

SURAT PENCATATAN CIPTAAN

Dalam rangka perlindungan ciptaan di bidang ilmu pengetahuan, seni dan sastra berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, dengan ini menerangkan:

Nomor dan tanggal permohonan : EC002026002668, 6 Januari 2026

Pencipta

Nama : **HANIF CAHYO ADI KISTORO, ELFI YULIANI ROCHMAH dkk**

Alamat : Jl. Gabus I/18, RT/RW: 024/005, Desa Minomartani, Ngaglik, Kab. Sleman, DI Yogyakarta, 55581

Kewarganegaraan : Indonesia

Pemegang Hak Cipta

Nama : **HANIF CAHYO ADI KISTORO, ELFI YULIANI ROCHMAH dkk**

Alamat : Jl. Gabus I/18, RT/RW: 024/005, Desa Minomartani, Ngaglik, Kab. Sleman, DI Yogyakarta, 55581

Kewarganegaraan : Indonesia

Jenis Ciptaan : **Karya Tulis (Artikel)**

Judul Ciptaan : **Strategies For Empowering Micro, Small, And Medium Enterprises (Msmes) Through Halal Certification Education And Assistance To Improve Product Quality And Consumer Trust: A Case Study On Msmes In The Special Region Of Yogyakarta**

Tanggal dan tempat diumumkan untuk pertama kali di wilayah Indonesia atau di luar wilayah Indonesia : 31 Desember 2025, di Kota Yogyakarta

Jangka waktu perlindungan : Berlaku selama hidup Pencipta dan terus berlangsung selama 70 (tujuh puluh) tahun setelah Pencipta meninggal dunia, terhitung mulai tanggal 1 Januari tahun berikutnya.

Nomor Pencatatan : 001073627

adalah benar berdasarkan keterangan yang diberikan oleh Pemohon.

Surat Pencatatan Hak Cipta atau produk Hak terkait ini sesuai dengan Pasal 72 Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta.



a.n. MENTERI HUKUM
DIREKTUR JENDERAL KEKAYAAN INTELEKTUAL
u.b

Direktur Hak Cipta dan Desain Industri

Agung Damarsasongko,SH.,MH.
NIP. 196912261994031001

LAMPIRAN PENCIPTA

No	Nama	Alamat
1	HANIF CAHYO ADI KISTORO	Jl. Gabus I/18, RT/RW: 024/005, Desa Minomartani Ngaglik, Kab. Sleman
2	ELFI YULIANI ROCHMAH	Jl. Sunan Kudus I Perumahan Kapling No. 7, RT/RW: 004/005, Desa Kertosari Babadan, Kab. Ponorogo
3	RUBINI	Kebonagung, RT/RW: 001/002, Kel/Desa Ceporan Gantiwarno, Kab. Klaten

LAMPIRAN PEMEGANG

No	Nama	Alamat
1	HANIF CAHYO ADI KISTORO	Jl. Gabus I/18, RT/RW: 024/005, Desa Minomartani Ngaglik, Kab. Sleman
2	ELFI YULIANI ROCHMAH	Jl. Sunan Kudus I Perumahan Kapling No. 7, RT/RW: 004/005, Desa Kertosari Babadan, Kab. Ponorogo
3	RUBINI	Kebonagung, RT/RW: 001/002, Kel/Desa Ceporan Gantiwarno, Kab. Klaten



Strategies For Empowering Micro, Small, And Medium Enterprises (Msmes) Through Halal Certification Education And Assistance To Improve Product Quality And Consumer Trust: A Case Study On Msmes In The Special Region Of Yogyakarta

Hanif Cahyo Adi Kistoro ^{1 a.1,*}, Elfi Yuliani Rochmah ^{b.2}, Rubini ^{c.3}.

^{*abc} Universitas Ahmad Dahlan, Yogyakarta, Indonesia ; UIN Kiai Ageng Muhammad Besari Ponorogo; c STAI Terpadu Yogyakarta, Indonesia

¹ hanif.kistoro@pai.uad.ac.id ; ² elfi@iainponorogo.ac.id; ³ rubinihr80@gmail.com.

*Correspondent Author

Received: dd mm yyyy

Revised: dd mm yyyy

Accepted: dd mm yyyy

KEYWORDS

Pemberdayaan UMKM
Sertifikasi Halal;
Edukasi; Pendampingan 3;
Kepercayaan Konsumen .

ABSTRACT

Empowering Micro, Small, and Medium Enterprises (MSMEs) faces significant challenges in the era of global competition, especially related to product standardization and halal assurance. This study examines the strategy of empowering MSMEs through halal certification education and assistance programs as an effort to improve product quality and consumer trust. This study aims to identify the factors that affect the effectiveness of halal certification programs and their impact on the development of MSMEs. A qualitative approach with a case study design was used in this study, involving 15 MSME actors who participated in the halal certification program in Ambarketawang Village, Gamping District, Sleman Regency, Special Region of Yogyakarta. Data were collected through in-depth interviews, participatory observation, and document analysis, then analyzed using thematic analysis techniques. The findings of the study reveal four main themes: the transformation of halal literacy awareness and product assurance systems, the reconstruction of production practices towards halal standardization, the increase in consumer confidence and the expansion of market access, and the strengthening of the institutional capacity of MSMEs. The results of the study show that intensive mentoring and continuing education contribute significantly to the successful implementation of halal certification. This research contributes to the understanding of MSME empowerment practices based on halal certification and provides strategic recommendations for stakeholders in the development of a sustainable MSME ecosystem.

This is an open-access article under the [CC-BY-SA](#) license.



Introduction

Micro, Small, and Medium Enterprises (MSMEs) have become the backbone of Indonesia's economy, contributing significantly to the national Gross Domestic Product (GDP) and labor absorption. In the Special Region of Yogyakarta, MSMEs play a strategic role in the development of the local economy, with diverse business characteristics ranging from food products, handicrafts, to services (Achjar et al., 2023). The existence of MSMEs not only has an economic impact, but also strengthens the social and cultural resilience of the community. In the context of globalization and the digital economy era, MSMEs face increasing competitive pressures, demanding adaptation and

continuous innovation to maintain their existence and develop competitiveness (Taufik, 2024). The transformation of the global economy creates substantial challenges for MSMEs, especially related to product standardization, quality assurance, and consumer trust. Contemporary consumers are showing high awareness of the halal aspects of products, especially in the food and beverage category (Rocha et al., 2022). This phenomenon is inseparable from increasing public literacy on the importance of consuming halal products that are guaranteed in accordance with religious and health values. Halal certification is an important instrument in providing assurance and certainty to consumers, as well as opening up opportunities for wider market access, including export markets (Nareswari, 2025). The fundamental problem faced by MSMEs is the limited knowledge, technical capacity, and resources to access and obtain halal certification, so it requires structured and sustainable empowerment interventions (Untung, 2021).

Several previous studies have explored the dynamics of MSMEs and the importance of halal certification in the context of business development. Nurhasanah and Mulyani (2019) show that halal certification has a positive effect on consumer confidence and purchasing decisions for MSME products (Deykha Aguilika et al., 2024). Meanwhile, Wibowo and Ahmadi (2020) identified that the main obstacles for MSMEs in obtaining halal certification include costs, complexity of procedures, and limited understanding of technical requirements (Kanivia et al., 2025). Rahman and Astuty (2021) examined the effectiveness of MSME assistance programs in increasing access to product certification, but the focus of the research was more on administrative aspects and less explored the dimensions of education and production process transformation (Rejeb et al., 2023). Although the literature on MSMEs and halal certification continues to grow, there is a significant gap in understanding holistic and sustainable empowerment mechanisms (Menne et al., 2023). Aspects such as the learning process of MSME actors, the transformation of production practices, the role of local actors in mentoring, and the long-term impact on business development still require in-depth exploration (Harsanto et al., 2024). This study responds to this gap by comprehensively examining the MSME empowerment strategy through halal certification education and assistance programs in Ambarketawang Village, Gamping District, Sleman Regency, Special Region of Yogyakarta.

Community Empowerment Theory

Community empowerment theory provides a robust framework for understanding how structured interventions can increase the capacity and independence of target groups (Marzuki et al., 2023). According to this perspective, empowerment is a multidimensional process that involves increasing awareness, knowledge, skills, and access to resources that allow individuals or groups to take control of their lives and make informed decisions (Syamsurrijal et al., 2023). In the context of MSMEs, empowerment includes developing technical, managerial, and market access capacities that enable business actors to compete effectively and achieve business sustainability (Azizah et al., 2023). This theory emphasizes the importance of active participation, continuous learning, and institutional support in the empowerment process (Siddiqui et al., 2024). Effective empowerment considers the local context, characteristics of business actors, and market dynamics faced. In the setting of MSMEs in Indonesia, empowerment theory underscores the importance of collaboration between various stakeholders, including the government, mentoring institutions, academics, and the business community itself.

Community Empowerment Theory

Community empowerment theory provides a robust framework for understanding how structured interventions can increase the capacity and independence of target groups. According to this perspective, empowerment is a multidimensional process that involves increasing awareness, knowledge, skills, and access to resources that allow individuals or groups to take

control of their lives and make informed decisions (Fajarika et al., 2024). In the context of MSMEs, empowerment includes developing technical, managerial, and market access capacities that enable business actors to compete effectively and achieve business sustainability (Sudarsono et al., 2024). This theory emphasizes the importance of active participation, continuous learning, and institutional support in the empowerment process (Fathoni et al., 2025). Effective empowerment considers the local context, characteristics of business actors, and market dynamics faced. In the setting of MSMEs in Indonesia, empowerment theory underscores the importance of collaboration between various stakeholders, including the government, mentoring institutions, academics, and the business community itself (Syarif & Aysan, 2024).

Halal Certification as a Quality Assurance Instrument

Contemporary studies show that halal certification has evolved into a strategic instrument in the product value chain, going beyond its basic function as a guarantee of sharia compliance. Halal certification is now seen as a comprehensive quality assurance mechanism, covering aspects of hygiene, food safety, and ethical production practices (Çıkıryel & Azrak, 2023). In the context of the global market, halal certification opens access to an ever-growing segment of Muslim consumers, estimated to reach 1.9 billion population with significant purchasing power (Fridayani et al., 2024). Research by Abdullah and Rahman (2020) found that MSMEs that obtained halal certification experienced an average increase in sales of 35% in the first year post-certification, accompanied by a geographical expansion of the market. These findings indicate that halal certification not only provides religious legitimacy, but also enhances consumer perception of quality and trust in general (H. Amin et al., 2024). Hidayat and Siswanto (2021) demonstrate that the halal certification preparation process encourages MSMEs to standardize and document the production process, which in turn improves operational efficiency and product quality consistency. Maulana et al. (2022) revealed that halal certification is positively correlated with product innovation, because the certification process encourages business actors to be more creative in developing products that meet halal standards without reducing functional and aesthetic value (Mujiatun et al., 2025). However, the literature also identifies various challenges in the implementation of halal certification in MSMEs. Fitriani and Kusuma (2021) revealed that the main obstacles include limited understanding of technical requirements, relatively high certification costs for micro businesses, complexity of documentation, and limited access to halal-certified raw materials (Nurjanah et al., 2023).

Education and Assistance in MSME Empowerment

The literature on MSME development consistently emphasizes the importance of education and mentoring as the main pillars of empowerment. Education in this context is not limited to formal knowledge transfer, but includes experiential learning, peer learning, and practical capacity building relevant to the operational needs of MSMEs (Ahmad et al., 2024). Mentoring, on the other hand, provides ongoing support that facilitates the application of knowledge in the specific context of each venture, overcomes implementation barriers, and provides feedback for continuous improvement (Putri et al., 2023). Sutrisno and Wulandari (2020) show that educational programs designed in a participatory and contextual manner produce a higher adoption rate compared to conventional top-down approaches (Pujiastuti et al., 2024). Effective programs integrate diverse learning methods, including workshops, practical demonstrations, case studies, and field trips (Nofrizal et al., 2024). Prasetyo et al. (2021) argue that intensive and sustainable mentoring is a critical factor in the sustainability of the impact of empowerment programs. This study seeks to fill the gap by comprehensively examining the dynamics of education and mentoring in the context of the MSME halal certification program in Ambarketawang Village (Afandi et al., 2025).

Method

A qualitative approach with a case study design is used in this study to explore the phenomenon of MSME empowerment through halal certification programs in depth and contextual (Achjar et al., 2023). Qualitative methodologies were chosen for their ability to uncover the complexity of social processes, understand the meaning and interpretation of actors, and explore the dynamics of change in natural contexts (Achjar et al., 2023). The case study design allows for intensive research into specific phenomena within specific time and place constraints, providing a holistic understanding of how empowerment programs are implemented, experienced, and impacted participants (Anggito & Setiawan, 2018). A single case study with multiple embedded units was used, where Ambarketawang Village was the main case, while 15 MSMEs participating in the halal certification program became an embedded analysis unit. The research was carried out in Ambarketawang Village, Gamping District, Sleman Regency, Special Region of Yogyakarta, during the period from March to September 2024.

Ambarketawang Village was chosen as the research location based on several strategic considerations, namely this village has a relatively high concentration of MSMEs with various types of businesses, especially in the food and beverage sector which is the focus of the halal certification program, the village government has shown a strong commitment to supporting the development of MSMEs through various empowerment programs, and there are concrete initiatives from the village government to facilitate MSMEs' access to certification halal with good administrative support and coordination. Purposive sampling is used to select research participants who have experience and knowledge relevant to the phenomenon being studied (Ibrahim et al., 2023). The criteria for selecting participants include MSME actors in Ambarketawang Village who are registered and actively participating in halal certification education and assistance programs, have a business in the food and beverage sector, have been running a business for at least one year, and are willing to participate in research by providing informed consent (Ardyan et al., 2023).

The main participants of the study consisted of 15 MSME actors participating in the halal certification program, representing various sub-sectors in the food and beverage industry. Data was collected through three main methods to ensure triangulation and validity of findings, namely semi-structured in-depth interviews, participatory observations conducted during empowerment program activities, and document analysis that included program educational materials, halal certification requirements documents, mentoring records, and administrative documents related to the empowerment program (Ardyan et al., 2023). The collected data were analyzed using thematic analysis techniques that followed the approach of Braun and Clarke (2006). The analysis process is carried out in six systematic stages, starting from familiarization with data, initial coding, theme search, theme review and refinement, theme definition and naming, to writing a final report (Hermawan & Pd, 2019). To improve the trustworthiness of the analysis, several strategies are implemented including member checking, peer debriefing, and trail audits that document the analysis process in detail. The ethical consent of the research was obtained from the institution's Research Ethics Committee before data collection began and written informed consent was obtained from all participants (W., 2016).

Result

The data analysis identified four main themes that represent the dynamics and impact of the MSME empowerment program through halal certification education and assistance in Ambarketawang Village. The empowerment program that is the focus of this research was initiated by the Ambarketawang Village Government in early 2024, in response to the need for local MSMEs to increase competitiveness through halal certification. The program takes place in three phases, namely an intensive education phase for two months with weekly workshops, a three-month

individual mentoring phase for documentation preparation and improvement of the production system, and a post-certification monitoring phase. The first theme identified is a fundamental transformation in MSME actors' understanding of the concept of halal and the halal assurance system. Data shows that before participating in the program, most MSME actors had a limited and often simplistic understanding of halal, associating it solely with the use of meat slaughtered according to sharia. The systematic and contextual educational process in this program resulted in a significant paradigm shift. One of the MSME actors who produce snacks explained that previously they thought the product was halal because it did not use pork or alcohol, but after participating in the program, they understood that halal includes more complex aspects including additives, flavors, developers, and even packaging. Observation data during the educational session showed that this transformation of understanding did not occur instantaneously, but through a dialogical and reflective process. A total of 13 out of 15 participants reported that the workshop on the identification of non-halal ingredients and halal critical points in the production process was a turning point in their understanding. The transformation of halal literacy also includes awareness of the importance of a sustainable commitment to halal standards, not just the fulfillment of administrative requirements to obtain a certificate.

The second theme identified is a substantial transformation in MSME production practices towards standardization that meets the requirements of halal assurance. The findings show that the halal certification process not only adds a layer of verification to existing practices, but triggers a fundamental reconstruction of production systems. These changes include the physical, procedural, and documentary dimensions of MSME operations. On the physical dimension, most of the participants made modifications to the production layout to ensure a clear separation between clean and dirty areas, as well as prevent cross-contamination. Observation data at business locations shows that 11 out of 15 MSMEs invest in infrastructure improvements. The procedural dimension includes the development of Standard Operating Procedures for various stages of production, from the acceptance of raw materials to the packaging of the final product. Most participants previously had no written SOPs, relying on informal practices transmitted verbally or through observation. The mentoring program facilitates the development of simple but comprehensive SOPs, adjusted to the scale and characteristics of each business. The documentary dimension includes the systematic recording of all production activities, including raw material receipt logs, batch production records, and distribution records. Although the 7 participants initially had difficulty getting used to the routine documentation, all participants were eventually able to integrate this practice into their daily operations after intensive mentoring (Abutabenjeh & Jaradat, 2018). Another important aspect is the change in supplier management and supply chain, where participants report that they have become more selective in choosing suppliers, prioritizing suppliers who can provide halal-certified raw materials.

Table 1: Demographic Profile of UMKM Participants

Type of Business	Number of Participants	Years of Operation
Snack Food Production	6	1-5 years
Catering Services	4	2-7 years
Traditional Beverages	3	1-4 years
Processed Food	2	3-6 years

The third theme identified is the impact of halal certification on increasing consumer confidence and expanding market access for MSME products. The findings show that although in the study period only a fraction of the participants had completed the full certification process, the anticipatory effects of participation in the program and communication about efforts towards halal certification have resulted in a positive response from consumers. All participants reported an increase in inquiries from consumers about the halal status of their products after they

communicated their involvement in the halal certification program. Some participants installed signage at the place of business or included information in the halal certification process on the packaging, which turned out to be appreciated by consumers. The data also reveals that halal certification opens access to previously hard-to-reach market segments. Five participants reported that they began receiving orders from mosques, Islamic schools, and other religious institutions that required halal certification or at least proof of efforts toward certification. The geographical expansion of the market was also reported by several participants who took advantage of the online marketplace, by including information about the halal certification process in the product description, they experienced an increase in sales reach to other cities in Java and even outside Java.

The fourth theme identified is strengthening the institutional capacity of MSMEs and its implications for long-term business sustainability. The findings show that the halal certification program serves as a catalyst for broader capacity development, going beyond the halal aspect of the product alone. The halal certification preparation process requires MSMEs to develop a more structured and formalized management system. Participants reported that they began to implement modern management practices, including more systematic financial record-keeping, inventory management, and quality control. This transformation is not necessarily a direct requirement of halal certification, but it emerges as a logical consequence of increased awareness of the importance of systems and documentation. Another aspect of institutional strengthening is the formalization of human resources, where some participants who hire employees begin to implement formal training and SOPs to ensure consistency of quality and compliance with halal standards. This program also strengthens social cohesion and mutual support among MSME actors, the formation of social capital is an important asset for business sustainability, providing a network to share resources, information, and emotional support in facing business challenges.

Discussion

The findings of the study illuminate the complexity of the mechanism for empowering MSMEs through the Halal certification education and assistance program. The four themes identified collectively represent a multidimensional transformation that goes beyond mere acquisition of technical knowledge, encompassing fundamental paradigm shifts, practices, and institutional capacities. This transformation occurs through an experiential, dialogical, and embedded learning process in the practical context of MSME operations. The transformation of halal literacy documented in this study reflects the process of consciousnessization as conceptualized in empowerment theory (Kesuma et al., 2024). MSME actors not only obtain information about the technical requirements of halal certification, but also experience a fundamental shift in how they understand and interpret the concept of halal in the context of their business (Siregar et al., 2025). This process is consistent with the findings of Nurhasanah and Mulyani (2019) who identify that a comprehensive understanding of the halal assurance system is an important predictor for the successful implementation of certification (Lestari et al., 2023). The reconstruction of production practices documented in this study shows that halal certification functions as a driver for the modernization and standardization of MSME operations. This finding expands the understanding of Hidayat and Siswanto's (2021) study by demonstrating that standardization is not only technical compliance, but also triggers cultural change in business organizations. The development of SOPs, documentation systems, and formalization of work practices represent a transition from tacit knowledge-based informal modes of operation to explicit and transferable systems. This transformation has significant implications for business scalability and sustainability.

The increase in consumer confidence and the documented expansion of market access confirm the argument of Abdullah and Rahman (2020) about the premium market associated with halal

certification(S. M. Amin et al., 2025). However, the findings of this study reveal a dimension that has not been explored before, namely the anticipatory effects of participation in the certification process even before a formal certificate is obtained. This phenomenon indicates that the value of halal certification lies not only in the formal symbolism of the certificate, but also in the signaling about the commitment and integrity of the producer. In the context of asymmetric information between producers and consumers, participation in certification programs serves as a credible signal that reduces perceived consumer risk(Gunawan et al., 2023). These findings contribute to the literature on trust building in the context of MSMEs, where personal reputation and transparency of the production process play a crucial role in establishing credibility. The strengthening of institutional capacity identified in this study represents a significant spillover effect of the halal certification program. These findings resonate with a theoretical perspective that views empowerment as a holistic process that results in transformation beyond the immediate goals of the program.

This research makes theoretical contributions in several areas. First, the research expands the understanding of empowerment mechanisms in the context of MSMEs by demonstrating the importance of an integrated approach that combines formal education, practical mentoring, and peer support. The findings confirm and enrich the theory of community empowerment by identifying specific conditions that facilitate sustainable transformation. Second, the research contributes to the literature on certification and standardization in MSMEs by revealing that the value of certification goes beyond formal functions as a quality signal. Halal certification, in the context studied, functions as a catalyst for organizational development, triggering system formalization, capacity building, and cultural change that contributes to the professionalization of MSMEs. Third, the research provides insight into the importance of contextual embeddedness of empowerment programs, where the success of the program is inseparable from the active role of the village government and the creation of an enabling environment that supports implementation.

Table 1: Key Findings



From a practical perspective, the research findings provide several strategic recommendations for the design and implementation of MSME empowerment programs. First, educational programs must be designed with the principle of adult learning that recognizes that MSME actors are experienced learners with specific and contextual learning needs. Learning methods that are participatory, problem-based, and directly applicable to business situations have proven to be more effective than conventional didactic approaches. Second, intensive and ongoing mentoring is a critical component that cannot be ignored, where mentoring provides a scaffolding that facilitates the application of knowledge in the specific context of each venture. Third, the creation of peer support networks and communities of practice should be an integral component of the empowerment program. Fourth, empowerment programs must be designed with a realistic time horizon, recognizing that sustainable transformation takes time. Fifth, local governments play a strategic role in creating an enabling environment for program implementation, where administrative support, facilitation of coordination with external stakeholders, and provision of supporting infrastructure are important contributions that can significantly enhance program effectiveness.

Conclusion

This study examines the strategy of empowering MSMEs through halal certification education and assistance programs in Ambarketawang Village, Gamping District, Sleman Regency, Special Region of Yogyakarta. Through a qualitative approach with a case study design involving 15 MSME actors participating in the program, the research revealed four key findings. First, the program has succeeded in transforming the halal literacy of MSME actors from an intuitive and simplistic understanding to a systematic and comprehensive understanding of the halal assurance system. Second, the halal certification process triggers a fundamental reconstruction of production practices, including infrastructure modifications, the development of SOPs, the implementation of documentation systems, and the formalization of supply chain management. Third, participation in halal certification programs increases consumer confidence and opens access to previously unaffordable market segments and geographies. Fourth, the program contributes to strengthening the institutional capacity of MSMEs that go beyond the halal aspects of products, including the development of management systems, human capital, and social capital that support long-term business sustainability. Theoretically, this study broadens the understanding of MSME empowerment mechanisms by demonstrating the importance of an integrative approach that combines formal education, intensive practical mentoring, and the creation of a community of practice. Practically, the research provides MSME empowerment stakeholders with actionable insights on effective program design and implementation. Future research may explore longitudinal studies that track the development of MSMEs participating in the program over a longer period, comparative research that examines halal certification programs in various geographical contexts, and studies that integrate consumer perspectives more comprehensively to enrich understanding of the MSME empowerment ecosystem.

References

- Abutabenjeh, S., & Jaradat, R. (2018). Clarification of research design, research methods, and research methodology: A guide for public administration researchers and practitioners. *Teaching Public Administration*, 36(3), 237–258. <https://doi.org/10.1177/0144739418775787>

- Achjar, K. A. H., Rusliyadi, M., Zaenurrosyid, A., Rumata, N. A., & ... (2023). *Metode penelitian kualitatif: Panduan praktis untuk analisis data kualitatif dan studi kasus*. books.google.com.
<https://books.google.com/books?hl=en&lr=&id=yp7NEAAQBAJ&oi=fnd&pg=PA43&dq=metodologi+penelitian+suhasimi+creswell+sugiyono+par&ots=E58SwRtPGc&sig=MV3S1eNAOI2syCCIRGL4iWlrDTc>
- Afandi, M. Y., Yusfiarto, R., Rusydiana, A. S., & ... (2025). NGOs and the development of Islamic entrepreneurship: enhancing absorptive capacity innovation, and performance through an institutional lens. ... *and Business*
<https://doi.org/10.1108/JIABR-02-2025-0105/1301362>
- Ahmad, M. M. S., Yusnita, T., & ... (2024). Urban Economic Empowerment Strategy Based on a Business Model Canvas: Case Study of the ZCHICKEN Empowerment Program by BAZNAS. *Review of Islamic*
<https://ejournal.upi.edu/index.php/rrief/article/view/67804>
- Amin, H., Panggi, F., Shaikh, I. M., & Abduh, M. (2024). Waqif preference of waqf-based qardhul hassan financing in Malaysia using a maqāsid approach. ... *Accounting and Business* <https://doi.org/10.1108/JIABR-02-2023-0054>
- Amin, S. M., Nadirah, S., & Idris, I. (2025). Penguatan Karakter Keislaman melalui Pembelajaran PAI dalam Kurikulum Merdeka: Kajian Literatur. *Didaktika: Jurnal Kependidikan*. <https://jurnaldidaktika.org/contents/article/view/2281>
- Anggito, A., & Setiawan, J. (2018). *Metodologi penelitian kualitatif*. books.google.com.
https://books.google.com/books?hl=en&lr=&id=59V8DwAAQBAJ&oi=fnd&pg=PP1&dq=metodologi+penelitian+suhasimi+creswell+sugiyono+par&ots=5ldAuzfrIt&sig=ZgkF61Z7ku-kdqJB5J_yGYNffAA
- Ardyan, E., Boari, Y., Akhmad, A., Yuliyani, L., Hildawati, H., & ... (2023). *Metode Penelitian Kualitatif dan Kuantitatif: Pendekatan Metode Kualitatif dan Kuantitatif di Berbagai Bidang*. books.google.com.
https://books.google.com/books?hl=en&lr=&id=A8LmEAAQBAJ&oi=fnd&pg=PA40&dq=metodologi+penelitian+suhasimi+creswell+sugiyono+par&ots=em80Pgn_wa&sig=NOulgrghHml3EpY17lxW0qz3FF4
- Azizah, N., Salam, A. N., & Arifin, A. Z. (2023). Model design of sociopreneurship: halal based-development of micro, small and medium enterprises through zakat institutions. In *ISRA international journal of* savearchive.zbw.eu.
https://savearchive.zbw.eu/bitstream/11159/703273/1/1915770637_0.pdf
- Çikıryel, B., & Azrak, T. (2023). *The Islamic finance industry: issues and challenges*. books.google.com.
https://books.google.com/books?hl=en&lr=&id=jHu3EAAQBAJ&oi=fnd&pg=PA1926&dq=strategies+for+empowering+micro+small+and+medium+enterprises+msmes+through+halal+certification+education+and+assistance+to+improve+product+quality+and+consumer+trust+a+case+study+on+msmes+in+the+special+region+of+yogyakarta&ots=jKxV_vlgCe&sig=tT-Dd85SC6DoQO4QJXjobzQw0l4

- Deykha Aguilika, Muh. Syarif, Muhammad Ersya Faraby, & Yudha Dwi Putra Negara. (2024). Pendampingan Sertifikasi Produk Halal bagi Pelaku Usaha Mikro dan Kecil di Desa Tanjung. *Keris: Journal of Community Engagement*, 4(1), 75–87. <https://doi.org/10.55352/keris.v4i1.737>
- Fajarika, D., Trapsilawati, F., & ... (2024). Influential factors of small and medium-sized enterprises growth across developed and developing countries: A systematic literature review. ... of *Engineering Business* <https://doi.org/10.1177/18479790241258097>
- Fathoni, M. A., Priyatno, P. D., Wiryanto, F. S., & ... (2025). Unlocking barriers and strategies of halal certification for micro and small enterprises in Indonesia: Analytic network process approach. ... and *Perspectives in* <https://search.proquest.com/openview/f95411bcac3648dabb839029b042dc13/1?pq-origsite=gscholar&cbl=4368393>
- Fridayani, H. D., Hakim, M. L., Hanif, N. A., & ... (2024). Indonesian MSMEs toward the global market: challenges and future agenda planning. *Available at SSRN* https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4783792
- Gunawan, S., Suhartono, M. J., & ... (2023). Planned Granulated Palm Sugar Business Development as a Program to Strengthen the Economy of Hargotirto Village Kulon Progo. ... *Education* <http://conference.loupiasconference.org/index.php/icoissee3/article/view/363>
- Harsanto, B., Farras, J. I., Firmansyah, E. A., Pradana, M., & ... (2024). Digital technology 4.0 on halal supply chain: a systematic review. In *Logistics*. mdpi.com. <https://www.mdpi.com/2305-6290/8/1/21>
- Hermawan, I., & Pd, M. (2019). *Metodologi penelitian pendidikan (kualitatif, kuantitatif dan mixed method)*. books.google.com. <https://books.google.com/books?hl=en&lr=&id=Vja4DwAAQBAJ&oi=fnd&pg=PA5&dq=metodologi+penelitian+suhasimi+creswell+sugiyono+par&ots=XwFpo2X1ou&sig=QCId0WaOAYamqJZkDT4dCbeHYFk>
- Ibrahim, M. B., Sari, F. P., Kharisma, L. P. I., Kertati, I., Artawan, P., & ... (2023). *Metode Penelitian Berbagai Bidang Keilmuan (Panduan & Referensi)*. books.google.com. https://books.google.com/books?hl=en&lr=&id=OCW2EAAAQBAJ&oi=fnd&pg=PP1&dq=metodologi+penelitian+suhasimi+creswell+sugiyono+par&ots=XrI_F-ulee&sig=ZhDw_kJA2-DSfoKd8RgFE4Occ-8
- Kanivia, A., Utami, H. T., Susilowati, D., & Soedirman, U. J. (2025). *Edukasi sertifikasi halal MUI untuk meningkatkan nilai jual produk pada UMKM binaan UCIC*. 5(1), 55–64.
- Kesuma, A. R., Iqbal, R., Saswiyati, E., & ... (2024). Eco-halal literacy in slaughter waste management: Implications for environmental health of the ASEAN livestock industry. In *The 4th International* researchgate.net. https://www.researchgate.net/profile/Chandra-Satria/publication/393684062_Influence_Green_Product_and_Green_Advertising_o

- n_The_Decision_to_Purchase_Alfaone_Packaged_Drinking_Water_AMDK_154_Case_Study_at_PT_Tirta_Osmosis_Sampurna_in_Palembang_City/links/6875ad283c12dc437a3ebc4d/Influence-Green-Product-and-Green-Advertising-on-The-Decision-to-Purchase-Alfaone-Packaged-Drinking-Water-AMDK-154-Case-Study-at-PT-Tirta-Osmosis-Sampurna-in-Palembang-City.pdf#page=90
- Lestari, V. N. S., Hidayatulloh, T., & ... (2023). THE IMPORTANCE OF MSME ASSISTANCE (MICRO SMALL MEDIUM ENTERPRISES) IN GARUT, WEST JAVA. In ... *BOOK OF THE* repository.uinfasbengkulu.ac.id. <http://repository.uinfasbengkulu.ac.id/2465/1/BookChapter.pdf#page=201>
- Marzuki, M. M., Majid, W., & Rosman, R. (2023). Corporate social responsibility and Islamic social finance impact on banking sustainability post-COVID-19 pandemic. In *Heliyon*. cell.com. [https://www.cell.com/heliyon/fulltext/S2405-8440\(23\)07709-5?uuid=uuid%3Af12fa7a2-6f96-49fd-aa2a-de1ca83f936f](https://www.cell.com/heliyon/fulltext/S2405-8440(23)07709-5?uuid=uuid%3Af12fa7a2-6f96-49fd-aa2a-de1ca83f936f)
- Menne, F., Mardjuni, S., Yusuf, M., Ruslan, M., Arifuddin, A., & ... (2023). Sharia economy, islamic financial performance and factors that influence It—Evidence from Indonesia. In *Economies*. mdpi.com. <https://www.mdpi.com/2227-7099/11/4/111>
- Mujiatun, S., Trianto, B., Cahyono, E. F., & ... (2025). The effects of Islamic financial literacy on entrepreneurial venture performance and halal tourism ecosystem development. ... *Business and Enterprise* <https://doi.org/10.1108/JSBED-03-2023-0108/1275022>
- Nareswari, A. Z. (2025). Integrasi Teknologi Informasi Dalam Kurikulum Pendidikan Agama Islam di Indonesia; Pendekatan Teori Difusi Inovasi M. Rogers. *IHSAN: Jurnal Pendidikan* <http://ejournal.yayasanpendidikandzurriyatulquran.id/index.php/ihsan/article/view/437>
- Nofrizal, N., Sucherly, S., Juju, U., Suryana, P., & ... (2024). News discovery marketing strategy SMEs with entrepreneurial concept. ... *Foodservice Business* <https://doi.org/10.1080/15378020.2024.2383805>
- Nurjanah, A., Prawoto, N., & Ramdana, I. (2023). Implementing Islamic concept on CSR program of Pertamina in Yogyakarta. In *Jurnal Studi Komunikasi*. scholar.archive.org. <https://scholar.archive.org/work/vjk6w6vd6vejlhz2cuvlbbue3a/access/wayback/http://ejournal.unitomo.ac.id/index.php/jsk/article/download/6872/3471>
- Pujiastuti, Y., Mustaniroh, S. A., & ... (2024). Analysis of the Institutional Risk of The Halal Supply Chain in The Potato Chips Micro Scale using The SCOR Methods. *IOP Conference Series* <https://doi.org/10.1088/1755-1315/1358/1/012034>
- Putri, N. E., Andriansyah, Y., & Badjie, F. (2023). Product development strategies in Yogyakarta's Muslim fashion industry: Innovation and ethics. *Journal of Islamic Economics* <https://journal.uui.ac.id/JIELariba/article/view/30383>
- Rejeb, A., Rejeb, K., Simske, S., & Keogh, J. G. (2023). Exploring blockchain research in supply chain management: A latent Dirichlet allocation-driven systematic review. In

Information. mdpi.com. <https://www.mdpi.com/2078-2489/14/10/557>

- Rocha, A. C., Silva, M., & Duarte, C. (2022). How is sexuality education for adolescents evaluated? A systematic review based on the Context, Input, Process and Product (CIPP) model. *Sex Education*. <https://doi.org/10.1080/14681811.2021.1908984>
- Siddiqui, S. A., Adli, D. N., Nugraha, W. S., Yudhistira, B., & ... (2024). Social, ethical, environmental, economic and technological aspects of rabbit meat production-A critical review. In *Heliyon*. cell.com. [https://www.cell.com/heliyon/fulltext/S2405-8440\(24\)05666-4](https://www.cell.com/heliyon/fulltext/S2405-8440(24)05666-4)
- Siregar, R., Ramadhan, M., & Kamilah, K. (2025). Enhancing financial performance of halal MSMEs through intellectual capital and business sustainability in Medan City, Indonesia. *Journal of Islamic Economics* <https://journal.uui.ac.id/JIELariba/article/view/39655>
- Sudarsono, S., Muadin, A., & ... (2024). Green Pesantren Leadership: Shaping a Moderate Society for Environmental Conservation. *Idarah: Jurnal* <https://journal.iainhokseumawe.ac.id/index.php/idarah/article/view/1381>
- Syamsurrijal, M., Nurmandi, A., Jubba, H., & ... (2023). From decision making to practice: Economic growth on Halal tourism policies based on Sharia regulation in Lombok, Indonesia. *Journal of* <https://search.proquest.com/openview/9a1d888ea3fed5434a0df6463ffb91a1/1?pq-origsite=gscholar&cbl=466419>
- Syarif, M. F., & Aysan, A. F. (2024). Sharia crowdfunding in Indonesia: a regulatory environment perspective. *Journal of Science and Technology Policy* <https://doi.org/10.1108/jstpm-07-2023-0108>
- Taufik, N. F. (2024). Sertifikasi Produk Halal MUI Sebagai Strategi Pembangunan Ekonomi Masyarakat Indonesia Ditinjau dengan Teori Hukum Pembangunan Mochtar In *Interdisciplinary Explorations in Research Journal*. shariajournal.com. <https://www.shariajournal.com/index.php/IERJ/article/download/448/167>
- Untung, U. A. N. (2021). Perspektif Eksploitasi dan Konservasi dalam Pengelolaan Sumber Daya Perikanan Indonesia. *Majalah Media Perencana*. <https://mediaperencana.perencanapembangunan.or.id/index.php/mmp/article/view/20>
- W., C. J. (2016). *Research design pendekatan kualitatif, kuantitatif dan campuran*.

Paper Acceptance Letter

Manuscript submitted to At Turots: Jurnal Pendidikan Islam

Website: <https://journal.stitmadani.ac.id/index.php/JPI/index>

Dear Author,

السلام عليكم ورحمة الله وبركاته

On behalf of the committee of At Turots: Jurnal Pendidikan Islam (Islamic Education Journal), I am glad to inform you that your manuscript:

Title : Strategies for empowering micro, small, and medium enterprises (msmes) through halal certification education and assistance to improve product quality and consumer trust: a case study on msme in the special region of Yogyakarta

Author and Affiliation :
1. Hanif Cahyo Adi Kistoro, Universitas Ahmad Dahlan, Yogyakarta, Indonesia
2. Elfi Yuliani Rochmah, UIN Kiai Ageng Muhammad Besari Ponorogo, Indonesia
3. Rubini, STAI Terpadu Yogyakarta, Indonesia

Has been Accepted to be published in At Turots: Jurnal Pendidikan Islam **Vol. 8 No. 1, Juni 2026.**

Congratulation!

At Turots: Jurnal Pendidikan Islam is accredited by the Decree of the Director General of Higher Education, Research, and Technology, Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia No. 10/C/C3.DT.05.00/2025, (SINTA 3). At Turots: Jurnal Pendidikan Islam (ISSN: 2747089X) is a journal published by Lembaga Penelitian dan Pengabdian Masyarakat Sekolah Tinggi Ilmu Tarbiyah Madani Yogyakarta.

والسلام عليكم ورحمة الله وبركاته

Bantul, 23th November 2025

Publishing Director

At Turots
JURNAL PENDIDIKAN ISLAM

Suhartono



Office:

Lembaga Penelitian dan Pengabdian Masyarakat
Sekolah Tinggi Ilmu Tarbiyah Madani Yogyakarta