

**ABSTRAK**  
**ANALISIS SOSIALISASI SERTIFIKASI HALAL PADA**  
**PELAKU UMKM DI KOTA TASIKMALAYA**

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Permintaan terhadap produk makanan halal di Kota Tasikmalaya semakin meningkat seiring dengan dominasi penduduk beragama Islam. Namun, masih banyak pelaku UMKM yang belum memahami pentingnya sertifikasi halal, akibat kurang maksimalnya sosialisasi yang dilakukan oleh pihak berwenang. Oleh karena itu, penelitian ini bertujuan untuk mengetahui bagaimana pelaksanaan sosialisasi sertifikasi halal kepada pelaku UMKM di Kota Tasikmalaya dan sejauh mana efektivitasnya dalam meningkatkan pemahaman tentang pentingnya sertifikasi tersebut.

Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Sumber data primer berasal dari pelaksana sosialisasi di Kementerian Agama Kota Tasikmalaya, sedangkan data sekunder diperoleh dari dokumen-dokumen resmi dan literatur terkait. Analisis data dilakukan melalui tahapan pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa sosialisasi sertifikasi halal kepada pelaku UMKM masih belum optimal. Hal ini terlihat dari rendahnya pemahaman pelaku UMKM mengenai pentingnya sertifikat halal dan masih terbatasnya pelaku usaha yang mengurus sertifikasi tersebut. Program sosialisasi belum sepenuhnya tepat sasaran dan belum menghasilkan perubahan signifikan. Oleh karena itu, perlu adanya peningkatan intensitas, kualitas, dan metode penyampaian sosialisasi agar pelaku UMKM lebih sadar dan aktif dalam mengurus sertifikasi halal.

**Kata Kunci: Sertifikasi Halal, Sosialisasi, UMKM**

**ABSTRACT**  
**ANALYSIS OF HALAL CERTIFICATION SOCIALIZATION**  
**BUSINESSMEN UMKM IN TASIKMALAYA CITY**

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*The demand for halal food products in Tasikmalaya City continues to rise in line with the predominance of the Muslim population. However, many MSME (Micro, Small, and Medium Enterprises) actors still lack a clear understanding of the importance of halal certification, largely due to the limited effectiveness of socialization efforts conducted by relevant authorities. This study aims to examine the implementation of halal certification socialization among MSME actors in Tasikmalaya City and to assess its effectiveness in improving their awareness and understanding of the importance of such certification.*

*This research employs a descriptive method with a qualitative approach. Data were collected through observation, interviews, and documentation. Primary data were obtained from the officials responsible for conducting the socialization at the Ministry of Religious Affairs in Tasikmalaya City, while secondary data were gathered from official documents and related literature. The data analysis process involved several stages: data collection, data reduction, data display, and conclusion drawing.*

*The findings indicate that the socialization of halal certification among MSME actors remains suboptimal. This is evident from the low level of understanding regarding the necessity of halal certification and the limited number of businesses that have taken steps to obtain it. The socialization programs have not yet effectively reached the intended targets and have not led to significant behavioral changes. Therefore, it is necessary to enhance the intensity, quality, and delivery methods of these programs to foster greater awareness and encourage more active participation from MSMEs in the halal certification process.*

**Keywords: halal Certification, Socialization, UMKM.**