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Evaluation of the Governance of Halal Certification Implementation in 2026 in West Java Province, using the Context, Input, Process, Product Method and Regulatory Impact Analysis

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Abstract: This study aims to evaluate the governance and obstacles in the implementation of the Halal Product Assurance (JPH) system and to analyze the impact of the 2026 Mandatory Halal policy on Micro, Small, and Medium Enterprises (MSMEs). The research focuses on the execution of halal certification through the "self-declare" scheme and the government-run "Free Halal Certification" (SEHATI) program, designed to assist business owners in obtaining halal certificates. The 2026 Mandatory Halal policy is based on Law Number 33 of 2014 concerning Halal Product Assurance as amended by Law Number 6 of 2023 and Government Regulation Number 42 of 2024, with full implementation scheduled for October 18, 2026. The study employs a descriptive-qualitative approach, utilizing the Context, Input, Process, Product (CIPP) model and Regulatory Impact Analysis (RIA). The RIA is used to examine the benefits, challenges, and policy implications for business owners. Data collection took place from May 22, 2026, at the Department of Cooperatives and Small Enterprises of West Java Province, involving questionnaires and in-depth interviews with 30 MSMEs in the food and beverage sector within the Greater Bandung area, West Java. Participants including MSME owners and Halal Product Process Facilitators (PPH) were selected via simple random sampling from an attendance list. The CIPP model was applied to evaluate the policy context, resource adequacy, the certification process, and program outcomes. The findings indicate that the Halal Product Process Facilitators possess diverse educational backgrounds and levels of experience. In general, these facilitators are capable of performing their duties and assisting MSMEs throughout the halal certification process. However, technical proficiency and autonomy in using the SIHALAL system remain inconsistent, suggesting a need for further strengthening to ensure the smooth implementation of halal certification. The primary challenge regarding digital literacy among Halal Product Process Facilitators is the difficulty in operating the SIHALAL system independently, accounting for 36.59% of cases. Other challenges include limited internet access (19.55%), the lack of an active email account (19.41%), limited access to devices or smartphones (16.06%), and language barriers (8.39%).

Keywords: Halal Product Guarantee, MSMEs, CIPP, RIA

INTRODUCTION

The development of the modern food and beverage industry requires every Muslim to possess a solid understanding of halal (permissible) food and to apply this in their daily lives—not merely to avoid forbidden (haram) items, but also to safeguard their physical and spiritual well-being. In Islam, halal food and drink are those permitted according to the Quran and hadith. From a sharia perspective, the halal status encompasses the substance itself, the means by which it is acquired, and the processes involved in its production, all in accordance with sharia provisions. The Quran (Surah Al-Baqarah, verse 168) mandates the consumption of food that is both halal and tayyib (wholesome/good); thus, the concept of halal extends beyond mere legal status to include aspects of goodness and benefit to human beings. In line with this principle, legal guarantees and certainty are required to ensure the halal status of products circulating in society. A Halal Certificate serves as official recognition of a product's halal status, issued by the Halal Product Assurance Organizing Agency (BPJPH) based on a fatwa (religious ruling) or a written halal determination. Both legally and operationally, this certificate functions as valid proof that a good or service has passed inspection and meets the halal standards prescribed by Islamic law (BPJPH, 2025).

The provisions for the implementation of Halal Product Assurance (JPH) have been updated through Law Number 6 of 2023 and further elaborated in Government Regulation Number 42 of 2024 concerning the Implementation of Halal Product Assurance. These regulations mandate that any product entering, circulating, or being traded within Indonesian territory must be halal-certified, while products derived from forbidden (haram) ingredients must be explicitly labeled as non-halal. The implementation of this halal certification requirement is carried out in stages, based on the type of product and the scale of the business. For MSMEs (micro, small, and medium enterprises) that produce food and beverages, or operate businesses involving slaughtered products and slaughtering services, the mandatory halal certification requirement will take effect on October 18, 2026. Consequently, 2026 serves as a critical period for accelerating compliance with halal certification requirements among MSMEs.

A halal certificate is an official recognition of a product's halal status, issued by the Halal Product Assurance Organizing Agency (BPJPH) in accordance with prevailing laws and regulations. From a legal perspective, a halal certificate provides consumers with certainty regarding a product's halal status and serves as an instrument for consumer protection (Agus, 2017). Furthermore, a halal certificate holds strategic value for business operators, as it can enhance consumer trust and create opportunities for market expansion (Hasibuan, 2023). Donna et al. (2025) indicate that halal certification is linked to increased producer confidence in marketing products, as well as greater consumer acceptance though possessing a certificate does not automatically guarantee an increase in turnover or profit. Therefore, the implementation of the 2026 Mandatory Halal requirement should be evaluated not only by the number of certificates issued, but also by the effectiveness of the policy's execution, the ease of access to certification, the level of compliance among business operators, and the benefits generated for micro, small, and medium-sized enterprises (MSMEs).

The scope of halal certification encompasses products consumed, used, or otherwise utilized by the public; thus, it is not limited solely to food and beverages. Law Number 33 of 2014 concerning Halal Product Assurance defines "products" as goods and/or services related to food, beverages, drugs, cosmetics, chemical products, biological products, genetically engineered products, and consumer goods (Republic of Indonesia, 2014). In this context, halal assurance requires more than just an assessment of the ingredients used; it also necessitates careful consideration of the processes that may affect a product's halal status. Suzery et al. (2020) explain that the "Halal Product Process" encompasses the sourcing of ingredients, processing, storage, packaging, distribution, sales, and the presentation of the product. This

scope affirms that halal assurance must be implemented comprehensively across all relevant stages of the production and distribution chain. For MSMEs in the food and beverage sector, the mandatory halal certification requirement necessitates that they be prepared to meet the established criteria. However, fulfilling this obligation also requires government support—specifically in providing access to certification, guidance, and digital services. Through the "self-declare" mechanism, eligible MSMEs can apply for halal certification with the assistance of a Halal Product Process Facilitator (PPH) via the SIHALAL digital system. To broaden access to certification, the Halal Product Assurance Organizing Agency (BPJPH) has launched the 2026 Free Halal Certification Program (SEHATI), which offers a national quota of 1,350,000 halal certificates. This program serves as a government instrument to assist MSMEs in meeting their halal certification obligations.

The implementation of halal certification for MSMEs (micro, small, and medium enterprises) continues to face various challenges, particularly regarding the readiness of business owners, the effectiveness of outreach efforts, and access to certification services. Athief et al. (2022) found that a lack of outreach is a key factor hindering the realization of halal certification facilitation programs for MSMEs. Meanwhile, Fajriana et al. (2026) examined the readiness of MSMEs for the implementation of halal certification, while Fauziah et al. (2026) identified limited understanding of digital technology and the registration procedures for the Free Halal Certification (SEHATI) program as significant challenges for MSMEs. These findings indicate that the success of the halal certification policy is determined not only by the existence of regulations and facilitation programs but also by the readiness of business owners, the effectiveness of the support provided, and the ease of access to digital services. Given these findings, the implementation of the 2026 Mandatory Halal requirement specifically in West Java Province warrants further examination through an evaluation of the policy context, resource adequacy, implementation processes, and outcomes, as well as an analysis of the regulatory impact on MSMEs.

In its execution, West Java Province was initially allocated a quota of 222,476 certificates under the 2026 SEHATI program. As this quota was fully utilized, West Java subsequently received an additional 83,637 certificates from the national quota. This situation highlights the high demand for halal certification facilitation among MSMEs in West Java and serves as a crucial basis for evaluating the policy's implementation particularly concerning service governance, the provision of assistance for the halal product assurance process (PPH), and the utilization of the SIHALAL digital system.

The implementation of halal certification for MSMEs requires outreach and ongoing support to assist business owners in meeting administrative requirements, understanding registration procedures, and navigating the digital systems used in the halal certification application process (Susilo et al., 2023). In the context of policy implementation in West Java Province, the effectiveness of the Halal Product Assurance governance is determined not merely by the number of certificates issued, but also by resource readiness, the quality of services and assistance provided, and the execution of verification and oversight.

Halal Product Process Facilitators play a direct role in assisting MSMEs micro, small, and medium enterprises in understanding requirements, preparing documentation, and navigating the halal product verification process through the self-declare mechanism. Consequently, the capacity and distribution of these facilitators, their proficiency in using the SIHALAL system, and the coordination among the facilitators, Halal Product Process Facilitation Institutions (LP3H), and the Halal Product Assurance Organizing Agency (BPJPH) are critical aspects in evaluating the effectiveness of the Halal Product Assurance policy. An increase in the number of certificates does not fully reflect the quality of the policy's implementation, as its effectiveness is also influenced by factors such as the usability of the SIHALAL system, internet access, the administrative and digital literacy of MSME operators,

the capacity of the facilitators, and the rigor of the verification and oversight processes. With the mandatory halal certification requirement set to take effect on October 18, 2026, an evaluation is essential to identify implementation obstacles and assess the overall readiness for managing Halal Product Assurance in West Java Province.

The halal certification registration process is a crucial stage in the implementation of the Halal Product Assurance system, ensuring that products submitted by business operators meet the requirements stipulated by applicable regulations. This process encompasses the submission of applications, fulfillment of required documentation, inspection or verification of halal status according to the chosen certification scheme, determination of the product's halal status, and the issuance of a Halal Certificate by the Halal Product Assurance Organizing Agency (BPJPH). The certification mechanism is tailored to the characteristics of the product and the chosen application pathway either the regular scheme or the self-declare scheme (for business operators who meet specific criteria). Understanding each of these stages is essential, particularly for MSMEs, to ensure that business operators can accurately meet requirements and navigate any administrative or technical challenges that may arise during the registration process. The stages are as follows:

1. Preparation of requirements: Business operators prepare their business identity, Business Identification Number (NIB), product data, list of ingredients, and details of the production process in accordance with the requirements of the chosen scheme.
2. Registration via SIHALAL: Business operators create an account, complete the application data, upload the necessary documents, and select the appropriate certification scheme.
3. Initial verification and application processing: Documents and requirements are processed in accordance with the applicable regulations and the chosen certification scheme. Under the self-declare scheme, a Halal Product Assurance Facilitator assists with verification and validation of the halal declaration for products that meet the criteria. Under the regular scheme, products are inspected or tested by a Halal Inspection Agency (LPH) through a halal auditor, in accordance with established regulations.
4. Determination of halal status: The outcome of the preceding process is then determined by the authorized body or mechanism, in accordance with the relevant scheme and prevailing regulations.
5. Issuance of the Halal Certificate: The BPJPH issues an electronic Halal Certificate once all requirements and the halal determination process have been successfully fulfilled (Halal Product Assurance Organizing Agency [BPJPH], 2025).

A study by Purwanto, Jati, and Rofiq (2021) titled “Policy Analysis of Enforcement of Halal Product Guarantee Regulations Through the Regulatory Impact Analysis (RIA) Approach” published in the Walisongo Journal of Digital Marketing and Halal Industry, Vol. 3, No. 2, pp. 149–164 analyzes the impact of enforcing mandatory halal certification under the Minister of Religious Affairs Regulation Number 26 of 2019, utilizing the Regulatory Impact Analysis (RIA) approach. The study reveals a gap between the actual situation and the ideal state regarding the implementation of Halal Product Assurance regulations. It concludes that the enforcement of these regulations should be deferred until the identified gaps are addressed. These findings underscore the importance of regulatory impact analysis in identifying potential implementation obstacles and assessing the readiness for policy execution.

This study is relevant to the present research as both examine Halal Product Assurance policy and employ the RIA approach. However, they differ in their focus and analytical frameworks. While Purwanto et al. (2021) concentrate on the impact of regulations under the Minister of Religious Affairs Regulation Number 26 of 2019, the current study focuses on evaluating the governance of the 2026 Mandatory Halal requirement in West Java Province. This study is conducted using the Context, Input, Process, Product (CIPP) model, integrated with Regulatory Impact Analysis (RIA) to assess the regulatory impact. This combined

approach is intended to provide a comprehensive overview of the policy context, resource readiness, implementation processes, outcomes, and regulatory impacts, serving as a foundation for formulating recommendations to improve the policy.

METHODS

This study employs a qualitative descriptive method with a descriptive-evaluative design to analyze the implementation of the Halal Product Assurance (JPH) policy specifically, the acceleration of halal certification for MSMEs (Micro, Small, and Medium Enterprises) through the self-declare scheme in West Java Province. According to Citriadin (2020), qualitative research aims to understand phenomena within social situations through observation and the researcher's engagement in the field. MSME owners were sampled using a simple random sampling technique. As defined by Sugiyono (2019), this technique involves selecting sample members at random, without regard for strata within the population. In this study, 30 food and beverage MSME owners were randomly selected from an existing list of MSMEs, ensuring that every MSME on the list had an equal chance of being chosen as a respondent.

The evaluation of the policy implementation utilizes the Context, Input, Process, Product (CIPP) model to examine the policy context, resource readiness, implementation processes, and the outcomes of the halal certification process. Meanwhile, a Regulatory Impact Analysis (RIA) approach is applied to assess the benefits, challenges, and regulatory implications for MSME owners. Data were collected through questionnaires and in-depth interviews with MSME owners and Halal Product Process Facilitators (PPH). The study was conducted in West Java Province, with the Greater Bandung area serving as the primary location for field data collection. Data collection took place on May 22, 2026, at the Department of Cooperatives and Micro, Small, and Medium Enterprises of West Java Province.

The evaluation of the implementation of the 2026 Mandatory Halal Certification policy is conducted using the Context, Input, Process, Product (CIPP) model to identify program conditions and requirements, resource support, program execution, and the outcomes achieved. Experts offer the following perspectives on the CIPP model:

1. The CIPP model is an evaluation framework that employs a management-oriented approach, also referred to as evaluation within program management (Madaus, Scriven, & Stufflebeam, 1983).
2. The CIPP model is rooted in the view that the primary purpose of program evaluation is not to "prove," but rather to "improve." Consequently, it is categorized as an improvement-oriented evaluation approach or evaluation for development. In this sense, the CIPP model is applied to support organizational development, assisting leaders and staff in systematically obtaining and utilizing input to better address critical needs or to optimize the use of available resources (Mahmudi, 2011).

Furthermore, this study employs Regulatory Impact Analysis (RIA) to examine the effects of the 2026 Mandatory Halal Certification policy on the implementation of halal certification for MSMEs in West Java Province, including its benefits, challenges, and the aspects of implementation that require strengthening. RIA is essential as it helps prevent the adoption of ineffective policies or those that could potentially result in negative societal impacts. Moreover, RIA can be used to evaluate various policy alternatives, thereby assisting in the selection of the most effective policy that yields positive outcomes for the public.

Regarding Regulatory Impact Analysis (RIA), institutional perspectives suggest the following:

1. It serves as a tool for monitoring and evaluating public policy. By periodically assessing the impact of a policy, the government can determine whether the implemented measures have generated positive effects for the public. This is crucial for ensuring that the policy delivers tangible benefits to society. The RIA method can assist in evaluating existing

policies to ensure they align with the needs of the public (Regional Autonomy Implementation Monitoring Committee [KPPOD], 2023).

2. The Regulatory Impact Analysis (RIA) method has been under development in Indonesia since 2003 spearheaded primarily by the Ministry of National Development Planning/Bappenas as a systematic approach to analyzing the impacts of policies and regulations, as well as supporting evidence-based decision-making (Suparmiatun et al., 2011).

Employing both the CIPP and RIA approaches provides a more comprehensive overview of the implementation of the 2026 Mandatory Halal policy. The CIPP model is used to examine conditions, resources, implementation processes, and program outcomes, while the RIA method is used to identify the impacts of the regulation, including the benefits and challenges that arise during its execution. Consequently, these two approaches can help identify specific aspects that require strengthening to support the effective implementation of the 2026 Mandatory Halal policy in West Java Province.

RESULTS AND DISCUSSIONS

The research findings outline the state of halal certification implementation, focusing on several key aspects that serve as a basis for assessing readiness and the execution of the 2026 Mandatory Halal Certification policy in West Java Province. These aspects include the capacity of "Halal Product Process Facilitators" in assisting; their proficiency in utilizing technology and the SIHALAL system; challenges encountered during the certification process; the effectiveness of the facilitation provided; and the status of MSMEs (Micro, Small, and Medium Enterprises) as the target beneficiaries. These five aspects are used to illustrate the actual conditions on the ground, from the perspectives of both the facilitators and the service recipients. Based on these aspects, the research findings are organized into five interconnected thematic areas:

1. Profile and Capacity of Halal Product Process Facilitators

   The research indicates that Halal Product Process Facilitators possess diverse educational backgrounds and levels of experience. In general, they are capable of performing their duties and assisting MSMEs throughout the halal certification process. However, technical proficiency and the ability to operate the SIHALAL system independently vary among them; therefore, further strengthening is required to ensure the smooth implementation of halal certification.

2. Digital Literacy and the Use of SIHALAL

   The research reveals that the primary challenge regarding the digital literacy of Halal Product Process Facilitators is the difficulty in operating the SIHALAL system independently, affecting 36.59% of them. Other challenges include limited internet access (19.55%), the lack of an active email account (19.41%), limited access to devices or smartphones (16.06%), and language barriers (8.39%). These findings suggest that the challenges in the digitalization of halal certification relate not only to the availability of infrastructure and internet access but also to the technical competence required to operate the SIHALAL system. Consequently, enhancing digital competencies and providing technical support are essential to facilitate an efficient halal certification assistance process.

3. Challenges in the Implementation of Halal Certification

   Obstacles in the implementation of halal certification were identified across both technical and operational aspects. For the Halal Product Process Facilitators, the primary challenges relate to difficulties in operating the SIHALAL system independently, compounded by limited access to the internet, necessary hardware, and active email

accounts. This situation indicates that the facilitation process still requires technical support to help overcome obstacles in using the system and to streamline the stages of halal certification. For MSMEs (Micro, Small, and Medium Enterprises), a potential hurdle in the halal certification process concerns meeting the requirements for raw materials. Questionnaire results show that 70.4% of respondents reported no difficulties in fulfilling the requirements for halal raw materials, suggesting that sourcing halal-compliant raw materials is generally not a significant barrier for MSMEs.

4. Effectiveness of the Facilitation Process

   The facilitation process plays a crucial role in assisting MSMEs to meet requirements and navigate the stages of halal certification. However, the effectiveness of this support still faces challenges, particularly regarding the independent operation of the SIHALAL system. Research data indicates that 77.7% of the Halal Product Process Facilitators require further technical capacity building to ensure the facilitation process runs more smoothly.

5. MSME Readiness for Halal Certification

   Research conducted on 30 MSMEs in the food and beverage sector shows that all respondents already possess a halal certificate. Nevertheless, holding a certificate does not necessarily guarantee an MSME's ability to meet certification requirements independently and on an ongoing basis. With the mandatory halal certification requirement (Wajib Halal) set to take effect on October 18, 2026, the government's "Free Halal Certification" (SEHATI) program serves as an initiative to expand access to certification. Consequently, MSME readiness must be assessed based on their understanding of procedures, the completeness of their documentation, and their proficiency in using the SIHALAL system. These aspects form the basis for evaluating the implementation of the 2026 mandatory halal requirement in West Java Province.

DISCUSSION

This study employs a qualitative approach with a descriptive-evaluative design to examine the implementation of the 2026 Mandatory Halal Certification policy in West Java Province specifically the Greater Bandung area within the context of government efforts to accelerate halal certification for MSMEs through the 2026 Free Halal Certification (SEHATI) program. This program serves as a form of government facilitation designed to expand access to halal certification, enabling MSMEs to fulfill their mandatory certification obligations. The primary data for this study were collected through interviews and questionnaires administered to MSMEs in the food and beverage sector, as well as to Halal Product Process Assistance (PPH) facilitators.

A sample of 30 MSME respondents was selected using a simple random sampling technique, as detailed in the research methodology. The data provide an overview of how halal certification is implemented in the field, covering the utilization of government facilities, the readiness of business owners, and the availability of support from facilitators. To evaluate the policy's implementation and identify its impacts, challenges, and areas requiring further strengthening to accelerate halal certification for MSMEs, this study utilizes the Context, Input, Process, Product (CIPP) model and a Regulatory Impact Analysis (RIA) approach. Based on the data collected, the research findings are discussed to address the following three research questions:

1. Challenges Faced by MSMEs in Using the SIHALAL System Independently

The use of the SIHALAL system is an integral part of the electronic-based halal certification service. Article 168, paragraph (1) of Government Regulation Number 42 of 2024 stipulates that the service system for the Halal Product Assurance (JPH) framework

must utilize an integrated electronic system. Paragraph (2) further explains that this system connects the halal certification service processes carried out by the Halal Product Assurance Organizing Agency (BPJPH), Halal Inspection Agencies (LPH), the Indonesian Ulema Council (MUI) and its relevant components, the Halal Product Fatwa Committee, and PPH facilitators. Furthermore, paragraph (4) stipulates that the integrated electronic system is managed by the BPJPH (Republic of Indonesia, 2024, Article 168, paragraphs (1), (2), and (4)).

The need for technical support in using SIHALAL is also reflected in a BPJPH publication titled "Satisfaction Index for Halal Certification Consultation Services via Omni-Channel Reaches 84.15%." The BPJPH notes that common inquiries received through its digital consultation services include requests for SIHALAL application password resets and account changes (BPJPH, 2023). This information indicates that account access and the need for technical assistance are aspects of the SIHALAL service that require attention to effectively support the halal certification process.

This is relevant for assessing the readiness of MSMEs (Micro, Small, and Medium Enterprises) to access halal certification services independently. Research findings from 30 respondents show that all of them possess a halal certificate. However, the possession of a certificate does not necessarily imply that the application process was carried out independently, without the assistance of a facilitator. Therefore, an evaluation of SIHALAL usage should consider not only the outcome the possession of a certificate but also the support required for MSMEs to independently access services and fulfill administrative requirements.

When viewed through the CIPP model, the "Context" aspect relates to the need among MSMEs for digital service access that is easy to understand. The "Input" aspect encompasses the availability of information, consultation services, and technical support. The "Process" aspect concerns the execution of the application stages via SIHALAL, while the "Product" aspect in this study is represented by the fact that all respondents hold a halal certificate. Nevertheless, the possession of a certificate cannot be taken as proof that the MSMEs have achieved independence in using the SIHALAL system.

From the perspective of Regulatory Impact Analysis (RIA), the need for technical assistance and challenges related to account access may increase the time and effort required by business operators to complete the administrative process. Potential improvements that could be considered include simplifying the instructions for using SIHALAL, strengthening consultation services, and enhancing technical assistance provided by Halal Product Assurance (PPH) facilitators. These measures should be aimed at reducing administrative barriers and bolstering the capacity of MSMEs to access halal certification services ahead of the implementation of the Mandatory Halal Certification requirement in 2026.

2. MSME Understanding of Halal Certification Requirements and Scope

In the implementation of the 2026 Mandatory Halal Certification, MSMEs (Micro, Small, and Medium Enterprises) must understand not only the requirement for halal certification but also the scope of products eligible for submission. According to the Decree of the Head of the Halal Product Assurance Organizing Agency (BPJPH) Number 146 of 2025 which outlines technical guidelines for halal certification services for micro and small enterprises via the "self-declare" scheme applicants may submit a maximum of 10 product names (including variants), or up to 30 product names for specific categories of small food stalls. It is essential to understand these quantity limits in accordance with the categories and requirements applicable to the relevant scheme.

Furthermore, Article 90, paragraph (1) of Government Regulation Number 42 of 2024 stipulates that business operators who alter the composition of ingredients and/or the Halal Product Process after obtaining a halal certificate are required to update that certificate. Paragraph (2) clarifies that such changes in ingredient composition include product development within the types of products already listed in the halal certificate (Republic of Indonesia, 2024, Article 90, paragraphs (1)–(2)). This provision underscores the importance for MSMEs to fully grasp the scope of their certification and the obligation to update it should any such changes occur.

Regarding the validity period, Article 88, paragraph (2) of Government Regulation Number 42 of 2024 states that a halal certificate becomes valid upon its issuance by the BPJPH and remains in effect as long as there are no changes to the composition of ingredients and/or the Halal Product Process (Republic of Indonesia, 2024, Article 88, paragraph (2)). Consequently, a halal certificate does not require periodic renewal based solely on the passage of time; however, business operators remain obligated to maintain the halal status of their products and must update the certificate if any changes occur, in accordance with the established regulations.

When analyzed using the CIPP model, the "Context" aspect pertains to the need for MSMEs to gain an accurate understanding of their obligations and the scope of halal certification. Regarding the "Input" aspect, clear guidelines and technical assistance are essential to ensure that MSMEs can accurately identify the products they intend to submit for certification. In terms of the "Process" aspect, this understanding must be applied when entering product data and reporting any changes to ingredients or production processes. The "Product" aspect concerns the alignment between the certified product and the product that is actually manufactured and marketed.

From the perspective of Regulatory Impact Analysis (RIA), providing clear information on product scope and the requirements for updating certificates can help minimize submission errors, reduce the need to repeat administrative procedures, and prevent additional time and costs for MSMEs. Therefore, outreach efforts regarding the 2026 Mandatory Halal Certification requirement should cover not only the obligation to obtain a certificate but also the specifics of the certification scheme, the inclusion of product variants, and the post-certification obligations.

3. Capacity of Halal Product Process Facilitators in Supporting Accelerated Halal Certification for MSMEs in the Greater Bandung Area

BPJPH Regulation Number 5 of 2025 serves as the basis for assessing the capacity of Halal Product Process Facilitators to support the acceleration of halal certification for MSMEs. Article 17, paragraph (1), letter c, requires to possess broad knowledge and an understanding of Sharia principles regarding product *halal*-ness, while paragraph (2) stipulates that this requirement must be evidenced by a training certificate. Article 19, paragraph (2), states that such training is to be conducted through technical guidance and/or workshops, and Article 21 mandates registration with the BPJPH. Furthermore, Article 22 outlines the facilitators' obligations: to perform their duties accurately, clearly, and honestly; to conduct verification and validation; to maintain data confidentiality; to sign an integrity pact; and to submit reports on their facilitation activities to the BPJPH (BPJPH, 2025).

Based on these provisions, the capacity of Halal Product Process (PPH) Facilitators can be examined through five aspects derived from BPJPH regulations: (1) facilitator requirements and commitments, as stipulated in Article 17; (2) training and competency certification, as outlined in Articles 18–20; (3) facilitator registration, as outlined in Article 21; (4) the execution of duties, integrity, and accountability in facilitation, as provided for

in Article 22; and (5) the ability to verify and validate ingredients and the Halal Product Process, as detailed in Articles 24–26. Furthermore, Article 16 mandates that PPH Facilitator Organizations provide ongoing guidance and conduct performance evaluations of facilitators at least once every six months (BPJPH, 2025). This provision is essential for assessing the institutional support provided to ensure the sustainability of facilitator competencies.

These five aspects serve as a basis for analyzing the alignment between BPJPH regulations and the actual implementation of Halal Product Process facilitation in the field. The research findings indicate that there is still a need to strengthen the capacity of PPH Facilitators, particularly regarding the updating of their understanding of regulations, the use of the SIHALAL system, and the diligence required when examining ingredients and production processes. Applying the CIPP model, this situation suggests that, in terms of the "Input" aspect, support for competency development needs to be reinforced through continuous guidance. Regarding the "Process" aspect, discrepancies in the understanding of administrative requirements highlight the need to standardize facilitation procedures and strengthen the evaluation of how duties are performed. Meanwhile, from the perspective of the RIA (Regulatory Impact Analysis) framework, these conditions indicate that initial training alone is insufficient to guarantee consistent quality in facilitation. Therefore, potential policy alternatives include providing periodic follow-up training, delivering structured updates on regulations and the SIHALAL system, and conducting performance evaluations of facilitators based on the obligations established by the BPJPH. This alternative should be directed toward reducing administrative errors and improving the accuracy of the verification and validation process, so that the implementation of halal certification for MSMEs in the Greater Bandung area can proceed more effectively.

CONCLUSIONS AND RECOMMENDATIONS

1. Implementation of the 2026 Mandatory Halal Policy

The 2026 Mandatory Halal Policy is a government policy implemented based on Law Number 33 of 2014 concerning Halal Product Assurance as amended by Law Number 6 of 2023 and Government Regulation Number 42 of 2024 concerning the Implementation of Halal Product Assurance. These regulations provide the legal foundation for the mandatory halal certification requirement, including for MSMEs (Micro, Small, and Medium Enterprises), in accordance with established phases. Utilizing the CIPP model, the readiness for policy implementation is examined through the alignment of policy objectives with the needs of MSMEs (Context), the adequacy of resources and implementation support (Input), the consistency of the implementation process (Process), and the outcomes achieved (Product). From the perspective of Regulatory Impact Analysis (RIA), the implementation of the 2026 Mandatory Halal Policy must account for the policy's benefits, the compliance burden faced by MSMEs, and alternative forms of government support to ensure that the mandatory halal certification requirement can be implemented effectively and proportionately.

2. Governance of Halal Certification Services for MSMEs

The provision of halal certification for MSMEs is governed by Government Regulation Number 42 of 2024 concerning the Implementation of Halal Product Assurance. Based on a questionnaire administered to 30 MSMEs all of which have already obtained halal certification this study evaluates certification governance by drawing on the experiences of business owners who have undergone the certification process. Within the CIPP model, the "Input" aspect is used to examine the support, guidance, and services received by the MSMEs, while the "Process" aspect is used to understand the execution of the certification

based on the respondents' experiences. Research findings regarding the use of the SIHALAL system and the level of understanding among MSMEs concerning the scope of their halal certificates serve as a basis for evaluating the governance of certification services. From the perspective of Regulatory Impact Analysis (RIA), the findings of this study serve as a basis for evaluation to identify governance aspects that require improvement as indicated by the questionnaire results while ensuring continued compliance with halal requirements in accordance with prevailing laws and regulations.

3. Capacity and Execution of Duties by Halal Product Process Facilitators

The capacity of Halal Product Process Facilitators is a critical factor in ensuring the accuracy of verification and validation, as well as the smooth execution of the halal certification process for MSMEs (Micro, Small, and Medium Enterprises). The performance of these facilitators is governed by the Halal Product Assurance Organizing Agency Regulation Number 5 of 2025, which outlines requirements, training, registration, facilitator obligations, and the procedures for verification and validation within the halal certification process specifically through the "halal declaration" mechanism. The study indicates a need to strengthen the facilitators' understanding of administrative requirements, regulatory updates, the use of the SIHALAL system, and the inspection of ingredients and halal production processes. Applying the CIPP model, the "Input" aspect pertains to the competence and development of the facilitators, while the "Process" aspect relates to the consistency with which they carry out their facilitation, verification, and validation duties. From the perspective of Regulatory Impact Analysis (RIA), capacity building can be achieved through needs-based advanced training, the structured dissemination of regulatory updates and information regarding the SIHALAL system, and regular guidance and evaluation in accordance with applicable regulations. These efforts are aimed at enhancing the quality of facilitation and supporting the seamless halal certification process for MSMEs.

Recommendations

1. Implementation of the 2026 Mandatory Halal Policy

The government, through the Halal Product Assurance Organizing Agency (BPJPH), must strengthen outreach and coordination with local governments and relevant stakeholders to ensure that the implementation of the 2026 Mandatory Halal policy proceeds in accordance with statutory regulations. Support for MSMEs (Micro, Small, and Medium Enterprises) should focus on fostering an understanding of the mandatory halal certification requirement, the criteria that must be met, and access to halal certification services, in line with Government Regulation Number 42 of 2024.

2. Governance of Halal Certification Services for MSMEs

The Halal Product Assurance Organizing Agency (BPJPH), in collaboration with local governments, must improve access to the SIHALAL service system by providing consultation and technical assistance particularly for MSMEs that encounter difficulties with account management, data entry, or understanding the scope of halal certificates. Such assistance should also clarify the requirements for product submissions and the obligation to update certificates whenever changes occur, as stipulated by regulation, ensuring that business operators can accurately fulfill certification requirements.

3. Capacity and Performance of Halal Product Process Facilitators

The Halal Product Assurance Organizing Agency (BPJPH), together with Halal Product Process Facilitation Institutions, must strengthen the capacity of Halal Product Process

Facilitators through continuous training, updates on regulatory information and the use of the SIHALAL system, as well as ongoing guidance and periodic performance evaluations. These efforts should focus on ensuring the accuracy of the assessment of administrative requirements, ingredients, and the Halal Product Process itself, as well as maintaining consistency in verification and validation procedures, in accordance with BPJPH Regulation Number 5 of 2025. This initiative is expected to enhance the quality of facilitation and support the smooth execution of halal certification for MSMEs.

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