

## Assessing the Implementation of Halal Assurance System (SJH) for Cracker Products in Sumenep, Madura

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### *Abstract*

*The obligatory consideration of a product's halal status, whether no food, pharmaceuticals, or other consumer goods, holds paramount significance, particularly among Muslim consumers. Consequently, the imperative need for product certification and meticulous labeling emerges as a crucial aspect in safeguarding the halal compliance of products, extending its relevance to the broader public, especially within Muslim communities. The investigation also aims to elucidate UD Matahari's measures in preventing product contamination by impurities. This paper evaluates the Implementation of the Halal Assurance System for Amplang Cracker Products at UD Matahari, including considerations of cleanliness aspects and measures undertaken by UD Matahari to ensure the halal status of its products. This research employs a qualitative methodology to delve into the implementation of the Halal Assurance System (SJH) for cracker products in Sumenep. The findings reveal two key aspects: 1) Inadequate implementation of the SJH by UD Matahari, evidenced by deficiencies in the coordination within the Halal Management Team, the absence of documented procedures for critical activities, a lack of traceability, suboptimal internal audits, and insufficient management reviews. 2) UD Matahari's strategies to uphold product integrity involve prioritizing personal hygiene and maintaining a clean working environment in adherence to established Standard Operating Procedures (SOP). While the research provides valuable insights into the specific case of UD Matahari, its limitations include the focus on a single case study and a qualitative approach. The originality lies in identifying weaknesses and providing practical recommendations, particularly beneficial for SMEs in the halal industry.*

*Keywords: Halal Assurance System (HAS), MSEs, Cracker, Sumenep*

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### **I. INTRODUCTION**

Amidst the intricate fabric of human social existence, the elemental aspect of needs plays an unavoidable role, categorized into three main types: primary, secondary, and

tertiary needs. Primary needs, as concrete manifestations, encompass consumptive aspects like food, beverages, and other necessities within the societal context.<sup>1</sup> The fulfillment of human needs patterns is closely tied to the availability of economic resources and social dynamics in their surroundings. The authenticity of products, especially for Muslim consumers, is an essential prerequisite. Whether it is food, medicines, or other consumables, the halal nature becomes a critical point. Small and Medium Enterprises (SMEs) or industries that have obtained halal certification are obligated to implement the Halal Assurance System.<sup>2</sup> However, many SJH implementations lack standardization and take the form of HAS 23000. The SJH manual becomes imperative when applying for new certification or making improvements to halal products. Without technical guidance for developing the SJH manual, SMEs may encounter difficulties in adapting SJH effectively. Since the enactment of Law Number 33 of 2014 concerning Product Examination, halal certification has played a crucial role as a means of providing information to consumers about the halal assurance of a product.<sup>3</sup> In the context of the growth of Small and Medium Enterprises (SMEs), halal certification becomes a key factor, driving them to comply with the standards outlined in HAS-23000.<sup>4</sup>

UD Matahari, located in Kartasada, Kalianget, Sumenep City, is a home industry specializing in the production of Kalianget's signature food, namely "kerupuk amplang" (amplang crackers). The primary focus of UD Matahari's production is on "kerupuk amplang," a product that not only holds significant benefits but also has high market value, representing the culinary uniqueness of Kalianget, East Java Province, using Spanish Mackerel as its main ingredient. Every day, UD Matahari is capable of producing up to 40 kg of "kerupuk amplang," sold in packaging priced at IDR 10,000 per pack. The main raw materials are sourced from nearby stores, except for Spanish Mackerel, a crucial component depending on the local fishermen's catch in each village. During specific periods, UD Matahari can increase its production to 400 packs per day, with each pack containing 27 pieces of "kerupuk amplang." The majority of

<sup>1</sup> Anne-Marie Hamelin, Micheline Beaudry, and Jean-Pierre Habicht, "Characterization of Household Food Insecurity in Quebec: Food and Feelings," *Social Science & Medicine* 54, no. 1 (2002): 119–32.

<sup>2</sup> S Ceranić and N Božinović, "Possibilities and Significance of HAS Implementation (Halal Assurance System) in Existing Quality System in Food Industry," *Biotechnology in Animal Husbandry* 25, no. 3–4 (2009): 261–66.

<sup>3</sup> Yuhani Abdul Aziz and Nyen Vui Chok, "The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention among Non-Muslims in Malaysia: A Structural Equation Modeling Approach," *Journal of International Food & Agribusiness Marketing* 25, no. 1 (2013): 1–23.

<sup>4</sup> Sulisty Prabowo et al., "Revealing Factors Hindering Halal Certification in East Kalimantan Indonesia," *Journal of Islamic Marketing* 6, no. 2 (2015): 268–91.

production is based on orders. Daily raw material requirements include 20 kg of Spanish Mackerel, 25 kg of tapioca flour, 2 kg of sugar, and 30 kg of cooking oil. In the fasting month, raw material requirements increase to 40 kg of Spanish Mackerel, 50 kg of tapioca flour, 4 kg of sugar, and 60 kg of cooking oil. UD Matahari's employees are known for their skills and responsibility, working from 8:00 AM to 12:00 PM. Consumers provide positive feedback on the taste of UD Matahari's "kerupuk amplang," noting advantages such as its oil-free nature, halal certification, and durability for up to 3 months without preservatives or bleaching agents. This imparts a sense of security to consumers in consuming the product.<sup>5</sup>

In light of this context, the research question emerges: How does the implementation of Halal Assurance Systems, particularly considering the unique case of UD Matahari, impact the production, consumer perception, and economic sustainability of Small and Medium Enterprises within the halal industry? The urgency of this study lies in the necessity to comprehensively understand the dynamics and challenges faced by SMEs in adhering to halal standards, providing insights that can inform policy improvements and contribute to the sustainable development of the halal industry, specifically in the context of SMEs like UD Matahari.

## II. LITERATURE REVIEW

### 1. Conceptualization of Halal Food

Food is generally defined as substances that can be processed and consumed, including snacks, side dishes, and cakes, while beverages are substances that can be drunk, such as plain water or drinks that have undergone color and flavor modifications. From the Indonesian language perspective, food and beverages represent essential elements of daily life. Government Regulation of the Republic of Indonesia Number 28 of 2004 defines food as anything derived from plant and animal sources, either in processed or raw form, intended for human consumption.<sup>6</sup> This includes food additives, food raw materials, and other components involved in the preparation, processing, and production of food and beverages. At a more specific level, Government Regulation of the Republic of Indonesia Number 28 of 2004 classifies several types of food: a) Fresh Food: Unprocessed food, such as fruits and fish, that can be consumed directly or used as the base in food processing; b) Processed Food: Refers to food or beverages that have undergone processing without the use of additives, using specific methods; c) Specific Processed Food:

<sup>5</sup> Satiya, Profil UD Matahari, 2022.

<sup>6</sup> Yeni Haerani and Edy Nurcahyo, "Legal Review of Procurement Authorization of the Imported Fresh Food, Fruit and Vegetable," *Jurnal Hukum Volkgeist* 4, no. 1 (2019): 82–92.

Includes processed food produced specifically for certain groups to maintain and improve their health quality; d) Ready-to-Eat Food: Presents food or beverages that have undergone production processes and are ready to be served directly on-site or outside based on demand or order.

This terminology provides a framework for understanding three basic types of human-consumed food: plant-based food, animal-based food, and processed food. Plant-based foods are generally considered halal unless they contain toxic substances that can endanger the physical and/or mental health of individuals. Conversely, the Halal or Forbidden status of Processed Food is highly dependent on the Haram-Halal aspects (raw materials, additives, and/or auxiliary materials) and its manufacturing processes.<sup>7</sup>

## 2. Halal Certification and Labeling: A Scientific Analysis

The variety of products circulating in Indonesia, whether domestically produced or imported, necessitates a halal label as guidance for Muslim consumers.<sup>8</sup> Therefore, product certification and labeling are essential to ensure the halal status of products to the public, especially Muslim consumers. Although halal certification and labeling have fundamental differences, both are significantly interconnected. The Halal Certification process is a complex series of steps to obtain halal certification, involving various testing stages to prove the conformity of raw materials, manufacturing processes, and the Halal Assurance System with the standards set by the Indonesian Council of Ulama's Food and Drug Analysis Institute and Cosmetics (LPPOM MUI).<sup>9</sup> With the enactment of Law Number 33 of 2014 concerning Halal Product Assurance, halal certification is defined as the recognition of the characteristics of halal products, issued by the Halal Product Assurance Organizing Agency (BPJPH) based on documents issued by the Indonesian Council of Ulama (MUI), with technical management by LPPOM MUI.

On the other hand, Halal Labeling is a written statement of halal that is included on product packaging to prove that the product has a halal status.<sup>10</sup> Halal labeling activities are managed by the Food and Drug Supervisory Agency (BPOM). Law

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<sup>7</sup> Wahidu Zzaman et al., "Embedding Islamic Dietary Requirements into HACCP Approach," *Food Control* 34, no. 2 (2013): 607–12.

<sup>8</sup> Edi Krisharyanto, Endang Retnowati, and Noor Tri Hastuti, "Regulation and Provisions for Supervision of Halal Products in Indonesia," *J. Legal Ethical & Regul. Issues* 22 (2019): 1.

<sup>9</sup> Ahmad Hasan Ridwan, "Authorization of Halal Certification in Indonesia, Malaysia and Singapore," *International Journal of Psychosocial Rehabilitation* 24, no. 08 (2020): 7992–8011.

<sup>10</sup> Muhammad Aziz, Abdul Ghofur, and Niswatin Nurul Hidayati, "Regulation on the Implementation of Halal Product Assurance in Indonesia: Statute Approaches Study," *Ulul Albab: Jurnal Studi Dan Penelitian Hukum Islam* 4, no. 2 (2021): 209–30.

Number 7 of 1996 concerning Food stipulates the obligation to affix labels on food packaging, including information on halal status. Information on halal labels can be a decisive factor for Muslim consumers in choosing and consuming products. Significant changes occurred after the enactment of Law Number 33 of 2014 concerning Halal Product Assurance<sup>11</sup> and Government Regulation Number 31 of 2019 concerning JPH, which changed the registration procedures and systems from voluntary to mandatory starting from October 17, 2019. UU JPH established the Halal Product Assurance Agency (BPJPH) under the Ministry of Religion, which requires BPJPH approval for all products from that date onwards.

Although BPJPH replaces the role of LPPOM MUI in the halal certification process, this does not always correlate with BPJPH's readiness, potentially hindering the halal certification process. The Minister of Religion issued a Ministerial Decree of the Republic of Indonesia Number 982 of 2019 concerning Halal Certification Services to prevent such obstacles. This decree establishes cooperation between BPJPH, MUI, and LPPOM MUI in providing halal certification services. The Halal Assurance System becomes a crucial mechanism that producers must possess to apply for halal certification from BPJPH. Accreditation of Halal Assurance by producers is required as a guarantee of food safety, quality, and characteristics valued by both Muslim and non-Muslim consumers. There are 11 criteria in the Halal Assurance System, including halal policy, halal organizational management, training, raw materials, products, production facilities, written procedures for critical activities, traceability capability, handling of products not meeting criteria, internal audits, and management review.<sup>12</sup>

### **3. Micro, Small, and Medium Enterprises (MSMEs): Their Role and Impact in the Context of Sumenep**

Micro, Small, and Medium Enterprises (MSMEs) are independent productive business entities run by individuals or business entities in various economic sectors. The existence of MSMEs is not only a means to earn income but also a platform to develop the potential and skills of individuals, especially in economically limited communities. The MSME sector plays a significant role in the Indonesian economy, capable of withstanding economic crises as it is less dependent on external factors

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<sup>11</sup> Galuh Widitya Qomaro, "Sertifikasi Halal Dalam Persepsi Konsumen Pada Produk Pangan Di Kabupaten Bangkalan," *KABILAH: Journal of Social Community* 3, no. 2 (2018), <http://ejournal.kopertais4.or.id/madura/index.php/kabilah/article/view/3412>.

<sup>12</sup> Muhammad Haziq Hassan, Sazelin Arif, and Safiah Sidek, "Knowledge and Practice for Implementing Internal Halal Assurance System among Halal Executives," *Asian Social Science* 11, no. 17 (2015): 57.



such as foreign exchange debt and imported raw materials in its operations.<sup>13</sup> The growth of MSMEs in Sumenep Regency has been increasingly rapid, attributed to the implementation of the Cooperative and MSME Office program. According to the Head of the Cooperative MSME, Industry and Trade Office of Sumenep Regency, having a brand for a business serves two main functions: as a transaction tool and as a form of transaction legality. Brand owners are considered more trustworthy by the market compared to companies without a brand.<sup>14</sup>

In line with this, the Sumenep Regency Government encourages Sumenep MSME actors to utilize the free trademark registration program. This program has been running since 2019 and is continually growing, with the number of proposals for trademarks of Small and Medium Industries (IKM) increasing year by year. Ministerial Decree of the Republic of Indonesia Number 982 of 2019 concerning Halal Certification Services is a concrete step in facilitating Sumenep MSME actors to obtain halal certification by collaborating with the Indonesian Council of Ulama (MUI) and the Indonesian Council of Ulama's Food, Drug, and Cosmetics Analysis Institute (LPPOM-MUI). Sumenep Cooperative Office mentioned that socialization regarding certification has been widespread through information dissemination via WhatsApp messages and gatherings in Sumenep. Gatherings, such as the "terak bulan" food and beverage gatherings, serve as forums for all MSMEs to participate in training and socialization activities.<sup>15</sup>

### III. RESEARCH METHOD

This research employs a qualitative method with a field approach. The field research method is applied to investigate objective phenomena occurring at the research location, to compile a scientific report.<sup>16</sup> This is an analytical observational research. Data is obtained through observation of the research object, and treatments are applied to the object during the research period. The main focus of this research is to describe and depict phenomena related to the Halal Assurance System in the products of UD Matahari's Kerupuk Amplang in Kartasada Village, Sumenep Regency. The data analysis process follows the Miles and Huberman model, consisting of three stages:

<sup>13</sup> P Eko Prasetyo, "The Role of Government Expenditure and Investment for MSME Growth: Empirical Study in Indonesia," *The Journal of Asian Finance, Economics and Business (JAFEB)* 7, no. 10 (2020): 471–80.

<sup>14</sup> Chainur Rasyid, *Industri Mikro Kecil Menengah Kabupaten Sumenep*, 2022.

<sup>15</sup> Saiful Anwar, *Upaya Sosialisasi Sertifikasi Halal Kab. Sumenep*, 2022.

<sup>16</sup> David M McCutcheon and Jack R Meredith, "Conducting Case Study Research in Operations Management," *Journal of Operations Management* 11, no. 3 (1993): 239–56.

data reduction, data presentation, and conclusion drawing. Data reduction involves tracing documents related to the halal assurance system.<sup>17</sup> Subsequently, interviews with informants and resource persons are conducted to obtain data related to the Halal Assurance System in UD Matahari's Kerupuk Amplang products in Kartasada Village, Sumenep Regency.

#### IV. DISCUSSION

UD Matahari established itself in 2004 as a factory specializing in the production of Kerupuk Amplang, managing five variations of Kerupuk Amplang: *Stik cabe*, *Stik kapsul*, *dadu*, *pelintir*, and *panjang*. The distribution and marketing strategy employed by UD Matahari does not rely on media advertising; instead, they leverage word-of-mouth references from friends and local stores, which often subscribe to UD Matahari's products for resale rather than personal consumption.

"The main obstacle that can lead to a decline in UD Matahari's income is often related to the availability of fish, especially the limited supply of mackerel from local fishermen. Mackerel serves as the main ingredient in the production of Kerupuk Amplang. In terms of sales locations, UD Matahari has expanded its presence not only in various regions in Indonesia, such as Bali, Banyuwangi, Malang, Jakarta, but also internationally in countries such as France and Italy"<sup>18</sup>

In 2017, UD Matahari initiated the process of obtaining halal certification for the first time, a step aimed at ensuring the authenticity of its products. Subsequently, in 2018, the company underwent a halal review, which was assessed as good. Realizing that the declaration of halal status alone is not enough, UD Matahari is committed to renewing its halal certificate every year, contributing to the credibility of the certification. The halal certification process for compliance at UD Matahari involves guidance from the local cooperative department. Historically, this certification was sought from MUI because BPJPH did not yet have the authority to issue halal certifications. Procedural steps involve attending training sessions at the regional industry and trade office in East Java, obtaining a letter from that office, sending it to the local cooperative department, and then forwarding it to the Ministry of Religious Affairs. The motivation behind the effort to obtain halal certification for UD Matahari is to show consumers that its products are halal, building trust and confidence among consumers.

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<sup>17</sup> Matthew B Miles and A Michael Huberman, *Qualitative Data Analysis: An Expanded Sourcebook* (sage, 1994).

<sup>18</sup> Satiya, Profil UD Matahari.

The importance of building a halal assurance system for manufacturers is not only for the benefit of consumers but also for the potential commercial development based on the market share of certified products.<sup>19</sup> This emphasizes the primary motivation of LPPOM MUI in emphasizing the significance of halal certification, ensuring the ability to protect the interests of Muslim consumers through the consumption of safe products and building public trust. Products labeled as halal help overcome challenges faced by manufacturers in convincing both Muslim and non-Muslim consumers, facilitating access to a larger market share.<sup>20</sup> As a vital aspect of this research, ensuring the halal status and safety of UD Matahari's products for consumers, especially Muslim consumers, requires consistent record-keeping. Promoting the achievement of halal certification and maintaining halal status from upstream to downstream, especially in Quality Assurance, becomes crucial.

The halal certification application process of UD Matahari product is carried out annually (2017-2022) as a proactive step to ensure product compliance with applicable halal standards. This track record reflects the consistency of the success rate in meeting the halal certification requirements set by the Indonesian Ulema Council (MUI). In each application, UD Matahari successfully achieved an A rating (excellent), indicating high quality and compliance with halal principles. This positive outcome reflects the company's commitment to maintaining and ensuring that its products meet strict halal standards, providing confidence to consumers that each UD Matahari product has undergone the halal certification process very well during the observed period.<sup>21</sup>

The indicators of halal product compliance become crucial in ensuring adherence to halal principles. UD Matahari, as a producer of Kerupuk Amplang, has 11 criteria in the Halal Assurance System that serve as benchmarks for the integrity of its halal products. First, the halal policy must be in writing, and UD Matahari has committed itself through the "UD Matahari is Committed to Implementing the Halal Assurance System" policy under LPPOM MUI provisions. Second, although they have not formed a Halal Management Team, UD Matahari consistently conducts internal training every year to maintain the integrity of the products. Third, all used materials, both plant-based and animal-based, have undergone testing and received halal

<sup>19</sup> Azmawani Abd Rahman et al., "Influence of Perceived Benefits and Traceability System on the Readiness for Halal Assurance System Implementation among Food Manufacturers," *Food Control* 73 (2017): 1318–26.

<sup>20</sup> Syayyidah M Jannah and Hasan Al-Banna, "HALAL AWARENESS AND HALAL TRACEABILITY: MUSLIM CONSUMERS' AND ENTREPRENEURS' PERSPECTIVES," *Journal of Islamic Monetary Economics and Finance* 7, no. 2 (2021): 285–316.

<sup>21</sup> Satiya, Profil UD Matahari.



certification from MUI to avoid the contamination of forbidden substances. Fourth, UD Matahari's production facilities, including production equipment and employees, undergo regular cleaning processes to ensure product cleanliness and halalness. Fifth, UD Matahari's products do not contain prohibited substances, and each ready-to-eat product is placed in plastic to maintain cleanliness. Sixth, written procedures for critical activities, such as recording purchase transaction details, have been implemented at UD Matahari. Seventh, UD Matahari has not yet implemented written procedures regarding traceability capabilities. Eighth, MSMEs, including UD Matahari, must create meticulous documentation and management systems to facilitate product traceability if problems arise in halal production implementation. Ninth, products that do not meet halal criteria will be rejected and not sold by UD Matahari. Tenth, although they do not have an internal audit, UD Matahari plans to conduct audits at least every six months. Finally, management reviews are not conducted at least once a year by UD Matahari's top management to assess the effectiveness of the implementation of the Halal Assurance System and formulate continuous improvements.

However, the main essence to be realized in this process is that each end product has its critical point. As an illustration, the critical point of UD Matahari's end product is when the product leaves the storage facility until it is loaded into the delivery vehicle, implementing delivery procedures to ensure that the product does not experience contamination or pollution from impurities, both physically and chemically. The Cooperative Department routinely conducts control and monitoring of products managed by UD Matahari, with a frequency of once a month<sup>22</sup>. Not only relying on established policies and procedures but also maintaining the quality and deliciousness of the products, preventive measures against contamination are crucial. Contamination can occur if the product is mixed with substances, objects, or other materials that can endanger human health. The Producer of UD Matahari in Kartasada Village emphasizes that the materials used are ensured to be halal and free from pork ingredients, and they are not mixed with chemicals or preservatives.<sup>23</sup>

Various forms of pollution, such as physical, chemical, and biological pollution, are a serious concern for UD Matahari. To prevent product contamination, implemented preventive measures include: 1) Maintaining personal hygiene, such as washing hands with soap before starting production and wearing clean work clothes; 2) Maintaining cleanliness in the work area, involving equipment cleaning before and after use, waste

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<sup>22</sup> Zainal Arifin, *Upaya Peningkatan Mutu Produk Amplang Satiya*, 2022.

<sup>23</sup> Nur, *SOP UD Matahari*, 2022.

management to prevent accumulation, and thorough cleaning of the work area after operations are completed.

The Halal Assurance System (SJH) 23000 and the concept of Self Declare or Sehati from the Indonesian Halal Product Guarantee Agency (BPJPH) represent two different approaches to ensuring the halal status of products.<sup>24</sup> The Halal Assurance System (HAS) 23000 is a structured and standardized mechanism to ensure that a product meets halal requirements according to the standards set by the Food, Drug, and Cosmetics Assessment Institute of the Indonesian Council of Ulama (LPPOM MUI). HAS 23000 covers aspects such as halal policy, halal organizational management, training, raw materials, products, production facilities, written procedures for critical activities, traceability capabilities, handling of non-compliant products, internal audits, and management reviews.

On the other hand, the Self Declare or Sehati program managed by BPJPH is an approach that gives more responsibility to producers or business owners to declare on their own that their products meet halal requirements. This process involves self-reporting and assurance without involving external certification bodies like LPPOM MUI. Sehati allows businesses to conduct a self-assessment of their products and declare their halal status without undergoing the more complex external certification process. The findings from the field research at UD Matahari, a producer of Kerupuk Amplang in Kartasada, Sumenep, indicate challenges in implementing the Halal Assurance System (HAS) 23000. Although HAS 23000 provides comprehensive guidelines, small and medium-sized enterprises like UD Matahari may face difficulties in implementing the complex aspects of HAS 23000. For instance, preparing the HAS manual and fulfilling all the criteria in HAS 23000 can be time-consuming and require significant resources.

In contrast, the Self Declare or Sehati approach from BPJPH can be a more practical solution for small and medium-sized producers.<sup>25</sup> With the obligation to declare the halal status of their products, producers like UD Matahari can have greater control over the process. However, it is essential to note that this approach requires high integrity and compliance from the producers to ensure that the halal statements they make are truly accurate and trustworthy to consumers. It is important to note that both HAS 23000 and the Self Declare program have implications for consumer trust in the

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<sup>24</sup> Euis Amalia, Indra Rahmatillah, and Bukhari Muslim, “Penguatan UKM Halal Di Indonesia (Sebuah Pendekatan Ekosistem Ekonomi Syariah),” n.d.

<sup>25</sup> Rooza Meilia Angraini and Anis Hidayatul Imtihanah, “The Legal Protection of The Spiritual Rights of Muslim Consumers in The Halal Industry Development Through Self-Declare,” *Justicia Islamica* 20, no. 2 (2023).

halal status of products. Consumers who are increasingly conscious of halal products may trust products that have undergone rigorous halal certification processes.<sup>26</sup> However, for small and medium-sized producers facing resource limitations, the Self Declare approach can be an alternative that allows them to remain competitive in an increasingly tight market. Therefore, the choice between HAS 23000 and Self Declare should consider the characteristics and capabilities of each producer to ensure the integrity of the halal products they produce.

## V. CONCLUSION

While UD Matahari has not fully optimized the implementation of the Halal Assurance System, it has managed to produce products that largely meet SJH standards. Weaknesses in the application of HAS at UD Matahari can be identified in the lack of coordination within the Halal Management Team, the absence of written procedures for critical activities, the lack of traceability capabilities, the absence of internal audits, and the absence of management reviews. UD Matahari's efforts to maintain the quality of its products include ensuring personal and workplace hygiene. This is reflected in policies such as handwashing before commencing production, the use of clean work attire, and the overall cleanliness of equipment and work areas.

Thus, although UD Matahari has not reached an optimal level of HAS implementation, tangible steps have been taken to preserve product quality and ensure cleanliness in the production process. Implementing improvements in aspects not covered by HAS will enhance the overall effectiveness of the system.

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<sup>26</sup> Muhammad Ashraf Fauzi, "Consumer Purchase of Halal Certified Product: A Quantitative Systematic Literature Review," *Journal of Islamic Marketing* 14, no. 6 (2023): 1397–1416.

## VI. RECOMMENDATIONS

To enhance the Halal Assurance System at UD Matahari, it is recommended that the company focus on addressing the identified weaknesses. Establishing a more organized Halal Management Team, developing written procedures for critical activities, enhancing traceability capabilities, implementing internal audits, and conducting regular management reviews are crucial steps for improving the SJH implementation. Furthermore, UD Matahari should consider adopting digital solutions for documentation and traceability, facilitating more efficient compliance monitoring. Collaborating with external consultants or seeking guidance from relevant authorities in halal certification can provide valuable insights for refining the HAS implementation.

In terms of sustainable research, future studies should delve deeper into the challenges faced by small and medium-sized enterprises, like UD Matahari, in implementing comprehensive halal assurance systems. Investigating the impact of digital technologies on enhancing traceability and compliance monitoring in halal production can also be a valuable avenue for research. Continued collaboration with regulatory bodies, such as BPJPH, can contribute to refining and aligning internal processes with evolving halal certification standards. Longitudinal studies tracking the evolution of HAS implementation at UD Matahari and similar enterprises would provide insights into the long-term effectiveness and challenges of such systems. In conclusion, the ongoing commitment to improving and refining the Halal Assurance System at UD Matahari is vital not only for the company's competitiveness but also for meeting the increasing demand for trustworthy halal products in the market. The sustainability of research efforts in this area will contribute to the broader understanding of effective halal assurance practices, benefiting both businesses and consumers globally.

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