

# ANALYSIS OF THE APPLICATION OF THE HALAL PRODUCT GUARANTEE SYSTEM ON MSME'S CAK GISI MEATBALLS, PEDAGANGAN, GRESIK

Nyolanda Ramadany<sup>1</sup>, Viera Nu'riza Pratiwi<sup>2</sup>

<sup>1</sup>Nutrition Department, Faculty of Health, Universitas Nahdlatul Ulama Surabaya, Indonesia

<sup>2</sup>Nutrition Department, Faculty of Health, Universitas Nahdlatul Ulama Surabaya, Indonesia  
e-mail: nyolanda.rmdn@gmail.com<sup>1</sup>, vieranpratiwi@unusa.ac.id<sup>2</sup>

**Abstract:** *The Indonesian state has an obligation to implement the Halal Assurance System to ensure that the products produced are safe and halal, this is because the majority of the Indonesian population is Muslim, so business actors are required to have halal certification. Business actors in Indonesia reach 99.99% who are MSME business actors, but MSME actors in Indonesia have not yet fully implemented a halal assurance system that can guarantee halalness in their products, following cases were found in Indonesia in 2018 namely the positive meatball case using pork, so that SMEs in Indonesia need to implement a halal product guarantee system. This research is a descriptive qualitative research that is carried out by in-depth interviews and observations to fill out the checklist for conformity of the SJPH based on the BPJPH. This data checklist was carried out 2 times: before and after education. The instruments of this research are interviews and the SJPH conformity checklist, including: Commitments and Responsibilities, Materials, Halal Product Processes, Products, Monitoring & Evaluation. From the results of the research on several components of the SJPH, there are still discrepancies between the implementation of the MSME Cak Gisi location and the regulations made by BPJPH, the discrepancy is due to a lack of knowledge and awareness of MSME actors, the absence of a halal policy and halal supervisor, and no special training regarding SJPH. , as well as unwillingness to implement SJPH due to time constraints and considered impractical.*

**Keywords:** *SMEs, BPJPH, Halal Certification*

## INTRODUCTION

Halal is a mandatory requirement for Muslims, where all Muslims are required to choose, manage, and consume food products that are guaranteed to be halal (Sari, 2021). Indonesia is one of the countries with a majority Muslim population, estimated at 207.2 million people / 87.18% (Central Bureau of Statistics, 2010), so that food businesses in Indonesia need to increase halal food products. Micro, Small and Medium Enterprises (MSMEs) are businesses that have an important role in economic growth and development in Indonesia (Amelia, 2020).

MSMEs in Indonesia are one of the sectors with the largest contribution to gross domestic product (GDP). From year to year, MSMEs continue to increase until they reach 64.2 million or 99.99% of business units in Indonesia are MSMEs (Ministry of Cooperatives, Small and Medium Enterprises, 2021). Therefore, MSME actors in Indonesia

are required to have halal certification on products, the existence of halal certification in products is able to guarantee that consumers who are Muslim related to products sold are products that are safe for consumption in accordance with Islamic religious law, namely halal (Sarfiyah et al, 2019).

Since halal certification was implemented on October 17, 2019 until now, a total of 20,034 products have been registered with BPJPH, and 10,517 business actors have submitted applications for halal certification at BPJPH, this will increase with the number of products circulating in Indonesia. (BPJPH Ministry of Religion RI, 2020). Based on these data, it is reported that products that are increasingly circulating in Indonesia must be accompanied by halal certificates. This regulation regarding JPH was issued in 1996, namely the Decree of the Minister of Health No, 924/MENKES/SK/VIII/1996 which regulates the inclusion of halal labels based on

halal certification (Yaqin, 2014). then MSME actors need to make adjustments and preparations related to halal certification. The government's effort to guarantee the halalness of food products is by providing halal certification by the Halal Product Assurance Administration Agency (BPJPH) which has been mandated by Law no. 33 of 2014 concerning Halal Product Guarantee. The law requires that the products circulating in Indonesia are guaranteed to be Halal.

Several studies have been carried out, namely the first, the study was conducted by examining the importance of the criteria for the halal assurance system in milk production in the food industry in Indonesia, the purpose of this study was to analyze the suitability and criteria for HAS in milk production at PT Greenfields Indonesia with the HAS 23000 standard. with the results of this study is in a company to maintain consistency in producing halal products that comply with standards (Hartina, 2019). The second research was carried out by implementing the Halal Assurance System in SMEs in the Animal Food Processing Sector, the purpose of this being to increase the number of SMEs in the food sector in Ponorogo Regency that were certified halal through assistance in the implementation of the Halal Assurance System. The results of this study are the awareness of partner business units to implement a halal assurance system in their business and the registration of business units in the halal certification process to LPPOM MUI (Ma'rifat, 2017). The third research is Analysis of Halal Supply Chain on Food Micro, Small and Medium Enterprises (MSMEs) in the City of Bandung. This study aims to conduct a Halal Supply Chain Analysis of Small and Medium Enterprises (SMEs) in Bandung. Based on the results of the study, the success factor of Halal Supply Chain has a positive and significant effect on the Implementation of Halal Supply Chain in Food SMEs in Bandung City, with a contribution of 63.8% and the remaining

36.2% is explained by other factors not examined (Aziz F, 2021).

## **CONCEPTUAL FRAMEWORK**

Indonesia's Micro, Small and Medium Enterprises (MSMEs) are one of the largest contributing sectors to Gross Domestic Product (GDP) reaching 99.99% and the circulation of cases of haram food or food containing haram ingredients, namely pork in 2018 occurred in Indonesia (Pratiwi et al, 2019 ). because Indonesia has an obligation to guarantee product halalness, MSME actors need to make adjustments and preparations related to halal certification, the majority of the Indonesian population is Muslim, so the halal food market needs to be improved. Application of Halal Product Assurance in the Food Processing Industry.

Constraints on the suitability of each HAS criteria in the Food Production Processing Industry often occur, according to Kinanti et al 2020, namely the absence of a permanent supplier for raw material control, uncontrolled halal raw materials. The existence of additional ingredients in food products that are processed chemically, biotechnology or material extraction due to the development of science and technology is the possibility of changing the status of halal to non-halal or called the halal critical point (Hasan, 2015). Not controlling the halal status, it is necessary to analyze the implementation of the halal assurance system in accordance with the standards that have been set by BPJPH.

## **METHODOLOGY**

This research was conducted with descriptive qualitative research by describing the results of the identification and analysis of the application of the halal product assurance system at Pak Gisi's MSME meatballs, Pedagangan, Gresik by means of in-depth interviews and given education, questionnaires and checking the suitability of the application of the halal product assurance system based on BPJPH guidelines. .

This research was carried out at the

business and production place of Cak Gisi's MSME meatballs located in the Merchant village area, Wringinanom District, Gresik Regency. Data collection was carried out by means of in-depth interviews with informants, namely the MSME business owner of meatballs Cak Gisi's, as well as observation and filling out a conformity checklist based on BPJPH guidelines regarding the implementation of the halal product assurance system before and after education related to the implementation of the halal product assurance system was carried out so as to identify and analyze the application of the halal product guarantee system in businesses engaged in food processing with an effort to provide evidence regarding the suitability of the implementation of halal assurance on MSME meatballs

## **RESULTS AND DISCUSSION**

### **A. The Conformity of the Implementation of SJPH on MSMEs of Cak Gisi Meatballs based on BPJPH**

#### **1. Commitment and responsibility**

##### **a) Halal policy**

Based on the results of the analysis that the MSME meatballs Cak Gisi has not set a halal policy for its business, the business actor only makes an unwritten commitment, that from the purchase of raw materials, the production process, packaging to distribution is carried out in a safe and halal way. The socialization of halal policies is also not carried out by business actors. In accordance with the halal policy standards issued by BPJPH. To meet the criteria for the meatball business, Cak Gisi should make a written halal policy in order to consistently produce halal products and socialize the halal policy that has been made in the form of communication media and then business actors keep evidence of the results of the socialization of halal policies and post halal policy posters and halal education in offices, production areas and warehouses. Several things that need to be included in the written halal policy for MSMEs Cak Gisi

meatballs are: (1) Complying with laws and regulations related to halal product guarantees (2) Using halal materials and carrying out halal product processes (PPH) in accordance with applicable regulations (3) Preparing sources human resources that support the implementation of PPH in the company (4) Socializing and communicating halal policies to all related parties to ensure all personnel maintain halal integrity in the company.

##### **b) Top Management Responsibilities**

Based on the results of the analysis that Cak Gisi's meatball SMEs have not yet established a halal management team or halal supervisor. The owner is the highest level in charge and responsible for everything in the MSME Bakso Cak Gisi. MSME owners have never conducted training and have not formed a halal management team or halal supervisor for their business. In accordance with the rules issued by BPJPH, to meet the criteria for top management responsibility, the business owner or company leader is committed and responsible for: (1) Availability of adequate resources in the implementation of PPH in production houses, (2) Guaranteeing the halal integrity of the all workers in the company, (3) Establish or create a halal management team or halal supervisor and their respective duties and responsibilities.

To implement a halal product guarantee system in maintaining the consistency of product halalness, business actors make a composition of a halal management team in the form of a "Decision Letter for Determining a Halal Management Team or Halal Supervisor" a sample letter is attached in the attachment.

## **2. Ingredient**

##### **a) Material Source, Ingredient List**

The following is a list of materials used in the production of making meatballs at Cak Gisi's MSME meatballs:

**Table 2. Positive List Materials and Critical Materials that have been equipped with supporting documents**

No.	Material Name	Merk	Material Criteria		SH document	
			Positif List	Critical	Yes	No
1	Beef	-		√		√
2	Chicken meat	Puspita		√	√	
3	Tapioca flour	Cap Surya	√		√	
4	Salt		√		√	
5	Sugar	Gulaku		√	√	
6	Beef floss	Mamis		√	√	
7	Kitchen Spices (Onion, Garlic, Chili, Pepper)	-	√			√
8	Premix For Meatball Powder	Ajnomoto	√		√	
9	Flavor Enhancer	Ajnomoto	√		√	
10	Beef Extract Seasoning Powder	Ajnomoto	√		√	

The materials used by Cak Gisi's MSME meatballs do not all have halal certification, such as beef is an ingredient that does not have MUI halal certification, so it cannot guarantee the halalness of the products to be produced.

**Table 3 Product and All Ingredients Recapitulation Matrix for Each Product Type**

No.	Material Name	Product name				
		Mercon Meatballs	Jumbo Meatballs	Shredded Meatballs	Meatball Original	Small Meatballs
1	Beef	√	√	√	√	√
2	Chicken	√	√	√	√	√
3	Tapioca flour	√	√	√	√	√
4	Chili	√				
5	Floss			√		
6	Kitchen Spices (Shallots, Garlic, Pepper)	√	√	√	√	√
7	Premix For Meatball Powder	√	√	√	√	√
8	Flavor Enhancer	√	√	√	√	√
9	Beef Extract Seasoning Powder	√	√	√	√	√

**b) Location, Place, and Equipment**

The location of Cak Gisi's meatball production is strategically located on the side of the road and far from landfills and waste disposal. There are also no pig farms around the building, or anything else that can contaminate the halalness of meatball products. The tools used in producing meatballs at MSME Cak Gisi are: grinding machine, mixing machine, printing machine, sealer, draining container, pan, fan, stove, freezer and plastic types of PP (Poly Propylene) and PE (Poly). ethylene)

**c) Equipment and Devices**

Production of meatballs Cak Gisi only produces halal products, in the form of meatballs with the basic ingredients of beef and chicken. For the machine, it is always cleaned every time after production, how to

clean it by pouring hot water into the machine while rubbing it by hand, so that the fat attached to the machine can be released, then dried so that the machine does not rust. As for other equipment, wash it with running water and soap. Cleaning is done every time the production is finished, so that the next day, the equipment is clean and ready to be used again

Based on the results of the analysis of the production materials at the Cak Gisi MSME meatball, the ingredients that are not listed in the positive list are materials that are included in the category of critical materials and there are supporting documents that guarantee the halalness of critical ingredients (MUI 2013). The critical ingredients used in MSMEs, Cak Gisi's meatballs, already have halal certification along with the halal logo on the packaging. With the exception of beef, which still uses raw materials from slaughterhouses that do not yet have halal certification, so as to facilitate the Cak Gisi meatball MSME product in applying for halal certification as a guarantor of halal and safe products for consumption, the Cak Gisi meatball MSME actor must replace the supplier by choosing a house. slaughtered animals, which already have MUI halal certification

No	Name And Brand	Producer	Country	Supplier	Halal Certificate Issuing Agency	Halal Certificate Number	Halal Certificate Validity
1	Beef	Sliced Meat Seller	Indonesia	Pasar Tradisional	-	-	-
2	Chicken meat	Pt. Phalosari Unggul Jaya	Indonesia	Pasar Tradisional	LPPOM MUI	0702000647 0808	-
3	Tapioca flour	Cap Surya	Indonesia	Pasar Tradisional	LPPOM MUI	222200121 90721	28 Juli 2025
4	Salt	Ud. Sende Maju	Indonesia	Pasar Tradisional	LPPOM MUI	270600005 70121	06 Januari 2023
5	Sugar	Pt. Sweet Indolampun	Indonesia	Pasar Tradisional	LPPOM MUI	002300963 80619	15 Juni 2023
6	Kitchen Spices (Onion, Garlic, Pepper, Chili)	Vegetable seller	Indonesia	Pasar Tradisional	-	-	-
7	Premix For Meatball Powder	Pt Ajinomoto Indonesia	Indonesia	Pt Ajinomoto Indonesia	LPPOM MUI	0006000891 0908	06 Mei 2025
8	Flavor Enhancer	Pt Ajinomoto Indonesia	Indonesia	Pt Ajinomoto Indonesia	LPPOM MUI	0006000891 0908	06 Mei 2025
9	Beef Extract Seasoning Powder	Pt Ajinomoto Indonesia	Indonesia	Pt Ajinomoto Indonesia	LPPOM MUI	0006000891 0908	06 Mei 2025
10	Beef Floss	P. Taqwa (Rojokovo)	Indonesia	P. Taqwa (Rojokovo)	LPPOM MUI	1501003919 0719	28 Januari 2026

### 3. Halal Product Process

Table 4. MSME production tools for Cak Gisi's Meatballs

No	Tool	Utility	Picture
1	Grinding Machine	<ul style="list-style-type: none"> <li>- A tool for grinding beef and chicken that has been cut in large sizes into ground beef with a finer texture</li> <li>- Cak Gisi's MSME meatballs don't have their own grinding equipment yet, but they are still in the process of ordering so that they can carry out the meat grinding process in another place, namely the market. Although this milling is carried out in the market, the grinder states that this machine is specifically for halal animals</li> </ul>	
2	Dough kneading machine	<ul style="list-style-type: none"> <li>- A tool for mixing all ingredients for making meatballs consisting of ground beef, chicken, flour, ice cubes and other spices. All ingredients are mixed and stirred until evenly and in the form of a sticky dough.</li> <li>- Cak Gisi's MSME meatballs also don't have their own dough mixer, but they are still in the process of ordering so that they can do the mixing process in another place, namely the market. Even though this dough mixer is carried out in the market, the dough mixer is in one place with the mill which states that this machine is specifically for halal animals</li> </ul>	
3	Meatball printing machine	<ul style="list-style-type: none"> <li>- This machine is used to print dough into round meatballs with 2 sizes, namely large and small.</li> <li>- Meatballs jumbo size MSME cak gisi meatballs are printed manually, using a spoon and hand.</li> <li>- In Cak Gisi's MSME Meatball Production, it has one meatball printing machine.</li> </ul>	
4	Drain place	<ul style="list-style-type: none"> <li>- This drain is used to dry or separate the meatballs from the cooking water.</li> <li>- In the Production of Meatballs UMDK Cak Gisi has two meatball drains.</li> </ul>	
5	Pot	<p>This pot is used as a tool to boil the meatballs that have been printed. Boiling is done until the level of doneness 90% or about 20-25 minutes.</p>	
6	Packaging tools	<p>This tool is used to pack meatballs that have been produced</p>	
7	Freezer	<p>This freezer is used as a storage place for the production of MSME Cak Gisi meatballs that have been packaged to keep them fresh before being marketed.</p>	

Based on the results of the analysis of the entire process of halal products in Cak Gisi's MSME meatballs from the location, product facilities and the design of the production site in accordance with the SJPH criteria, which is

far from pig farms so as to prevent contamination through employees and equipment. For the PPH procedure, everything is done in a halal way, except for the process of grinding and mixing dough, even though the owner of the milling and mixing business states that the equipment used is only for halal animals, but still the owner cannot guarantee for sure if the meat being processed is halal, because the workmanship This is done in the market where everyone can grind and knead the dough in the same place, so MSMEs of Cak Gisi meatballs must immediately have their own grinding and mixing equipment, to be safe and not contaminated from other meats.

### 4. Products

The product produced by Cak Gisi's MSME actors is still unable to guarantee halalness because the raw beef used does not yet have MUI halal certification, therefore there needs to be a change in the selection of beef suppliers that already have halal certification, but for ingredients others are already classified as safe and certified halal by MUI. For the process of purchasing raw materials, the production process to marketing and serving the meatballs themselves are in accordance with Shari'ah and SOPs. For the name and logo used in the product, it is also in accordance with the provisions imposed by BPJPH which, the name and logo of the product does not use anything that is forbidden. MSME meatballs use the name "Pak Gisi" and the logo on the product depicts an animal (cow) in accordance with the product it produces, which is derived from processed meat.

### 5. Monitoring and Evaluation

#### a) Internal Halal Audit.

MSME meatball Cak Gisi has never conducted an internal audit related to the halal assurance system, the problem is the lack of knowledge and knowledge about the ability to audit owners and workers, therefore there is a need for an internal audit in accordance with the policy issued by BPJPH, which is every 6 months, audits should be carried out by owner or leader by looking at the work process of

employees in each work section. This audit function is to find out whether there is a discrepancy between production activities in the field and the rules that have been made.

b) Management Review (Management Review)

This Cak Gisi meatball SME did not conduct a management review, so it was necessary to carry out a Management Review, by evaluating production activities and the performance of making meatballs to control things that were not in accordance with the rules that had been made. They should carry out this activity once a year in order to ensure the quality and quality of the products produced.

**B. Knowledge of MSME Business Actors Cak Gisi Meatballs on the Halal Product Assurance System**

a. Pre-test Knowledge of MSME Halal Food Bakso Cak Gizi

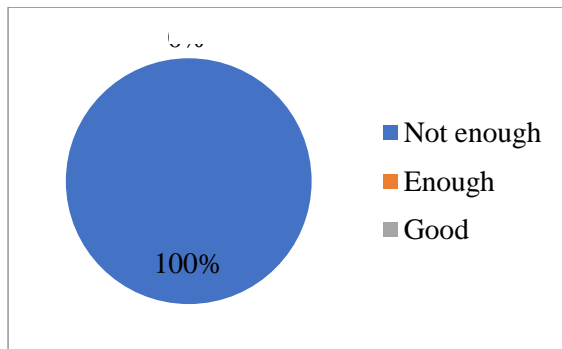


Figure 1 Pre-test Diagram of MSME Halal Food Knowledge Cak Gizi Meatball

Based on the results of the pre-test related to Halal Food Knowledge at Cak Gizi Meatball MSMEs as many as 9 people. According to Arkunto, 2013 the level of knowledge is less than <60%, enough 60-70%, and good 76-100% and the result is that as many as 100% have less pre-test results.

b. Post-test Knowledge of MSME Halal Food Bakso Cak Gizi

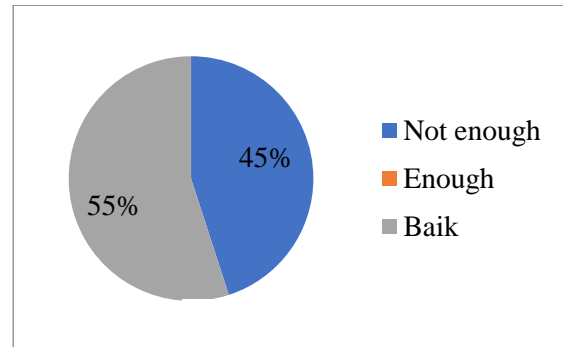


Figure 2 Post-test Diagram of MSME Halal Food Knowledge Bakso Cak Gizi

Based on the post-test results related to Halal Food Knowledge at Cak Gizi Meatball MSMEs as many as 9 people. According to Arkunto, 2013 the level of knowledge is less than 60%, sufficient 60-70%, and good 76-100% and the results show that as many as 55% have good post-test results, and as many as 45% have poor post-test results.

**CONCLUSION**

1. Factors related to the implementation of the halal product guarantee system at MSMEs Cak Gisi meatballs include 5 SJPH criteria, namely, Commitment and responsibility, materials, PPH, Products, Monitoring and evaluation, there are still discrepancies and between the implementation of the Cak Gisi meatball MSME location with regulations that have been set by BPJPH, non-compliance with application can be caused by lack of knowledge and awareness of MSME actors, the absence of halal policies and halal supervisors, and no special training on SJPH, and unwillingness to implement SJPH due to time constraints and is considered impractical
2. Implementation of SJPH in the criteria of Commitment and responsibility to MSMEs Cak Gisi meatballs, business

- actors only make an unwritten commitment, that from the purchase of raw materials, the production process, packaging to distribution is carried out in a safe and halal manner. The socialization of halal policies is also not carried out by business actors
3. The application of SJPH in the Criteria for Materials for MSMEs Cak Gisi Meatballs, a critical ingredient used in MSME actors for Cak Gizi Meatballs, already has halal certification along with the halal logo on the packaging. With the exception of beef, which still uses raw materials from slaughterhouses that do not yet have halal certification.
  4. The application of SJPH in the PPH criteria for MSME meatballs Cak Gisi, for PPH procedures all are carried out in a halal way, except for the process of grinding and mixing dough, even though the owner of the milling and mixing business stated that the equipment used is only for halal animals, but still the owner can't guarantee for sure if the meat is halal, because the work is done in the market where everyone can grind and knead the dough in the same place
  5. The application of SJPH in product criteria for MSME meatballs Cak Gisi, still cannot guarantee halalness because the raw beef used does not yet have MUI halal certification. For the process of purchasing raw materials, the production process to marketing and serving the meatballs themselves are in accordance with Shari'ah and SOPs. For the name and logo used in the product, it is also in accordance with the provisions imposed by BPJPH
  6. The application of SJPH in the criteria for monitoring and evaluation of Cak Gisi's MSME meatballs, there has never been a halal audit and management review, the problem is the lack of knowledge and knowledge about the ability to audit owners and workers
  7. Based on the results, the knowledge level was obtained from 9 people, the pretest results were 100% with poor knowledge level and the post-test results as much as 55% had good post-test results, and as many as 45% had poor post-test results. This implies that it is necessary to provide halal food socialization for all MSME business actors.

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