



Pentahelix Synergy in Halal Certification of Micro and Small Business Products at the Purwosari MSME Center (SEKAR)

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ABSTRACT

This research aims to determine and analyze Pentahelix's synergy in implementing halal product certification for Micro, Small Enterprises (UMK) at the Purwosari UMKM Center (SEKAR). The increasingly urgent need for halal products in the global market makes halal certification an important aspect for the competitiveness of MSEs. Through a qualitative approach with in-depth interviews, participant observation, and document analysis, this research will investigate the interactions and roles of each Pentahelix pillar—government, micro and small industry players, academics, the SME community, and mass media—in supporting the implementation of halal certification for MSE products in the SEKAR community. The results of this research can provide in-depth insight into the contribution of each pillar and develop policy recommendations to strengthen the halal certification ecosystem for MSE products in the Purwosari MSME center. This research contributes to the literature on Pentahelix synergy and the implementation of halal certification at the Micro and Small Business level in Indonesia.

Keyword: Synergy, Pentahelix, Halal Certification, Micro Small Business

Paper type: Literature Review

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A. INTRODUCTION

Fatwa from the Indonesian Ulema Council states that the government, through its authority, is obliged to issue halal product recognition in the form of a halal certificate (Agus, 2017). The implementation of halal product certification is carried out through a series of inspections by competent inspectors to determine the product's halal status. This is a crucial theme for Muslims regarding halal and haram issues (Wahyudin Darmalaksana, 2016). Halal certification as part of the implementation of Halal Product Guarantee (JPH) has urgency and compulsion in various fields including economics. (Finaka, 2020).

The Halal Product Guarantee Administering Agency (BPJPH) of the Ministry of Religion which was formed based on the 2014 regulation is the official implementing agency which has been carrying out halal certification services which have been implemented mandatorily since 17 October 2019. The implementation of the regulation is carried out by BPJPH which works with the cooperative and SME department. With the regulations for phasing in halal certification obligations, products that must be certified

halal from 17 October 2019 to 17 October 2024 are food and beverage products. This regulation is one of the laws included in the regulatory cluster of the Law on Job Creation (*omnibus law*) (Muh. Nadratuazzaman Hosen , 2022) , and BPJPH is given full authority to implement it. (Suparto et al., 2016) .

BPJPH plays an important role in improving Indonesia's ranking in the global halal industry arena. Indonesia's halal food sector rose two places to second place in *the State of the Global Islamic Economic Report 2022*, thereby maintaining Indonesia's ranking on Islamic economic indicators at fourth place on the international stage. (Noor, 2023) .

One strategy to strengthen the local community economy is by providing guidance to certain community SMEs, where the guidance includes financial system management, production time management and efficiency in increasing productivity and increasing SME profits, choosing profitable business concepts in determining supply chain members for start-up businesses , Seminar on small and medium business practices in accordance with Islamic sharia, building e-Commerce in UKM using various bold-based media (Strengthening the Economy of Local Communities Through Business Coaching and Mentoring in UKM, Santri & Nizar Entrepreneurs Association Community, 2022) .

Accelerating halal certification by BPJPH has been one of the main objects since the enactment of the JPH regulations. The Ministry plays a proactive role in accelerating the halal certification process by taking several steps, including multi-party collaboration. The aim of this collaboration is to help facilitate halal product registration and certification because halal certification is a guarantee of safety for Muslims to be able to consume a product as proven by the halal logo on the product packaging (Koeswinarno et al., 2020) , and the Regional Government can develop various potentials that exist in the region, such as natural potential, human resource potential, and other potentials so that they can increase the economy and income for the region. One of them is by maximizing the potential of human resources for entrepreneurship through Micro, Small and Medium Enterprises (Beatrice & Hertati, 2023) .

BPJPH Ministry of Religion together with the Ministry of Cooperatives and SMEs (Kemenkop UKM) agreed to work together to accelerate halal product certification. (Firmansyah, 2023) . BPJPH and Bank Rakyat Indonesia (BRI) are collaborating to accelerate free halal certification. This effort is carried out in the form of free halal certification services through the Sehati program for MSEs who are BRI People's Business Credit (KUR) customers. (Taja, 2023) . The government held national coordination involving the Ministry of Religion (BPJPH), Ministry of Home Affairs, Ministry of Cooperatives and SMEs, and the National Development Planning Agency (Bappenas). (Dyah, 2023)

Micro, Small and Medium Enterprises (MSMEs) have an important and strategic role in national economic development. Apart from playing a role in distributing development results, economic growth and absorbing work energy, MSMEs also play a role in distributing development results (Aslikhah, 2020) . SMEs in Indonesia have large, viable and sustainable business potential (Aslikhah, 2021) . Despite having a significant contribution, Small and Medium Enterprises (SMEs) in Indonesia still face challenges in terms of competitiveness (Rakhmawati & Nizar, 2022) .

The Purwosari UMKM Center (SEKAR) was established in 2016 with the guidance of Satrya Mas, the Industry and Trade Service and the Cooperatives Service. Initially it was founded with only a few MSME members until now the number of members is 30 MSMEs. This number consists of culinary businesses and handicraft businesses. The culinary business itself consists of chips, dents, *bread*, salted eggs, coffee, herbal medicine powder, traditional herbal drinks, soy milk, wet cakes, pastries, peanut onions, processed chicken and others. The handicraft business consists of synthetic rattan weaving, crafts from used tires, embroidery, knitting, batik and others. (Viena, nd), therefore halal certification of products at the Purwosari MSME Center (SEKAR) must be completed immediately, because most of the business units managed are food and beverage businesses.

SEKAR UMKM Association, Purwosari District, address: Jl. Raya Surabaya – Malang No. 12, Purwosari, Pasuruan Regency, East Java 67162. The vision of SEKAR MSMEs is the realization of conducive, competitive and sustainable businesses towards a prosperous society. The mission of UMKM SEKAR Purwosari District is a) Expanding business networks and developing local, national and export markets based on competitive local potential. b) Increasing training on business activities in the region and the use of domestic products. The vision and mission of SEKAR MSMEs is expected to increase product competitiveness.

This research is different from several previous studies which mostly discussed the pentahelix concept in halal tourism development. By studying the Pentahelix Synergy in Halal Certification of Micro, Small Enterprise Products at the Purwosari UMKM Center (SEKAR), this research aims to identify and analyze the Pentahelix Synergy in Halal Certification of Micro and Small Enterprise Products at the Purwosari UMKM Center (SEKAR) which involves five stakeholders in implementation. SME halal product certification. This research has benefits for increasing halal certification of micro and small business products in Purwosari District.

B. THEORETICAL STUDY

1. Synergy Concept

Synergy comes from the Greek *synergos* which means working together. Synergy is a form of process or interaction that produces a harmonious balance so that it can produce something optimal. The main requirements for creating synergy are trust, effective communication, fast feedback and creativity. (Kurniawati, 2020)

The driving engine to reach the world's halal center requires synergy from society (producers, distributors, consumers), financial institutions, government, and research institutions and universities in realizing Indonesia as a center for the halal industry. (Amal, 2023)

In the midst of intense competition for the halal industry in penetrating the global market, central and regional collaboration should be an important solution to accelerate the realization of making Indonesia the center for leading halal producers in the world by 2024. A strong and standardized halal ecosystem from the center to the regions further strengthens the development of the halal industry. (Cahyaningrum, 2022).

BPJPH orchestrates the synergy of various related parties with different roles for the same goal, making Indonesia the world's number one producer of halal products. (Rizki, 2023)

2. Pentahelix concept

Pentahelix (Fithriyah, 2022) is a development concept to integrate and synergize several stakeholders or actors in accelerating and improving development. Commitment and synergy between stakeholders is the main key in achieving common development goals. The synergy of social capital in the Penta Helix working mechanism will produce solidarity in the form of social care, a sense of responsibility and cooperation (Oktaviana, 2021) .

The Penta-Helix model is based on five types of stakeholders: which is abbreviated to ABCGM (Academician, Business, Community, Government, Media). This model is particularly useful for multi-stakeholder problem areas where stakeholders represent different interests in a location or problem. Penta helix is an extension of the triple helix strategy by involving various elements of the community or non-profit institutions to realize innovation. Through synergistic collaboration, it is hoped that innovation can be realized which is supported by various resources that interact synergistically.

It is hoped that the collaboration of these 5 (five) stakeholders can realize a policy that is supported by various resources that interact with each other synergistically. The penta helix model is very useful for solving multi-party problems where stakeholders represent various interests at one location (Kelvin et al., 2022) . This concept is very useful for regional problems where each stakeholder represents diverse regional interests. Through synergistic collaboration, it is hoped that a discovery supported by resources that interact synergistically can be realized (Septadiani et al., 2022)

3. Halal Certification Concept

Based on the Halal Product Guarantee Law (JPH), a halal certificate is an acknowledgment of the halalness of a product issued by BPJPH based on a written fatwa from the Indonesian Ulema Council (MUI), and a halal label is a sign of the halalness of a product. Halal certification is carried out through a series of inspections by auditors who are competent in the field of halal certification to determine the halal status of the product, thereby creating a written fatwa stating the halalness of the product in the form of a halal certificate.

Indonesia is a country where the majority of the population is Muslim, so it has a big interest in having guaranteed halal product regulations. Law Number 11 of 2020 concerning Job Creation as a global sweeping regulation or omnibus law also regulates halal provisions. The derivative regulations for halal product guarantees are regulated in Government Regulation (PP) Number 39 of 2021 concerning the Implementation of Halal Product Guarantees. The changes contained in the Job Creation Law related to the halal sector aim to speed up and expand halal certification services. One of the simplifications is that the overall halal certification process has been cut to 21 days from the previous 97 days for the domestic process and 117 working days for the overseas process.

There are 22 articles in Law Number 33 of 2014 which have undergone changes with the addition of 2 new articles. The main points of these changes include the halal certification business process, cooperation between BPJPH, the Halal Inspection Agency

(LPH), halal auditors, halal supervisors, the role of the community, halal certificates, halal labels, self-declarations *and* administrative sanctions. The existence of this law has changed halal certification, which was previously optional (mandatory) or voluntary (voluntary) to mandatory (mandatory). Strictly speaking, this regulation also states that the authority regarding halal product certification lies with the Ministry of Religion, namely the Halal Product Guarantee Management Agency (BPJPH). (Prof. Dr. Euis Amalia M.Ag Dr. Indra Rahmatillah SH., MH Dr. Bukhari Muslim, 2024) . Denotatively, Law no. 33 of 2014 and its derivatives regarding JPH means providing comfort, security, safety and certainty of the availability of Halal Products for the public in consuming and using products, apart from also aiming to increase added value for business actors to produce and sell halal products. (Koeswinarno et al., 2020) .

Acceptance and support for halal certification policies by MSME actors is thus the main condition for effective policy implementation. However, considering that the policy of accepting halal certification does not necessarily go hand in hand with the presence of support from MSME players for the halal certification policy, the government needs to take a certain approach that is better able to generate support from MSME actors. (Wahyudin Darmalaksana, 2016) .

In the concepts of halal, haram, thayyib, and syubhat, spiritual values are contained that reflect a person's high and low morals and morals. Therefore, Islamic sharia pays great attention to determining the halal, haram, or disparaging (syubhat) status of the food consumed. (Ali, 2016) .

4. Micro Small Business Concept

Micro Small Enterprises (UMK) are one of the important economic actors in Indonesia. Because the number is significant and can absorb an extraordinary number of workers. The existence of MSEs is interesting to study at every stage of the nation's economic development journey. Since its birth, it has become a concept in the thinking of the founding fathers, to its role in creating the nation's prosperity. Micro businesses are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro businesses as regulated in this Government Regulation.

In recent decades, entrepreneurship has become a driving force behind a country's socio-economic development. (Ratnasari et al., 2020) (Ratnasari et al., 2020) There is no historical explanation regarding the birth of MSEs in Indonesia. The UMK meeting is only translated as businesses carried out by small people with small capital. No one knows how long micro and small businesses have survived on this earth. However, if we look at their activities, MSEs are an inseparable part of people's lives in meeting their needs, namely economic and trade activities . (Fajar ND, 2015)

The definition of micro and small businesses is one part of the definition of UMK M contained in the Job Creation Law, which is explained in article:

- a. Job Creation is an effort to create jobs through efforts to facilitate, protect and empower cooperatives and micro, small and medium enterprises, improve the investment ecosystem and ease of doing business, and Central Government investment and conservation of national strategic projects.

- b. Cooperatives are cooperatives as intended in the Law on Cooperatives.
- c. Micro, Small and Medium Enterprises, hereinafter abbreviated as UMK-M, are micro businesses, small businesses and medium businesses as intended in the Law on MSMEs.

C. METHODOLOGY

The research methods are based on the philosophy of postpositivism, used for research in natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out in a triangulated (combined) manner, data analysis is inductive/qualitative, and qualitative research results are more emphasized meaning rather than generalization. (Sugiono, 2016).

The types of data in research are primary data and secondary data. Primary data is obtained directly through documentation and observation nor interviews from stakeholders involved in halal certification of MSE products, namely government, academics, business actors, halal product process assistants, community and media. from MSEs in the food and beverage business sector,

Observations in this research were carried out through involved observation (*participant observation*) of various activities of MSE actors at the research location carried out carefully with a strategy of taking notes as soon as possible once the involvement observation was completed.

Interview this is used for more deepen data about Pentahelix Synergy in MSE Halal Product Certification at the Purwosari MSME Center (SEKAR) which obtained from observation. To gain a deep understanding of the meaning behind Pentahelix's synergy in implementing halal certification, namely by in-depth interviews.

Documentation in this research by searching data regarding things or variables Which form notes, transcript, book, letter news on line, magazine, journal research, BPJPH website, Pasuruan Regency BPS, Pasuruan Regency Ministry of Religion website, Cooperative and UMK Service Website and Purwosari UMK Data Center (SEKAR) in activities related to Pentahelix Synergy in MSE Halal Product Certification at the Purwosari UMKM Center (SEKAR).

The sampling technique in this research used purposive sampling with subjective sample selection based on consideration that the sample represented several parties involved in the implementation of halal certification for MSE products at the Purwosari UMKM Center (SEKAR) which was relevant to the research objectives.

D. DISCUSSION

The ideal type of relationship between stakeholders when establishing a cooperative relationship in carrying out the MSE halal certification program at the Purwosari UMKM Center (SEKAR) is different. Collaboration is the highest level of cooperation. Where collaboration is formal cooperation by exchanging information for mutual benefit, changing activities, sharing resources and increasing the capacity of other people to achieve common goals. Extensive time commitment and high level of trust between stakeholders. In collaboration there are also activities to share resources, risks,

responsibilities and rewards. However, not all types of relationships must reach the level of collaboration, because this does not guarantee optimal cooperation. The type of relationship is determined according to the roles and needs required. The following is an explanation of the types of relationships between stakeholders in realizing halal certification for MSEs at the Purwosari UMKM Center (SEKAR) Purwosari District, Pasuruan Regency.

1. Government with Academics

Collaborative relationships are a form of cooperation between individuals, groups, or entities that involve sharing knowledge, resources, and responsibilities to achieve common goals. In a collaborative relationship, all parties involved contribute actively, support each other, and complement each other to achieve better results than if they worked alone. The following are several characteristics and benefits of a collaborative relationship between government and academics for the implementation of halal certification for MSEs at the Purwosari UMKM Center (SEKAR).

Table 1 Collaborative relationship between Government and Academics

Government	Collaborative relationships	Academics
	Collaborative relationships are based on the same or complementary goals between the parties involved.	
	Constructive reciprocity between all parties and open communication	
	Sharing of knowledge and Resources	
	Trust	
	Distribution of responsibilities	

The type of relationship between the government and historians in implementing MSE halal certification regulations at the Purwosari UMKM Center is a collaborative relationship.

2. Government with Business

The government as the regulator is the body or authority responsible for regulating and supervising the implementation of the Halal Product Guarantee law. As a Regulator, the government has an important role in maintaining compliance with the law and ensuring its effective implementation. The government has the authority to make additional regulations, grant permits or licenses, carry out inspections, and impose sanctions if violations occur. Meanwhile, business actors are the target recipients of regulators provided by the government.

Thus, regulators and recipients of the law's objectives interact to ensure compliance with the law, thereby encouraging legal awareness, and ensuring the desirability of effective implementation.

3. Government with Community

The relationship between the government and the micro and small enterprise (UMK) community, namely the Purwosari UMKM Center (SEKAR), is interrelated. The government has a strategic role in encouraging the growth and development of MSEs, while MSEs contribute to the local and regional economy, job creation and poverty alleviation. The following are several aspects of the relationship between the government and the Micro and Small Business community:

Table 2 Government Relations with the Community

Government	Relationship Type	Community
	Policies and Regulations	
	Funding and Financial Support	
	Training and development	
	Access to Markets and Promotions	
	Provision of Infrastructure and Facilities	
	Advocacy and Protection	

By establishing a good relationship between the government and the MSE community, synergy can be formed to encourage economic growth.

4. Government and Media

The relationship between government and media is a complex and important relationship in the context of democracy. Following are some aspects that explain the relationship between government and media:

Table 3 Government Relations with the Media

Government	Relationship Type	Media
	Press Freedom	
	Public Information	
	Public Communication	
	Media Regulation	
	Controls and Sensors	
	Dependency and Engagement	

Good relationship between the government and the media is based on the principles of transparency, press freedom and openness of information.

5. Academics with the Media

The relationship between readers and the media has strong potential to strengthen and complement each other in disseminating knowledge, promoting products, better understanding society, and influencing policies and social issues. Following are some aspects that explain the relationship between students and the media:

Table 4 Academic Relations with the Media

Academics	Relationship Type	Media
	Resources	
	Submission of research and findings	
	Education and understanding of society	
	Encourage public discussion and debate	
Provide comments and analysis		

Academics can provide in-depth comments and analysis of various ongoing issues and events. The media often seeks expert opinion in a particular field to elaborate on complex issues and provide different points of view. This helps the media in presenting higher quality and balanced content.

6. Academics with Community

The relationship between academics and the community is an important aspect in bridging the academic world with society. The following are some aspects that explain the relationship between students and the community:

Table 5 Academic Relations with the Community

Academics	Collaborative Relationship Type	Community
	Transfer of knowledge and skills	
	Collaborative research and studies	
	Expert consulting and services	
	Building networks and partnerships	
	Community education	
	Responsive to community needs and aspirations	

Overall, mutually beneficial relationships between students and communities enable the exchange of knowledge, skills, and resources. Through close collaboration and partnerships, historians can contribute to the progress and development of communities.

The type of relationship between students and the community is coordination. Coordination is characterized by moderate time commitment, and no or minimal sharing of resources.

7. Academics with Business

The relationship between students and business has strong potential to strengthen and complement each other in various fields. Here are some aspects that explain the relationship between students and business:

Table 6 Relations between Academics and Business

Academics	Collaborative relationship type	Business
	Research and innovation	
	Knowledge transfer	
	Expert consulting and services	
	Curriculum development	
	Sources of funds and investment	
	Share data and knowledge	

Overall, close relationships between historians and businesses enable the exchange of knowledge, skills and resources. This collaboration can provide benefits for both parties, increase innovation, and strengthen connectivity between the academic world and the business world.

8. Media with Business

The relationship between the media and business people is a complex and interrelated relationship in the context of reporting, branding and promotion. The following are several aspects that explain the relationship between the media and business people:

Table 7 Media Relations with Business

Media	Relationship Type	Business
	News and coverage	
	Promotion and advertising	
	Branded content	
	Social media and influencers	

Social media has become an important channel for businesses to interact directly with consumers and build brand relationships. Through social media platforms, businesses can share content, provide product information, collect feedback from consumers, and work with influencers to expand their brand's reach and influence.

9. Community with Business

The relationship between community and business has significant meaning in building mutually beneficial relationships. Here are some aspects that explain the relationship between community and business:

Table 8 Community Relations with Business

Community	Collaborative relationship type		Business
	Local support		
	Job creator		
	Engagement and social responsibility		
	Community economic growth		
	Collaboration with local organizations		
	Respond to community needs		

Overall, a good relationship between community and business is mutually beneficial. Businesses that connect positively with communities can gain support, build a good brand image, and contribute to the growth and prosperity of the community.

The type of relationship between community and business above is collaboration. Communities and businesses need to improve their relationship to collaborate because businesses are stakeholders who contribute in providing assistance through training, capital assistance and facilities. So an extensive time commitment is required. According to Roberts (2004), collaboration is characterized by sharing resources, risks, responsibilities and rewards. The reward referred to here can be interpreted as providing access. The community as a stakeholder that houses MSEs needs access to facilitate business processes, for example to obtain business information.

10. Community with Media

The relationship between the community and the media is very important in providing information, influencing and representing the community's voice in the public sphere. The following are some aspects of the relationship between the community and the media:

Table 9 Community Relations with the Media

Community	network relationships		Media
	Representation and participation		
	Awareness and information		
	Empowerment and dissemination of opinion		
	Oversight and accountability		
	Public participation and discussion		
	Social influence and change		

Overall, the relationship between communities and media is critical to building good understanding, empowering communities, and influencing social change. Communities provide valuable news material and experiences that can be picked up by the media, while the media plays an important role in giving communities a voice and representing their interests.

E. CONCLUSION

Pentahelix's synergy in UMK Halal Product Certification at the Purwosari UMKM Center (SEKAR) cannot be separated from the role of several stakeholders for halal certification in Pasuruan Regency. These stakeholders carry out various integrated activities to form a strong synergy in implementing halal certification for Micro and Small Business products at the Purwosari UMKM Center (SEKAR). This research theoretically found the Pentahelix Synergy model in Halal MSE Product Certification at the Purwosari MSME Center (SEKAR) in Purwosari District, Pasuruan Regency.

The limitations of the research in this study are first, the lack of support from some micro and small business actors in the SEKAR Micro and Small Business Association in Purwosari District. because MSEs think that halal certification is only intended for large industries. Second, there is a lack of public literacy regarding mandatory halal certification for MSEs, thus requiring intensive assistance with the number of MSEs reaching 90% who are engaged in the food and beverage business.

The recommendation of this research is that future researchers are expected to be able to continue research to answer and provide solutions to existing problems for micro and small business actors so that their products can be certified halal within the specified time limit. Suggestions for further researchers are to present practical concepts and models that can be operationalized optimally to answer problems regarding halal certification of micro and small business products.

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