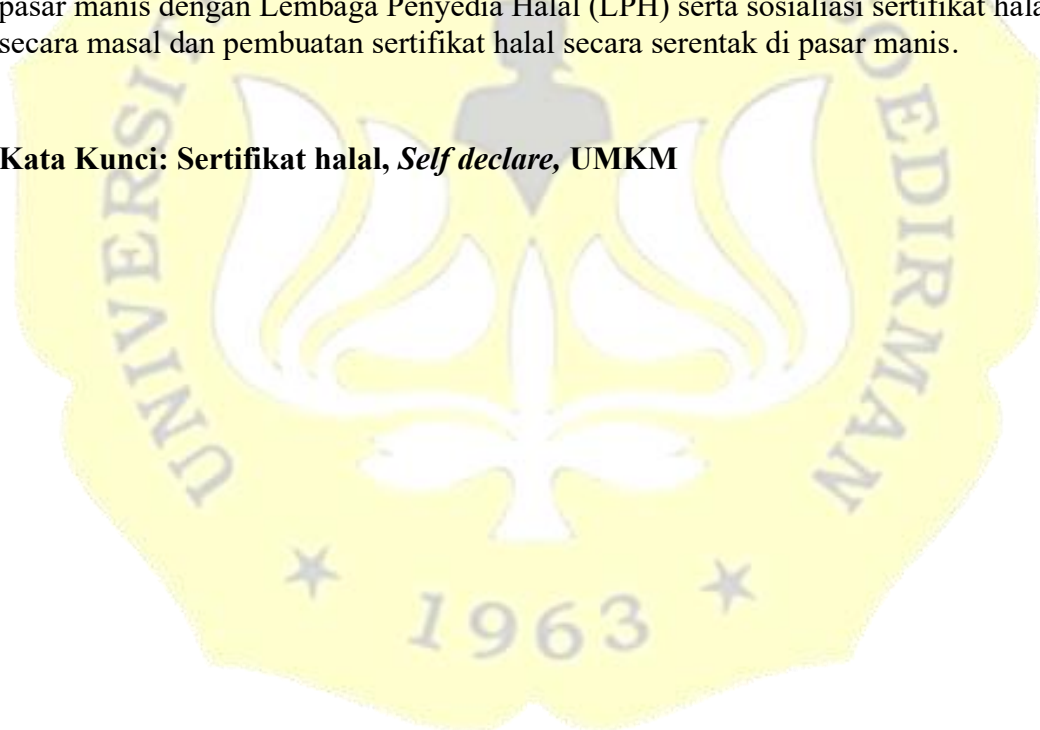


RINGKASAN

Kebijakan sertifikat halal merupakan kewajiban bagi UMKM di Indonesia terhadap makanan dan minuman yang dijual. Meskipun demikian kenyataan di lapangan terdapat kendala mengenai kebijakan sertifikat halal seperti kurangnya sosialisasi, kurangnya pemahaman akan teknologi, dan adanya anggapan pembuatan sertifikat halal rumit. Tujuan penelitian ini adalah untuk mengetahui implementasi kebijakan sertifikat halal melalui jalur self declare. Adapun ruang lingkup penelitian mengenai penerapan sertifikat halal melalui jalur self declare dan pendampingan yang dilakukan Lembaga Penyedia Halal (LPH). Metode penelitian yang digunakan adalah penelitian kualitatif pendekatan studi kasus. Teknik pengumpulan menggunakan wawancara, observasi, dan dokumentasi. Hasil penelitian ini menunjukkan implementasi program sertifikat halal melalui jalur self declare sudah sesuai tujuan dan tepat sasaran. BPJPH berperan dalam mensosialisasikan sertifikat halal dan Pendampingan Proses Halal (PPH) melalui pendamping PPH. Pendamping PPH membantu pelaku usaha dalam mendapatkan sertifikat halal. Implikasi dari penelitian ini adalah adanya kewajiban bagi semua pelaku usaha untuk memiliki sertifikat halal, perlu koordinasi antara pengelola pasar manis dengan Lembaga Penyedia Halal (LPH) serta sosialisasi sertifikat halal secara masal dan pembuatan sertifikat halal secara serentak di pasar manis.

Kata Kunci: Sertifikat halal, *Self declare*, UMKM



SUMMARY

The halal certificate policy is an obligation for MSMEs in Indonesia for the food and drinks they sell. However, the reality in the field is that there are obstacles regarding the halal certificate policy, such as lack of socialization, lack of understanding of technology, and the perception that making halal certificates is complicated. The aim of this research is to determine the implementation of the halal certificate policy through the self-declare route. The scope of the research is regarding the application of halal certificates through self-declaration and assistance provided by the Halal Provider Institution (LPH). The research method used is qualitative research with a case study approach. Collection techniques use interviews, observation and documentation. The results of this research show that the implementation of the halal certificate program through the self-declare route is in accordance with the objectives and is right on target. BPJPH plays a role in socializing halal certificates and Halal Process Assistance (PPH) through PPH assistants. PPH assistants assist business actors in obtaining halal certificates. The implication of this research is that there is an obligation for all business actors to have halal certificates, there is a need for coordination between sweet market managers and Halal Provider Institutions (LPH) as well as mass socialization of halal certificates and simultaneous production of halal certificates in sweet markets.

Keywords: Halal certificate, Self declare, UMKM

