

ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) implementasi sertifikasi halal oleh pelaku usaha di kawasan Tugu Keris Siginjai, (2) dampak kepemilikan sertifikat halal terhadap pengembangan usaha para pedagang, dan (3) persepsi pelaku usaha terhadap kewajiban sertifikasi halal. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi lapangan. Informan dalam penelitian ini meliputi pedagang kaki lima di Tugu Keris Siginjai Kota Jambi, serta pihak terkait dari Kementerian Agama dan Dinas Perindustrian dan Perdagangan Kota Jambi. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Analisis data dilakukan dengan tahapan reduksi data, penyajian data, serta penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi sertifikasi halal di kalangan pedagang telah mulai dijalankan seiring dengan adanya program Sertifikasi Halal Gratis dari BPJPH. Meski demikian, sebagian pedagang masih mengalami kendala dalam memahami prosedur dan syarat administrasi. Sertifikasi halal memberikan dampak positif terhadap pengembangan usaha, seperti meningkatnya kepercayaan konsumen dan perluasan akses pasar. Persepsi pelaku usaha terhadap kewajiban sertifikasi halal mengalami pergeseran dari anggapan sebagai beban administratif menjadi peluang strategis untuk peningkatan profesionalisme dan daya saing usaha. Oleh karena itu, dukungan pemerintah dan sinergi lintas sektor sangat diperlukan guna memperluas jangkauan implementasi sertifikasi halal, khususnya bagi pelaku UMKM di sektor kuliner.

Kata Kunci: Persepsi, Pelaku Usaha, Sertifikasi Halal, UMKM, Tugu Keris Siginjai

ABSTRACT

This study aims to find out: (1) the implementation of halal certification by business actors in the Tugu Keris Siginjai area, (2) the impact of halal certificate ownership on the business development of traders, and (3) the perception of business actors towards halal certification obligations. This study uses a qualitative method with a field study approach. The informants in this study include street vendors at the Siginjai Keris Monument, Jambi City, as well as related parties from the Ministry of Religion and the Jambi City Industry and Trade Office. Data collection techniques are carried out through observation, in-depth interviews, and documentation. Data analysis is carried out in the stages of data reduction, data presentation, and conclusion drawn.

The results of the study show that the implementation of halal certification among traders has begun to be carried out in line with the Free Halal Certification program from BPJPH. However, some traders still experience obstacles in understanding administrative procedures and requirements. Halal certification has a positive impact on business development, such as increasing consumer confidence and expanding market access. Business actors' perception of halal certification obligations has shifted from being considered an administrative burden to a strategic opportunity to improve professionalism and business competitiveness. Therefore, government support and cross-sector synergy are needed to expand the reach of halal certification implementation, especially for MSME actors in the culinary sector.

Keywords: Perception, Business Actors, Halal Certification, MSMEs, Tugu Keris Siginjai