

Strategy to Increase Awareness of MSMEs Halal Certificates in Islamic Sharia-Compliant Provinces: Case Study in Aceh Province

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ABSTRACT

This research delves into developing strategies to augment awareness of Micro, Small, and Medium Enterprises (MSMEs) halal certificates in Islamic sharia-compliant provinces, focusing on the case of Aceh Province. Given the increasing global demand for halal products, bolstering awareness of the certification process is paramount. The study employs a robust SWOT Analysis, encompassing Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) assessments, to comprehensively evaluate the existing landscape. Internal strengths, weaknesses, and external opportunities and threats pertinent to MSMEs halal certificates are systematically examined. By harnessing internal strengths and mitigating weaknesses, this research seeks to address external challenges and harness opportunities for strategic planning proactively. The outcomes aim to provide actionable insights for various stakeholders, including MSMEs, government entities, halal certifiers, and industry regulators, fostering a collaborative environment for improving the perception and understanding of MSMEs halal certificates. Furthermore, this study emphasizes the vital role of Aceh Province as a case study, shedding light on practical strategies that similar regions can adopt to bolster the halal industry's growth while aligning with Islamic economic principles and values. The findings underscore the need for a proactive approach to ensuring the sustainability and expansion of MSMEs halal certifications in Sharia-compliant provinces.

Keywords: Halal certificate, MSMEs, Halal, Awareness, Sharia-compliant

INTRODUCTION

The anticipated expansion of the global halal market, encompassing halal food and beverage products, is correlated with the projected increase in the global Muslim population (Mansur et al., 2022). That growth is paralleled by a substantial annual rise in the demand for halal products from consumers worldwide (Bux et al., 2022). Projections indicate that the global Muslim population will reach 2.2 billion by 2030, presenting a significant opportunity for Indonesia to fulfill the escalating global demand for halal products (Lestari et al., 2023). With the world's largest Muslim population, Indonesia is poised to emerge as a central player in the global Islamic economy, leveraging various potentials, particularly in the halal industry (Rachman, 2019).

Halal has become a prevailing global trend, capturing the interest of numerous countries, Indonesia included. Beyond being a religious observance, halal is increasingly recognized as a lifestyle standard for Muslims, permeating various facets such as business, trade, and tourism (Golnaz et al., 2010; Musa et al., 2021; Omar et al., 2012). Consequently, halal certification serves as a benchmark for evaluating the quality of products or services, encompassing considerations of safety, cleanliness, and overall goodness or benefits (Ambali & Bakar, 2014; Golnaz et al., 2010).

Indonesia possesses significant potential for the growth of the halal industry, primarily due to its substantial Muslim population. With 12.7% of the global Muslim population, Indonesia is estimated to be home to 237.55 million Muslims in 2023. This figure constitutes a significant proportion of the total population, standing at 86.7%, projected to reach 278.69 million people (BPS, 2023). The substantial Muslim demographic in Indonesia contributes to a heightened demand for halal products, positioning the country as a key player in the global halal industrial market. Reflecting this, Indonesia allocated USD 218.8 billion for halal product expenditure in 2017 (Kementerian Keuangan Republik Indonesia, 2019).

The strategic significance of the halal industry in enhancing the economy has been emphasized (Shahid et al., 2023). Being home to the world's largest Muslim population, Indonesia holds the potential to emerge as the leading global exporter of halal food products (Anggarkasih & Resma, 2022). However, it is disheartening to note that Indonesia's halal industry potential remains underutilized. Current data reveals a relatively modest output in the country's halal industry. According to the assessment listed in State of Global Islamic Economy Report (2019), Indonesia is ranked 5th in the Top 15 Global Islamic Economy Indicator category, scoring 49. In specific sectors, Indonesia holds a notable position, ranking within the Top 5 in Islamic Finance, Muslim-Friendly Travel, and Modest Fashion. Nevertheless, it falls outside the Top 10 in sectors like Halal Food, Media and Recreation, Pharma, and Cosmetics (State of Global Islamic Economy Report, 2019).

This situation is regrettable, especially considering Indonesia's status as the nation with the world's largest Muslim population (Hidayat & Darmadi, 2019). Despite this demographic advantage, Indonesia has not fulfilled its potential as a global supplier of halal commodities (Hasan, 2021), evident from its absence in the Top 10 across various halal industry sectors. Even the essential requirement of halal food for Indonesian Muslims remains unmet. This stark disparity between potential and reality underscores the challenges faced by the halal industry (Fathoni, 2020).

This discrepancy positions Indonesia primarily as a consumer market in the global halal industry. It is imperative for Indonesia to overcome these challenges and set an example in the global halal industry (Azwar & Sungit, 2023). The government has expressed aspirations for Indonesia to become a hub in the world's halal industry. Addressing this imbalance is crucial for realizing these ambitions. Leveraging Indonesia's vast potential, the halal industry should be optimized to foster economic development and enhance the well-being of its citizens, given the pivotal role of the halal industry in the economy (Fathan et al., 2022).

Micro, Small, and Medium Enterprises (MSMEs) in developing countries like Indonesia greatly contribute to employment (Primatami & Hidayati, 2019). MSMEs are also productively a good forum for creating jobs. That is because MSEs are labor intensive and do not require certain specifications in education or skills (Jakiyudin & Fedro, 2022).

The number of MSMEs who are halal certified in Indonesia is very worrying. As of 2019, Indonesia's number of MSEs (Micro Small Enterprises) has reached 64.13 million or around 99.29% of the entire business sector (Pusat Halal Universitas Airlangga, 2023). However, by the end of 2021, only 1% of the total number of MSMEs had been certified halal (Jakiyudin & Fedro, 2022). As of June 2022, the Director of LPPOM MUI disclosed that only 10,643 business entities had obtained halal certification. Despite this, Indonesia ranks as the second-largest global consumer of halal products according to the State of the Global Economy Report 2020/2021 (Dinar Standard, 2021). The low awareness among MSMEs to pursue halal certification is attributed to insufficient education

regarding the significance of Jaminan Produk Halal (Syahrir et al., 2019). Recognizing the need for increased participation, the Indonesian government plays a pivotal role in promoting halal products through the facilitation of halal certification (K. S. Hasan, 2014).

The growth of MSMEs and cooperatives in Aceh has increased significantly until October 2023. Based on Aceh Cooperatives and SMEs Service data, it reached 74,810 units. The increase in MSMEs must be accompanied by strengthening halal certification. Aceh is one of the provinces in Indonesia where most of the population embraces Islam and applies Islamic law (Umuri et al., 2023). Implementing Islamic law provides benefits to encourage Acehnese MSMEs to compete and become halal products in the global market. Currently, halal certificates have quite a high selling value and have become a trend for competitiveness in the world of trade. Aceh has a big opportunity because regulations have been issued supporting halal certification, namely Aceh qanun number 8 of 2016 concerning the Halal Product Guarantee System. According to Yener (2022), halal product management is carried out from raw materials to marketing. This Qanun is also in line with Law Number 33 of 2014 concerning Halal Product Guarantees.

However, the demand for halal certification has not been implemented properly, especially for Micro, Small and Medium Enterprises (MSMEs) in Aceh, one of the government's focuses on encouraging more advanced economic growth. Halal certification exists to provide consumers with a sense of security and confidence in the products they consume. The large number of MSMEs in Aceh that do not yet have halal certificates is thought to be due to the lack of knowledge of MSMEs actors regarding the importance of halal certification and the administrative procedures that must be followed to obtain a Halal certificate. According to Abdullah (2019) halal certification affects increasing sales perceptions. That shows that consumers widely recognize the importance of halal certificates.

Much research has been carried out regarding halal certification, such as research by Lestari et al., (2023), measuring the integrated framework of Halal Good Manufacturing Practices (HGMP) in MSMEs. Bux et al., 2022), examine the sustainability of halal food, obstacles and opportunities for halal products. Anggarkasih & Resma, (2022), examined the role of halal certification for SME processed food in increasing export opportunities. Jannah & Al-Banna, (2021), researched the role of halal awareness among consumers and business actors. Muneeza & Mustapha, (2021) researched Halal certification in the Maldives, its obstacles and challenges. Haleem et al., 2019) researched the implementation and strategies for halal certification. Yun et al., (2020), examined halal certification applications in OIC countries. Salindal, (2019), examined the influence of halal certification on innovative business performance and the market of halal-certified food companies in the Philippines. Bakar et al., (2019), examined MSMEs understanding of the halal concept and certification. However, previous studies in this field focused more on food in general. This research focuses on the opportunities and challenges in implementing halal-certified products in MSMEs, which can be related to the Halal industry, food, consumer commodities, financial services, pharmaceutical commodities, cosmetic products, logistics and tourism. So, to fill the gap in previous research, a study was conducted regarding strategies for increasing awareness of halal certificates in the MSMEs sector.

LITERATURE REVIEW

Halal Concept

The word 'halal' in Islam refers to something Muslims can consume (Henderson, 2016) and includes food and all aspects of goods and services (M. Q. Ali & Ahmad, 2023).

Meanwhile, halal certification represents product quality according to Islamic Sharia standards. Therefore, halal certification is a guideline for Muslims to consume food according to Islamic values (Muhamad et al., 2017).

Halal means permitted, permissible and following Islamic religious law (Khan & Haleem, 2016). Halal also means that it is not haram or prohibited by Allah SWT, either because of its essence or the process (way) of obtaining and obtaining it, such as stolen goods, looting, bribery, gambling or usury. So halal refers to goods other than those forbidden by Allah SWT, whether haram because of the substance or the process (M. Ali, 2016). Halal certification is important for Muslims because this is often a sensitive issue that can lead to misunderstandings. Therefore, halal certification for food products is important, including MSME products as a religious obligation that has the value of worship that provides goodness for life in this world and the hereafter and as a manifestation of gratitude to Allah for all His blessings (Lubis et al., 2022).

MSMEs, in general, also consider it important and strategic to have halal certification for their products. However, few seek halal certification due to insufficient funds and understanding (Nurhasanah & Zahra, 2023). Therefore, this group needs everyone's support and commitment to help MSMEs provide halal products to the wider community, most of whom often use them. Moreover, Law Number 33 of 2014 concerning Halal Product Guarantees has been issued, which has consequences for the Government to be able to facilitate the acquisition of labels as an indicator of halal product guarantees for the micro and small business sector, especially (A. F. Hidayat & Latumahina, 2022).

Halal Certification

Halal certification is the process of certifying goods or services following the provisions of Islamic Sharia law (Haleem et al., 2019). The inception of halal certification dates back to the 1960s in the United States, aiming to enable Muslims residing in non-Muslim nations to adhere to their religious requirements (Aniqoh & Hanastiana, 2020). Halal has evolved into a compulsory criterion for all products and services utilized by Muslims, now representing the benchmark for product quality. The standards of halal quality encompass the procedures involved in the provision and manufacturing of food, cosmetics, pharmaceuticals, medical devices, and services associated with these halal products (Noordin et al., 2014). According to (Hakim et al., 2022), halal certification is a discussion that originates from the principles and procedures of the Islamic religion, which must be able to prove that a product is safe, good and can be used by Muslims following Sharia law. This Halal certificate can guarantee the safety of products for consumption by Muslims (Afendi, 2020).

Halal certification serves as legal assurance regarding a product's adherence to halal standards, evidenced by the possession of a halal certificate (Permadi, 2022). It is mandatory for every product entering, circulating, and being traded within Indonesian territory to obtain halal certification (Asmuni et al., 2020). Products encompass various goods and services, such as food, beverages, medicine, cosmetics, chemicals, biological products, genetically engineered products, and consumer goods utilized by the public. A halal certificate signifies the recognition of a product's halal status, issued by the Halal Product Guarantee Organizing Agency based on a written halal fatwa from the Indonesian Ulema Council (Ahyani et al., 2021).

Moreover, beyond signifying that a food product is permissible for Muslim consumption, the term "halal" also implies that it is safe and suitable for consumption (Ghadikolaie, 2016). Halal certification is deemed critical in bolstering consumer confidence by assuring that the consumed products are not only halal but also safe and hygienic (Ambali & Bakar, 2014).

RESEARCH METHOD

This type of research approach is descriptive qualitative. According to (Sugiyono, 2013), descriptive research is a method used to analyze data by describing or illustrating the data collected without the intention of generalizing. In this research, researchers used EFAS, IFAS, SWOT Analysis Diagrams and TOWS Matrix analysis to analyze data by describing or depicting awareness of halal certification in MSMEs, both externally and internally, as well as determining strategies to increase the number of halal certified MSMEs in Aceh.

RESULTS

Potential of Micro, Small and Medium Enterprises (MSMEs) in Aceh

Aceh is a province endowed with a special legal community status, granted distinctive authority to govern and manage its own governmental affairs and address local community interests within the framework of laws and regulations adhering to the principles of the Unitary State of the Republic of Indonesia as outlined in the 1945 Constitution (Sanur, 2020). Hitherto, the process of halal certification in Aceh has been conducted in accordance with Aceh Qanun Number 8 of 2016 concerning the Halal Product Guarantee System. The certification procedure is overseen by LPPOM MPU Aceh, operating under the coordination of MPU Aceh (Manfarisyah et al., 2023).

The development of MSMEs in Aceh is on a good track. According to data from the Aceh Cooperatives and MSMEs Service, in 2023, there will be 74,810 MSMEs in Aceh Province. The Aceh government strongly supports the implementation of halal certification on Aceh MSMEs products, with the issuance of Qanun Aceh Number 8 of 2016 concerning the Halal Product Guarantee System. Article 34, paragraph (1) letter states that Business actors must submit applications for halal certification for products that have not been certified. The same support also came from the central government issuing Qanun Number 8 of 2014 concerning the Halal Product Guarantee System (SJPH). This condition emphasizes and strengthens the urgency of haram-halal in the production chain from business actors to consumers.

The government also gave the Aceh Ulama Consultative Council (MPU) authority to form the Aceh MPU LPPOM in 2014. So, in this case, the government gave full authority to the supervisory institution, namely the Aceh MPU LPPOM (Institute for the Study of Food, Drugs and Cosmetics, Aceh Ulama Consultative Council) to handle food product problems and obtain halal food products following Islamic law. This institution legally has formal competence as stipulated in Aceh Province Qanun Number 8 of 2016 concerning the Halal Product Guarantee System (Manfarisyah et al., 2023).

The immense potential of the halal MSMEs industry in Aceh is evident, given the substantial number of potential Muslim consumers. However, it is crucial to distinguish between market segments, namely Muslim consumers and those specifically seeking halal products, based on factors like subjective norms, attitudes, intention to purchase halal products, and the degree of religiosity. To fully capitalize on both the domestic market and export opportunities, a deeper understanding of the behavioral patterns of Indonesian Muslim consumers is essential for Aceh MSMEs. This potential extends beyond Indonesia, with the Gulf and other Southeast Asian countries emerging as potential export destinations for Indonesian halal industrial products. Additionally, embracing technology-based management is identified as another avenue for MSMEs in the halal industry to explore. Notably, several pioneers in Indonesia's halal industry have successfully leveraged digital-based economic approaches, spanning from retail trade to enterprises in rural settlements (Manfarisyah et al., 2023).

The existence of halal certification can help Acehnese producers and exporters enter international markets more easily. Most Muslim countries worldwide require that products entering their country meet halal requirements so that halal certification can open wider export opportunities. To be able to take a dominant role in the world halal product market, of course, MSMEs halal products must convince the global halal market with quality products, one of which is a halal certificate, which is attached as an indicator of product quality.

Aceh MSMEs halal products have a great opportunity because Aceh is one of the provinces in Indonesia, which is known for its high level of religion and application of Islamic law (Amalia et al., 2021). Therefore, halal certification in Aceh is considered an important step in ensuring that the products and services consumed by residents comply with halal principles in Islam. Apart from that, Acehnese MSMEs products that have been certified halal help build consumer trust, especially among Muslims who care about halal aspects in food, drinks, and other products (Yakub & Zein, 2022). A halal certificate shows that the product has met the standards the halal authority sets so consumers can feel more confident and comfortable consuming it (Aslan, 2023).

In addition, Aceh has extraordinary natural beauty, including beaches, mountains, and marine biodiversity. MSMEs in the tourism sector, such as homestays, food stalls, souvenirs, and local transportation services, have great opportunities to develop along with the increase in the number of tourists coming to Aceh. Not only that, but Aceh also has rich marine resources, including fish, shrimp, and other marine products. MSMEs involved in cultivating, processing, and marketing marine products could develop. The agricultural sector in Aceh also has great potential so that organic products can become a profitable MSMEs business.

To optimize this potential, the local government and various MSMEs supporting institutions, such as microfinance institutions and business training centers, can provide support, training, and access to capital for MSMEs players in Aceh. Additionally, effectively marketing Acehnese products can help increase competitiveness in the wider market.

The Aceh government and the central government in Indonesia have provided support in promotion and financial assistance for MSMEs trying to obtain halal certification. That helps MSMEs overcome the costs and obstacles associated with certification. Concern for halal products is not just a temporary trend but a lifestyle that continues to develop. Therefore, MSMEs that have halal certification can ensure the sustainability of their business in the long term.

Internal Factor Evaluation (IFE)

Strengths: 1) Aceh is one of the regions that applies Islamic law, so MSMEs in Aceh need to meet halal standards. 2) Aceh has a large Muslim population, so halal products have significant market potential inside and outside Aceh; 3) Aceh has abundant natural resources that can be used as raw materials for halal products; 4) Aceh can promote halal tourism by offering food, accommodation and other services that comply with halal standards; 5) Regional and central governments have provided support for the development of halal products in Aceh through assistance and training programs. Weaknesses: 1) Poor understanding of MSMEs in Aceh regarding the halal certification process and the requirements; 2) The cost of halal certification is expensive, and the process takes a long time, so MSMEs have difficulty dealing with it; 3) The quality of MSME products does not meet halal standards; 4) Tight competition in the halal industry from both local and international competitors.

External Factor Evaluation (EFE)

Opportunities: 1) MSMEs products that are halal certified have the opportunity to develop their business in the export market; 2) Aceh can promote halal tourism by offering products and services that comply with halal standards; 3) The government and investors may be interested in supporting MSMEs that focus on halal products in Aceh; 4) MSMEs products that are halal certified can foster a sense of trust and security among consumers in MSMEs products; 5) Halal certification can open the door for Acehnese MSMEs to enter wider export markets, especially in countries with large Muslim populations. Threats: 1) Lack of interest from MSMEs players to carry out halal certification on the products they sell; 2) MSMEs have limited human resources in completing the halal certification process, which can be complicated and requires in-depth understanding; 3) The economic crisis or other economic factors can affect consumer purchasing power, which in turn affects the demand for halal products; 4) Aceh is a region at the western tip of Indonesia, and logistical obstacles such as transportation and product distribution can be a threat to MSMEs who want to reach a wider market.

IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary)

Upon evaluating both internal and external circumstances, the assessment of the significance of internal and external elements is calculated to ascertain the positioning of urgently deemed strategic development quadrants. The computation of factor weights involves the creation of a consolidated score table encapsulating the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS). The outcomes of these factor weight computations are presented in Table 1 and Table 2.

Table 1. Internal Factor Analysis Summary

No	Strategic Factors	Weight	Rating	Scoring
Strengths				
1	Aceh is one of the regions that applies Islamic law, so MSMEs in Aceh need to meet halal standards	0.2	4	0.8
2	Aceh has a large Muslim population, so halal products have significant market potential inside and outside Aceh	0.2	5	1.0
3	Aceh has abundant natural resources that can be used as raw materials for halal products	0.2	3	0.6
4	Aceh can promote halal tourism by offering food, accommodation and other services that comply with halal standards	0.2	4	0.8
5	Regional and central governments have provided support for the development of halal products in Aceh through assistance and training programs	0.2	5	1.0
Total		1		4.2
Weakness				
1	Lack of understanding by MSMEs in Aceh regarding the halal certification process and the requirements	0.4	5	2.0
2	The cost of halal certification is expensive, and the process is long, so MSMEs have difficulty dealing with it	0.2	3	0.6

3	The quality of MSMEs products does not meet halal standards	0.2	4	0.8
4	Tight competition in the halal industry from both local and international competitors	0.2	2	0.4
Total		1		3.8
Strength-Weakness value -> IFAS: 4.2 - 3.8				

Table 2. External Factor Analysis Summary

No	Strategic Factors	Weight	Rating	Scoring
Opportunities				
1	MSMEs products that are halal certified could develop their business in the export market	0.2	4	0.8
2	Aceh can promote halal tourism by offering products and services that comply with halal standards	0.2	3	0.6
3	The government and investors may be interested in supporting MSMEs that focus on halal products in Aceh	0.2	5	1.0
4	MSMEs products that are certified halal can foster a sense of trust and security among consumers in MSMEs products	0.2	4	0.8
5	Halal certification can open the door for Acehnese MSMEs to enter wider export markets, especially in countries with large Muslim populations	0.2	4	0.8
Total		1		4
Threats				
1	Lack of interest from MSMEs players to carry out halal certification on the products they sell	0.3	5	1.5
2	MSMEs have limited human resources in completing the halal certification process, which can be complicated and requires an in-depth understanding	0.3	4	1.2
3	An economic crisis or other economic factors can affect consumer purchasing power, which in turn affects demand for halal products	0.2	2	0.4
4	Aceh is a region at the western tip of Indonesia, and logistical obstacles such as transportation and product distribution can threaten MSMEs who want to reach a wider market.	0.2	3	0.6
Total		1		3.7
Opportunities-Threats value -> EFAS: 4.0 - 3.7				

DISCUSSION

The X and Y axis coordinate system determines the location of strategies considered to have high priority and need to be implemented immediately. The X axis is EFAS (Opportunities – Threats), and the Y axis is IFAS (Strengths – Weaknesses), whose values are expressed based on the assessment results. The calculation results can be seen in Figure 1. Based on these results, the important strategies that will be implemented within the framework of developing MSMEs Halal Certificates awareness in Aceh are located in quadrant I, namely between opportunities and strengths.

The strategies taken for growth, or quadrant I, are strategic collaboration for export growth, halal tourism promotion, government and investor engagement, building trust through certification, diversification into targeted markets. The SWOT analysis in Table 3 shows strategies that interact with internal and external strategic factors for developing MSMEs Halal Certificates awareness in Aceh.

Figure 1. Analysis of the SWOT quadrant

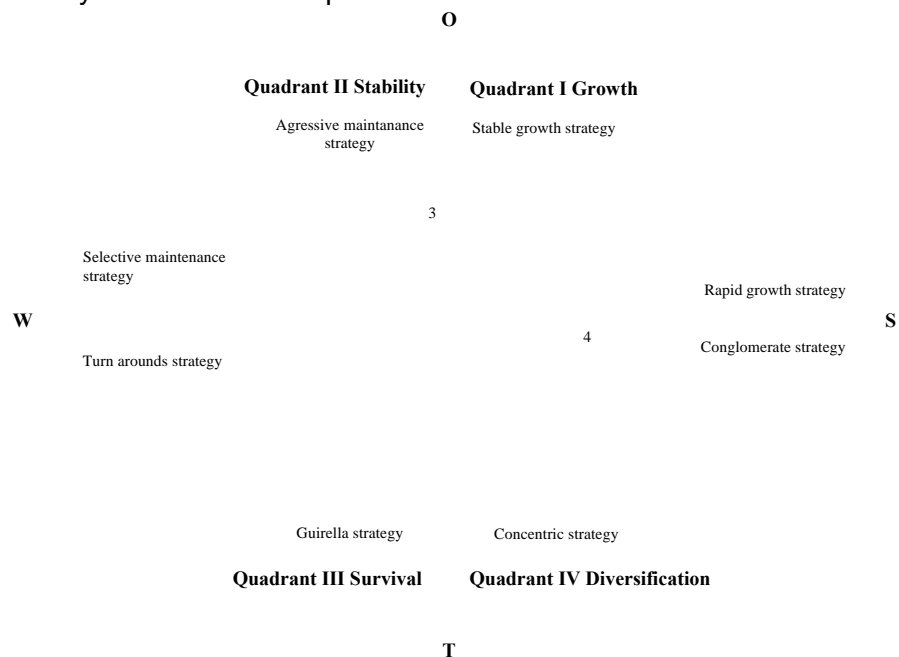


Table 3. TOWS Matrix

	Weakness	Strength
Opportunities	Strategy (W-O) <ul style="list-style-type: none"> • Encourage training and workshops to increase MSMEs' understanding of the halal certification process. • Collaboration with halal certification bodies to provide guidelines that are easier to understand. • Submit cooperation proposals to the government and investors to support MSMEs in fulfilling halal certification requirement. 	Strategy (S-O) <ul style="list-style-type: none"> • Form strategic collaborations with international distributors and explore partnerships for exporting halal-certified products. Utilize Aceh's large Muslim population and the global interest in halal products to expand market reach internationally. • Collaborate with the tourism industry to promote Aceh as a halal tourism destination, offering halal-compliant food, accommodations, and

	<ul style="list-style-type: none"> Form partnerships with parties who have similar interests in developing halal products. 	<p>services. Tap into the potential of halal tourism, aligning Aceh's rich cultural and natural resources with the demands of halal-conscious travelers.</p> <ul style="list-style-type: none"> Engage with regional and central governments and potential investors, showcasing the potential of MSMEs focusing on halal products and seeking support. Leverage existing government support and attract investments to enhance infrastructure, technology, and market access for halal MSMEs. Invest in robust halal certification processes and marketing strategies to enhance consumer trust and confidence in Acehese halal products. Certifying products as halal aligns with religious and cultural values and fosters a sense of trust and security among consumers. Explore the potential of diversifying halal products using Aceh's abundant natural resources and tailoring them to meet the specific demands of larger export markets. Capitalize on the versatility of Aceh's resources to create unique halal products that can cater to diverse consumer preferences globally.
Threats	<p>Strategy (W-T)</p> <ul style="list-style-type: none"> Product diversification to reduce dependence on products that require complicated halal certification. Looking for new markets that are not too affected by halal industry competition. Establish partnerships with logistics companies to overcome distribution obstacles to a wider market. Looking for efficient and affordable logistics solutions. 	<p>Strategy (S-T)</p> <ul style="list-style-type: none"> Using halal certification as a tool to build consumer trust and strengthen brand image. Socialize MSMEs' commitment to halal standards through branding campaigns. Innovate the halal certification process to speed up and reduce costs. Collaborating with halal certification experts to ensure a more efficient process

CONCLUSION

The TOWS Matrix results show that the development of MSMEs Halal Certificate awareness in Aceh is in quadrant I, namely Growth. Hence, it uses the Strengths-Opportunities (SO) Strategy. Several strategies that can be implemented include: Improving the quality of MSMEs products so that they comply with halal standards and can compete in the export market (Del Rosa et al., 2022; Qoni'ah, 2022), Utilizing government support for research and development of high-quality halal products (Maulayati, 2019; Saputri, 2020), Integrating halal products with the promotion of halal tourism in Aceh (Mahardika, 2020; Saepudin, 2021), Offering product and service packages that meet halal standards to Muslim tourists (Irwansyah & Zaenuri, 2021; Satriana & Faridah, 2018).

In implementing the S-O strategy, it is necessary to prepare a more detailed program and activity plan to serve as a guide for developing MSMEs Halal Certificates awareness in Aceh. Implementing these strategies involves a series of holistic programs and activities involving various aspects of MSMEs. The following are several recommendations for programs and activities that can be implemented:

- Implement intensive training programs for MSMEs to improve production skills and ensure an in-depth understanding of halal standards.
- Establishing a research and development center to support MSMEs in improving the quality of their halal products.
- Arrange halal tour packages that include MSMEs products and services, including accommodation, food and tourism experiences that comply with halal standards.
- Hold training for MSMEs in the tourism sector to understand the needs of Muslim tourists and how to market their products.

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