Economics & Islamic Finance Journal (ECIF)
Vol. 2 No. 3, December 2025: 161-167
E-ISSN : 3047-4167, P-ISSN : 3089-6061
https://ejournal.bacadulu.net/index.php/ecif

The Role of Halal Supervisors in Assisting MSME Business Actors to Obtain Halal Certification at LPH Quality Syariah Jakarta in 2025

Murni Parembai[1*]
[1] Universitas MH Thamrin, Jakarta, Indonesia

(*) Corresponden Author: murni74parembai@gmail.com

Article Info:

Keywords:
Halal Supervisor;
MSMEs;
Halal Certification;
LPH Quality Syariah;
Halal Industry;

Article History:
Received : 24-10-2025
Revised : 05-11-2025
Accepted : 10-11-2025

Article DOI :
https://doi.org/10.70550/ecif.v2i3.208

Abstract

Halal certification is an important instrument in ensuring product halal compliance while strengthening the competitiveness of business actors in the global market. However, many Micro, Small, and Medium Enterprises (MSMEs) still face obstacles in obtaining halal certification, particularly in terms of administrative requirements, regulatory understanding, and limited resources. The presence of halal supervisors at Halal Inspection Bodies (Lembaga Pemeriksa Halal/LPH) serves as a strategic factor in bridging these gaps. This study aims to analyze the role of halal supervisors in assisting MSME business actors throughout the process of obtaining halal certification, using a case study at LPH Quality Syariah. The research adopts a descriptive qualitative approach through in-depth interviews with halal supervisors, MSME actors, and halal auditors. The findings indicate that halal supervisors play multiple roles: as educators who enhance halal literacy, facilitators in document preparation and fulfillment of administrative requirements, mediators between MSMEs and certification institutions, and drivers of halal product competitiveness. These strategic roles contribute to an increase in the number of halal-certified MSMEs and strengthen their readiness to enter national and global halal industry supply chains. This study underscores the importance of strengthening the capacity of halal supervisors and fostering cross-institutional synergy to accelerate the implementation of halal certification in Indonesia.

How to cite : Parembai, M. (2025). The Role of Halal Supervisors in Assisting MSMEs in Obtaining Halal Certification at the Jakarta Sharia Quality Audit Institution in 2025. *Economics & Islamic Finance Journal (ECIF)*, *2*(3), 161-167. https://doi.org/10.70550/ecif.v2i3.208

This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License. Any further distribution of this work must maintain attribution to the author(s) and the title of the work, journal citation and DOI.
Published under licence by Bacadulu.net Publisher.

INTRODUCTION

Halal certification has become an increasingly urgent necessity in line with the growing awareness of Muslim consumers regarding product halal compliance and safety. In the context of economic globalization, halal certification functions not only as a religious instrument but also as a guarantee of quality and product competitiveness in the international market. Indonesia, as the country with the largest Muslim population in the

e-ISSN: 3047-4167
p-ISSN: 3089-6061

world, has demonstrated a strong commitment to developing a halal industry ecosystem through regulatory strengthening, institutional development, and capacity building for business actors. However, in practice, many Micro, Small, and Medium Enterprises (MSMEs), particularly household-scale businesses with very limited capital, still face significant obstacles in obtaining halal certification. These challenges include limited understanding of regulatory requirements and difficulties in fulfilling relatively complex administrative procedures.

The presence of halal supervisors operating under Halal Inspection Bodies (Lembaga Pemeriksa Halal/LPH) plays a crucial role in bridging this gap. LPH Quality Syariah is one of the halal inspection bodies in Indonesia that actively supports government programs, particularly through collaboration with the Office of Cooperatives and MSMEs of Tangerang City. This collaboration aims to provide intensive assistance to business actors so they can understand each stage of the halal certification process, starting from registration to obtain a Business Identification Number (Nomor Induk Berusaha/NIB), preparation of required documents, ensuring that all raw materials and production processes comply with halal standards, data input into the SIHALAL BPJPH system, LPH verification, halal auditing, the fatwa session, and finally the issuance of the halal certificate.

In practice, the halal certification process requires a high level of accuracy and commitment from business actors. The initial stages involve the collection of administrative and technical data, such as business identity, product logos, a minimum list of ten products, purchase dates of raw materials, and evidence of the halal status of each production component. Once all data have been verified, halal supervisors assist business actors in entering the information into the system of the Halal Product Assurance Organizing Agency (BPJPH), which serves as the official portal for halal certification applications. This process often requires considerable time and patience to ensure that all requirements are properly fulfilled, thereby avoiding data rejection or revision requests from the regulatory authorities.

This study is motivated by empirical experience gained through direct assistance provided to an MSME that successfully obtained halal certification through LPH Quality Syariah. Based on this experience, there is a need to gain a deeper understanding of how the role of halal supervisors contributes to the effectiveness of the halal certification process, particularly in the context of MSME empowerment. Therefore, this research aims not only to describe the conceptual role of halal supervisors but also to examine the challenges and assistance strategies implemented at the practical level. The findings of this study are expected to contribute to the development of a more effective and sustainable halal assistance model in support of strengthening the national halal industry.

LITERATURE REVIEW

The concept of halal certification in Indonesia is rooted in the need to ensure comprehensive halal compliance of products, encompassing raw materials, production processes, and distribution. The primary legal foundation for the implementation of halal certification is Law Number 33 of 2014 on Halal Product Assurance, which stipulates that all products circulating in Indonesia are required to possess halal certification. In its implementation, halal certification is not merely viewed as compliance with Islamic law, but also as an integral part of quality management that enhances consumer trust and the competitiveness of business actors (Hassan & Samsudin, 2021).

 https://doi.org/10.70550/ecif.v2i3.208

e-ISSN: 3047-4167
p-ISSN: 3089-6061

Within the halal industry ecosystem, Micro, Small, and Medium Enterprises (MSMEs) hold a strategic position as key drivers of the national economy. However, the majority of MSMEs face significant challenges in meeting halal certification standards, particularly due to limited knowledge, financial constraints, and insufficient technical capacity in utilizing digital systems. According to Rahman et al. (2022), many small business actors experience difficulties in understanding online-based administrative procedures, ranging from data entry and document uploads to the verification process on the platform of the Halal Product Assurance Organizing Agency (BPJPH). This indicates that the successful implementation of halal certification is highly dependent on the ability of business actors to adapt to digital systems and prevailing regulations.

The presence of halal supervisors represents a significant institutional innovation in strengthening the halal product assurance system. Halal supervisors serve as facilitators who bridge the needs of business actors with certification regulations. Their roles encompass educational, administrative, and mediative functions. Wahyudi and Nurhayati (2023) emphasize that halal supervisors are not only responsible for ensuring compliance with halal requirements, but also for assisting business actors in understanding and operating digital certification systems, which often constitute a major obstacle. In the MSME context, this role is particularly vital, as many business actors still have limited proficiency in information technology.

Several previous studies have highlighted the effectiveness of halal assistance in increasing the number of halal-certified MSMEs. For instance, Aziz and Ahmad (2021) found that structured assistance provided by halal supervisors could accelerate the certification process by up to 30% compared to MSMEs applying independently. However, most of these studies focus primarily on procedural and administrative aspects, without conducting an in-depth examination of the social dimensions and the capacity of supervisors who operate directly in the field.

Furthermore, a study by Yusof and Hashim (2020) underscores the importance of synergy among halal inspection bodies, local governments, and MSME associations in expanding access to halal assistance. Such cross-sector collaboration is believed to reduce certification costs and enhance halal literacy at the grassroots level. In the Indonesian context, this collaboration has begun to materialize through partnerships between LPH Quality Syariah and the Tangerang Office of Cooperatives and MSMEs, which provide greater opportunities for halal supervisors to actively engage in educating and assisting business actors.

Based on the literature review above, it can be concluded that halal supervisors constitute a crucial component of the halal product assurance system. Nevertheless, their role still requires strengthening in terms of capacity building, institutional support, and professional recognition. This study positions halal supervisors not merely as technical implementers of certification, but also as empowerment agents who assist business actors particularly MSMEs in overcoming digital and administrative barriers toward achieving sustainable halal certification.

METHODS

This study employs a descriptive qualitative approach using a case study method at the Halal Inspection Body (Lembaga Pemeriksa Halal/LPH) Quality Syariah. This approach was selected because it enables an in-depth exploration of the dynamics and empirical experiences involved in the halal certification assistance process conducted by halal supervisors for Micro, Small, and Medium Enterprises (MSMEs). The research

e-ISSN: 3047-4167
p-ISSN: 3089-6061

focuses on the role of halal supervisors as the primary facilitators in assisting business actors to understand certification procedures, prepare the required documentation, and input data into the Halal Product Assurance Organizing Agency (BPJPH) system.

Research data were collected through in-depth interviews and direct observations involving halal supervisors, MSME actors, and auditors engaged in the certification process at LPH Quality Syariah. In addition, secondary data were obtained from official institutional documents, assistance activity reports, and relevant regulations on halal product assurance. Semi-structured interviews were conducted to allow the researcher to explore respondents' experiences and perspectives more comprehensively regarding the role of halal supervisors, the challenges encountered, and effective assistance strategies.

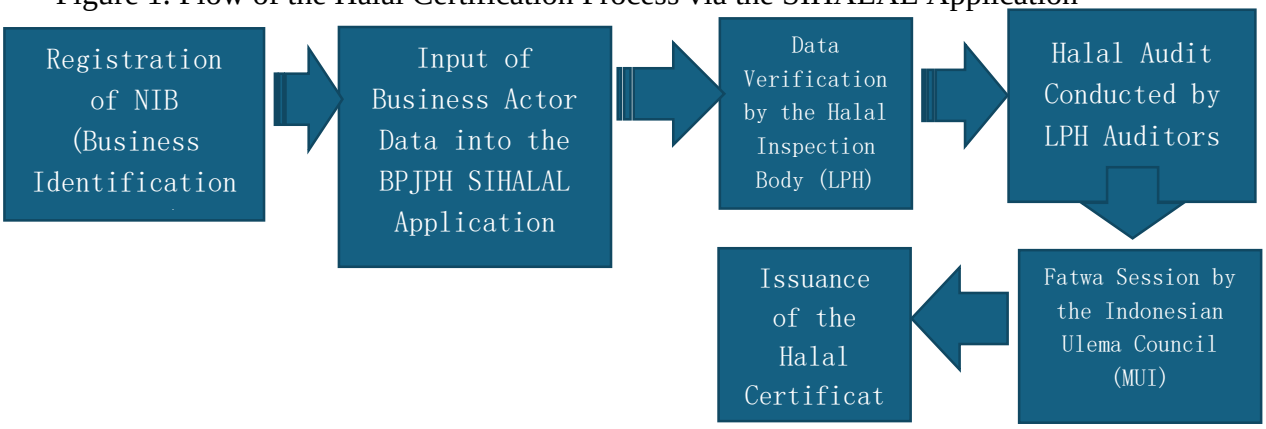
Data analysis was carried out through the stages of data reduction, data display, and conclusion drawing, as proposed by Miles and Huberman (1994). The analytical process was conducted simultaneously from data collection to result interpretation, while taking into account the social and institutional context in which the research was conducted. To ensure data validity, source and method triangulation techniques were applied by comparing interview findings across respondents and cross-checking them with institutional documentation.

Institutionally, LPH Quality Syariah, under the leadership of Mr. Denny J. Backtiar, has approximately 40 halal supervisors and 65 auditors distributed across various regions. This number is relatively limited compared to the increasing public demand for halal certification, particularly among MSMEs. The limited availability of human resources directly affects the relatively long certification processing time, as each supervisor is required to handle multiple business actors simultaneously. This condition poses a significant challenge for the institution in ensuring that all certification processes comply with established standards while remaining responsive to community needs.

Through this approach, the study is expected to provide a comprehensive overview of halal assistance practices, particularly in understanding how halal supervisors function not only as technical implementers of certification, but also as facilitators and mediators for MSMEs that face technological limitations in operating digital halal certification systems.

To understand the process flow of halal certification issuance, the flowchart below illustrates the halal certification process through the SIHALAL application.

Figure 1. Flow of the Halal Certification Process via the SIHALAL Application



RESULT AND DISCUSSION

https://doi.org/10.70550/ecif.v2i3.208

e-ISSN: 3047-4167
p-ISSN: 3089-6061

The research findings indicate that the role of halal supervisors at LPH Quality Syariah has made a significant contribution to accelerating the halal certification process for Micro, Small, and Medium Enterprises (MSMEs) facilitated by the Tangerang City Office of Cooperatives and MSMEs. Based on the collected data, a total of 58 business actors participated in the halal certification assistance program through the collaboration between LPH Quality Syariah and the Office of Cooperatives. Of this number, 33 business actors have successfully obtained Halal Certificates (HC) issued by the Halal Product Assurance Organizing Agency (BPJPH), while the remaining participants are still in the stages of document preparation, verification, audit, and halal fatwa session.

To provide a clearer overview, a recap of the status of business actors participating in the halal certification program is presented in the following table:

Table 1. Status of Business Actors in the Halal Certification Program in Tangerang City

Under LPH Process (Awaiting MUI Fatwa Session)	

Source: Data hasil pendampingan LPH Quality Syariah dan Dinas Koperasi Provinsi Tangerang (2025)

These findings indicate that the halal certification process still faces various administrative and technical challenges. At the initial stage of collaboration, the Tangerang Provincial Cooperative Office and LPH Quality Syariah targeted that the certification process could be completed within two weeks, starting from data input to the issuance of the halal certificate. However, field conditions show that this target was difficult to achieve. Within a three-month period, only 33 out of 58 participating business actors had successfully obtained halal certificates. This condition demonstrates that the administrative process progressed more slowly than initially anticipated and required more intensive coordination among halal supervisors, business actors, and BPJPH.

The delays were caused by several factors, including limited digital literacy among business actors closely related to their generally low educational background variations in data completeness, and the low responsiveness of some participants when requested to submit supporting documents. In such circumstances, the role of halal supervisors became crucial in ensuring that all data and documentation were collected accurately. The mentoring process was often repetitive and time-consuming, particularly when business actors lacked understanding of data input procedures, raw material verification, and the submission process within the BPJPH system.

Interview results reveal that most UMKM actors acknowledged that without assistance from halal supervisors, they would have faced significant difficulties in independently completing the administrative requirements for halal certification. Halal supervisors at LPH Quality Syariah not only provided technical assistance but also fostered a new awareness among business actors regarding the importance of halal certification as a form of moral responsibility and a means of enhancing product value. This educational and persuasive approach proved effective in increasing business participation, although variations remained in the speed and accuracy of responses among participants.

e-ISSN: 3047-4167
p-ISSN: 3089-6061

In addition to serving as educators and facilitators, halal supervisors also functioned as mediators between business actors and halal inspection institutions, particularly when administrative obstacles or data errors required correction. The communication and coordination skills of halal supervisors were key factors in streamlining the certification process. In several cases, halal supervisors assisted in revising raw material documentation and product labeling in accordance with the recommendations of halal auditors, enabling the process to proceed to the MUI Fatwa Session stage.

Overall, the findings demonstrate that the presence of halal supervisors has had a tangible impact on the effectiveness of halal certification programs for UMKM. Despite the lengthy and demanding process, intensive mentoring by halal supervisors significantly reduced administrative burdens and increased certification success rates. The collaboration between LPH Quality Syariah and the Tangerang Cooperative Office serves as a concrete example of institutional synergy in expanding access to halal certification and strengthening the regional halal industry ecosystem.

From an institutional perspective, this collaboration has created a new model of synergy oriented toward public service. It reflects strengthened governance of halal institutions at the regional level, where educational and administrative functions are implemented collaboratively, effectively, and sustainably.

Field evidence also shows that the number of available halal supervisors and auditors remains insufficient compared to the high public demand for halal certification. Currently, LPH Quality Syariah employs approximately 40 active halal supervisors and 65 active auditors. This condition results in a high workload and prolongs the mentoring process, particularly when business data must be individually verified before submission to BPJPH. Nevertheless, the commitment and service-oriented attitude of the supervisors and auditors remain key determinants of program continuity. This situation underscores the importance of strengthening capacity and recruiting additional halal human resources in the future to ensure that halal certification services can effectively reach a broader range of business actors.

CONCLUSION

This study confirms that the presence of halal supervisors plays a highly strategic role in accelerating and facilitating the halal certification process for micro, small, and medium enterprises (MSME). Through a case study at LPH Quality Syariah, it was found that intensive mentoring effectively assists business actors in navigating each administrative stage of halal certification, starting from data collection and raw material verification to the submission process within the BPJPH system. Empirically, the role of halal supervisors extends beyond technical assistance to encompass educational and social dimensions, particularly in supporting business actors with limited technological literacy in operating the digital halal certification system.

Nevertheless, the findings also indicate that the administrative process of halal certification remains relatively slow. Of the 58 business actors participating in the mentoring program, only 33 successfully obtained halal certificates within a three-month period. This condition suggests that process effectiveness is still influenced by several factors, including data completeness, inter-institutional coordination, and the level of participation and readiness of business actors. These challenges demand a high degree of patience, perseverance, and dedication from halal supervisors working in the field.
Based on these findings, several recommendations can be proposed.

 https://doi.org/10.70550/ecif.v2i3.208

e-ISSN: 3047-4167
p-ISSN: 3089-6061

First, the capacity of halal supervisors should be strengthened through enhanced technical and managerial training to improve their effectiveness in carrying out both educational and administrative functions.

Second, stronger synergy among BPJPH, LPH, and the Cooperative Office is needed through integrated communication systems and faster follow-up mechanisms to shorten the certification processing time.

Third, local governments are encouraged to provide affirmative policy support and specific incentives for UMKM committed to obtaining halal certification as a means of promoting the development of the national halal industry.

Thus, this study contributes meaningfully to a deeper understanding of the role of halal supervisors not merely as technical implementers, but also as empowerment agents who play a crucial role in building an inclusive, competitive, and sustainable halal industry ecosystem in Indonesia. Furthermore, this research highlights not only the role of halal supervisors in assisting UMKM, but also the institutional dimension formed through collaboration between LPH Quality Syariah and the Tangerang Cooperative Office, demonstrating the importance of cross-institutional synergy in strengthening halal governance at the local level.

REFERENCES

Badan Penyelenggara Jaminan Produk Halal. (2023). Panduan Proses Sertifikasi Halal bagi Pelaku Usaha Mikro dan Kecil. Jakarta: Kementerian Agama Republik Indonesia.

Fauzi, A., & Karim, A. (2022). Implementasi Jaminan Produk Halal di Indonesia: Regulasi, Tantangan, dan Prospeknya. Bandung: Alfabeta.

Hasan, Z. (2021). “Peran Penyelia Halal dalam Meningkatkan Literasi Sertifikasi Produk di Kalangan UMKM.” Jurnal Ekonomi dan Keuangan Syariah, 8(2), 115–128.

Murni, P., & Hetty Ismainar. (2025). Kebijakan Hukum Halal di Indonesia. (hl 125 -137). Bandung: Penerbit Widina Media Utama

Nugroho, B., & Sari, F. (2020). “Analisis Efektivitas Program Sertifikasi Halal terhadap Daya Saing UMKM.” Jurnal Ilmiah Ekonomi Syariah, 6(3), 233–245.

Rahman, A. (2024). “Kolaborasi Lembaga Pemeriksa Halal dan Pemerintah Daerah dalam Pemberdayaan UMKM.” Jurnal Manajemen dan Bisnis Islam, 12(1), 88–101.

Sugiyono. (2019). Metode Penelitian Kualitatif, Kuantitatif, dan R&D. Bandung: Alfabeta.

Yusoff, A. M. (2022). Halal Certification Management and Institutional Collaboration