

ABSTRAK

Pendampingan proses produk halal pada usaha mikro kecil (UMK) merupakan upaya penting dalam membantu pelaku usaha memahami standar halal, meningkatkan kualitas produksi, serta memperkuat daya saing di pasar. Sertifikasi halal tidak hanya berfungsi sebagai bentuk kepatuhan terhadap syariat Islam, tetapi juga menjadi instrumen strategis dalam membangun kepercayaan konsumen dan memperluas peluang pemasaran. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi pada UMK di Kelurahan Olak Kemang. Hasil penelitian menunjukkan bahwa pendampingan memberikan pengaruh positif, di antaranya peningkatan pengetahuan pelaku UMK mengenai prosedur halal, perbaikan sistem manajemen produksi, serta penguatan citra usaha setelah memperoleh sertifikat halal. Dampak yang dirasakan tidak hanya berupa bertambahnya kepercayaan konsumen, tetapi juga motivasi dan rasa percaya diri pelaku usaha dalam mengembangkan produk. Meski demikian, ditemukan pula kendala berupa keterbatasan sumber daya manusia, biaya produksi yang relatif tinggi, serta tantangan dalam menjaga konsistensi penerapan standar halal. Kondisi ini menegaskan perlunya pendampingan berkelanjutan, dukungan pemerintah, dan peningkatan kesadaran pelaku UMK agar manfaat sertifikasi halal dapat dioptimalkan dan memberi dampak nyata bagi keberlangsungan usaha.

Kata kunci: pendampingan, produk halal, sertifikat halal, UMK, Olak Kemang

ABSTRACT

Halal product assistance for micro and small enterprises (MSEs) plays a crucial role in helping entrepreneurs understand halal standards, improve production quality, and strengthen competitiveness in the market. Halal certification functions not only as compliance with Islamic law but also as a strategic instrument to build consumer trust and expand marketing opportunities. This research employed a descriptive qualitative method with data collected through interviews, observations, and documentation involving MSEs in Olak Kemang Sub-district. The findings indicate that the assistance program had a positive impact, including enhanced knowledge of halal procedures, improvements in production management systems, and a stronger business image after obtaining halal certification. The benefits were reflected not only in greater consumer confidence but also in the increased motivation and self-confidence of entrepreneurs in developing their products. Nevertheless, several challenges remain, such as limited human resources, relatively high production costs, and difficulties in maintaining consistent compliance with halal standards. These findings highlight the need for continuous assistance, government support, and greater awareness among MSEs to optimize the benefits of halal certification and ensure its sustainable impact on business development.

Keywords: *assistance, halal product, halal certification, MSEs, Olak Kemang*