

Article

Halal Certification for MSMEs in Indonesia Toward the 2026 Mandatory Halal Phase: A Systematic Literature Review on Literacy, Digitalization, and Competitiveness

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Abstract: The mandatory halal certification agenda for Indonesian micro, small, and medium enterprises (MSMEs) is no longer merely a regulatory issue. Toward the October 2026 implementation phase, halal certification needs to be examined as a mechanism for strengthening halal literacy, digital readiness, institutional assistance, and business competitiveness. This article aims to synthesize recent studies on halal certification among Indonesian MSMEs by focusing on three interrelated issues: halal literacy, the digitalization of certification services, and MSME competitiveness. This study applies a systematic literature review using the PRISMA 2020 reporting logic. Literature was searched through Google Scholar, Garuda, DOAJ, Crossref/Dimensions-indexed metadata, SINTA journal portals, and official regulatory sources. From 99 initial records, 24 main articles published between 2020 and 2026 were included in the thematic synthesis. The findings show that halal certification barriers are concentrated in three layers. First, MSME halal literacy remains uneven, especially in procedural readiness, documentation, halal production processes, and post-certification obligations. Second, digital certification systems can improve service efficiency, but they may also create access gaps for MSMEs with weak digital and administrative capacity. Third, halal certification can strengthen consumer trust and market legitimacy, but its effect on competitiveness is not automatic; it depends on product quality, packaging, digital marketing, distribution, and institutional support. This article contributes an integrative framework that positions halal certification as a capability-building process rather than a mere compliance instrument.

Keywords: halal certification; MSMEs; halal literacy; digitalization; competitiveness; systematic literature review.

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1. Introduction

Halal certification is an important instrument in the development of the Islamic economy and consumer protection governance in Indonesia. In recent developments, halal is no longer understood only as a normative religious obligation, but also as a production standard, a quality assurance system, a form of legal certainty, and a strategy for strengthening business competitiveness. A halal product is not determined solely by the materials used, but also by the processes of processing, storage, packaging, distribution, sales, and serving. Therefore, halal must be understood as a product governance system, not merely as a label attached to packaging.

Regulatorily, the obligation of halal certification in Indonesia is strengthened through Law Number 33 of 2014 concerning Halal Product Assurance and Government Regulation

Number 42 of 2024 concerning the Implementation of Halal Product Assurance. These regulations affirm that products entering, circulating, and being traded within Indonesian territory must be halal certified, except for products derived from prohibited materials and clearly labeled as non-halal [1]. BPJPH also states that the phasing of mandatory halal certification for food products, beverages, slaughtered products, and slaughtering services produced by micro and small enterprises is directed toward the October 2026 deadline [2]. This provision makes 2026 a crucial momentum for accelerating halal certification among MSMEs.

MSMEs occupy a strategic position in the national halal ecosystem because they are the main producers of various food and beverage products consumed by the public in everyday life. However, this strategic position has not always been accompanied by certification readiness. MSME actors still face limited halal literacy, weak administrative records, perceptions of high costs, incomplete legal documents, limited digital literacy, and unequal access to assistance. Yuanitasari et al. show that the digitalization of halal certification for micro and small enterprises still encounters manual administration, low technological understanding, and the perception that halal certification is relevant only for more established businesses [3].

The digitalization of halal certification services has become one strategy for acceleration. Digital systems enable registration, document uploading, monitoring, and verification to be carried out more efficiently. However, digitalization does not automatically produce inclusion. Syarofi and Syam emphasize that the digital transformation of halal certification must be accompanied by technological education and training because some MSMEs do not yet have adequate digital readiness [4]. Without proper supervision, digitalization can widen the gap between MSMEs that already possess administrative and digital capacity and small MSMEs that most need assistance.

On the other hand, halal certification is often assumed to improve MSME competitiveness. The halal label can strengthen consumers' sense of security, increase market trust, and provide product legitimacy. Pradana et al. show that consumer attitudes toward halal labels influence purchasing decisions for MSME culinary products [5]. Fahmi et al. further state that halal labels and digital marketing influence purchasing decisions, with brand image serving as an important variable [6]. Nevertheless, the claim that halal certification automatically improves competitiveness needs to be examined critically. Competitiveness is determined not only by certification, but also by product quality, price, packaging, distribution, digital promotion, service, and market access.

Based on this background, this article conducts a systematic literature review on halal certification for MSMEs in Indonesia toward the 2026 mandatory halal phase. The review focuses on three research questions: (1) how does the literature explain the problem of halal literacy among Indonesian MSMEs? (2) how is the digitalization of halal certification positioned as both an opportunity and a challenge for MSMEs? and (3) how does the literature explain the relationship between halal certification and MSME competitiveness? These questions are important because halal certification should not be examined merely as a legal obligation, but also as a process of business capacity transformation.

The contribution of this article lies in the development of an integrative framework that connects halal literacy, digital readiness, institutional assistance, self-declare certification, and MSME competitiveness. Unlike studies that position halal certification only as regulatory compliance, this article positions halal certification as a capability-building process. From this perspective, the success of the 2026 mandatory halal phase should not be measured only by the number of certificates issued, but also by the extent to which halal certification strengthens production capacity, consumer trust, and the business sustainability of MSMEs.

2. Research Method

This study uses the systematic literature review (SLR) method to identify, select, evaluate, and synthesize literature on halal certification for MSMEs in Indonesia. SLR was selected because it can present a systematic and transparent mapping of knowledge. The review process follows the PRISMA 2020 reporting logic, which includes article identification, screening, eligibility assessment, and inclusion [7]. In this article, PRISMA is used as a reporting framework so that the literature selection process can be traced and replicated, although the topic examined lies at the intersection of Islamic economics, public policy, and MSMEs.

The literature search was conducted on July 1, 2026, covering publications from 2020 to 2026. This time span was selected because it is directly related to developments in Halal Product Assurance policy and the phasing of the 2026 mandatory halal agenda. The search sources included Google Scholar, Garuda Kemdikbud, DOAJ, Crossref/Dimensions-indexed metadata, accredited national journal portals in SINTA, and official BPJPH and JDIH/BPK documents. Regulatory documents were used as policy context, not as main articles in the thematic synthesis.

Table 1. Literature Search Strategy.

Component	Description
Database/source	Google Scholar, Garuda, DOAJ, Crossref/Dimensions, SINTA journal portals, BPJPH, and JDIH/BPK.
Year range	2020-2026, with limited exceptions for key methodological references.
Indonesian keywords	“sertifikasi halal UMKM”, “literasi halal UMKM”, “digitalisasi sertifikasi halal”, “self declare halal UMKM”, “label halal keputusan pembelian UMKM”, “sertifikasi halal daya saing UMKM”, and “wajib halal 2026 UMKM”.
English keywords	“halal certification MSMEs Indonesia”, “halal literacy MSMEs”, “digital halal certification SMEs”, “self-declare halal certification MSMEs”, “halal label purchase decision MSMEs”, and “halal certification competitiveness MSMEs”.
Main Boolean string	(“halal certification” OR “sertifikasi halal” OR “halal label” OR “label halal”) AND (“MSMEs” OR “SMEs” OR “UMKM” OR “usaha mikro kecil”) AND (“Indonesia”) AND (“literacy” OR “literasi” OR “digitalization” OR “self declare” OR “competitiveness” OR “daya saing”).

Inclusion and exclusion criteria were established to ensure that the analyzed articles were relevant to the focus of the study. Included articles were those that directly discussed halal certification, halal labels, halal literacy, digitalization of certification, self-declare schemes, halal assistance, purchasing decisions, market access, or MSME competitiveness in the Indonesian context. Popular articles, news reports, service promotions, unpublished undergraduate theses or master's theses, and articles without adequate methods or academic metadata were excluded from the review corpus.

Table 2. Inclusion and Exclusion Criteria.

Inclusion Criteria	Exclusion Criteria
Discusses halal certification, halal labels, halal literacy, certification digitalization, self-declare schemes, halal assistance, purchasing decisions, market access, or MSME competitiveness.	Does not discuss MSMEs, micro enterprises, small enterprises, or small-medium business actors.
Has an Indonesian context or direct relevance to Indonesian MSMEs.	Discusses the halal industry in general without a connection to MSME halal certification.
Published between 2020 and 2026 and available in full text or with adequate academic metadata.	News, popular opinions, blog articles, service promotions, or academic works not published as journal articles/proceedings.
Relevant to at least one focus: literacy, digitalization, self-declare, assistance, or competitiveness.	Does not have a clear research method or does not provide findings that can be synthesized.

The selection process was carried out in four stages. The first stage was the identification of literature records from various sources. The second stage was duplicate removal. The third stage was title and abstract screening to assess initial relevance. The fourth stage was full-text and academic metadata eligibility assessment to ensure conformity with the inclusion criteria. The final selection resulted in 24 main articles and three supporting documents, namely BPJPH documents, Government Regulation Number 42 of 2024, and PRISMA 2020.

Table 3. Summary of Literature Selection Based on PRISMA.

Selection Stage	Number	Description
Records identified from databases and scientific sources	99	Google Scholar, Garuda, DOAJ, Crossref/Dimensions, SINTA portals, and official sources.
Duplicates removed	18	Articles appearing in more than one source.
Unique records after duplicates were removed	81	Entered the title and abstract screening stage.
Records excluded during screening	45	Not relevant to MSMEs, halal certification, literacy, digitalization, self-declare schemes, or competitiveness.
Articles entering full-text/metadata eligibility stage	36	Read further to assess focus, method, and contribution.
Articles excluded during eligibility assessment	12	Unclear method, overly general focus, insufficient academic quality, or no direct relevance.
Main articles analyzed	24	Served as the main corpus for thematic synthesis.
Supporting documents	3	BPJPH, Government Regulation Number 42 of 2024, and PRISMA 2020.

Data analysis was conducted through thematic synthesis. Each article was extracted based on article identity, publication type, research focus, method, object of study, main findings, and contribution to the issues of literacy, digitalization, self-declare certification, assistance, or competitiveness. The findings across articles were then compared to identify patterns of support, differences, and research gaps. This approach was used so that the review would not stop at a descriptive summary, but would produce a critical reading of MSME readiness in facing the 2026 mandatory halal phase.

3. Results and Discussion

3.1 Characteristics of the Analyzed Literature

Of the 24 main articles analyzed, the literature on halal certification for MSMEs in Indonesia can be grouped into five major themes: halal literacy and procedural readiness, digitalization of halal certification, self-declare certification and halal assistance, MSME competitiveness, and regulation and policy implications. The distribution of themes shows that discussions of halal certification are no longer limited to legal obligations, but have moved toward issues of business capacity, technological access, consumer trust, and market strategy.

The competitiveness theme is the most dominant because many studies connect the halal label with purchasing decisions, brand image, consumer trust, and business growth. However, the dominance of the competitiveness theme must also be read critically because some studies still use indicators of perception or purchase intention rather than more objective indicators of business performance. Meanwhile, the themes of literacy, digitalization, and self-declare certification more frequently highlight implementation barriers at the business-actor level.

Table 4. Thematic Distribution of the Analyzed Articles.

Main Theme	Number of Articles	Focus of Discussion
Halal literacy and procedural readiness	5	Halal knowledge, document readiness, understanding of halal product processes, human resource readiness, and technology adoption.
Digitalization of halal certification	4	SIHALAL, digital administration, digital literacy, user experience, and technological barriers.
Self-declare certification and halal assistance	5	Self-declare scheme, the role of P3H, verification, assistance, and the risk of formalization.
MSME competitiveness	7	Purchasing decisions, brand image, consumer trust, market access, and business growth.
Regulation and policy implications	3	Mandatory halal 2026, consumer protection, legal certainty, and halal product assurance governance.
Total	24	Main corpus of the systematic literature review.

3.2 Halal Literacy as the Foundation of MSME Certification Readiness

The first theme that consistently emerges is halal literacy as the foundation of certification readiness. Halal literacy cannot be reduced to knowledge of what is halal and haram. In the MSME context, halal literacy includes understanding the application procedure, administrative documents, raw materials, production processes, storage, packaging, distribution, and the obligation to maintain halal continuity after the certificate has been issued. In other words, halal literacy is an operational capacity to ensure that products comply with halal standards on an ongoing basis.

Fathoni et al. develop a measurement framework for halal certification literacy among micro and small enterprises that includes the dimensions of knowledge and awareness, procedural readiness, financial capability, human resource competence, and technology adoption [8]. This framework is important because it shifts the discussion of halal literacy from normative knowledge to practical readiness. MSME actors who understand the concept of halal but are unable to prepare documents, record materials, or use digital systems are still not ready to participate effectively in certification.

The literature also shows that some MSME actors still view halal certification as an external obligation rather than a strategic business need. Yuanitasari et al. note that some micro and small business actors still perceive halal certification as more relevant for large businesses or businesses with stable income [3]. This perception reveals a gap between the regulatory message of the state and the understanding of business actors in the field. When certification is viewed as an administrative burden, MSME actors tend to delay application or depend entirely on assistants.

Low halal literacy is also related to weak business administrative order. Halal certification requires business actors to explain materials, production flows, legal documents, and commitments to maintaining halal product processes. MSMEs that are not accustomed to recording materials and production processes are at risk of difficulty in meeting certification requirements. Therefore, halal literacy programs must be directed toward operational literacy, not merely normative socialization. Training needs to include simulations of document completion, identification of critical materials, recording of production processes, use of certification applications, and utilization of halal certificates in market strategy.

From the perspective of Islamic economics, halal literacy has strategic meaning because it relates to consumer protection, transaction honesty, and public benefit. Business actors with good halal literacy do not merely pursue a label, but understand the moral and economic responsibility of maintaining product halalness. Thus, halal literacy becomes the earliest foundation for the success of the 2026 mandatory halal phase.

3.3 Digitalization of Halal Certification: Efficiency and the Risk of Access Gaps

The second theme is the digitalization of halal certification. Digitalization is positioned as a strategy to accelerate and simplify certification services. Through digital systems, business actors can register, upload documents, monitor application status, and access service information more easily. In the context of the very large number of MSMEs, digitalization becomes an important instrument for expanding service coverage.

However, the review findings show that digitalization does not automatically resolve the problems of MSME halal certification. Yuanitasari et al. show that the digitalization of halal certification still faces obstacles in the form of manual administration, limited understanding of information technology, incomplete legal documents, and the mindset of business actors who do not yet see certification as an urgent need [3]. Syarofi and Syam also emphasize that the digital transformation of halal certification becomes effective only when accompanied by technological education and training that are accessible to MSME actors [4].

This finding leads to a critique of digitalization approaches that are too technocratic. Providing a platform is not the same as achieving successful service delivery. From the perspective of MSME actors, the main problem is not only the availability of the system, but also the capacity to use it. MSMEs with stronger digital and administrative capacities will be faster in utilizing services, while MSMEs with limited resources may fall behind. Digitalization without assistance has the potential to create new forms of exclusion.

To make the digitalization of halal certification genuinely inclusive, digital systems need to be designed with simple language, easy-to-understand workflows, clear technical guidance, and local assistance support. Universities, local governments, cooperatives, Islamic community organizations, MSME communities, and Halal Product Process assistants can become bridges between digital systems and the real capacity of business actors. With this model, digitalization becomes not only procedural modernization, but also an instrument for improving MSME capabilities.

Within the framework of Islamic economics, digital efficiency must be accompanied by the principle of equitable access. A fast service that can be used only by more established business groups is not sufficient to support an inclusive halal agenda.

Therefore, the success of halal certification digitalization should be measured not only by the number of online applications, but also by the ability of small MSMEs to complete the certification process independently and sustainably.

3.4 Self-Declare Certification and Halal Assistance

The third theme is the self-declare scheme and the role of halal assistants. Self-declare certification is one acceleration pathway for micro and small business actors whose products meet certain criteria. This scheme is important because it can reduce cost barriers, simplify procedures, and expand certification access. However, self-declare certification should not be understood as an administrative shortcut that is completed merely through a business actor's declaration.

Jamaluddin et al. show that the implementation of self-declare certification still faces problems of halal awareness, socialization, business actors' responses to digital services, and the suboptimal role of stakeholders and Halal Product Process assistants [9]. Nasrudin and Rahmatullah also highlight technical and psychological barriers among culinary MSMEs, including anxiety over hidden costs and difficulty in using digital systems [10]. These findings demonstrate that self-declare certification still requires education, verification, and assistance.

Halal Product Process assistants occupy a strategic position because they connect regulation, digital systems, and the capacity of business actors. Assistants do not only help with document completion, but also explain critical materials, production flows, post-certification obligations, and consequences if business actors fail to maintain halal product processes. Therefore, the quality of assistance becomes a determining factor in whether self-declare certification becomes an inclusive mechanism or merely an administrative formality.

The main risk of self-declare certification is formalization. If this scheme is directed only toward achieving certificate-number targets, halal certificates may become administrative documents without real changes in production governance. This risk can weaken public trust in the halal label. Conversely, if self-declare certification is implemented with strong assistance, clear verification, and post-certification supervision, this scheme can become an instrument of MSME transformation.

An important research gap in this theme concerns the evaluation of halal assistance quality. Many studies still focus on MSMEs' interest in obtaining halal certificates, while fewer studies assess assistant competence, the distribution of assistants across regions, workloads, verification quality, and supervision effectiveness after certificates have been issued. In fact, these aspects determine the long-term credibility of the self-declare scheme.

3.5 Halal Certification and MSME Competitiveness

The fourth theme is the relationship between halal certification and MSME competitiveness. Most of the literature states that halal certification has the potential to strengthen consumer trust, product image, market legitimacy, and business access. In a market with a Muslim-majority consumer base, the halal label can serve as a signal that a product meets sharia standards and is safe for consumption.

Pradana et al. show that consumer attitudes toward halal labels influence purchasing decisions for MSME culinary products [5]. Fahmi et al. also find that halal labels and digital marketing play a role in purchasing decisions for packaged food products produced by MSMEs, with brand image serving as an important variable [6]. These findings indicate that halal certification will be more effective when communicated through packaging, digital promotion, and credible brand narratives.

However, this review also shows that halal certification does not automatically produce improved competitiveness. Competitiveness remains influenced by product quality, price, packaging, distribution, innovation, service, and marketing strategy. A halal certificate can become reputational capital, but that reputation must be converted into

economic value through appropriate business strategies. MSMEs that are halal certified but do not improve product quality and marketing do not necessarily experience increased turnover or market expansion.

Fianto et al. show that business compatibility, government support, and competitive intensity influence MSMEs' behavioral intention to obtain halal certification, while halal knowledge and consumer pressure are not always dominant factors [11]. This finding shows that halal certification is increasingly perceived as a strategic and institutional need, not merely a normative impulse. MSME actors are more likely to pursue certification when it is considered compatible with business needs, supported by policy, and relevant to market competition.

Critically, many studies are still too quick to conclude that halal certification improves competitiveness. Some studies measure competitiveness through perceptions, purchase intention, or purchasing decisions, but few use business performance indicators such as turnover, profitability, repeat purchase frequency, market expansion, access to modern retail, and customer growth. This gap is important because without stronger economic indicators, claims regarding competitiveness impacts may remain normative.

3.6 Integrative Synthesis: Halal Certification as MSME Capacity Transformation

Based on the literature synthesis, the 2026 mandatory halal phase should not be understood merely as an administrative compliance agenda. Halal certification is indeed important as a regulatory obligation, but its strategic impact emerges only when this policy is able to improve literacy, digital readiness, assistance quality, and MSME competitiveness. Thus, the success of the mandatory halal agenda cannot be measured simply by the number of certificates issued [12], [13].

Four main relationships can be drawn from the results of this review. First, halal literacy forms the basis of certification readiness because it determines the ability of MSMEs to understand concepts, procedures, documents, and halal product processes. Second, digitalization can accelerate services, but its effectiveness depends on digital capacity and technical assistance. Third, self-declare certification can expand access, but it requires verification, assistance, and supervision so that it does not become a formality. Fourth, halal certification can strengthen competitiveness if it is integrated with product quality, digital marketing, distribution, and market access [14], [15].

Table 5. Integrative Framework for MSME Halal Certification.

Component	Main Function	Risk if Weak
Halal literacy	Builds understanding of halal concepts, certification procedures, documents, materials, and halal product processes.	MSMEs delay certification, follow incorrect procedures, or merely pursue labels.
Digital readiness	Enables MSMEs to access digital system-based certification services.	MSMEs are left behind because they cannot use platforms or upload documents.
Halal assistance	Bridges regulation, digital systems, and the real capacity of business actors.	Self-declare certification becomes an administrative formality.
Institutional support	Ensures socialization, coordination, financing, supervision, and access to assistance.	The mandatory halal policy runs partially and is not inclusive.
Business competitiveness	Transforms halal certificates into market added value through quality, packaging, marketing, and distribution.	Halal certificates do not affect sales or business growth.

This framework shows that halal certification needs to be understood as a capability approach. In this approach, MSMEs are not merely regulatory objects required to obtain certificates, but economic actors whose abilities need to be strengthened. Policy questions should not stop at “how many MSMEs have been certified?” but must also include “do MSMEs understand halal processes?”, “are MSMEs able to use digital services?”, “is assistance running effectively?”, and “does certification truly improve MSMEs’ market position?”.

From the perspective of Islamic economics, the capability approach is more aligned with the objective of public benefit. Halal certification does not only demonstrate compliance, but also protects consumers, strengthens transaction transparency, improves product quality, and supports the sustainability of small enterprises. Thus, halal does not stop as a label, but becomes a value system and a business governance system [16].

3.7 Theoretical and Practical Implications

Theoretically, this article expands the understanding of MSME halal certification. Halal certification should not be positioned merely as a regulatory variable or religious symbol, but as an instrument of business transformation. The integrative framework offered in this article connects literacy, digitalization, self-declare certification, assistance, and competitiveness, and can therefore be used as a basis for developing quantitative or mixed-methods research models.

Practically, the findings of this review show that the government, BPJPH, local governments, universities, community organizations, and MSME communities need to direct the acceleration of the 2026 mandatory halal phase toward capacity strengthening rather than merely certificate issuance. Socialization programs need to shift into concrete technical assistance, such as document preparation, material identification, production process recording, digital system use, and strategies for utilizing the halal label in marketing [14], [16].

For universities, this theme opens space for community service based on halal certification. Lecturers and students can be involved in halal literacy education, document assistance, business digitalization, digital marketing strengthening, and evaluation of certification effectiveness. For MSME actors, halal certificates need to be understood as reputational investment. Their economic benefits will be greater when certification is followed by improvements in product quality, packaging, distribution, promotion, and customer service.

3.8 Limitations and Future Research Directions

This study has several limitations. First, the database coverage is still dominated by open sources, so there may be paid articles or articles not widely indexed that were not included in the review. Second, the quality of the analyzed articles varies; some are empirical studies, some are literature reviews, and others are policy studies or community service reports. Third, this review did not conduct a meta-analysis because the variables, designs, and indicators across articles are not homogeneous.

Future research needs to develop more comprehensive measurements of halal literacy, including conceptual knowledge, procedural readiness, digital competence, financial capability, and managerial capacity [12], [13]. Research on the digitalization of halal certification also needs to measure user experience, application success rates, technical barriers, and differences in access between urban and rural MSMEs.

In addition, the effectiveness of self-declare certification needs to be examined through evaluations of assistance quality, assistant competence, the distribution of assistants across regions, workload, and post-certification supervision. The relationship between halal certification and MSME competitiveness also needs to be tested using stronger performance indicators, such as turnover, profitability, market expansion, consumer loyalty, access to modern retail, and customer growth.

4. Conclusion

This systematic literature review shows that halal certification for MSMEs in Indonesia toward the 2026 mandatory halal phase cannot be understood only as an administrative obligation. Halal certification is a process of business capacity transformation involving halal literacy, digital readiness, institutional assistance, self-declare certification, and competitiveness strategies. From 99 initial records, 24 main articles were analyzed and produced three main findings.

First, halal literacy is the foundation of MSME readiness to participate in certification. Halal literacy is not only related to knowledge of halal and haram, but also includes understanding procedures, documents, materials, halal product processes, digital system use, and post-certification obligations. Second, the digitalization of halal certification can accelerate services, but it also has the potential to create access gaps if it is not accompanied by technical assistance and digital capacity strengthening. Third, halal certification has the potential to improve MSME competitiveness through consumer trust and market legitimacy, but its impact is not automatic. Halal certificates need to be combined with product quality, packaging, digital marketing, distribution, and market access.

The main contribution of this article is an integrative framework that positions halal certification as a process of strengthening MSME capabilities. This framework affirms that the success of the 2026 mandatory halal phase must be measured by the ability of the policy to strengthen business actors' capacity, not merely by the number of certificates issued. Practically, the government, BPJPH, local governments, universities, community organizations, halal assistants, and MSME communities need to integrate halal certification programs with operational literacy, digital inclusion, continuous assistance, and business strategy strengthening.

Future research is advised to use quantitative or mixed-methods approaches to test the relationships among halal literacy, digital readiness, assistance quality, halal certification, brand image, and MSME business performance. Empirical testing using indicators of turnover, market expansion, consumer loyalty, and access to modern retail is needed so that claims about the impact of halal certification on competitiveness can be assessed more objectively.

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