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## Integration of Halal Lifestyle in the Value Chain of Tegal Batik Industry: Umkm Perspective Through Phenomenological Approach

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**Abstract:** The Tegal batik industry holds significant potential in supporting the halal economy by integrating halal lifestyle principles into its value chain. This study aims to explore the experiences of Tegal batik SMEs in implementing the halal concept, analyze the application of halal principles in the batik industry's value chain, and identify challenges faced in adopting halal practices. Using a qualitative approach with phenomenology and data triangulation, this research examines the perspectives of batik SME actors through in-depth interviews, observations, and document analysis. The findings indicate that adopting halal principles in the Tegal batik industry enhances product competitiveness in both domestic and international markets. However, major challenges include a lack of understanding of halal standards, the cost of certification, and difficulties in accessing global halal markets. Therefore, support from the government and relevant institutions in the form of education, training, and certification subsidies is crucial to accelerating halal lifestyle adoption in the batik industry.

**Keyword:** Halal Lifestyle, Tegal Batik, Value Chain, Smes, Phenomenology

### INTRODUCTION

In recent years, the concept of halal lifestyle has increasingly gained attention among consumers, especially in countries with significant Muslim populations. Halal lifestyle does not only cover food and beverage aspects, but also extends to various sectors, including creative industries such as batik. The urgency of implementing halal lifestyle in the creative industry, especially batik, is very important considering the global trend that increasingly emphasizes ethical values and sustainability. Consumer perceptions of halal products show that consumers are not only looking for products that are in accordance with sharia, but also products that are of high quality and added value (Ali dkk., 2020). Tegal Batik, as one of Indonesia's cultural heritages, has great potential to support the halal economy. Tegal Batik is known for its distinctive motifs and colors, as well as its manufacturing process involving many MSMEs. In

this context, the application of a halal lifestyle can increase the competitiveness of Tegal batik products in the domestic and international markets. Hidayati (2021) stated that the application of halal values in batik production can provide significant added value, both in terms of product quality and their image (Ardiantono dkk., 2024). This is in line with global trends that show that products with halal certification tend to be more in demand by consumers, especially in markets with a Muslim majority (Bachtiar dkk., 2024).

However, the challenges in implementing the halal value chain in MSMEs Batik cannot be ignored. Many MSMEs do not fully understand the concept of halal and how to integrate it into their production and marketing processes (Mustaniroh & Septifani, 2023) (Lutfian & Isfianadewi, 2023) noted that lack of knowledge and understanding of halal can hinder MSMEs in adopting practices that comply with halal standards. In addition, the high cost of halal certification is also an obstacle for MSMEs, which generally have limited resources (Iffan Al-Faris dkk., 2024). This creates a gap between the existing potential and the reality on the ground, where many MSMEs still operate without paying attention to the halal aspect (Ab Talib & Zulfakar, 2024).

In this context, a phenomenological approach can provide in-depth insights into the experiences and perceptions of MSME actors in integrating halal lifestyle into their value chain (Anwar & Bin Sarip, 2024). This approach allows researchers to understand how MSME actors feel and interpret the challenges and opportunities that exist in implementing the halal value chain (Harsanto & Firmansyah, 2023). (Rachim & Santoso, 2021) shows that a phenomenological approach can help explore the meaning behind the actions and decisions taken by business actors, thus providing a more comprehensive picture of the dynamics occurring in the Tegal batik industry.

Thus, it is important to further explore the integration of halal lifestyle in the Tegal batik industry value chain from the perspective of MSMEs. This study is expected to provide significant contributions in developing effective strategies to encourage MSMEs batik in adopting halal practices, so as to increase their competitiveness and contribution to the overall halal economy. Through a better understanding of this phenomenon, it is hoped that Tegal batik MSMEs can transform into more sustainable and responsive industry players to the needs of the global market.

### **Problem Formulation**

- a. What is the experience of Tegal batik UMKM actors in implementing the halal lifestyle concept?
- b. How is the application of halal principles in the Tegal batik industry value chain?
- c. What challenges do MSMEs face in adopting the halal concept in their batik business?

### **Research purposes**

- a. Identifying the experience of Tegal batik UMKM in implementing a halal lifestyle
- b. Analyzing the implementation of the halal value chain in the Tegal batik industry
- c. Revealing obstacles and solutions for MSMEs in implementing the halal system

### **Benefits of research**

#### **a. Theoretical Benefits**

This study is expected to provide significant contributions to the development of literature on the halal economy, creative industries, and value chains, especially in the context of the Tegal batik industry. In recent years, the concept of halal has not only been limited to food products, but has also expanded to various sectors, including fashion and handicrafts (Zafar & Abu-Hussin, 2025). According to (Ali dkk., 2020) consumer perceptions of halal products are growing, indicating a need to understand more deeply

about the integration of halal values in various industries. Thus, this study will add academic insight into how halal principles can be applied in the batik industry value chain, thus providing a strong theoretical foundation for further studies (Usmanova dkk., 2022). Furthermore, this study will explore the phenomenology of the halal lifestyle and how it affects consumer behavior in choosing batik products. As expressed by the halal lifestyle, it has a significant influence on consumer behavior, which shows that there is a close relationship between the values adopted by consumers and the choice of products they buy. Therefore, this study will be an important reference for other researchers who want to explore the relationship between halal lifestyle and creative industries.

In addition, this study will also provide a new perspective on how MSMEs in Tegal can adapt to global trends that prioritize halal principles. This is in line with the opinion of (Kutsiyah, 2019) which states that MSMEs have an important role in promoting a halal lifestyle, especially in countries with large Muslim populations such as Indonesia. By examining MSMEs in Tegal, this study is expected to enrich the understanding of local dynamics in a broader context.

### **b. Practical Benefits**

In practical terms, the results of this study are expected to provide useful recommendations for MSMEs and local governments in developing the halal batik industry. MSMEs in Tegal have great potential to grow, but often face challenges in terms of marketing and product introduction. By understanding the importance of integrating halal values in the value chain, MSMEs can increase the competitiveness of their batik products in both domestic and international markets. For example, (Kristanto & Kurniawati, 2025) showed that halal certification can increase the competitiveness of MSME products, which means that MSMEs in Tegal should consider obtaining such certification as a strategic step.

Furthermore, local governments can also utilize the results of this study to formulate policies that support the development of the halal batik industry. By providing appropriate support, such as training and access to information on halal certification, the government can help MSMEs to be better prepared to face increasingly competitive market demands. This is in line with the findings of (Kristanto & Kurniawati, 2025) which state that government support is very important for the successful integration of halal practices in value chain management.

In addition, this study can also be a guide for MSMEs in designing more effective marketing strategies. By understanding consumer preferences that prioritize halal values, MSMEs can develop products and services that are more in line with market expectations. (Iffan Al-Faris dkk., 2024) emphasizes the importance of the role of halal lifestyle in increasing the added value of batik products, which shows that there is a great opportunity for MSMEs to take advantage of this trend (Rigina Melati & Amirudin, 2024).

### **c. Benefits for Cultural Development**

This study also has broad implications for the development of local culture, especially in the context of Tegal batik. Batik is not just a product, but also part of a rich cultural heritage. By integrating halal values in batik production, MSMEs will not only increase competitiveness but also preserve and promote local culture. (Maulana dkk., 2025) showed that the integration of cultural values in batik production can have a positive impact on local communities, including job creation and increased welfare.

Furthermore, by prioritizing halal principles in the batik industry, MSMEs in Tegal can attract the attention of a wider market, including international consumers who are looking for products that are in line with their values. This is in line with the global trend that increasingly prioritizes sustainability and ethics in production. (Mulyana dkk., 2024)

noted that the halal lifestyle is now a new trend among consumers, which shows great potential for products that prioritize these values.

#### **d. Benefits to the Local Economy**

The benefits of this research will also be felt in the context of the local economy. By developing the halal batik industry, it is hoped that there will be an increase in MSME income which in turn will contribute to regional economic growth. According to data from the Central Statistics Agency (BPS), the MSME sector contributes more than 60% to Indonesia's GDP, so developing this sector is very important to achieve sustainable economic growth.

Furthermore, the integration of halal values in the batik industry can also open up opportunities for the development of the halal tourism sector in Tegal. This is in line with research (Comaneci & Unggul, 2021) which shows that halal tourism can be a new source of income for the region, especially for areas that have rich cultural potential such as Tegal. By promoting batik as a halal product, Tegal can attract tourists who are looking for an authentic cultural experience that is in accordance with the halal lifestyle.

#### **e. Benefits for Further Research**

Finally, this study is expected to pave the way for further, more in-depth research on halal integration in various industries, not only limited to batik. With the phenomenological approach used, this study will provide deeper insight into the subjective experiences of MSME actors in implementing halal principles in their business practices (Bukhari dkk., 2022) emphasizing the importance of a phenomenological approach in social research, which can provide a richer understanding of the dynamics that occur in the field.

Through the results of this study, it is hoped that further discussions will emerge regarding the challenges and opportunities faced by MSMEs in implementing halal values. This study can also be a reference for academics and practitioners who want to explore further the relationship between halal lifestyle and the creative industry in Indonesia. (Arifin et al., 2023) shows that the application of a phenomenological approach in research MSMEs can provide new insights that are useful for developing more effective business strategies. Thus, this research not only provides benefits for MSMEs and local governments, but also for the development of science and culture in Indonesia.

## **METHOD**

This research design uses a phenomenological approach to understand the experience of MSME actors in integrating halal lifestyle into the Tegal batik industry value chain. The phenomenological approach was chosen because it is able to explore the subjective meaning and experience of individuals involved in the process. According to (Arifin dkk., 2023), phenomenology focuses on how individuals understand and give meaning to their experiences, so it is very relevant to explore how batik MSME actors feel and implement the halal concept in their products. In this context, the experience of MSME actors is not only limited to the production aspect, but also includes their perceptions of the market, consumers, and cultural values inherent in batik products. This study aims to identify how halal values can be integrated into every stage of the value chain, from raw material procurement to marketing of final products. This is in line with research conducted by (Idris dkk., 2025), which shows that the integration of halal values in supply chain management can increase product competitiveness.

The use of data triangulation is an important part of this research design. Data triangulation is done through three methods, namely in-depth interviews, observation, and documentation. In-depth interviews will be conducted with batik MSME actors, stakeholders, and consumers to gain a comprehensive perspective. Observations are conducted to directly

observe the production process and interactions between MSME actors and consumers. Documentation will include analysis of relevant documents, such as halal certificates, sales reports, and marketing materials. With this triangulation, it is hoped that the research results can be more valid and rich in information. Statistics show that more and more consumers are looking for products that comply with halal principles. According to Nordin (2020), 65% of consumers in Indonesia consider halal status when purchasing a product, which shows the importance of halal integration in MSME marketing strategies. With a phenomenological approach, this study not only aims to understand individual experiences, but also to provide recommendations that can help MSMEs develop products that are more in line with market demand.

In this context, this study is expected to provide a significant contribution to the development of the batik industry in Tegal, while strengthening the understanding of the importance of halal lifestyle in the business context. By integrating halal values into the value chain, MSMEs Batik in Tegal can not only increase the competitiveness of their products, but also contribute to sustainable economic development.

#### Location and Subject of Research

The location of this research was determined in Tegal, which is known as one of the centers of batik production in Indonesia. The selection of Tegal as a research location is based on the great potential of the batik industry in this area, as well as the existence of many MSMEs operating in the sector. According to (Iffan Al-Faris dkk., 2024), Tegal batik has unique characteristics that distinguish it from batik from other regions, making it an interesting research object to explore the integration of halal lifestyle. The research subjects consisted of batik MSME actors who have implemented halal practices in their production process. The participant selection criteria include: (1) MSMEs that already have halal certificates, (2) MSMEs that are active in producing and marketing batik, and (3) MSMEs that have at least two years of experience in the batik industry. With these criteria, it is hoped that relevant and in-depth information can be obtained regarding the experiences and challenges faced by MSME actors in integrating halal values.

In-depth interviews will be conducted with MSME owners and workers, as well as consumers who purchase batik products in Tegal. This is important to gain diverse perspectives on halal integration in the batik industry. Observations will also be conducted at production sites to understand the real practices implemented by MSME actors in the production and marketing process. Documentation will include an analysis of halal certificates held by MSMEs, as well as marketing materials used to attract consumers. Statistics show that the batik industry in Tegal has a significant contribution to the local economy. According to data from the Tegal Industry and Trade Office, there are more than 200 batik MSMEs operating in this area, with an annual turnover reaching billions of rupiah. Thus, this study is expected to provide valuable insights for the development of more sustainable business strategies that are in line with market demands.

Through this research, it is expected to find certain patterns in the experiences of MSME actors that can be used as a reference for other MSMEs in integrating halal lifestyle into their value chain. Thus, this research will not only provide academic but also practical contributions to the development of the batik industry in Tegal and improving the welfare of MSME actors.

In this study, data collection techniques used include semi-structured interviews, observation of the batik production process, and documentation. Semi-structured interviews were conducted with batik craftsmen and UMKM owners in Tegal to gain in-depth insights into their experiences in implementing a halal lifestyle in the production and marketing process of batik products. This interview method was chosen because it allows researchers to explore more open-ended questions and gain a more comprehensive explanation of their views and practices related to halal lifestyle (Qizam dkk., 2025). Observation of the batik production

process is also an important part of data collection. Through direct observation, researchers can better understand how halal values are integrated into each stage of production. This includes the selection of raw materials, coloring techniques, to the finishing process that is in accordance with halal principles. The data obtained from this observation is very valuable in providing a clearer context to the information obtained from the interviews (Rigina Melati & Amirudin, 2024).

Halal certification documentation and related business policies will also be collected as part of the data collection technique. Halal certification is one of the important aspects that affect the competitiveness of batik products in the market, especially among consumers who prioritize halal products. By analyzing these documents, researchers can evaluate how business policies are implemented by MSME Tegal batik supports the integration of halal values in their value chain (Iffan Al-Faris dkk., 2024). The use of a combination of data collection techniques is expected to provide a more holistic picture of the implementation of halal lifestyle in the Tegal batik industry. By collecting data from various sources, researchers can ensure the validity and reliability of the information obtained. This is in line with the phenomenological approach which emphasizes the importance of understanding individual experiences in their social and cultural contexts (Patria & Salamah, 2022).

Overall, the data collection techniques applied in this study aim to reveal how batik UMKM in Tegal integrates halal values into their business practices. With a deep understanding of this process, it is hoped that this study can provide a significant contribution to the development of a more sustainable batik industry that is in accordance with halal principles.

After the data is collected through various collection techniques, the next step is to conduct data analysis. The analysis techniques used in this study include data reduction, data presentation, and drawing conclusions. Data reduction is done by grouping relevant information from interviews, observations, and documentation. This process aims to filter out unnecessary data and focus on the most significant information to answer the research questions (Bachtiar dkk., 2024). Data presentation is done by compiling information that has been reduced into a more structured form, such as tables, graphs, or descriptive narratives. Good data presentation will make it easier for researchers to convey research findings to readers. In addition, clear and systematic data presentation will also help in the process of drawing conclusions (Ab Talib & Zulfakar, 2024). In this context, the researcher will highlight how halal values are integrated into each stage of the Tegal batik industry value chain.

Drawing conclusions is done after the data is presented, whereThe researcher will formulate the main findings from the analysis conducted. This conclusion will include an understanding of how Tegal batik UMKM implements a halal lifestyle in their business practices and its impact on product competitiveness in the market. This process is very important to ensure that the research results can provide a meaningful contribution to the development of the batik industry, especially in the context of a market that increasingly prioritizes halal products (Qizam dkk., 2025).

Data validation is also an important aspect in the analysis. To ensure the accuracy and credibility of the information obtained, researchers will triangulate sources and methods. Source triangulation is done by comparing information obtained from interviews, observations, and documentation to see the consistency of the data. Meanwhile, method triangulation involves the use of various data collection techniques to gain a broader and deeper perspective (Kutsiyah, 2019).

By applying systematic data analysis techniques and strict validation, it is expected that the results of this study can provide an accurate picture of the integration of halal lifestyle in the Tegal batik industry value chain. This study is expected to be useful not only for academics,

but also for practitioners and stakeholders in the batik industry to develop more effective strategies in implementing halal values in their businesses.

## **RESULTS AND DISCUSSION**

### **Description of Tegal Batik Industry from Halal Lifestyle Perspective**

The Tegal batik industry has a rich history and is an integral part of Indonesian culture. In recent years, there has been a significant shift in the way batik products are viewed, especially in relation to the halal concept. Halal lifestyle is not only related to the food aspect, but also includes fashion and craft products, including batik. According to (Lutfian & Isfianadewi, 2023), the integration of halal values in batik production can provide significant added value, especially for MSMEs operating in Tegal. Data shows that around 60% of consumers in Indonesia currently prefer products that have halal certification (Rigina Melati & Amirudin, 2024).

In this context, Tegal batik is not only seen as an art and cultural product, but also as a product that meets halal standards. This is important considering the increasing public awareness of the importance of consumption in accordance with Islamic law (Ali dkk., 2020) noted that consumers in various countries are now increasingly critical of the products they buy, including in terms of halalness. Therefore, the Tegal batik industry needs to adapt to this trend to remain relevant and competitive in an increasingly global market. From the perspective of MSMEs, the application of halal principles in the Tegal batik production process not only impacts product quality but also brand image. Consumers tend to be more loyal to brands that are committed to halal values. This is in line with the findings of (Mustaniroh & Septifani, 2023) which show that MSMEs that promote a halal lifestyle have a greater chance of attracting new customers. Thus, the Tegal batik industry needs to take advantage of this opportunity to increase its competitiveness.

Furthermore, the Tegal batik industry also has the potential to become part of the halal tourism industry (Arifin dkk., 2023) stated that local products that meet halal standards can attract Muslim tourists, which is a growing market segment. By positioning Tegal batik as a product that is not only beautiful but also halal, MSMEs can expand their market reach and increase revenue. Overall, the description of the Tegal batik industry from a halal lifestyle perspective shows that there is a significant opportunity for the integration of halal values in the value chain of this industry. The application of the halal concept will not only improve product quality but will also strengthen the position of Tegal batik in the domestic and international markets.

### **Experience of MSMEs in Implementing Halal Value Chain**

The experiences of MSMEs in implementing the halal value chain in the Tegal batik industry vary widely. Several MSMEs reported that the application of halal principles in the production process had a positive impact on product quality and customer satisfaction. According to (Darmalaksana, 2023), many MSMEs are beginning to understand the importance of halal certification as part of their marketing strategy. This is reflected in the increase in sales of products that have been halal certified, which has reached 30% in the past year.

However, not all MSMEs have the same experience. Some of them face difficulties in understanding and implementing applicable halal standards. (Ismail dkk., 2024) noted that the lack of knowledge and understanding of the halal certification process is one of the main obstacles for MSMEs in adopting the halal value chain. Training and assistance from related parties, such as the government and halal certification institutions, are needed to assist MSMEs in this process.

In addition, the experience of MSME actors is also influenced by support from the community and business networks. (Ardiantono dkk., 2024) showed that MSMEs that are

active in business communities that focus on halal products tend to be more successful in implementing the halal value chain. They can share experiences and strategies with each other, and gain access to relevant information about the halal market. In the context of Tegal batik, several MSME actors have succeeded in creating innovative products that meet halal standards, such as the use of safe and halal natural dyes. (Hariani & Sutrisno, 2023) emphasized that innovation in products and production processes is very important to attract consumers who are increasingly aware of the importance of halal. Thus, the experience of MSME actors in implementing the halal value chain reflects a combination of existing challenges and opportunities.

Overall, the experience of MSME actors in implementing the halal value chain in the Tegal batik industry shows that despite the challenges, many actors have succeeded in taking advantage of existing opportunities to increase the competitiveness of their products in the halal market.

### **KObstacles and Challenges in Adopting the Halal Concept**

Although there are many opportunities in adopting the halal concept, MSMEs in the Tegal batik industry also face various obstacles and challenges. One of the main challenges is the costs associated with the halal certification process. (Salam & Makhtum, 2021) noted that certification costs can be a significant burden for MSMEs, especially for those with limited capital. These costs include product testing, administration, and employee training on halal principles. (Slamet Rusydiana & Marlina, 2020) In addition, the lack of understanding of halal standards is also an obstacle for many MSMEs. stated that many business actors do not know how to meet the established halal requirements. This causes confusion and uncertainty in the production process, which in turn can affect product quality. (Fuadi dkk., 2022) Therefore, more intensive educational efforts are needed to improve understanding of MSME actors about the importance and how to implement halal standards.

Another challenge is the increasingly tight competition in the market. With the increasing number of products claiming halal, MSMEs must work harder to differentiate their products from others. (Nadya dkk., 2023) showed that product differentiation is the key to attracting consumers' attention. MSMEs in Tegal need to innovate and create unique added value for their batik products in order to compete in the increasingly competitive halal market. Furthermore, constraints in terms of distribution and marketing are also challenges for MSMEs. Many MSMEs still rely on traditional marketing methods and have not utilized digital technology optimally. (Rido & Sukmana, 2021) emphasized the importance of utilizing online platforms to reach a wider range of consumers, especially in the current digital era. MSMEs need to adapt to these changes in order to increase the visibility of their products in the market.

Overall, the obstacles and challenges in adopting the halal concept for MSMEs in the Tegal batik industry include aspects of cost, understanding, competition, and marketing. Overcoming these challenges requires collaboration between business actors, the government, and related institutions to create an environment that supports the implementation of halal principles in the batik industry.

### **Tegal Batik UMKM Strategy in Increasing Competitiveness in the Halal Market**

To increase competitiveness in the halal market, Tegal batik MSMEs need to develop effective and innovative strategies. One strategy that can be adopted is to focus on product quality. (Rido & Sukmana, 2021) emphasized that high-quality batik products that meet halal standards will be more easily accepted by consumers. Therefore, MSMEs need to ensure that every stage of production, from the selection of raw materials to the coloring process, meets halal criteria. In addition, MSMEs also need to utilize technology to increase the efficiency and effectiveness of the production process (Fahira & Yasin, 2022). The use of modern technology

in batik production can help reduce production costs and time, while improving product quality (Yazid dkk., 2022) shows that the use of digital technology in marketing can also help MSMEs reach a wider market, especially among young consumers who are more accustomed to online shopping.

Another important strategy is to build partnerships with various parties, including halal certification institutions, the government, and the business community. By establishing partnerships, MSMEs can obtain support in terms of training, market information, and access to resources needed to implement halal principles in their products. (Moh Karim dkk., 2024) noted that collaboration between MSMEs and related institutions can strengthen their position in the halal market. MSMEs also need to educate consumers about the added value of batik products that have halal certification. (Safitri dkk., 2024) Through effective marketing campaigns, MSMEs can increase consumer awareness of the importance of choosing halal and quality products. (Muh. Ahsan Kamil & Muhammad Rasyid Ridlo, 2024) showed that consumer education can be an effective tool to attract customer interest and loyalty.

Overall, the strategy of Tegal batik MSMEs in increasing competitiveness in the halal market must include a focus on product quality, technology utilization, partnerships, and consumer education. By implementing this strategy, MSMEs can strengthen their position in the market and seize opportunities in the ever-growing halal industry.

## CONCLUSION

This study aims to examine the integration of halal lifestyle in the Tegal batik industry value chain from the perspective of MSMEs. The results of the study indicate that there is a significant relationship between the application of halal principles in each stage of the value chain and the increase in the competitiveness of batik products. In this context, halal lifestyle is not just a certification, but also includes ethical and sustainable values that are increasingly in demand by consumers. Data from Hidayati (2021) shows that 75% of batik consumers in Indonesia prefer products that have halal certification, which indicates a strong market demand for products that are not only of high quality but also in accordance with halal principles.

The implications of the results of this study are very important for the development of halal batik UMKM. The implementation of halal lifestyle in the value chain can improve product image, expand the market, and increase consumer loyalty (Ali et al., 2020), consumers are now increasingly sensitive to the halal aspect of the products they buy, and this is an opportunity for MSMEs to adapt their products to market needs. Thus, the integration of halal in the value chain is not only beneficial for MSMEs, but also to strengthen the position of Tegal batik in the global market. The implementation of halal lifestyle in the batik industry also contributes to the socio-economic development of the community. With the increasing demand for halal batik products, MSMEs can create new jobs and increase people's income. This is in line with research by (Muh. Ahsan Kamil & Muhammad Rasyid Ridlo, 2024) which emphasizes the role of MSMEs in promoting a halal lifestyle and its impact on local economic growth.

Furthermore, this study also found that batik consumers in Tegal have a high awareness of the importance of halal values in the products they consume. This shows that there is great potential to develop batik products that not only meet quality standards, but also comply with halal principles. For example, (Solihat, 2024) noted that several MSMEs in Tegal have succeeded in integrating cultural values and halal principles into their products, which has had a positive impact on sales.

Finally, this study emphasizes the importance of collaboration between MSMEs, the government, and other stakeholders in supporting the development of the halal batik industry. Policies that support halal certification and training for MSMEs in implementing halal practices in production will greatly assist in optimizing market potential.

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