

CHAPTER I

INTRODUCTION

1.1 Background Research

The implementation of halal certification in the industry, especially the food industry, is an important aspect and is part of the global market. Especially now that the halal food industry is experiencing very rapid growth. Halal certification plays an important role in meeting the needs of consumers, especially Muslim consumers who continue to increase in all parts of the world. Halal certification is something that is applied with the aim of ensuring that a product can meet the standards set by Islamic law.¹

The importance of halal certification in street food products is because the significant development of product demand, especially halal food, shows how important the implementation of halal certification is. Even products that are clearly halal starting from the procurement of raw materials, processing, packaging and distribution are encouraged to apply for halal certification to local institutions. Muslim consumers need products that have met halal standards in Islam, so the procurement of certification is the key or benchmark to ensure the halalness of a product. Halal certification for street vendors creates a balance between religious, social and economic aspects.²

Street vendors are an important part of the local economy, especially in developing countries like Indonesia.³ Street vendors provide affordable and accessible food and beverage products for people from all walks of life. However, the position of street vendors in the informal sector makes street vendors more

¹ “Kepala BPJPH: Kewajiban Sertifikasi Halal Untuk Perlindungan Konsumen Dan Kemudahan Pelaku Usaha,” Badan Penyelenggara Jaminan Produk Halal, 2024, <https://bpjph.halal.go.id/detail/kepala-bpjph-kewajiban-sertifikasi-halal-untuk-perlindungan-konsumen-dan-kemudahan-pelaku-usaha>.

² Akhmad Syakir Kurnia, “Komodifikasi Sertifikasi Halal: Antara Nilai Ekonomi Dan Nilai Etis Agama,” KOMPAS.ID, 2024, <https://www.kompas.id/artikel/komodifikasi-sertifikasi-halal-antara-nilai-ekonomi-dan-nilai-etis-agama>.

³ Alya Rahma Harianto, Nazwa Rasyiqah, dkk, “Pedagang Kaki Lima: Pilar Ekonomi Lokal Dan Tantangan Yang Dihadapi,” SuaraUSU, 2024, <https://suarausu.or.id/pedagang-kaki-lima-pilar-ekonomi-lokal-dan-tantangan-yang-dihadapi/>. Accessed 13 January 2025

vulnerable to policies that are less favorable to their conditions.⁴ Therefore, researching the *masalah* of halal certification for street vendors is very important to ensure that the implementation of Government Regulation Number 42 of 2024 policies provides *masalah* without burdening street vendors economically or administratively.

Maslahah of halal certification are not only felt by street vendors, but also by the community. Halal certification can be a means to improve the reputation of street vendors,⁵ expand the market and create a good relationship between street vendors and consumers, especially Muslim consumers. Some of the factors that hinder halal certification are the lack of education on the implementation of the law on effective Halal Product Assurance in small and unreached areas, the lack of information or knowledge about halal certification in small or rural areas and the existence of consumers who do not have legal awareness and producers to obtain halal certificates.⁶

Halal certification has an impact on the economy.⁷ The application of halal certification to a product has a significant economic impact. This impact can be both positive and negative. The positive impact is that products that have been certified halal can attract more consumers because they have been guaranteed halal and have met halal standards. But on the downside, halal certification can increase the price of a product. The demand for halal products is increasing day by day as more and more consumers are aware of the importance of halal-certified products.⁸

⁴ Didiek Rachbini, *Ekonomi Informal Perkotaan* (Jakarta: Pt. Pustaka LP3ES Indonesia, 1994). 81

⁵ “Pedagang Kaki Lima Wajib Sertifikasi Halal,” Lembaga Pemeriksa Halal Bhakti Mandiri Syariah, 2024, <https://sertifikasihalalindonesia.com/2024/07/pedagang-kaki-lima-wajib-sertifikasi-halal/>. Accessed 12 January 2025

⁶ Debbi Nukeriana, “Implementasi Sertifikasi Halal Pada Produk Pangan Di Kota Bengkulu,” *QIYAS: E-Journal System IAIN Bengkulu* 3, no. 154 (2018).

⁷ “Pentingnya Pelaku UMKM Memiliki Sertifikat Halal Di Indonesia,” DINKOPUKM Purbalinggan, 2024, <https://dinkopukm.purbalinggakab.go.id/2024/10/pentingnya-pelaku-umkm-memiliki-sertifikat-halal-di-indonesia>. Accessed 15 February 2025

⁸ “Kepala BPJPH: Industri Halal Berperan Pacu Pertumbuhan Ekonomi 8%,” Badan Penyelenggara Jaminan Produk Halal, 2025, <https://bpjph.halal.go.id/detail/kepala-bpjph-industri-halal-berperan-pacu-pertumbuhan-ekonomi-8>. Accessed 15 February 2025

Halal certification can affect consumer confidence.⁹ Consumer trust in halal certification is one of the important aspects of the halal food industry. If the halal certification process is guaranteed, consumer confidence will increase.

Halal certification requires the role of local governments. The Indonesian government seeks to develop the domestic halal food and beverage industry to encourage the growth of the halal industry.¹⁰ In accelerating the implementation of halal standards, one of the ways needed is halal certification, so that Law Number 33 of 2014 concerning Halal Product Assurance was issued, Article 4 states that halal product certification is mandatory.¹¹

Bumi Penataran is a historical tourist area in Blitar Regency. The location is in Penataran Village, Nglegok District, precisely on the southwest slope of Mount Kelud north of Blitar city.¹² Bumi Penataran is the only largest temple complex in East Java.¹³ The average number of visitors has increased since 2020 which only amounted to 2,072 post-Covid-19. Until 2023, it will reach 277,686 people.¹⁴

Although Blitar has high historical and cultural potential and can be accessed by the wider community, there are still not many studies that make Blitar the object. In addition, Blitar as a small city is less known as an area that has problems that can be used for research.¹⁵ Compared to big cities in East Java such

⁹ “Manfaat Sertifikasi Halal Bagi UMKM,” Dinas Koperasi Usaha Kecil dan Menengah Provinsi Jawa Tengah, 2023, <https://dinkop-umkm.jatengprov.go.id/berita/view/2620#>. Accessed 14 February 2025

¹⁰ D.Q. Alva Salam and Ahmad Makhtum, “Implementasi Jaminan Produk Halal Melalui Sertifikasi Halal Pada Produk Makanan Dan Minuman UMKM Kabupaten Sampang,” *Qawwam: The Leader's Writing* 3, no. 1 (2022): 1.

¹¹ M. Fuad Nasar (Plt Direktur Pemberdayaan Zakat dan Wakaf atau Konsultan The Fatwa Center Jakarta), “Negara Dan Sertifikasi Halal Indonesia,” Kementrian Agama Republik Indonesia, 2017, <https://kemenag.go.id/opini/negara-dan-sertifikasi-halal-indonesia-cfxy63>. Accessed 13 December 2023

¹² “Wisata Candi Penataran,” Pemerintah Kabupaten Blitar, 2012, <https://www.blitarkab.go.id/2012/06/06/wisata-candi-penataran/>. Accessed 21 October 2024

¹³ “Candi Penataran,” Dinas Budaya Dan Pariwisata Kabupaten Blitar, 2024, <https://disbudpar.blitarkab.go.id/candi-penataran/#:~:text=Komplek candi Penataran ini merupakan,Panataran%2C kecamatan Nglegok%2C Blitar>. Accessed 26 September 2024

¹⁴ Mohammad Syafi’uddin, “Kunjungan Wisata Di Candi Penataran Kabupaten Blitar Diprediksi Meningkat, Juru Kunci Ceritakan Penurunan Wisatawan Saat Pandemi,” Blitar Kawentar, Radar Blitar, 2023, <https://blitarkawentar.jawapos.com>. Accessed 26 October 2024

¹⁵ “Perubahan Rencana Pembangunan Jangka Menengah Daerah (RPJMD)” (Blitar, n.d.), <https://www.blitarkab.go.id/wp-content/uploads/2020/07/Bab-4-Analisis-Isu-isu-Strategis.pdf>. 7

as Surabaya, Malang, and Kediri, Blitar is still rarely the object of research,¹⁶ This is an opportunity for the author to contribute to a new academic field so that it can open up broader insights. Research with small city objects such as Blitar can be a pioneer in revealing the potential of areas that are not widely known by the Indonesian people.¹⁷ This research is also expected to have a direct impact on the empowerment of the Blitar community, especially street vendors. Conducting research in small cities such as Blitar can contribute to the development of literature and solutions, especially in the academic field so that it can help local governments and communities to develop regional potential.

The urgency of research in Blitar is First, because Blitar is an area that has agrarian potential, one of which is the largest production of free-range chicken eggs in East Java. The latest data states that as much as 7.05% of the total production of free-range chicken eggs comes from Blitar.¹⁸ Chicken eggs are one of the ingredients that are often used in the production of food sold by street vendors. Blitar is also one of the robusta coffee bean producing areas in Indonesia.¹⁹

Second, because Blitar is dominated by small and micro businesses.²⁰ Many business actors in Blitar come from the MSME and street vendor sectors. Halal certification research in Blitar can show how Government Regulation Number 42 of 2024 occurs in street vendor businesses.

¹⁶ Ibid.

¹⁷ Mahendra Wisnu Wardhana, "Kajian Pengembangan Potensi Wisata Pendidikan (Studi Kasus Pengembangan Rute Wisata Pendidikan Di Kota Blitar)" (Universitas Brawijaya, 2011).

¹⁸ "Kabupaten Blitar Produsen Ayam Kampung Terbesar Di Jawa Timur," Badan Pusat Statistik Kabupaten Blitar, 2024, <https://blitarkab.bps.go.id/id/news/2024/09/30/483/kabupaten-blitar-produsen-ayam-kampung-terbesar-di-jawa-timur.html>. Accessed 13 January 2025

¹⁹ Yanu Aribowo, "Diprediksi Harga Biji Kopi Di Blitar Terus Meningkatkan Sampai Dekati Rp 100 Ribu, Ini Penyebabnya," Jawa Pos Radar Blitar, Blitar Kawentar, 2025, <https://blitarkawentar.jawapos.com/ekobis/2275228195/diprediksi-harga-biji-kopi-di-blitar-terus-meningkat-sampai-dekati-rp-100-ribu-ini-penyebabnya>. Accessed 13 January 2025

²⁰ Mohammad Syafi'uddin, "UMKM Sumbang Angka Pertumbuhan Ekonomi Di Kabupaten Blitar, PDRB Didominasi Tiga Sektor Ini," Jawa Pos Radar Blitar, Blitar Kawentar, 2025, <https://blitarkawentar.jawapos.com/kawentaran/2274850750/umkm-sumbang-angka-pertumbuhan-ekonomi-di-kabupaten-blitar-pdrb-didominasi-tiga-sektor-ini>. Accessed 13 January 2025

Third, the lack of halal certification research in small areas such as Blitar.²¹ Research in small areas such as Blitar provides a new perspective on halal certification in small areas. It is important to know the opportunities for halal certification in areas that are not big cities.

Fourth, research on halal certification can be one of the attractions for local and foreign Muslim tourists so that Blitar can be better known by the wider community.

Fifth, conducting research in small cities such as Blitar can contribute to the development of literature and solutions, especially in the academic field so that it can help local governments and communities to develop regional potential. And it can be a reference for future research.

On October 17, 2024, the mandatory halal certification policy will be enforced for every street vendor located in the entire Bumi Penataran Blitar area. The Head of the Halal Product Assurance Agency, Mr. M. Aqil Irham, said that all food and beverage, slaughter products, and slaughtering services must be halal certified no later than October 17, 2024.²² To support the program, the Blitar city government issued a free self-declaration program specifically for MSMEs and street vendors whose products do not use meat and have a turnover of less than 500 million per year.²³

Sanctions for those who violate or reject the mandatory halal certification rules which began to be established on October 17, 2024 in accordance with Government Regulation No. 42 of 2024 will be given sanctions ranging from

²¹ Dedi Arman, "Membuka Sekat Penelitian Di Wilayah Perbatasan Melalui BRIN," BRIN: Badan Riset dan Inovasi Nasional, 2022, <https://brin.go.id/news/105528/membuka-sekat-penelitian-di-wilayah-perbatasan-melalui-brin>. Accessed 13 January 2025

²² "Sertifikat Halal," Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Blitar, 2023, <https://dpmtsp.blitarkota.go.id/berita/sertifikat-halal#:~:text=Kepala Badan Penyelenggara Jaminan Produk,atau aplikasi PUSAKA di ponsel>. Accessed 15 December 2024

²³ Mohammad Syafi'uddin, "Kebijakan Baru, Pedagang Kaki Lima Di Blitar Juga Wajib Bersertifikat Halal, Berlaku 17 Oktober 2024," Blitar Kawentar Jawa Pos, 2024, <https://blitarkawentar.jawapos.com/kawentaran/2274088323/kebijakan-baru-pedagang-kaki-lima-di-blitar-juga-wajib-bersertifikat-halal-berlaku-17-oktober>. Accessed 16 February 2024

written warnings, administrative fines to withdrawal of products from market circulation.²⁴

Those who are in favor of this policy say that with this policy, traders are providing assurance to consumers that what they sell has met the predetermined standards of feasibility and halal. This certainly increases the confidence of consumers who are increasingly worried about the halalness of the food and beverages consumed. In addition, consumers will feel more confident to buy from traders who have been certified halal so that they can increase the number of products sold and competitiveness between traders.

For this reason, it is important to check what benefits or *benefits* arise from halal certification, especially for street vendors. *Maslahah* is very relevant to learn because it is related to the religion of the majority of Indonesian people, namely Islam. By understanding *Maslahah*, humans can ensure that every step or policy taken in the future can be in accordance with the goals of Islamic sharia and beneficial to all mankind.

By understanding the importance of halal certification, the public can find out the importance of halal certification for every product circulating in Indonesia. In addition, from *maslahah* caused by halal certification, the public can understand how this policy can provide positive benefits for all parties. Studies about *maslahah* can also prevent or eliminate losses or dangers for humans. Also, studies about *maslahah* can also maintain a balance between individual and public interests. Just like *maslahah* arising from halal certification can provide benefits for individuals, namely street vendors, and can provide benefits for the community, namely the community.

Through the above presentation, street vendors and the public are expected to contribute and better understand the importance of implementing halal certification in the food industry and its impact on consumers. Additionally, it can

²⁴ Presiden Republik Indonesia, “Peraturan Pemerintah Republik Indonesia Nomor 42 Tahun 2024 Tentang Penyelenggaraan Jaminan Produk Halal,” Pub. L. No. SK No 223725, 66 (2024), https://cmsbl.halal.go.id/uploads/Salinan_PP_Nomor_42_Tahun_2024_tentang_Bidang_Penyelenggaraan_Jaminan_Produk_Halal_ce371e0e1e.pdf.

provide deeper insights into how these aspects are interrelated and affect the dynamics of the halal food industry in Indonesia as a whole.

1.2 Problem Formulation

Based on the background of the problems that the researcher has described above, the researcher has found several problems that occurred, so it can be concluded that the formulation of the problem in this study is as follows:

1. How is the *masalah* arising from the policy of Government Regulation No. 42 of 2024 concerning halal certification applied to street vendors in Bumi Penataran?
2. How is Government Regulation No. 42 of 2024 applied to street vendors and the community?

1.3 Research Purpose

In a study, the researcher wants the results to be able to provide benefits for the researcher himself or other parties in need, while the purpose of this research is to:

1. Knowing the existence of *masalah* in Government Regulation No. 42 of 2024 concerning Halal Certification for Street Vendors in Bumi Penataran, Blitar, East Java.
2. Knowing the importance of halal certification for street vendors.

1.4 Research Benefit

Through this research, researcher hope to provide benefits including:

1.4.1 Theoretical Benefits

For the next researcher, students and academics:

- a. To broaden horizons and deepen understanding of the importance of halal certification implementation in street products.
- b. Providing knowledge to the public that products that have been certified halal are more guaranteed than those that have not been certified halal.
- c. This research can expand and enrich scientific insights, especially in consumer behavior.

- d. Become a scientific source or reference for future research related to halal certification.

1.4.2 Practical Benefits

a. For Consumers

The results of this study are expected to be useful to increase consumer insight into the existence of *maslahah* in halal certification for street vendors. It also minimizes various losses or harms from products that are not clear about halal. As shari'a in Islam, for Muslims to eat something halal is *thayyib*. So that consumers can consider their decision before buying.

b. For Street Vendors

This research aims to provide an understanding of the benefits of halal certification for street vendors, including increased sales, consumer confidence, and competitiveness, so that they realize that this certification is not just a regulatory obligation, but also has spiritual values related to religion and halal business.

1.5 Previous Research

Literature review is one of the important elements in thesis writing. A literature review is needed to compare the results of research obtained by previous researchers that have a relationship with the research to be conducted. Literature Studies are also useful to sharpen analysis by comparing the concepts in these books with other works as well as data relevant to the theme of this thesis.

The first work is a thesis from research results from Vika Fitryani Utami, a student of IAIN Ponorogo majoring in Sharia Economic Law with the title "*Tinjauan Mashlahat Terhadap Pendampingan Proses Produk Halal di PHC (Ponorogo Halal Center) IAIN Ponorogo*", in 2023. This thesis uses a field qualitative method. The results of this study show that halal certificates for business actors according to PPH assistants in assisting the halal product process at PHC IAIN Ponorogo can be categorized as *maslahah ḥājiyyāh* and *taḥsīniyyāt* because "halal" is needed by human life. However, it is not directly related to the five *maqāṣid* and is based on the maintenance of honor and protection of the perfection

of the *masalah*.²⁵ The similarity with the research is that they both discuss *masalah* in halal. While the difference is in the object being studied. If the object of the study is the Ponorogo Halal Center or PHC, then this study has the object of street vendors in Bumi Penataran Blitar. In addition, the research focuses more on assisting the halal product process, while this research focuses on *masalah* on the implementation of Government Regulation Number 42 of 2024 concerning Halal Product Assurance for street vendors.

The second work is a thesis of research results from Thalita Yolanda Zulaika Sidabutar with the title “*Pengaruh Manfaat Sertifikasi Halal Terhadap Penjualan Makanan Home Industri di Kecamatan Sekupang Kota Batam Menurut Perspektif Ekonomi Syariah*”, in 2023. This thesis uses a quantitative method. The results of the study show that there is an influence of halal certification on the sale of a product. Halal certification also allows business actors to attract the interest of consumers so that there is an increase in the number of customers. In addition, halal certification is a form of a seller's understanding of sharia principles and Islamic business ethics.²⁶ The similarity with the research is that they both discuss halal certification policies. The difference is if the study discusses the influence of the benefits of halal certification on home industry objects in Sekupang District, Batam, yang mana produksinya lebih terstruktur. In addition, the thesis uses a quantitative method while this thesis uses a descriptive qualitative method. The perspective used is also different, the thesis is based on sharia economics while this thesis has a *masalah* perspective from Government Regulation Number 42 of 2024. So the research in this thesis discusses the *masalah* caused by halal certification with the object of street vendors in Bumi Penataran, Blitar. The research in this thesis offers a new perspective in analyzing the *masalah* of halal certification for street vendors by highlighting the implementation of Government Regulation Number 42 of 2024 to facilitate halal certification without burdening street vendors.

²⁵ Vika Fitryani Utami, “Tinjauan Mashlahat Terhadap Pendampingan Proses Produk Halal Di PHC (Ponorogo Halal Centre) IAIN Ponorogo” (Institut Agama Islam Negri Ponorogo, 2023).

²⁶ Thalita Yolanda Zulaika Sidabutar, “Pengaruh Manfaat Sertifikasi Halal Terhadap Penjualan Makanan Home Industri Di Kecamatan Sekupang Kota Batam Menurut Perspektif Ekonomi Syariah” (Universitas Islam Negri Sultan Syarif Kasim Riau, 2023).

The third work is a journal based on research from Endang Irawan Supriyadi and Dianing Banyu Asih entitled “*Regulasi Kebijakan Makanan Halal di Indonesia*” in 2020. This journal uses a descriptive qualitative method. The results of the study show that the ratification of Law Number 33 of 2014 concerning the establishment of BPJPH and other related institutions is an affirmation of the existence and role of the government as a protector and provider of halal product guarantees for all Muslims in Indonesia.²⁷ The similarity with the research is that they both discuss policies regarding halal food and using the same method, namely the descriptive qualitative method. The study discusses the implementation of Law Number 33 of 2014 on a macro level, focusing on the role of the government in ensuring halal products, without highlighting the implementation of policies at the small business level. On the contrary, the research in this thesis is more specific by examining Government Regulation Number 42 of 2024 in the context of street vendors in Bumi Penataran Blitar, as well as how halal certification brings *masalah* to them. In addition, previous research highlighted regulations and institutions without analyzing *masalah*, while this study uses a *masalah* approach to measure the benefits of halal certification for street vendors from economic, social, and compliance with Islamic law. This study provides a new perspective in analyzing the implementation of halal certification policies on a micro level, namely on street vendors in Bumi Penataran Blitar, as well as exploring the benefits of the regulation for street vendors, consumers, and the community at large. In addition, this study also highlights the role of self-declare as a practical solution that was not discussed in previous research.

Fourth, namely the journal of research results from Muhammad Farich Maulana and Shofiyatun Nahidloh with the title “*Tinjauan Masalah Terhadap Mandatory Sertifikasi Halal Dalam Undang-Undang No. 33 Tahun 2014 Tentang Jaminan Produk Halal di Indonesia*”. The result of this study is that the *Maslahah* caused in the mandatory halal certification is an increase in halal certification with supervision from BPJPH and various necessary steps, so that the products produced

²⁷ Endang Irawan Supriyadi and Dianing Banyu Asih, “Regulasi Kebijakan Produk Makanan Halal Di Indonesia,” *Jurnal Sosial Dan Humaniora Universitas Muhammadiyah Bandung* 2, no. 1 (2020): 27.

are more guaranteed halal²⁸. The similarity with this study is the existence of *masalah* in halal certification. Previous research focused on the transfer of halal certification authority from MUI to BPJPH in Law Number 33 of 2014 as well as the challenges faced by BPJPH in carrying out its duties, especially in terms of infrastructure and information system readiness. Meanwhile, this thesis research is more specific by analyzing Government Regulation Number 42 of 2024 in the context of street vendors in Bumi Penataran Blitar, as well as how halal certification provides benefits for them. If the previous study reviewed the benefits of halal certification in general, this study examines the benefits of halal certification for street vendors directly, including increased sales, consumer trust, and ease of registration through self-declaration programs that were not discussed in previous studies. The novelty of this research lies in a more micro approach, highlighting the implementation of halal certification policies for the small business sector with a more contextual and field-data-based approach.

Fifth, research on the journal owned by Ady Syahputra and Haroni Doli Hamoraon with the title *“Pengaruh Labelisasi Halal Terhadap Keputusan Masyarakat Kecamatan Perbaungan Dalam Pembelian Produk Makanan Dalam Kemasan”*. This study uses a descriptive quantitative method. The results of this study are that there is a significant influence in people who prefer products with halal labels to those who do not have halal labels. With the inclusion of the halal label, people no longer hesitate to buy the product. As well as the role of MUI in supervising and socializing food products to the community is quite satisfactory.²⁹ The similarity with the above research is that they both discuss halal in a product, Previous research has focused on the influence of halal labeling on people's purchasing decisions, with a descriptive quantitative approach to measure consumer preferences for halal-labeled products. Meanwhile, the research in this thesis highlights the implementation of halal certification for street vendors in Bumi Penataran Blitar in accordance with Government Regulation Number 42 of 2024,

²⁸Muhammad Farich Maulana and Shofiyatun Nahidloh, “Tinajuan Masalah Terhadap Mandatory Sertifikasi Halal Dalam Undang-Undang No. 33 Tahun 2014 Tentang Jaminan Produk Halal Di Indonesia,” *Journal of Creative Student Research (JCSR)* 1, no. 4 (2023): 1–2.

²⁹ Ady Syahputra and Haroni Doli Hamoraon, “Pengaruh Labelisasi Halal Terhadap Keputusan Masyarakat Kecamatan Perbaungan Dalam Pembelian Produk Makanan Dalam Kemasan,” *Jurnal Ekonomi Dan Keuangan* 2, no. 8 (2017): 486.

with a qualitative approach based *on maslahah*. If previous research assessed public perception of halal labels in general, this study goes deeper by analyzing the *maslahah* of halal certification for rigid five traders, including its relationship to increased sales, consumer trust, and the ease of the certification process through the self-declare program. The novelty of the research in this thesis lies in its focus on street vendors as the object of study, the *maslahah* approach, and the analysis of the implementation of the latest policies that were not discussed in previous research.

The sixth journals written by Eka Rahayuningsih and M. Lathoif Ghozali with the title “*Sertifikasi Produk Halal Dalam Perspektif Maslahah Mursalah*”. This research uses a descriptive qualitative method. This research contains halal certification seen from the side of *Maslahah mursalah*, namely *maslahah dhoruriyah*, *hajiyyah*, and *tahsiniyyah*. Halal certification brings benefits or goodness to those who consume the product. The similarity with this study is that they both discuss the existence of *maslahah* in halal certification³⁰. Previous research discussed halal certification in the perspective of *maslahah mursalah* in general, emphasizing that halal certification provides *maslahah dharuriyyah*, *hajiyyah*, and *tahsiniyyah* for consumers. Meanwhile, the research in this thesis is more specific by analyzing Government Regulation Number 42 of 2024 in the context of street vendors in Bumi Penataran Blitar, as well as how halal certification provides real benefits for street vendors in terms of economy, social, and sharia compliance. If the previous research only explained the theory of *maslahah* conceptually, the research in this thesis is more applicable by analyzing *maslahah* of halal certification for street vendors, including increasing consumer trust and ease of access to certification through the self-declare program. The novelty of this research lies in its focus on street vendors as the object of study, a more contextual approach to *maslahah*, and an analysis of the implementation of the latest policies that were not discussed in previous research.

Seventh, namely a journal written by Agus Susetyohadi, Mufti Alam Adha, Afrilia Dwi Utami, and Dwi Esti Sekar Rini entitled “*Pengaruh Sertifikasi Halal Terhadap Kesetiaan Konsumen Pada Produk Makanan dan Minuman*”. This

³⁰ Eka Rahayuningsih and M. Lathoif Ghozali, “Sertifikasi Produk Halal Dalam Perspektif Mashlahah Mursalah,” *JIEI Jurnal Ilmiah Ekonomi Islam* 7, no. 1 (2021): 1–2.

study uses a quantitative method. The journal contains about product quality that greatly affects consumer loyalty. This means that the quality of a product, especially those that have been certified halal, the higher the consumer loyalty.³¹ The similarity is that they both discuss halal certification. Previous research has focused on the effect of halal certification on consumer loyalty, with a quantitative approach to assessing how halal-certified product quality affects customer loyalty. Meanwhile, this study highlights the implementation of Government Regulation Number 42 of 2024 in the context of street vendors in Bumi Penataran Blitar, with a *masalah*-based qualitative approach to analyze the benefits of halal certification for street vendors from economic, social, and sharia compliance aspects. If previous research focused on consumer perception of halal certification, this study goes deeper by evaluating the real impact of halal certification on street vendors, including the ease of the certification process through the self-declare program. The novelty of the research in this thesis lies in different study objects, namely street vendors, the *masalah* approach, and the analysis of the latest policy implementation that was not discussed in the previous study.

Eighth, namely a journal written by Istianah and Gemala Dewi with the title "*Analisis Masalah pada Konsep Halal Self-Declare Sebelum dan Pasca enactment Undang-Undang Cipta Kerja*". This research uses a descriptive qualitative method. The journal discusses the existence of *masalah* in the self-declare policy in submitting halal certification before the Job Creation Law and afterward. According to the study, the concept of halal self-declaration is contrary to Law No. 33 of 2014 concerning halal product assurance.³² The similarity with this study is that they both discuss *masalah* in halal food certification. Previous research analyzed the benefits of self-declare halal policies before and after the Job Creation Law, focusing on its compliance with Law Number 33 of 2014 concerning Halal Product Assurance. Meanwhile, the research in this thesis is more specific on the implementation of Government Regulation Number 42 of 2024 in the context

³¹ Agus Susetyohadi et al., "Pengaruh Sertifikasi Halal Terhadap Kesetiaan Konsumen Pada Produk Makanan Dan Minuman," *Jurnal Ilmiah Ekonomi Islam* 7, no. 1 (2021): 291.

³² Istianah and Gemala Dewi, "Analisis Masalah Pada Konsep Halal Self-Declare Sebelum Dan Pasca Enactment Undang-Undang Cipta Kerja," *Al-Adl Jurnal Hukum* 14, no. 1 (2022): 1–2.

of street vendors in Bumi Penataran Blitar, to assess the *masalah* of halal certification for street vendors from economic, social, and sharia compliance aspects. If previous research highlighted the legal aspects and regulatory debates related to self-declare, this study is more applicable by analyzing the direct impact of halal certification policies on street vendors, including the ease of the certification process through the self-declare program funded by the State Budget. The novelty of this research lies in its focus on the impact of policies on street vendors as micro business actors and a more contextual approach to *masalah* in the implementation of the latest policies.

1.6 Methodology Research

The series of activities used by the researcher in this research methodology are:

1.6.1 Type of Research

This study uses a qualitative descriptive research method. Qualitative research methods are one type of research that emphasizes analysis or descriptive.³³ This method has the purpose of explaining a phenomenon in depth and is done by collecting as much data as possible. In addition, qualitative methods are more focused on human elements, objects, and institutions, as well as relationships or interactions between elements in an effort to understand an event.

1.6.2 Research Object

The object of this study is street vendors in the Bumi Penataran area, Blitar, East Java. Street vendors who will be used as objects are street vendors who have been certified halal. The street vendors sell various types of food and beverages that have been certified halal.

1.6.2.1 Data Source

a. Primary Sources

³³ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*, 2nd ed. (Bandung: Penerbit Alfabeta, 2022).

Primary sources are data obtained directly from the object being studied. The data in this study was obtained directly from several street vendors. Data was obtained by:

- 1) Interviewing thirty street vendors out of a total of 100-110 street vendors. The street vendors who will be interviewed are street vendors in Bumi Penataran Blitar who have been certified halal.
- 2) Interviewing consumers who have bought street vendor products in Bumi Penataran.
- 3) Interviewing people who live in Blitar.

b. Secondary Sources

Secondary data sources data or information obtained from collecting secondary data sourced from books, journals, and literature that are in accordance with the theme of the research title being researched namely halal, halal certification, *maslahah*, street vendors, and Government Regulation Number 42 of 2024.

1.6.2.1 Data Collection Methods

The data collection technique used in this study as follows:

1.6.2.1.1 Participant observation

This method shows the researcher is part of the subject being researched by examining various kinds of information.³⁴ Observations were made by direct interviews with street vendors about their understanding of halal certification, *maslahah*, and experience in managing certification.

1.6.2.1.2 Interview

The use of this method shows that there is a mutual communication between the researcher and the subject being studied. This method is also a support for literacy data and

³⁴ S. Nasution, *Metode Research* (Jakarta: Bumi Aksara, 1996). 128

participant observation.³⁵ The researcher interviewed street vendors with a structured interview method to explore their understanding of halal certification and perceived benefits. The interview was conducted directly at the street vendor business location with questions that had been written on paper filled with descriptions of the experience of street vendors so that the resource persons could explain the experiences, challenges, and benefits of halal certification for their businesses. The researcher ensures relaxed communication so that street vendors feel comfortable in giving honest and in-depth answers.

1.6.2.1.3 Documentation

This method is carried out to collect data from the source of documents and records. This method is used for reasons that are contextually rich, relevant, and fundamental in its context.³⁶

1.6.2.2 Data Analysis Methods

The analysis technique used by the researcher is inductive analysis that uses data as a starting point in conducting a research. Deductive analysis is a process in which arguments are built based on a premise that has been determined as truth.³⁷

1.6.2.3 Technique of Data Analysis

Once the data is collected, the data will be tested for credibility using the source triangulation technique. This technique is carried out by checking data that has been obtained through several sources as support and to test the validity of the data. This

³⁵ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. 137

³⁶ Sidik Priadana and M.M. CHt. Denok Sunarsi, S.Pd., *Metode Penelitian Kuantitatif* (Tangerang Selatan: Pascal Books, 2021).

³⁷ Rini Sriyanti, Nandang Hidayat, and Rina Marlia, "Penalaran Deduktif Induktif Dan Bahasa Dalam Penulisan Ilmiah," *JRPP: Jurnal Review Pendidikan Dan Pengajaran* 7, no. 4 (2024): 16819.

study applies the data reduce, data display, data verification and deductive method.

1.6.2.3.1 Data Reduction

Data reduction is the process of selecting or focusing attention and simplifying various information that supports research data obtained during data collection in the field.³⁸ After obtaining all the data from interviews with street vendors and consumers in Bumi Penataran Blitar, the next stage is data from interviews, observations, and documents were analyzed to eliminate information that was irrelevant to the focus of the study, namely the benefits of halal certification for street vendors. The selected data are then grouped based on key themes, such as the benefits of halal certification, the certification process, and the public's response to these policies. Only the most relevant data that support the research objectives were used, while less significant data were set aside.

1.6.2.3.2 Data Display

The presentation of data is as a set of information that provides the possibility of drawing conclusions and taking actions.³⁹ The data in this study is presented systematically. First, the data from interviews, observations, and documentation that have been reduced are compiled in a descriptive form to illustrate *masalah* of halal certification for street vendors. Second, data that has been categorized based on the main themes, such as the certification process, *masalah* felt by traders, and community responses, are presented in narrative form. Third, the analysis is carried out by connecting the data obtained with the theory of *masalah*

³⁸ Rony Zulfirman, "Implementasi Metode Outdoor Learning Dalam Meningkatkan Hasil Belajar Siswa Pada Mata Pelajaran Agama Islam Di MAN 1 Medan," *Jurnal Penelitian, Pendidikan Dan Pengajaran* 3, no. 2 (2022): 150.

³⁹ Salim and Syahrur, *Metodologi Penelitian Kualitatif* (Bandung: Citapustaka Media, 2012). 149

and relevant regulations, so as to produce conclusions that can answer the research objectives.

1.6.2.3.3 Data Verification

Data verification aims to ensure that the data collected in the study is accurate and objective. The steps taken are to check the validity of the data, match the data and look for additional data. Good data verification will produce valid data so that it can be used as a basis to draw research conclusions.⁴⁰

1.6.2.3.4 Deductive Methods

The analysis method uses a deductive method. The deductive method is a way of analyzing a general conclusion that is elaborated into concrete examples or facts to explain the conclusion. The deductive method is used in a study that departs from a theory that is then proven by a search for facts.⁴¹

1.7 Writing Systematics

In order to simplify and clarify the picture of this research, the writing in the study can be systematized into several parts. The discussion of this thesis consists of four interrelated chapters namely as follows:

This First chapter includes 1) the background of the problem of the importance of halal certification and the role of street vendors in the economy and the need to research the existence of *maslahah* from halal certification to street vendors. 2) The formulation of the problems to be researched in the form of questions that will be answered in the research. Namely, how the benefits arising from the policy of Government Regulation No. 42 of 2024 concerning halal certification are applied to street vendors in Bumi Penataran, and how the application of Government Regulation No. 42 of 2024 to street vendors and the community. 3) The purpose of this study is to explain what will be achieved through

⁴⁰ Ibid. 150

⁴¹ M.Si. Dr. Fenti Hikmawati, *Metodologi Penelitian* (Depok: PT. Raja Grafindo Persada, 2020). 15

this research, namely Knowing the existence of *masalah* in Government Regulation No. 42 of 2024 concerning Halal Certification for Street Vendors in Bumi Penataran, Blitar, East Java and Knowing the importance of halal certification for street vendors. 4) The benefits of the research are for future researchers, academics, street vendors and the community. 5) Previous research in the form of a journal or thesis that examines *masalah* or halal certification in street vendors. 6) Research methodology used in this study.

In this second chapter discusses the Theoretical Study that will be used in the research, namely Halal that is things that are allowed or can be done because they are free or not related to the provisions that make them prohibited. *Maslahah* that is benefit for a job or an act that causes benefits and Government Regulation Number 42 of 2024 which governs the Halal Product Assurance and its explanation.

This third section contains the results of the discussion that describes the description of the research object which consists of a description of the research data and respondents, answers to the formulation of the problem that has been determined as well as the results of data analysis and hypothesis testing. The *masalah* arises from halal certification is halal certification increases the product sales, the number and buying interest of consumers, the turnover and income and consumer confidence. In addition, the implementation of halal certification for street vendors is carried out for free with a self-declare system. This regulation starts on October 17, 2024.

This fourth section contains a conclusion consisting of a conclusion which is the answer to the main problem raised, and suggestions for street vendors and the community.