Achmad Badarus Syamsi, and Adiyono, "Sinergi BUMDes Dan UMKM Jamu Guna Meningkatkan Pendapatan Melalui Pengelolaan Sertifikasi Halal Di Kabupaten Sampang Dan Bangkalan Abstrak : Kata Kunci : Pendahuluan Istilah 'Jamu' Berasal Dari Bahasa Jawa Kuno 'Jampi' Atau Penggunaannya Tetap Tidak S," *Al-Huquq: Journal of Indonesian Islamic Economic Law* 4, no. 1 (2022): 15–34.

⁷ *Ibid.*

⁸ Mochammad Yasir et al., "Pengembangan Kapasitas Ukm Al-Manshurien" 4, no. 2 (2021): 200–205.

⁹ Tim Penyusun, *Library Research* (Malang, 1993).

¹⁰ Lexy J Moleong, *Metodologi Penelitian Kualitatif* (Bandung: Remaja Rosdakarya, 2005).

for job creation. This is because MSMEs are labor-intensive and do not require specific educational or skill specifications.¹¹

Various legal regulations have been issued by the government to accelerate the development of halal products in Indonesia. The issuance of Law No. 33 of 2014 concerning Halal Product Assurance¹² was reinforced by several changes in Law No. 11 of 2020 concerning Job Creation and the issuance of Government Regulation No. 39 of 2021 concerning the Implementation of Halal Product Assurance. The government pays more attention to MSMEs actors by issuing special regulations through the issuance of Minister of Religion Regulation No. 20 of 2021 concerning Halal Certification for Micro and Small Businesses. However, the obligation for halal certification for all products circulating in Indonesia is emphasized.¹³

Halal certification has many benefits for consumers, one of which is to provide assurance that the products consumed are guaranteed and safe. This is certainly the goal of all consumers, especially Muslim consumers who are commanded by Allah to consume halal and thoyiban products. For producers, halal certification has an impact on market positioning in the global market because the product has added value as one way to compete with various competitor products. Consumer trust will be easier to obtain when the product is halal certified.¹⁴

Halal certification for MSMEs is a critical step in meeting the increasing demands of consumers for halal products. The halal production process, inspection by certification bodies, and the issuance of halal labels are the main stages that must be followed by MSMEs. Various references such as the General Guidelines for Halal Certification of Food Products from the Ministry of Religion of Indonesia¹⁵ and research by [Researcher] provide guidance and in-depth understanding of halal certification for MSMEs. The implementation of halal certification not only creates consumer confidence but also helps MSMEs to enter a broader market, especially among Muslim consumers who prioritize halal products.

Halal certification brings significant benefits to MSMEs. First, it builds consumer trust in the products, enhances business reputation, and opens up opportunities for business growth. Additionally, halal certification also provides access to the international market, where the demand for halal products is increasing. References such as studies by the Research and Development Agency of the Ministry of Religion of Indonesia and research by [Researcher] highlight the significant benefits obtained by MSMEs through halal certification, including increased competitiveness and overall business performance.¹⁶ Through these steps, MSMEs can optimize the halal market potential and make a greater contribution to the economy. The benefits of halal certification for MSMEs are:

1. Consumer Trust

Halal certification enhances consumer trust, especially among Muslims, in MSMEs products. Consumers tend to trust and believe that the products they buy have met halal standards.

2. Access to International Markets

Halal certification allows MSMEs to enter international markets with large Muslim populations. Many countries require imported products to have halal certification.

3. Increased Competitiveness

¹¹ Ahmad Havid Jakiyudin and Alfarid Fedro, "Sehati: Peluang Dan Tantangan Pemberian Sertifikasi Halal Gratis Bagi Pelaku UMK Di Indonesia Ahmad" 07, no. 02 (2022).

¹² Peraturan Pemerintah Republik Indonesia, "Undang-Undang Republik Indonesia Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal," *Undang – Undang Republik Indonesia*, no. 1 (2014): 1–40.

¹³ Menteri Agama Republik Indonesia, "PMA No 20 Tahun 2021 Tentang Sertifikasi Halal Bagi Pelaku Usaha Mikro Dan Kecil," n.d.

¹⁴ Alva Salam and Ahmad Makhtum, "Implementasi Jaminan Produk Halal Melalui Sertifikasi Halal Pada Produk Makanan Dan Minuman Umkm Di Kabupaten Sampang," *Qanwam: The Leader's Writing* 3, no. 1 (2022): 11–13.

¹⁵ *Ibid.*

¹⁶ M. B. M. Syakir, "Challenges of Halal Certification in Indonesian Small Medium Enterprises (SMEs)." *Journal of Physics: Conference Series*, 1529(4), 042066., 2020, n.d.

By having halal certification, MSMEs can enhance their competitiveness in both domestic and international markets, as halal products are increasingly sought after by various segments of society.

4. Orderliness and Product Quality

The halal certification process involves inspection of raw materials and production processes. This can improve the orderliness and quality of MSMEs products overall.¹⁷

B. Government Efforts to Promote Halal Certification

Government efforts to promote halal certification play a crucial role in strengthening the MSMEs economy and increasing consumer trust. Through the economic and financial theory approach to halal certification, these efforts can be seen as economic strategies to enhance product competitiveness in the global market. Halal certification can be considered an economic asset that enhances product value and opens access to wide Muslim markets.¹⁸ As regulators, the government has a responsibility to create clear and sustainable regulations that support the implementation of halal certification. This can create a conducive business environment and ensure that MSMEs have adequate access to obtain halal certification.¹⁹

Furthermore, government efforts to promote halal certification can also be understood in the context of economic and social empowerment. Halal certification can be a tool to enhance the production capacity of MSMEs, create job opportunities, and empower local communities.²⁰ Finally, through public-private partnerships, the government can create sustainable partnerships to support the halal certification process. Support facilities, training, and access to resources can be provided through this collaboration, ensuring that MSMEs have the necessary support to effectively achieve halal certification.²¹

C. Islamic Good Governance-Norm Escalation and Halal Certification

The concept of Islamic Good Governance is a governance paradigm that integrates Islamic values in governance.²² This concept reflects the ideals of society to have a fair, transparent, accountable and participatory government.²³ The participation of society and the private sector is crucial in realising good governance, as they are an integral part of the development process. The integration of Islamic values into governance practices adds a profound moral and ethical dimension, as demonstrated in the Maqasid theory of Sharia, which focuses on the welfare and justice of the community.²⁴

The application of Islamic Good Governance principles, such as fairness, transparency and accountability, is particularly relevant in the context of halal certification. Fairness demands equal treatment for all parties involved in the certification process, ensuring that there is no discrimination based on economic or social background. Transparency ensures that information regarding the certification process, requirements and benefits are clearly and openly communicated

¹⁷ Badan Penelitian dan Pengembangan Kementerian Agama RI, “Manfaat Sertifikasi Halal Dalam Peningkatan Daya Saing Produk Pangan Dan Produk Halal Indonesia,” 2019.

¹⁸ S. A. Abdullah, N., & Suhaimee, “Government Role in Promoting Halal Certification: A Case Study.” *Procedia-Social and Behavioral Sciences*, 219, 672-679.” (2016).

¹⁹ S. Kamarudin, “Government’s Role in the Implementation of Halal Assurance System: A Case Study of Malaysia.” *Procedia-Social and Behavioral Sciences*, 105, 716-722.” (2013).

²⁰ R. M. Lewis, I. M., & Mohamed, “Halal Matters: Islam, Politics, and Markets in Global Perspective.” (2015).

²¹ S. M. Hashim, N. H., & Isa, “Halal Marketing: Concept, Definition, and Issues.” Springer.” (2017).

²² M Islahuddin, “Good Governance Dalam Perspektif Hukum Islam (Studi Kajian Ilmu Ushul Fiqh),” *Ay-Syari’ah: Jurnal Hukum Islam* 6, no. 1 (2020): 49–64.

²³ M. Kahf, “Islamic Governance: A Fiqhi and Economic Perspective.” Jeddah: Islamic Research and Training Institute.” (2015).

²⁴ Muhammad Iqbal Juliansyahzen, “Good Governance Perspektif Maqaasid Asy-Syaari’Ah Kontemporer,” *AKADEMIKA: Jurnal Pemikiran Islam* 23, no. 1 (2018): 57.

to all stakeholders. Accountability demands that institutions involved in halal certification are accountable for their actions and decisions, and report the results openly to the public.²⁵

Community participation is an important pillar of Islamic Good Governance, which is also relevant in the context of halal certification. Involving MSMEs and communities in the decision-making process related to halal certification ensures that the resulting policies are more inclusive and responsive to their needs and expectations. This active participation reflects the Islamic principle of shura, which emphasises deliberation and cooperation in achieving common goals. Policies that involve the community directly tend to be more effective and sustainable as they are supported by those most affected by the policy.²⁶

Sustainability in Islamic Good Governance includes environmental and economic dimensions, which are also important in the context of halal certification. Sustainable policies ensure that the benefits derived from halal certification are not only enjoyed by the current generation but also by future generations. This involves managing resources wisely and ethically, in accordance with Islamic principles. By applying normscaling theory, which emphasises ethical evolution and continuous improvement, governments and certification bodies can continuously improve their systems, ensuring that halal certification practices remain relevant, fair and effective in supporting sustainable development.

D. Overview of Bangkalan Regency

The island of Madura is situated between coordinates 113° 32' 54" E - 116° 16' 48" E and between 4° 55' S - 7° 24' S, with the following boundaries: 1) To the north it is bordered by the Java Sea 2) To the east it is bordered by the Flores and Java Seas 3) To the south it is bordered by the Madura Strait 4) To the west it is bordered by Surabaya. Administratively, the island of Madura has 4 regencies, one of which is Bangkalan Regency located between coordinates 6° 05' - 7° 11' South Latitude and between 112° 40' - 113° 08' East Longitude. With an area of 1,260.14 km², Bangkalan has the following boundaries: North: Java Sea, South: Madura Strait, West: Madura Strait, East: Sampang Regency.²⁷

Bangkalan Regency is one of the regencies located in East Java Province, Indonesia. This region plays a significant role in the history and economy of East Java. With its capital in Bangkalan, the regency is known for its beautiful beaches, agricultural potential, and cultural diversity.²⁸ The agricultural and fisheries sectors play a key role in the economy of Bangkalan Regency. Fertile land supports the growth of rice, sugar cane, and coconut. Additionally, the fisheries sector is rapidly developing with diverse marine products such as fish, shrimp, and shellfish. This potential creates job opportunities and serves as a primary source of income for the community. Bangkalan Regency is also renowned for its beautiful beaches. Beaches like Tanjung Bumi, Kamal, and Modung offer stunning natural panoramas. The diversity of marine ecosystems around the coast attracts both local and international tourists. The growing tourism infrastructure supports the growth of this sector.²⁹ Bangkalan is rich in local traditions and culture. Its people still uphold traditions such as traditional ceremonies, performing arts, and local crafts. Traditional handicrafts like bamboo weaving and songket are also important parts of the preserved cultural heritage.³⁰

E. Efforts of the Bangkalan Regency Government

The efforts of the Bangkalan Regency Government in promoting halal certification for Micro, Small, and Medium Enterprises (MSMEs) reflect a commitment to developing the economy and meeting consumer demands for halal products. The role of the Bangkalan Regency government is currently not fully maximized due to its focus on existing infrastructure and the

²⁵ S. M. N Al-Attas, *Prolegomena to the Metaphysics of Islam: An Exposition of the Fundamental Elements of the Worldview of Islam*. ISTAC, 2001.

²⁶ M. A. Malik, "Accountability and Transparency in Islamic Financial Institutions." Jeddah: Islamic Research and Training Institute." (2008).

²⁷ Cookson Maria Dimova and Peter M.R. Stirk, "Bab Iv Gambaran Umum Pulau Madura" (2019): 9–25.

²⁸ Pemkab Bangkalan, "Profil Kabupaten Bangkalan," 2022.

²⁹ S. Effendi, "Analisis Potensi Sumber Daya Alam Kabupaten Bangkalan" (2019).

³⁰ Direktorat Jenderal Kebudayaan, "Warisan Budaya Takbenda Indonesia," 2021.

allocation of all budgets to COVID-19 handling, which has led to neglect of infrastructure for 2 years. Furthermore, the Bangkalan Regency Government and DPRD are also preparing for the upcoming regional elections, which require a significant budget. Therefore, the government considers that there are still several more urgent matters to be addressed than halal certification. Thus, halal certification is carried out by several agencies supervised by the DPRD, namely: the Department of Trade, the Department of Cooperatives and Small and Medium Enterprises, and the Department of Industry and Labor.³¹

However, among these three departments, the one actively involved in accelerating halal certification is the Department of Industry and Labor. The Department of Industry and Labor has made various efforts, including:

1. **Training and Mentoring Program** The Bangkalan Regency Government has launched a special training and mentoring program for MSMEs wishing to obtain halal certification. This program covers information about the certification process, requirements, and steps that MSMEs need to take to meet halal standards. This program is usually conducted whenever there are socialization activities that gather the community, where the importance of halal certification is conveyed.
2. **Incentive Provision** To encourage MSMEs to be more active in obtaining halal certification, the local government provides incentives in the form of financial assistance or cost reduction for businesses that already have brands or companies or businesses that have developed. However, for small and medium-sized enterprises, assistance is provided for halal certification free of charge and assistance is provided during the halal certification process without incurring any costs.
3. **Collaboration with Halal Certification Institutions** The Bangkalan Regency Government has established close cooperation with halal certification institutions such as PPH, LPPOM MUI, and Halal Center UTM. Through this cooperation, it is hoped that MSMEs can more easily access the certification process and receive technical support to ensure that their products meet the halal standards set.
4. **Increased Access to Information** The local government is active in providing information related to halal certification to MSMEs through various channels, including seminars, workshops, and online portals. The increased access to information aims to provide better understanding to MSMEs actors about the benefits and processes of halal certification.
5. **Advocacy and Strengthening of MSMEs Capacity** In addition to providing technical assistance, the local government also advocates for strengthening the capacity of MSMEs in facing halal certification requirements. This support involves counseling on the economic and marketing benefits that can be obtained through halal certification.³²

F. Analysis of the Islamic Good Governance Norm Escalation Theory

In the context of the Islamic Good Governance, the Bangkalan Regency Government can be considered to have integrated Islamic values into its policies and measures related to halal certification for MSMEs. The steps taken reflect efforts to achieve justice, transparency, accountability, and community participation, all of which are core principles of this theory. The application of Islamic values in local governance is key to creating a fair, open, and accountable environment, while also supporting the holistic development of MSMEs.

The application of the Islamic Good Governance in the efforts of the Bangkalan Regency Government to accelerate halal certification for MSMEs can be seen as a commitment to ensuring that the principles of justice, transparency, accountability, and community participation are in line with Islamic values. The provision of incentives and training, transparent information, open government accountability, and active community participation are concrete examples of how this theory can be applied in the context of local government policy.

³¹ Fadhur Rosi, "Wawancara DPRD" (Bangkalan, 2023).

³² Ria, "Dinas Perindustrian Dan Ketenagakerjaan" (Bangkalan, 2023).

Local government policies need to adopt an approach to governance that encompasses the principles of good governance with Islamic values. In the context of the efforts of the Bangkalan Regency Government to accelerate halal certification for Micro, Small, and Medium Enterprises (MSMEs), this theory analysis can provide a deep understanding of the extent to which the application of Islamic values can contribute to the effectiveness of policies and the sustainability of programs. The applied implementations according to Islamic values are as follows:

1. **Justice** The Islamic Good Governance emphasizes the importance of justice as a fundamental principle in governance. Justice in this context involves fair treatment of all parties regardless of economic, social, or cultural background. The efforts of the Bangkalan Regency Government to provide incentives, training, and mentoring to MSMEs in order to obtain halal certification reflect the principle of Islamic justice. All MSMEs have equal opportunities to improve the quality of their products through halal certification.
2. **Transparency** Transparency is one of the main pillars in Islamic Good Governance. This includes openness in decision-making, policy implementation, and reporting of results. The Bangkalan government demonstrates transparency by providing clear information about the halal certification program, the requirements to be met, and the benefits provided to MSMEs. This transparency is in line with the principles of justice and truthfulness in Islam.
3. **Accountability** The principle of accountability demands government accountability to the community. The Bangkalan Regency Government openly accounts for its steps in supporting halal certification for MSMEs. Through open reporting, the government proves that resources are used efficiently and in line with policy objectives. This accountability creates public trust in the government, in line with Islamic values that emphasize integrity and honesty.
4. **Community Participation** Community participation is a crucial foundation in Islamic Good Governance. The Bangkalan government has involved MSMEs actors in the decision-making process regarding halal certification. Open dialogue, participatory meetings, and collaboration with stakeholders create more inclusive and responsive policies to community needs. This participation aligns with the principle of shura (consultation) in Islam.

The efforts of the Bangkalan Regency Government in encouraging halal certification for MSMEs can be analysed through the lens of Islamic legal norm ranking theory, which emphasises the application of Islamic ethical norms in the context of public policy.³³ This theory proposes that legal norms should be gradually upgraded to reflect the higher moral and ethical principles of Islam. In this context, the government has shown commitment to the development of the economic sector and response to consumer demand for halal products. However, constraints arise from budget priorities that are more focused on infrastructure and handling the pandemic, as well as preparations for regional elections, which result in limited attention to halal certification. This reflects the challenges in optimally implementing Islamic legal norms amidst emergency conditions and other pressing priorities.

Within the framework of the norms theory, the efforts of the Industry and Labour Office in accelerating halal certification can be seen as an implementation of the principles of justice and attention to the interests of the community. The training and mentoring programme launched by this agency is a step in line with the Islamic principle of justice, which provides equal opportunities for MSMEs to obtain halal certification. This reflects an effort to ensure that all businesses, especially smaller ones, get the necessary access and support to fulfil halal standards. This fairness is in line with Islamic legal norms that demand fair and non-discriminatory treatment of all parties.

The provision of incentives, cooperation with halal certification bodies, and increased access to information also reflect the application of the principles of transparency and accountability in the context of the norms theory. Transparency is seen in the provision of clear information on the halal certification process and requirements, enabling MSMEs to better understand and access the procedures. Accountability is realised through cooperation with halal certification bodies, which

³³ Z. Hashim, R., & Ghazali, "Ethics in Islamic Governance: An Exploration of *Pertingkatan Norma*." *Journal of Islamic Accounting and Business Research*, 10(4), 525-539." (2019).

aims to ensure that the certification process is conducted to a set standard and resources are used effectively. This reflects the application of Islamic principles that emphasise responsibility and transparency in the implementation of public policies.

The advocacy and capacity building of MSMEs in dealing with halal certification requirements can also be analysed through norms ranking theory. This effort reflects the principle of community participation, where the government involves MSME players in processes related to halal certification, as well as providing technical support and necessary information. This represents an attempt to fulfil the Islamic principles of shura or deliberation, which emphasise the importance of active community participation in decision-making and policy implementation. By adopting this approach, the government seeks to create a more responsive and inclusive policy, in accordance with the higher ethical and moral principles of Islam.

Conclusion

The Bangkalan District Government's efforts to encourage halal certification for MSMEs demonstrate a commitment to developing the economic sector and meeting consumer demand for halal products. However, the main focus of the government is currently diverted more to handling infrastructure and the impact of the COVID-19 pandemic, as well as preparations for regional elections, which results in limited budget allocations for halal certification programmes. Nonetheless, some agencies such as the Industry and Labour Office are active in accelerating halal certification through training, incentives, cooperation with certification bodies, and improved access to information, reflecting the government's attention to the principles of fairness and support for MSMEs.

From the perspective of Islamic legal norm theory, the steps taken by the Industry and Labour Office reflect the application of the principles of fairness, transparency, and accountability. The training and mentoring programme reflects fairness by providing equal opportunities for MSMEs to obtain halal certification. Transparency is evident from the provision of clear information regarding the certification process and requirements, while accountability is shown through cooperation with certification bodies that ensure the process is carried out according to applicable standards. These efforts demonstrate the application of the principles of Islamic law in public governance.

Community participation is also a key element in the application of Islamic Good Governance principles. By involving MSMEs in the halal certification process, the government demonstrates the principle of shura (deliberation) which underlies active participation in policy making. Technical support and advocacy for MSMEs strengthens their capacity to fulfil halal certification requirements and reflects a commitment to creating responsive and inclusive policies. The integration of Islamic ethical principles in policy implementation seeks to create a more equitable, transparent and accountable environment, in accordance with the higher norms of Islamic law.

To improve the effectiveness of halal certification efforts, it is recommended that the Bangkalan Regency Government conduct a thorough evaluation of budget allocations and policy priorities. While handling the pandemic and preparing for the local elections are important, greater attention needs to be given to the halal certification programme as part of sustainable local economic development. In addition, it is necessary to strengthen coordination between relevant agencies to maximise resources and accelerate the certification process. The government is also advised to expand the reach of training and mentoring programmes and strengthen cooperation with certification bodies through formal agreements for the efficiency of the certification process. Finally, strengthening feedback mechanisms and community participation in the policy process will help ensure that the policies implemented are not only fair and transparent, but also responsive to the real needs and aspirations of MSME actors.

References

Abdullah, N., & Suhaimee, S. A. "Government Role in Promoting Halal Certification: A Case Study." *Procedia-Social and Behavioral Sciences*, 219, 672-679." (2016).

- Adiyanto, Mochamad Reza, Evaliati Amaniyah, Jl Raya Telang, Desa Telang, Kec Kamal, Kab Bangkalan, and Prov Jawa Timur. "Analisis Minat UMK Terhadap Sertifikasi Halal Di Pulau Madura" 6, no. 2 (2023): 45–55.
- Al-Attas, S. M. N. *Prolegomena to the Metaphysics of Islam: An Exposition of the Fundamental Elements of the Worldview of Islam*. ISTAC, 2001.
- Badan Penelitian dan Pengembangan Kementerian Agama RI. "Manfaat Sertifikasi Halal Dalam Peningkatan Daya Saing Produk Pangan Dan Produk Halal Indonesia,," 2019.
- Bangkalan, Pemkab. "Profil Kabupaten Bangkalan," 2022.
- Choiri, Muttaqin, and Alan Su'ud Ma'adi. "Identifikasi Pemberdayaan Dan Sertifikasi Halal Pada UMKM Oleh Lembaga Zakat Di Bangkalan Madura." *AL-MANHAJ: Jurnal Hukum dan Pranata Sosial Islam* 5, no. 1 (2023): 787–796.
- Direktorat Jenderal Kebudayaan. "Warisan Budaya Takbenda Indonesia," 2021.
- Effendi, S. "Analisis Potensi Sumber Daya Alam Kabupaten Bangkalan" (2019).
- Fajar, Achmad Badarus Syamsi, and Adiyono. "Sinergi BUMDes Dan UMKM Jamu Guna Meningkatkan Pendapatan Melalui Pengelolaan Sertifikasi Halal Di Kabupaten Sampang Dan Bangkalan Abstrak : Kata Kunci : Pendahuluan Istilah 'Jamu' Berasal Dari Bahasa Jawa Kuno 'Jampi' Atau Penggunaannya Tetap Tidak S." *Al-Huquq: Journal of Indonesian Islamic Economic Law* 4, no. 1 (2022): 15–34.
- Fredriawan, Ari. "Analisis Normatif Peran Pendamping Pph Dalam Peningkatan Minat Pendaftaran Sertifikat Halal Program Program Sehati Pada Usaha Mikro Kecil Dan Menengah Desa Purworejo Kecamatan Geger Kabupaten Madiun" (2023): 1–23.
- Hashim, N. H., & Isa, S. M. "Halal Marketing: Concept, Definition, and Issues.' Springer." (2017).
- Hashim, R., & Ghazali, Z. "Ethics in Islamic Governance: An Exploration of Peningkatan Norma.' *Journal of Islamic Accounting and Business Research*, 10(4), 525-539." (2019).
- Indonesia, Menteri Agama Republik. "Peraturan Menteri Agama (PMA) Nomor 26 Tahun 2019 Tentang Penyelenggaraan Jaminan Produk Halal" (2019): 282.
- . "PMA No 20 Tahun 2021 Tentang Sertifikasi Halal Bagi Pelaku Usaha Mikro Dan Kecil," n.d.
- Islahuddin, M. "Good Governance Dalam Perspektif Hukum Islam (Studi Kajian Ilmu Ushul Fiqh)." *Asy-Syari'ah: Jurnal Hukum Islam* 6, no. 1 (2020): 49–64.
- Jakiyudin, Ahmad Havid, and Alfarid Fedro. "Sehati: Peluang Dan Tantangan Pemberian Sertifikasi Halal Gratis Bagi Pelaku UMK Di Indonesia Ahmad" 07, no. 02 (2022).
- Juliansyahzen, Muhammad Iqbal. "Good Governance Perspektif Maqaasid Asy-Syaari'Ah Kontemporer." *AKADEMIKA: Jurnal Pemikiran Islam* 23, no. 1 (2018): 57.
- Kahf, M. "Islamic Governance: A Fiqhi and Economic Perspective.' Jeddah: Islamic Research and Training Institute." (2015).
- Kamarudin, S. "Government's Role in the Implementation of Halal Assurance System: A Case Study of Malaysia.' *Procedia-Social and Behavioral Sciences*, 105, 716-722." (2013).
- Lewis, I. M., & Mohamed, R. M. "Halal Matters: Islam, Politics, and Markets in Global Perspective." (2015).
- M. B. M. Syakir, dkk. "Challenges of Halal Certification in Indonesian Small Medium Enterprises (SMEs).' *Journal of Physics: Conference Series*, 1529(4), 042066." 2020 (n.d.).
- Malik, M. A. "Accountability and Transparency in Islamic Financial Institutions.' Jeddah: Islamic Research and Training Institute." (2008).
- Maria Dimova, Cookson, and Peter M.R. Stirk. "Bab Iv Gambaran Umum Pulau Madura" (2019): 9–25.
- Moleong, Lexy J. *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya, 2005.
- Penyusun, Tim. *Library Research*. Malang, 1993.
- Peraturan Pemerintah Republik Indonesia. "Undang-Undang Republik Indonesia Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal." *Undang – Undang Republik Indonesia*, no. 1 (2014): 1–40.

Ria. “Dinas Perindustrian Dan Ketenagakerjaan,” 2023.

Rosi, Fadhur. “Wawancara DPRD,” 2023.

Salam, Alva, and Ahmad Makhtum. “Implementasi Jaminan Produk Halal Melalui Sertifikasi Halal Pada Produk Makanan Dan Minuman Ukm Di Kabupaten Sampang.” *Qanwam: The Leader's Writing* 3, no. 1 (2022): 11–13.

Yasir, Mochammad, Laila Khamsatul Muharrami, Catur Wasonowati, and Laili Cahyani. “Pengembangan Kapasitas Ukm Al-Manshurien” 4, no. 2 (2021): 200–205.