

Analysis of The Impact of Halal Certification on The Increase in Sales and Development of MSMES (Case Study of UD. Mushroom Partners)

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Abstract

This research aims to determine the impact of halal certification on sales increase and business development in the MSME UD. Mitra Jamur Jember. This study uses a qualitative method with a descriptive approach. Data collection techniques were conducted through interviews, observation, and documentation with the owners and employees. The results of the study indicate that holding halal certification has a positive impact on consumer trust, which subsequently significantly increases sales turnover. In addition, halal certification encourages business development in terms of product quality, production systems, and market expansion. These findings prove that halal certification is not only a form of compliance with Islamic law but also an effective business strategy to enhance the competitiveness of MSMEs.

Keywords: Halal Certification, MSME, Sales, Business Development.

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Introduction

Food is everything derived from biological sources and water, both processed and unprocessed, that is intended as food or beverage for human consumption, including food additives, food raw materials, and other materials used in the process of preparation, processing, or manufacturing of food and beverages.

Halal food is food that does not contain elements or ingredients that are haram or prohibited for Muslim consumption, both regarding food raw materials, food additives, auxiliary materials and other auxiliary materials including food ingredients obtained through the process of genetic engineering and food irradiation, and whose management is carried out in accordance with the provisions of Islamic religious law (Syaifudin and Fahma, 2022). In Islam, consuming halal food is mentioned in the Qur'an repeated 72 times with different contexts. Verses that exclaim the invitation to eat, both for all humans and for Muslims, are associated with the words *halalan* and *thayyiban*. This means that eating well has these two elements (Ali, 2016).

The Qur'an has given us as Muslims information to look for halal *thayyiban* food on earth and avoid foods that are haram and not good for our health. We must consume halal food is an obligation for us as Muslims, in addition to avoiding sin as well as keeping our bodies healthy to be able to carry out daily activities (Fatmawati., 2023).

All halal foods are automatically good for consumption, there are also halal foods that are not good for consumption. In the *tafsur al-misbah* it is explained "not all halal food is automatically good. Because what is called halal consists of six types, namely: mandatory, *sunnah*, *mubah* and *makruh*. The same is true of activities. Some are halal, but *makruh* or very displeasing to Allah, namely the termination of the relationship (Salam and Makhtum, 2022).

Islam teaches us to consume halal and good food in the Qur'an explained in surah al-baqorah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Which means:

"O mankind, eat the right and the good of what is on earth, and do not follow the Steps of the devil; for the devil is a real enemy to you." (QS. A-Baqorah: 168)

In consuming food we must be proportional because this is one of the requirements for *halalan thayyiban* food. What is meant by proportional in *sisni* is food that meets the requirements of the proportional portions that our body needs is not too banyan and also not too little.

In addition to consuming food, there are also many foods that are traded, both light food and heavy food. As of today, halal certificates are very important for entrepreneurs engaged in the food sector, the pharmaceutical sector and so on. Because people are now more selective and prefer products that already have halal certificates. Products that do not have halal certificates tend to be abandoned by the community, not only specifically for large businesses such as limited liability companies but micro, small and medium enterprises (MSMEs) will also be affected. Halal certificates are

ratified directly by the Halal Product Organizing Agency (BPJPH) through a fatwa of the Indonesian Ulema Council (MUI) (Alwi et al., 2019).

Halal certification is a systematic testing activity of a product to find out whether the product produced meets halal rules or not, in terms of raw materials, production processes and halal assurance systems in accordance with LPPOM MUI standards. The result of halal certification activities will be the issuance of a halal certificate which is a sign that the products produced have met halal rules by being marked with a halal label.

The basis for implementing certification along with the halal label is a form of manifestation of fulfilling the rights of consumers to get the product they choose. Especially so that consumers are not worried and free from products that contain ingredients and processes that are not in accordance with Islamic law (Haram). Technological developments support halal certification activities where the printing of halal labels on product packaging is absolute. If the product packaging does not contain a halal label, it is difficult for consumers to recognize the raw materials and production process because there is no supervision from the relevant agencies (Elkasysyaf and Hartati, 2022).

Packaging in food products is very important considering in terms of food safety from bacteria that cause health and discomfort and so on. Product packaging also introduces to consumers what products we sell and the nutritional content in them as well as the process of making products, especially products that already have a halal certificate, so they can be included in the packaging of the product according to the halal label that has been set by the MUI fatwa board.

Not only large companies need halal certificates, but MSMEs also need halal certificates. MSMEs are productive businesses owned by individuals who meet as micro businesses in accordance with Law No. 20 Article 11 of 2022 regarding micro businesses. In 2022 in Indonesia, there are 8.71 million MSMEs that have registered with the Indonesian OSS (Arianto, 2020).

MSMEs in Indonesia have become an important part of the economic system in Indonesia. This is because MSMEs are more spread than industrial businesses such as the number of MSMEs listed above, because this makes the economic distribution more efficient due to the large number of jobs offered and moving in various sectors. Judging from this, it is appropriate for MSMEs to receive protection from the government through the 1945 Constitution article 5 paragraph (1), article 20, article 27 paragraph (2), article 33, Law no. 9 of 1995, the decree of the People's Consultative Assembly of the Republic of Indonesia number XVI/MPR-RI/1998 regarding economic politics in the context of economic democracy, micro, small and medium enterprises need to be empowered as an integral part of the people's economy who have a position, role and strategic potential to realize a more balanced, developed and equitable national economic structure.

MSMEs also affect the Inflation in Indonesia, as most people who start to open MSMEs use the capital obtained from banks. MSMEs also prove that they are productive business units for macro and micro economic development(Putra, 2018). Of the many MSMEs scattered, not a few are engaged in the food sector. Many of the MSMEs in the food sector in Indonesia, especially in the Jember area, have not all of them have halal certificates for their products. In Jember there are several MSMEs

spread across every city to village, there are around 341,190 MSMEs with a variety of products or services offered ("DATA ON COOPERATIVES AND MSMEs," n.d.)

The government has determined the obligation of halal certification for large business actors and MSMEs which has been explained in the Halal Food Assurance Law (JPH Law) No. 33 of 2014 article 4 which reads "that products that enter, circulate and are traded in Indonesia are obliged to have a halal certificate. The ownership of universal halal standards is also important for increasing customer trust". The government also targets business actors to have halal certificates for their products until April 2024.

UD. Mitra Jamur Jember is one example of MSMEs that have felt the positive impact of having halal certification. Engaged in the agribusiness of white oyster mushrooms since 2010, this business has succeeded in increasing sales turnover and expanding market segmentation, including through e-commerce. This achievement is inseparable from improvements in the production system, product quality, and credibility in the eyes of consumers after obtaining a halal certificate from BPJPH.

This study aims to analyze how halal certification affects the increase in sales and business development, especially in the MSME sector. The study was carried out qualitative-descriptive through a case study approach at UD. Jember Mushroom Partners. The findings of this study are expected to make an academic contribution to the sharia economic literature and provide practical recommendations for MSME actors in optimizing the potential of halal-based businesses.

Literature Review

1. The Concept of Halal in Islam

Halal is a term in Islam that refers to everything that is allowed or permissible according to sharia law. The word halal comes from the Arabic language which means "permissible" or "lawful according to Islamic law." In the context of consumption, halal refers to food, drinks, and other products that are in accordance with Islamic rules and do not contain haram elements. The concept of halal is not just a religious rule, but is also closely related to aspects of health, hygiene, and business ethics (Harmen et al., 2024)

The Qur'an provides guidelines on halal and thayyib food, as in the Qur'an. Al-Baqarah: 168 and QS. Al-Maidah: 3. The two main criteria emphasized are halal according to sharia law and goodness in health and food safety. This makes the concept of halal a form of integration between spirituality and quality of life.

Halal is not only limited to food and beverages, but also includes financial transactions, cosmetic products, medicines, and lifestyle. In the modern context, halal verification through certification is important because of the complexity of materials and production processes that are not easy to trace their halal directly. Halal certification provides assurance to Muslim consumers that the products consumed are in accordance with sharia principles.

In addition to halal, Islam also stipulates types of food that are haram, such as carcasses, blood, pork, and animals that are slaughtered without mentioning the name of Allah, as contained in the prohibition. Islam also emphasizes the importance of caution in the

consumption of food and drinks. The Prophet PBUH said in a hadith narrated by Imam Muslim:

إِنَّ الْحَلَالَ بَيِّنٌ وَإِنَّ الْحَرَامَ بَيِّنٌ، وَبَيْنَهُمَا أُمُورٌ مُشْتَبِهَاتٌ لَا يَعْلَمُهُنَّ كَثِيرٌ مِنَ النَّاسِ، فَمَنْ اتَّقَى الشُّبُهَاتِ فَقَدْ اسْتَبْرَأَ لِدِينِهِ وَعِزِّهِ

"Indeed, what is lawful is clear and what is haram is clear, but between the two there are things that are syubhat (ambiguous). Whoever protects himself from the matter of syubhat, then he has protected his religion and his honor." (HR. Muslim)

Islam also reminds Muslims to avoid things that are shubhat, which are things that doubt their halal. Therefore, prudence in choosing consumer products is an important value that underlies the growth of public awareness of the importance of halal certification.

2. Halal Certification in Indonesia

Halal certification is the process of acknowledging that a product has met halal standards in accordance with Islamic law. Products that receive halal certification will receive a halal label issued by an authorized institution. Halal certification does not only cover food and beverages, but also cosmetics, medicines, and various other products used by the Muslim community (Yusuf, M. 2021). In Indonesia, this process is regulated in Law Number 33 of 2014 concerning Halal Product Assurance (JPH), which requires all food products, beverages, slaughter services, and food additives to have a halal certificate by October 17, 2024.

There are two paths in applying for halal certification, namely the regular method and self-declare. The regular method involves direct inspection by the Halal Inspection Agency (LPH), while the self-declare method allows micro and small business actors to self-declare the halalness of their products, with assistance from halal product process assistants.

Institutions involved in the halal certification process in Indonesia include:

- BPJPH (Halal Product Assurance Agency), which organizes the entire administrative process and issuance of certificates;
- MUI (Indonesian Ulema Council), which establishes halal fatwas on products;
- LPH, as the party that conducts the field audit;
- The Ministry of Religious Affairs, as a supervisor and policymaker related to the halal assurance system.

Although the halal certification process is quite complex, the benefits obtained by business actors are enormous. Halal certified products have a wider opportunity to penetrate the domestic and international markets, increase consumer trust, and become a form of compliance with state regulations and religious values.

3. Micro, Small, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) are economic sectors consisting of small to medium-scale businesses that contribute greatly to national economic growth. Based on Law Number 20 of 2008 concerning MSMEs, the classification of MSMEs is based on the number of assets and business turnover as follows:

- Micro Business: Assets of a maximum of IDR 50 million with a maximum turnover of IDR 300 million per year.
- Small Business: Assets between IDR 50 million to IDR 500 million with a turnover of IDR 300 million to IDR 2.5 billion per year.
- Medium Enterprises: Assets between IDR 500 million to IDR 10 billion with a turnover of IDR 2.5 billion to IDR 50 billion per year.

MSMEs contribute more than 60% to the Gross Domestic Product (GDP) and absorb more than 90% of the workforce in Indonesia. MSMEs also have a great contribution to economic equity in various regions, reducing economic inequality, and increasing people's purchasing power. The role of MSMEs is further strengthened by the support from various parties, including the government, financial institutions, and international organizations that provide access to capital, training, and supporting infrastructure for small and medium business actors (Amin, 2022).

MSMEs have a strategic role in equitable economic development, job creation, and encouraging the competitiveness of local products. However, MSMEs also face various challenges such as limited capital, lack of access to technology and markets, and low digital literacy.

Halal certification has an important role in supporting the development of MSMEs, especially in the food, beverage, cosmetics, and pharmaceutical sectors. With halal certification, MSME products can be more easily accepted by Muslim consumers, who are very numerous, both domestically and in the international market. Some of the main benefits of halal certification for MSMEs include:

- Increasing Consumer Trust – Products that have halal labels are more trusted by consumers because they guarantee halal and cleanliness aspects.
- Expanding Markets – With halal certification, MSME products can penetrate export markets that require halal, such as the Middle East, Malaysia, and other Muslim countries.
- Increase Competitiveness – Halal-certified products have added value in the market, making them more competitive than non-halal products.
- Encouraging Innovation and Product Quality – In the process of obtaining halal certification, MSMEs are encouraged to improve the quality of their raw materials, production processes, and quality management systems.
- Support from the Government and Sharia Financial Institutions – The Government through the Halal Product Assurance Agency (BPJPH) and various Islamic financial institutions provide support in the form of assistance and assistance to MSMEs who want to obtain halal certification.

With these various benefits, halal certification is a strategic factor in the development of MSMEs so that they can compete in the global market.

4. Sales and Business Development

Sales are activities carried out by individuals or companies to offer products or services to consumers with the aim of making a profit. Kotler and Keller (2019) define sales as the process of interaction between sellers and buyers that aims to create value and meet customer needs.

In the sharia economy, the concept of sales must be in accordance with Islamic principles, such as honesty (*shiddiq*), transparency (*tabligh*), and do not contain elements of *riba*, *gharar*, or *maysir*. Sales in Islam must also pay attention to halal and thayyib aspects, which means that the goods or services traded must be halal and beneficial to the buyer.

In addition, Rahman (2021) explained that sales is part of a marketing strategy that is oriented towards customer satisfaction. A good sales process not only increases the company's revenue, but also builds long-term relationships with consumers. Therefore, in a sharia-based business, sales transactions must be carried out with the principle of fairness and without practices that are detrimental to other parties.

Some of the factors that affect sales include: product price, product quality, marketing strategy, consumer trust, customer service, and the level of competition in the market. Halal certification is a key factor that increases consumer confidence, especially Muslim consumers who are increasingly selective about the products they consume.

Business development is a series of efforts made by business people to improve the scale and quality of their business. According to Tambunan (2020), business development includes aspects of market expansion, increasing production capacity, and product and service innovation.

In the context of MSMEs, business development not only includes increasing production capacity, but also improving marketing strategies, diversifying products, and optimizing the use of digital technology. MSMEs that develop well are able to increase their competitiveness in the national and international markets. More than that, business development that is oriented to sharia principles also considers aspects of sustainability, employee welfare, and social responsibility to the community. Thus, a thriving venture not only aims to make financial gains, but also creates a positive impact on a broader scale.

Research Methods

The approach used in this study is a qualitative approach with a descriptive type. According to Bogdan and Taylor (1982), research with a descriptive type is a research procedure that produces descriptive data in the form of written sentences. This method tries to examine a group of people or objects, a system of thought or an event in the present (Abdussamad, Z, 2021)

This approach was chosen to gain an in-depth understanding of the impact of halal certification on increasing sales and business development in micro, small, and medium business units. The location of the research is in UD. Mitra Jamur Jember, a business engaged in cultivation, sales of white oyster mushrooms and various processed mushrooms, which has obtained a halal certificate.

Data collection was carried out through structured interviews with the owner and several employees as the main informants, and was complemented by field observations and documentation studies related to business legality and sales data. The selection of informants is carried out using the snowball sampling technique, which is by determining key informants first and then developing the next informant based on recommendations from previous informants.

The collected data was analyzed using the Miles and Huberman interactive model, which included the stages of data reduction, data presentation, and conclusion drawn. To ensure the validity of the data, the researchers used a triangulation technique by comparing results from various sources and methods. This entire process aims to provide an objective and in-depth picture of the phenomenon being studied.

Results and Discussion

1. Halal Certification at UD. Jember Mushroom Partners

The halal certification process underwent by UD. Mitra Jamur Jember started in early 2022. Business owners apply for certification through the BPJPH online system with the support of a mentoring team from the University of Muhammadiyah Jember. The documents prepared include business identity information, raw materials, production process flows, and the Halal Assurance System (SJH). Business actors stated that the main purpose of taking care of halal certification is to increase consumer confidence and expand business development.

After the submission is received, the process continues to the audit stage by the Halal Inspection Agency (LPH), in this case LPPOM MUI. The audit was conducted online and included verification of raw materials, sanitation of production equipment, and distribution procedures. During the audit, no non-halal materials were found and the production process was declared in accordance with halal principles. The MUI then issued a halal fatwa, which became the basis for BPJPH to issue an official halal certificate.

The business owner stated that the process ran smoothly without any significant obstacles, thanks to the intensive assistance from the Halal Center team of the University of Muhammadiyah Jember. Employees are also involved in training and counseling that enhances their understanding of halal standards, especially in aspects of hygiene, production SOPs, and packaging. One of the employees stated that the training made them better understand the importance of maintaining halal in every stage of production.

Table I. UD products. mushroom partners that have halal certification

Yes	Product Name	Halal Certification
1	Ollacress	Have
2	Oyster	Have
3	Seafood mushroom broth	Have
4	Mushroom Dimsum	Have

Source: UD. Jember Mushroom Partners

Thus, the halal certification process at UD. Mitra Jamur Jember not only has an impact on the administrative aspects and legality of the business, but also encourages a change in work culture that is more disciplined and in accordance with sharia principles. This proves that halal certification can be an instrument of sustainable internal transformation for MSME actors.

Photo I. Halal Certified Products



Source: research documentation results

2.The Impact of Halal Certification on Increasing Sales and Business Development

This study aims to determine the influence of halal certification on increasing sales and business development at UD. Jember Mushroom Partners. Halal certification was obtained in November 2022. Annual turnover data from 2020 to 2024 is used to identify changes before and after halal certification.

Table II. Omzet Tahunan Ud. Jember Mushroom Partners Before and After Halal Certification

Year	Annual Turnover	Information
2020	IDR 372,888,000	Before halal certification
2021	IDR 378,719,000	Before halal certification
2022	IDR 386,927,000	Before halal certification
2023	IDR 482,403,600	After halal certification
2024	IDR 492,167,600	After halal certification

Source: UD Financial Statements. Jember Mushroom Partners, 2020–2024.

Based on the table above, annual turnover growth before certification (2020–2022) is relatively stable but low, averaging 1.87% per year. After obtaining a halal certificate, there was a 30% surge in turnover from 2022 to 2023. In 2024, turnover will continue to grow by 2.02%. This increase shows that halal certification is one of the supporting factors for improving business sales performance.

Business owners stated that there was an increase in sales of around **30-35%**, especially after the product was explicitly displayed on e-commerce platforms such as Shopee, which requires the inclusion of a halal ID, not only on the e-commerce platform but the

increase in sales was also limited to offline through traditional markets, modern markets, and also directly to the location. Consumers feel safer and more confident, so demand is increasing not only in digital platforms, but also in traditional and modern markets.

Halal labels prove to be an effective marketing tool, increasing customer credibility and loyalty. In addition, cash flow and stock rotation become more efficient. This increase was also supported by employees who mentioned a surge in demand and post-certification production volume.

In addition to increasing sales, halal certification also has an impact on overall business development. The certification process encourages the implementation of new standard operating procedures (SOPs), ranging from recording raw materials, purifying production equipment, to stricter distribution controls. Business owners mentioned that halal certification triggers discipline and a more structured management system.

Employees also feel significant changes. They are involved in food safety training and halal SOPs, which raise awareness of the importance of maintaining cleanliness and halal at every stage of production. The work environment has become more professional and in accordance with sharia principles.

Halal certification also opens up opportunities for expansion into e-commerce and halal-certified souvenir stores, as well as making it easier to collaborate with retail networks. This shows that halal legality plays a role in expanding the distribution network and reaching consumers outside the region.

Based on the description of the data above, it is possible to obtain research findings and the halal certification process at UD. Mitra Jamur Jember shows that MSME actors are able to meet the administrative and technical procedures set by BPJPH and LPPOM MUI. With the assistance of the University of Muhammadiyah Jember, this process runs effectively and systematically. The findings show the importance of external support in guiding business actors through the halal audit process, which is quite complex. Training and increasing employee knowledge are also factors that support the smooth running of this process.

Field data and documentation show a consistent increase in turnover after the product obtains halal certification. The surge was seen especially after halal labels were listed on e-commerce platforms such as Shopee. Interviews show that consumers feel more confident and trust in certified products, which drives increased purchases. This proves that halal labels have a high selling point in the context of Muslim consumers and online markets. With this, halal certification has an impact on sales which increases by around 30–35%, helped by the trust label from consumers and online market requirements.

Field data also shows that Halal Certification can develop a business or Sudha can enter the e-commerce platform where one of the requirements is upload Halal Certification ID. There is also a transformation in the management system and work culture at UD. Jember Mushroom Partners. The implementation of new SOPs, more structured recording of raw materials, and discipline in the sanitation of production equipment show an improvement in internal quality. Product innovations and opportunities for cooperation with external parties also emerged as a result of public trust in the status of halal business. Employees are more involved in maintaining quality and cleanliness, and feel a shared responsibility for the success of the business.

Overall, these three aspects support each other and show that halal certification is not only an administrative instrument, but a strategic factor in encouraging the growth of MSMEs in terms of quality, market trust, and business expansion. Based on interviews with owners and employees, as well as observations and documentation, it was found that halal certification has a real impact on Business Development which encourages improvement of management, production cleanliness, product innovation, and market reach.

Conclusion

Halal Certification at UD. Mitra Jamur Jember shows that MSME actors are able to go through the stages of administration, audit, and issuance of halal certificates with the support of assistance from educational institutions. This process is not only a legal obligation, but also the internalization of Islamic values in business operations. The success in completing this process is influenced by the synergy between business actors, companion institutions from the University of Muhammadiyah Jember, as well as the internal readiness of employees in understanding halal principles and standards.

Halal certification has been proven to have a positive effect on increasing UD's sales turnover. Jember Mushroom Partners. Consumers show a higher level of trust in certified products. Average sales volumes saw a significant increase, with data showing a surge in purchases in the months after halal labels were listed on products. In addition, the impact of halal certification is not only limited to the sales aspect, but also touches the overall business development. Businesses are also starting to develop in e-commerce such as Shopee, changes have occurred in the managerial structure, the implementation of new operational standards (SOPs), recording raw materials, to increasing employee involvement in maintaining the quality and cleanliness of the production process.

Thus, it can be concluded that halal certification is not only a form of compliance with regulations, but also a transformational element that brings a positive influence on economic, managerial, and spiritual aspects in MSME operations. This study emphasizes that the application of halal principles in business not only has an impact on consumer trust, but also on the blessings and sustainability of the business itself.

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