

# Optimization Of Micro, Small, And Medium Enterprises Role In Supporting The Halal Tourism Sector In Aceh

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## Abstract

Micro, Small, and Medium Enterprises (MSMEs) and the tourism industry have an inseparable link because the availability of halal products or halal services is fundamental in building the halal tourism sector. Therefore, to support the development of the halal tourism sector, optimizing halal products, including MSME products, is one of the keys. This study aims to describe how to maximize the role of MSMEs in supporting halal tourism in Aceh. The method used in this research is descriptive analysis with a qualitative approach. The primary data source used is data from interviews with several related agencies, namely LPPOM MPU Aceh, Culture, and Tourism Service, Aceh Cooperative, SME Service, and MSME actors. The results of this research show that the government, through related institutions, namely LPPOM MPU, the Tourism Office, and the Cooperatives and SMEs Service, has made efforts to support the development of the halal MSME sector to boost the halal tourism sector through the provision of facilities and various development programs that have been carried out. As for optimizing the role of MSMEs, if we look at the realization of objectives, alternative programs, and resources, the role of MSMEs in supporting the halal tourism sector in its implementation is not yet optimal, even though the government itself has attempted various programs and policies to optimize the MSME sector.

**Keywords:** *Optimization, MSMEs, Halal Products, Halal Tourism, Aceh*

## 1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) have a very important role in economic growth and development. When the economic crisis in 1997-1998 worsened the economic conditions in Indonesia, only the Micro, Small, and Medium Enterprises (MSMEs) were able to survive and remain stable. Data from the Central Statistical Agency revealed that the number of MSMEs in the post-economic crisis did not decrease, but rather increased its growth and was even able to absorb 85 million to 107 million laborers. And so far, the number of MSMEs continues to rise and still dominates the number of companies, with a proportion of 99.99% of all entrepreneurs in Indonesia. Since the end of 2023, the number of MSMEs is 66 million enterprise units with a contribution to GDP of 61% or a value of Rp9.580 trillion (Kadin.id, 2023). Likewise, in Aceh, MSMEs are also one of the most dominant, with 212,632 units as of October 2020 ([data.kumkm.acehprov.go.id](http://data.kumkm.acehprov.go.id)).

The role and development of these MSMEs play a vital role in driving economic development in Indonesia at both micro and macro levels. Their contributions are especially evident in the tourism sector, where MSMEs serve as a critical support system by providing halal-certified products that ensure safety and compliance with Islamic principles for both local consumers and international Muslim tourists. The availability of such products helps eliminate doubts concerning their halal status, especially when certified by credible institutions such as the Indonesian Ulama Council (MUI). As highlighted by Subarkah (2018), there is a strong correlation between the tourism industry and regional economic development. The growth of tourism stimulates the expansion of local economies, particularly benefiting small, medium, and even large-scale enterprises situated around tourist hotspots. Therefore, the empowerment and development of MSMEs are not only essential for strengthening the halal tourism sector but also instrumental in enhancing regional economic resilience and sustainability.

An illustrative example can be found in the city of Malang, which has emerged as a prominent tourist destination due to its rich culinary diversity and the ability of local MSMEs to produce distinctive gastronomic products. According to Iqbal and Kurniawan (2017), culinary tourism in Malang has significantly contributed to the city's rising popularity among domestic and international travelers. This success underlines the importance of local entrepreneurship in shaping tourism dynamics. In line with this, Darsono et al. (2019) emphasize that tourism development strategies should actively involve and empower MSMEs, as they represent a core component of the tourism economy. Furthermore, the Ministry of Tourism and Culture defines halal tourism as a unique form of travel tailored to the specific needs of Muslim travelers, encompassing aspects such as food, lodging, and destinations that align with Islamic law. Within this framework, MSMEs are positioned as key actors in delivering services and products that uphold halal standards, thereby enhancing the overall quality and attractiveness of halal tourism offerings in Indonesia.

Indonesia holds considerable potential to become a global leader in the halal tourism industry, supported by its large Muslim population, which constitutes approximately thirteen percent of the world's Muslim demographic. This socio-religious context provides both a cultural and economic advantage in the promotion of halal tourism. Particularly, Aceh Province holds a distinct strategic position as the only region in Indonesia with the formal implementation of Islamic law, giving it unique authority and legitimacy in developing halal-based policies, including those pertaining to tourism. Mawardi (2022) and Adinugraha et al. (2025) assert that Aceh has significant potential to serve as a flagship halal tourism destination in the country. Moreover, Umuri et al. (2022) highlight Aceh's abundant natural beauty, rich cultural heritage, and predominantly Muslim population as key assets for this development. As the global Islamic economy expands—reaching into sectors such as finance, food, and lifestyle—even non-Muslim-majority countries like Japan, Australia, and Thailand have begun promoting halal-friendly services. In this context, Aceh is well-positioned to align its tourism destinations with global Islamic economic trends, thereby enhancing its international competitiveness and reinforcing its role as a leading region in the advancement of halal tourism.

The numerous accomplishments ought to have encouraged the Acehnese spirit to keep advancing Acehnese tourism. Furthermore, halal tourism implementation in Aceh is not only restricted to religious sites. Rather, all forms of tourism that serve the needs of Muslim visitors must be guaranteed to be legitimate, one of which is the provision of food that complies with the shariah principle, which states that food served at the destination must be certified halal (Yusuf, 2021). Then there was the Law No. 33 of 2014 on the Guarantee of Halal Products and the Act of Aceh No. 8 of 2016 on the Halal Guarantee System, both of which became major drivers of the growth of the halal tourist industry. Since MSMEs are one of the most popular

initiatives, Aceh has seen continued quick success in this area. Thus, MSMEs play a critical role in strengthening the halal tourist industry. The majority of MSMEs' operations are in industries that fall within the scope of the halal sector, and MSMEs themselves are not independent of the halal industry.

Consequently, one of the primary Master plan strategies for the growth of halal tourism is now the strengthening of MSMEs. Nonetheless, the advancement of halal certification does not counterbalance the growth of MSMEs, where the annual trend of growing the quantity of products is still far behind the rise in the number of halal certificates. This indicates that a large number of businesses and goods are still lacking a halal certificate. This also holds for the MSMEs in Aceh, where a large number of entrepreneurs merely use self-claims to prove the authenticity of their products (Djakfar & Isnaliana, 2021). If the halal industry develops along with the potential for MSME development, Aceh will become a very popular destination for travelers, particularly Muslims. Ultimately, the tourism season in Aceh will have a multiplier effect on other economic sectors, such as the investment sector, and will also help the local economy.

Based on the above description, this research will explore in more depth how to optimize the role of MSMEs in supporting halal tourism. Thus, the ultimate goal of this research is to determine the degree to which the UMKM promotes halal tourism. Additionally, the research aims to assist and motivate the government in enhancing the halal tourist industry so that it can function more dynamically, move more quickly, and strengthen the people's economy within the confines of Sharia law.

## 2. Literature Review

The development of halal tourism in Aceh significantly relies on the active participation and optimization of Micro, Small, and Medium Enterprises (MSMEs), which form a crucial backbone of the local economy. Several studies emphasize the importance of MSMEs in providing halal-certified products and services that meet the needs of Muslim tourists, especially in the food, accommodation, and souvenir sectors. This can also be achieved by the provision of Islamic financial support and business assistance through Islamic banking institutions, combined with the enforcement of halal certification and government regulatory frameworks to ensure product and service compliance with halal standards.

The study by Muhammad Saleh et al. (2022) on the development strategy of Islamic tourism, specifically the marketing strategy of halal tourism in Bumi Syariah, explains that one of the efforts made by the government in developing halal tourism in Aceh is through the standardization and halal certification for tourism sector businesses. This includes sectors that support halal tourism accommodations, many of which involve MSME (Micro, Small, and Medium Enterprises) actors. This aligns with previous research conducted by Inayatillah Djakfar and Isnaliana (2021), which indicates that strengthening halal certification not only increases consumer trust but also contributes to Aceh's appeal as a competitive halal tourism destination. Aceh, as a halal tourism destination, has the opportunity to make halal attributes an essential service in halal tourism, particularly in the food product sector. To achieve this target, halal certification must be developed for food products produced by MSMEs

Furthermore, some literature suggests that development MSMEs in Aceh must be accompanied by capacity building and marketing strategies Muis (2020) in his research on the Development, Opportunities, and Challenges of Halal Tourism in Aceh also highlights that the potential for MSME development in Aceh is significant, given that the majority of its population is Muslim and closely associated with Islamic law. However, one of the challenges faced is the marketing of halal tourism, both nationally and internationally. Effective strategies

are needed to enhance the attractiveness and accessibility of Aceh's halal products in the global market. Widodo et al. (2022) further explain that the availability of halal food, products that do not contain pork, non-intoxicating drinks (containing alcohol), the availability of prayer room facilities including ablution places, the availability of the Qur'an and worship equipment (prayer) in the room, Qibla instructions and staff clothing Politeness is a condition can create a Muslim-friendly atmosphere. In addition, judging from the existing concepts and principles of halal tourism, various countries generally only try to create a Muslim-friendly atmosphere.

Amanatillah et al. (2023) highlight the role of Bank Aceh Syariah in supporting MSMEs through Islamic financial products such as microfinance schemes (murabahah and musyarakah), which facilitate capital access for MSME actors in Sabang, a key halal tourism area in Aceh. Beyond financing, the bank also provides assistance and supervision to ensure MSMEs can maintain halal standards and improve service quality. This financial and non-financial support is vital for MSMEs to thrive and contribute effectively to the halal tourism ecosystem. Also, it highlighted from Aprullah & Sayuthi (2023) that Local regulations and halal certification are pivotal for MSME optimization. The Aceh government has implemented Qanun Number 8 of 2016 on halal product guarantees, which mandates halal certification for tourism-related businesses. This certification enhances consumer trust and positions Aceh as a competitive halal tourism destination. MSMEs, especially in the food sector, are encouraged to obtain halal certification to meet tourist expectations and comply with Islamic law, which is strictly applied in Aceh.

### 3. Research Methods

This Based on the focus of research problems that have been outlined above, this study uses a qualitative approach with descriptive techniques of analysis. In this study, the researchers make a complex picture, study words, provide detailed reports of the respondents, and conduct studies on natural situations (Creswell, 2014). This report also highlights the significant contribution that MSME makes to the promotion of Halal tourism. Here, the researchers will look into the role that MSMEs have had during this period and attempt to comprehend the intricate connections that exist between MSMEs and halal tourism.

As for the data collection procedure, two types of data are used, namely: first, primary data is the data obtained from the results of interviews with various related parties; (1) Some MSMEs are in Banda Aceh City and Aceh Besar. The reason for the selection of UMKM is in the Banda Aceh and Aceh big as the subject of research because Banda Aceh is the center of the city and is also referred to as the city of religious tourism, while Aceh Big is a suburb of Banda Aceh which also plays a major role in developing halal tourism especially in producing halal food products and artificial tourist destinations. (2) Department of Cooperation and UMKM Aceh, (3) LPPOM-MPU Aceh, (4) Department of Culture and Tourism (Disbudpar) Aceh. Secondary data is obtained from library studies related to MSMEs and halal tourism. This information can be obtained through print media, online media, books, journals, and other related references.

### 4. Results and Discussion

#### The Role of MSMEs In Supporting The Halal Tourism Sector In Aceh

Aceh, a place designated as a halal travel destination, is aware of the National Tourist Development Area (KPPN) (KPPN) and National Tourism Destination (DPN). This presents an opportunity, of course, for the halal tourism sector to grow. Furthermore, Aceh has been successful in other esteemed national and international competitions. The recognition Aceh has received from a variety of domestic and international events provide the chance and

potential to keep expanding the halal tourist sector on the right path, because Aceh is better than other areas in terms of travel destinations and the legal framework that regulates it (Department Culture and Tourism Aceh, personal communication, 2022). Thus, it was supposed to have been easier to establish the halal sector in Aceh. To support the movement and development of this halal tourist destination, of course, the contribution of MSMEs is considered very important and is one of the keys to enhancing the development of the halal tourism sector. The two sectors are closely linked; the Organizing Body for the Guarantee of Halal Products (BPJPH) of the Ministry of Religion has also ensured that halal tourism cannot be separated from the availability of halal products (kemenag.go.id, 2021).

Therefore, a key component of creating and growing halal tourism is the strengthening of halal products, whether they take the shape of commodities or services. In this case, the government's primary goal in strengthening the halal tourism sector by promoting halal products, particularly MSME products, is that they represent one of Aceh's most prominent businesses when compared to other industrial sectors. Every year, the MSME sector continues to grow at a relatively rapid rate. This industry has made significant economic contributions to Aceh, even during pandemics. Naturally, the development of MSMEs themselves can follow the potential for halal tourist development if the most dominant sector can be properly empowered.

Furthermore, most MSMEs are based on work in halal industries, such as the food and beverage industry, which is the most prevalent. The food and beverage segment of the halal industry is now the most profitable one, and growth in this area is expected to continue. Islamic principles have a structural influence on this industry, which has made it a core sector that supports consumer lifestyle and corporate operations (Komite Nasional Keuangan Syariah, 2018). The halal tourist sector is supported in part by the culinary industry, which deals with food and beverages. It is a well-known fact that the halal tourist sector cannot be isolated from its auxiliary industries, nor in this case integrated into an entry point system. A halal tourism value chain, comprising travel and tour operators, hotels and lodging, restaurants and cafés, travel destinations, and modes of transportation, is formed by some of these entry points, where the MSMEs sector, which is the halal tourism industry, is supported by an ecosystem at each entry point (Yusuf, et al., 2021).

Therefore, in keeping with the application of Shariah law and the growth of halal tourism in the Aceh province, the Aceh government also persists in encouraging MSME offenders to obtain a halal certificate for their goods and enterprises. According to Mr. Fakhurrizi, an auditor at LPPOM MPU Aceh (2022), this halal certification will ensure that visitors, particularly Muslims, will be able to obtain halal food and beverages, which is a basic requirement that is constantly sought after. This study is in line with the research carried out by Prawiro & Fathudin (2023) stated that the emergence of Lombok as a halal tourism destination is a significant milestone, reflecting the growing global interest in halal tourism. This development is supported by the growth of diverse halal-certified sectors, including processing industries, hotels, and MSMEs (Micro, Small, and Medium Enterprises). The certification of these entities as halal-compliant is crucial, as it assures Muslim tourists that their needs and religious obligations are being met.

Therefore, positioning Aceh and Lombok as an attractive destination for this demographic of halal tourism really should pay more attention to persuading MSMEs to present halal certification on all their products. Aceh, with its distinctive and iconic culinary characteristics and culture, must have its attraction for tourists, especially Muslim tourists. One thing Muslim traveler's focus on a lot is the availability of halal food and beverages. Halal foods and beverages are part of Aceh's growing goal, the Halal Industrial Cluster, along with tourism that is welcoming to Muslims. Then, it is crucial that MSMEs, particularly those in the food

industry to register halal certification on their products to increase the sales and marketing potential of the manufactured goods. This is because MSMEs' products' validity can give them a competitive edge in both domestic and foreign markets.

As a province that adheres to the same Islamic sharia, Aceh is thought to offer visitors assurances of legitimacy, which makes the halal issue significant. In this case, the Acehese government is obligated to protect its citizens and tourists so that they may eat goods whose legitimacy is ensured by laws and rules about halal certification for MSME offenders. A halal certificate on a food or beverage product attests to its halal status and healthfulness. This is just one of the guarantees the government provides to consumers, including visitors to Aceh, through the LPPOM MPU Aceh.

### **Optimization of MSMEs Role In Supporting The Halal Tourism Sector in Aceh**

The development of the halal tourism sector requires support from various parties, not only from the local government, the support from the public and related parties, including, in this case, MSME actors, as a sector that is involved in meeting the needs of the tourism industry is very important. Therefore, to support the development of the halal tourist sector, the optimization of halal products, including MSMEs' products, is one of the keys. MSME actors and tourism industry actors must support each other and synergize for the development of the economy and the halal tourism sector. As for the measure used to indicate the optimization of the role of UMKM in supporting the development of the halal tourism sector in this research, namely: (Wulandani et al., 2022)

#### **a. Destination**

The development of halal tourism is a government priority in positioning Aceh as a leading destination, leveraging its unique implementation of Sharia Law as a foundation for branding. Aceh is among the ten designated regions for halal tourism development in Indonesia, which presents a promising opportunity to expand its tourism sector. Efforts to support this growth include increasing halal-certified MSME products, thereby enhancing facilities for Muslim tourists and boosting overall tourist interest. To accelerate halal tourism, the government works with several institutions such as MPU LPPOM, BPPOM, and the Department of Culture and Tourism. LPPOM MPU Aceh plays a central role in halal certification, aligning with Aceh's regional Qanun. Its efforts have shown progress, with halal certification applications increasing from 148 in 2022 to 220 in 2023. This institutional support strengthens the halal ecosystem and promotes the inclusion of MSME products within halal tourism offerings.

However, the growth of halal-certified MSMEs has not matched the overall increase in MSMEs across Aceh. According to the Department of Cooperation and SMEs, while the MSME sector continues to expand, many business owners remain unaware or face barriers in obtaining halal certification. Limited access to information and resources hinders this process, potentially affecting consumer trust and slowing the broader development of Aceh's halal tourism industry.

Therefore, a collaborative effort between the government, relevant institutions, and business actors is necessary to enhance awareness and accessibility to halal certification. By doing so, MSMEs can compete more effectively in an increasingly competitive market. Considering the importance of implementing halal product assurance through halal certification, the government should ideally conduct a mapping of both upstream and downstream related to the implementation of halal certification. Nevertheless, legally, this is supported by Qanun No. 8 of 2016 concerning the Halal Product Assurance System. With this legal framework, the government can more effectively implement the certification process. The involvement of the government through related departments is one of the ways that needs to be done synergistically, so that the implementation of halal certification by increasing literacy

and education for MSME actors in each region can be realized optimally by involving all related parties.

Currently, the halal certification process in Aceh is also supported by the Halal Product Assurance Organizing Agency (BPJPH) through the self-declaration system, which allows business owners to independently declare the halal status of their products. With this self-declaration system, the certification process is expected to become faster and more efficient, encouraging more MSMEs to participate in the halal industry. The self-declared halal certificate is a special certification designated for micro and small enterprises (MSEs). According to Law No. 33 of 2014 on Halal Product Assurance (JPH), Article 4, all products circulating in Indonesia must be halal-certified, including those produced by MSMEs. This means that products without halal certification are not permitted to be sold to the public. Given the large number of MSMEs, BPJPH has established a team of halal product process facilitators to assist MSMEs in obtaining self-declared halal certification (Ali, 2023). However, since this system is still relatively new, several challenges remain in its implementation. The facilitation of halal certification for MSMEs has not yet been fully disseminated to all stakeholders.

Therefore, the role of the government, academics, and other relevant parties is crucial in expanding public access to information. Additionally, business owners must also take the initiative to seek information regarding the procedures and stages of obtaining halal certification. In today's digital era, accessing such information has become significantly easier and faster, which should encourage greater participation in the certification process. The presence of the Halal Product Process (PPH) in Indonesia and Aceh has significantly benefited MSMEs by accelerating the implementation of halal product assurance.

However, the government, through this acceleration initiative, needs to reassess and restructure the program to ensure it is conducted optimally and effectively, without raising concerns about the accuracy of its halal certification. As a region with special autonomy, Aceh enforces its regulations through Qanun. Ideally, the PPH should be overseen by the MPU (Majelis Permusyawaratan Ulama) as an autonomous body authorized to issue halal certificates. Under the supervision of MPU-LPPOM, Aceh can effectively implement the halal certification process within its jurisdiction and authority. A halal certificate is one of the conditions that must be presented by entrepreneurs to guarantee that the products marketed comply with the provisions of the Sharia. These guarantees are intended to provide convenience, security, safety, and certainty of availability of halal products to the public, and of course to increase added value for entrepreneurs and increase competitiveness.

The results of interviews with some UMKM perpetrators indicate that a few of the factors contributing to the imbalance between these two sectors are the following: the perpetrators' failure to comply with the warranty of halal products; their ignorance of the significance of halal certification; and their consideration about the administrative requirements for the management of legal certification, which for them include considerations like the cost of restitution, an inappropriate production site, and the audit period. The execution of halal product certification suffers not only from external barriers present in UMKM perpetrators but also from internal barriers. One of the internal causes of the delayed and inadequate field execution of halal product certification is the audit money, because the LPPOM audit team must wait for the government money to be cleared before conducting any product audits. Furthermore, added once more by needing to hold out for a certain number of product ideas in the neighborhood or adjacent areas.

The guarantee of halal products has become a national commitment and applies nationally based on the basis of a statutory mandate. For that, halal certification should be implemented optimally as an effort to protect the enterprise and the certainty of availability of halal products. Government itself through the regulation of the Law No. 33 of 2014 has

mandated halal certification for all products circulating in Indonesia, including all products produced by UMKM. Government target by 2024 all MSMEs existing in Indonesia have halal certifications.

b. Alternative Program

Considering the significance of MSMEs' construction to the halal tourism industry, the government itself persists in undermining the halal MSMEs sector through development programs implemented by the relevant ministries and regulations about the requirement of halal certification for the products marketed. The government has also attempted to make it easier for MSMEs that commit to obtain halal certification through the MPU Aceh. LLPOM MPU has its tasks: First implementation of registration, certification, and labeling of Halal Products, Second implementation training and development in the maintenance of SJPH, Third perform socialization and awareness of halal Products to the public and the Entrepreneur, Fourth perform training to the community and the entrepreneur to the maintenance Halal Product, Fifth encourage other institutions and agencies to carry out socialization of halal products, and sixth build information technology system and database of halal products that can be easily accessed by the public (LPPOM MPU Aceh).

Based on the tasks and functions of LPPOM MPU as a party that also participates in the initiation of construction and socialization activities to MSMEs perpetrators, in this case, LPPOM MPU Aceh cooperates with government agencies and partners in several cities/districts in order to build and socialize the maintenance of certificates or guarantees of halal products such as cooperation services, tourism services as well as trade services. Also, the Department of Culture and Tourism of the province of Aceh has undertaken various efforts on a routine basis to promote the development of the halal tourism sector, including:

1. Providing facilities to support MSMEs Halal through events such as the Aceh Halal Enterprise Products Expo, which was held in early August 2022
2. Forming and collaborating with the Halal Tourism Acceleration Team
3. Socialization of the 23 districts involving relevant parties such as academics and the da'i
4. Provide training and technical guidance to MSME perpetrators
5. Halal Tour Award
6. The halal tourist logo as a promotional gimmick
7. Producing some videos depicting halal tourism

With all of its potential, Aceh is a destination that can conduct halal tours in a comprehensive manner that is accessible to and useful for all communities and visitors. This is why a variety of initiatives and strategies have been implemented to boost the MSMEs' halal sector's contribution to halal tourism in Aceh. Various events are also organized involving a variety of products of MSMEs halal in Aceh, especially culinary "Khas Aceh", to attract several good Muslim tourists from abroad to visit Aceh. In addition, the Department of Culture and Tourism has also targeted the development of facilities and facilities by building amenities such as places of worship and other facilities in the area of Lampuuk, bearing in mind that this area also has the potential as

an attractive tourist attraction including the culinary potential of its seafood which when well-developed will be a special attraction for tourists (Interviewed with Mr. Ismail Madden, Department Culture and Tourism Aceh, 2022).

In support of the halal tourism sector, the Government of Aceh continues to synergize with other agencies and agencies in carrying out tourism activities. The intensity carried out by disbudpar, both with LPPOM MPU Aceh as well as the cooperation and SMM services, so that it can create strength in realizing the sector of halal tourism, which is by the context of accuracy and instruction, so that the application of Shariah Law can also be implemented through the sector. Then continue to encourage MSMEs to remain creative, innovative, compete with good product quality, and be accompanied by a halal certificate. The same is true of the calendar of events to be organized by the disbudpar every year.

To accelerate and promote the development of MSMEs halal in Aceh, in addition to the LPPOM MPU Aceh and the Tourism Service, the Cooperation Service and SMEs also participated in providing incentives and support both financially and morally, to entrepreneurs to take care of halal certification. In this case, the co-operation and SMEs also support the development of the halal tourism sector through socialization, construction, and support to MSMEs to develop their business in the halal sector with halal certification of the products issued by MSMEs. In this case, based on the statement of Mr. Saiful as responsible for the development of MSMEs Cooperation Services and SMEs, providing comprehensive support to the perpetrators until they obtain halal certification including in this case is directing the perpetrators to complete administrative management of halal certifications (such as registration of mother number of enterprises for MSMEs especially the culinary sector).

Of course, in running this program, the Cooperative Service is also working with institutions and other related parties to facilitate and make the program a success. As for each accompanying activity held, the Department of Cooperation accompanied 40 MSME participants. However, the realization, not all can get halal certification; only about 11 or 12 MSME persons can escape the filing of halal certifications. The rest are still under control in terms of processing and production. It is also in line with the results of interviews with some MSME perpetrators in the culinary field, that is, one of the obstacles they face is related to the lack of adequate production sites that meet the criteria for halal certification. Therefore, the Cooperation Service and MSMEs have planned their future by targeting the existence of assistance or procurement of joint production house facilities that are by halal criteria and can be used by several UMKM actors.

The efforts and programs undertaken by the government through this related service show that the government has done well in supporting and promoting the development of the MSMEs halal sector and halal tourism in the province of Aceh. Various facilities and alternative programs are provided to increase public understanding of the importance of halal certification and facilitate access for MSMEs in obtaining legal certification. This year, the government has also facilitated halal certification for small micro enterprises, through the "Self Declare" program. Self-

Declaration is a declaration of halal status of micro and small enterprise products by the enterprise itself. Although the Self Declaration itself does not immediately declare the product legal, there is still a mechanism that regulates it. Self-Declare is a program aimed at successfully fulfilling presidential orders concerning 10 million certified halal products in Indonesia. Through this program, UMK offenders in Aceh can apply for halal certification for free.

UMK that can be facilitated by the Free Halal Certification program is the one that meets the self-declaration criteria, which will be subsequently verified and validated by the PPH Companies. Then wait for MUI fatwa results and the establishment of halal status until a halal certificate is issued by BPJPH. Halal Products Process (PPH) associates are recruited from the community, who will be given training related to the process of submission of halal certification for the community of UKM perpetrators. It is, of course very helpful to the public especially in relation to the administrative conditions that must be completed by the entrepreneur. In addition, considering that in Aceh itself MPU LPPOM is only in the center of the city of Banda Aceh, then the role of the relevant agencies and LPPH is also much needed to streamline and facilitate access to the filing of halal certification for the people who are outside the region. Despite the efforts made, however, it is regrettable that the level of participation of MSMEs perpetrators in increasing the halal tourism sector in Aceh and the awareness of perpetrators to take care of halal certificates is still low. In addition to the emergence of the stigma of people who consider tourism a major activity. However, if studied more intensively, the application of halal tourism in Aceh is sufficient in terms of existing regulations.

#### c. Limited Resources

The next dimension in optimization theory is limited resources. Limited resources consist of several indicators: raw materials, facilities, labor, capital, market share, and government regulation. In fact, in terms of regulation, Aceh has the legal power to develop the sector of halal tourism and MSMEs Shariah through the implementation of the Law of halal travel implementation in Aceh, which is:

1. Qanun Nanggroe Aceh Darussalam Province Nomor 11 of 2002 on Implementation of the Islamic Charity in the fields of *Aqidah*, Worship and *Syi'ar* Islam.
2. Qanun Nomor 9 of 2008 on the Construction of Ancient and Special Ancient. The scope of the construction and development of customary and customary life covers all activities of social life whose essence is guided by Islamic values.
3. Qanun Nomor 8 of 2013 on Tourism. This law stipulates that the organization of Aceh tourism must be based on: First, faith and Islam. Second, peace. Third, justice. Fourth, nationality. Fifth, common. Sixth, sustainability. Seventh, openness, and Eighth, customs, culture and local wisdom. These eight foundations are a reinforce for the government in developing halal tourism.
4. Qanun Nomor 6 of 2014 on the Law of Jinayah.
5. Qanun Nomor 8 of 2015 on Construction and Protection of *Aqidah*.
6. Qanun Nomor 8 of 2016 on the Warranty of Halal Products System.

This *qanun* is a warrant based on some things, such as materials and equipment and processes must be in accordance with the provisions of the Sharia. Then this Halal Product Guarantee System (SPJH) is also based on Islamism, justice, protection, certainty, guidance, openness, effectiveness and efficiency. It is also expected to accelerate the certification of entrepreneurs. Based on the above regulations, the application of the halal tourism sector in Aceh has been covered from the Sharia trees themselves, to the implementation of the guarantee system for halal products in Aceh, especially for MSMEs perpetrators.

The government itself has also issued special regulations that require entrepreneurs to have halal certification, namely Law No. 33 of 2014 on the Guarantee of Halal Products, but in this Law it is only mentioned generally that the entrepreneur, does not mention specifically about the enterprise perpetrator, while we know together that the products produced by MSMEs are products made/processed with the scale of the household industry. Therefore, the Law No. 33 of 2014 on the Guarantee of Halal Products has been amended by the Act No. 11 of 2020 on the Creation of Works, where in the amended Articles, there is an article that requires micro and small enterprises to have a valid certificate for their processed products. To have a halal label on a processed product, there must be a certification stating that the product can be declared halal.

In terms of facilities and promotion views, related ministries have also facilitated through events or expos to promote MSMEs' products that are labeled halal in Aceh. Provide training and support to UMKM perpetrators to the level of achieving halal certification. The government has also facilitated the management of free halal certification for SMEs by Article 44 of Law No. 33 of 2014 on the Guarantee of Halal Products. The financing of legal certification is charged to the entrepreneur, while in the case of micro and small entrepreneurs, it can be facilitated by the government or institutions. In addition, in Aceh itself for the management of halal certification is entirely provided free of charge by LPPOM MPU Aceh; the same is the case with the management of halal certification through the accompaniment of PPH is also completely free. Only the entrepreneur is paying the cost of the redistribution of the product in the amount of Rp. 150,000. If you look at it from the point of view of capital, this is an old problem that is becoming an obstacle in the development of the MSME sector.

However, for Aceh itself, after the birth of the LKS Law No. 11 Year 2018 on the Shariah Financial Institution, opened wide access for the perpetrators of MSMEs to get a fund injection, especially in terms of financing that is based on the principles of shariah. The diversity of Shariah financial institutions in Aceh, of course, is an important opportunity that must be exploited by MSMEs to obtain funding for their ventures. When the MSMEs sector can develop its business, of course, it will also accelerate the growth of this sector, which in the end can support the halal tourism sector, and the economic growth of the community.

## 5. Conclusion

To support the movement and development of halal tourist destinations, the presence of MSMEs is considered very important, given that the MSME sector is the dominant industrial sector in Indonesia, even every year it also experiences quite significant growth. If the most dominant sector can be effectively empowered, of course, the potential of halal tourism development can be followed by the development of MSMEs themselves. The Government, through the associated institutions LPPOM MPU, Tourism and Cooperation Services, and

SMEs, has sought to support the development of the MSMEs halal sector to promote the halal tourism sector through the provision of facilities and various development programs that have been carried out. Among them are providing socialization, education, training, and assistance to MSME actors regarding halal certification, facilitating access to halal certification, and organizing various events featuring a diverse range of halal MSME products in Aceh, especially Aceh's signature culinary offerings, to attract more tourists. In terms of goal realization, alternative programs and resources, the role of MSMEs in supporting the halal tourism sector has not yet been fully optimized. Although the government has implemented various programs and policies to enhance the halal MSME sector, the lack of participation and awareness among business owners regarding the importance of obtaining halal certification remains a significant challenge. Additionally, administrative obstacles and the lengthy audit process further hinder the acceleration of halal labeling for MSME products. Therefore, solutions are needed to streamline the application process and enhance education and public awareness campaigns. Increasing literacy and understanding of the importance of halal certification will help ensure greater participation and compliance within the MSME sector.

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