

Legal Awareness and Compliance with Halal Certification in Micro, Small, and Medium Enterprises (MSMEs) of Fast Food in Kerinci Regency

Susilawati, Muhammad Fauzi, Arzam

Institut Agama Islam Negeri Kerinci, Indonesia

susilawati04032000@gmail.com; mf0093391@gmail.com; arzam@iainkerinci.ac.id

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Abstract

Legal awareness of MSMEs regarding halal certification in Kerinci Regency is an important topic in this research. Kerinci Regency with a majority Muslim population has great potential in developing fast food MSMEs. However, the low level of legal awareness regarding halal certification can hinder the progress of MSMEs. This research aims to examine the level of legal awareness of fast food MSMEs actors on halal certification in Kerinci Regency. Testing the level of legal awareness in terms of knowledge, understanding, attitudes and behavior. This research uses quantitative descriptive methods. Research data was collected from primary data in the form of questionnaires that were distributed and answered by 100 fast food MSMEs, using descriptive analysis as a data analysis tool. The results show that the level of legal awareness of fast food MSME actors in Kerinci Regency is very low, where it can be seen that the values or percentages in terms of knowledge, understanding, attitudes and behavior are very low. The findings of this research underline the need for an effort and method/strategy to increase the legal awareness of fast-food MSME actors regarding halal certification so that it can provide a breakthrough and at the same time have implications for supporting ongoing halal developments.

Keywords: Legal Awareness, MSMEs, Fast Food, Halal Certification, Islamic Economics, Islamic Law Economics

INTRODUCTION

Legal awareness is an understanding and acceptance of applicable legal rules voluntarily, a person's awareness of obeying the law without any coercion from other parties. Legal awareness is an important thing to be realized in people's lives. Legal awareness will encourage people to obey and comply with applicable laws, so that order and security can be created in society, with legal awareness in society, the law does not need to impose sanctions.¹ MSMEs are businesses owned by individuals or business entities in which business actors produce their

¹ Farhan Kamil, "Kesadaran Hukum Pelaku Usaha Mikro Kecil dan Menengah (UMKM) Makanan Siap Saji Terhadap Kewajiban Sertifikasi Halal di Kantin Pondok Pesantren Attaqwa Bekasi", Skripsi, Fakultas Syariah dan Hukum, UIN Syarif Hidayatullah Jakarta (2023).

own products.² In Article 4 of Law Number 33 of 2014 it is stated that "products entering, circulating and traded in Indonesian territory must be certified halal". Then in Article 67 paragraph (1) it is stated that, "The obligation to be halal certified for products circulating and traded in the territory of Indonesia as intended in Article 4 comes into effect 5 (five) years from the promulgation of this Law." Based on this, it is clear that the Government requires halal certification for all MSME food and beverage products in Indonesia to have halal certification.³ This aims to ensure the availability of halal products and protect consumer rights in accordance with Article 3 Letter a of Law Number 33 of 2014, this law aims to provide legal certainty that halal products are available on the market and provide legal protection for consumers. Furthermore, it provides guidelines and regulations for business actors regarding halal product guarantees.⁴

In Indonesia, the government has regulated and supervised halal product guarantees (Jaminan Produk Halal or JPH). The urgency of JPH is to encourage business actors to be proactive in carrying out halal certification to authorized institutions in order to create protection for consumers.⁵ The implementation of Law Number 33 of 2014 concerning Halal Product Guarantees by applying for halal certification to the Halal Product Guarantee Organizing Agency (Penyelenggara Jaminan Produk Halal or BPJPH) in accordance with statutory regulations.⁶ However, legal awareness of MSME business actors regarding halal certification obligations is still low, especially in Indonesia. R. T. P. Ningrum stated that in the knowledge and information aspect there is a lack of outreach that can reach MSEs in peripheral or rural areas.⁷ F. Kamil stated that the legal awareness of MSME actors is relatively low regarding the obligation of halal certification, where the level of knowledge of business actors about the importance of halal certification and the knowledge of business actors about the halal certification process.⁸ Study K. R. Nabila revealed that the legal awareness of home industry business actors is still low, where the attention and understanding of business actors has not been focused on guaranteeing halal products and there are still many business actors who have not registered halal certification in accordance with the regulations of the Halal Product Guarantee Law.⁹ Furthermore, A. Ramadhani revealed that there are still food and beverage MSMEs who do not have a halal certificate. The majority of Muslim communities still

² Septi Indrawati and Budi Setiawan, "Upaya peningkatan kesadaran hukum perlindungan produk UMKM di Kabupaten Kebumen melalui pendaftaran merek", *Surya Abdimas* 4, no. 2 (2020): 37-43. <https://doi.org/10.37729/abdimas.v4i2.574>

³ Lia Amaliya and J. Manurung, "Urgensi Sertifikasi Halal Pada Produk Pangan Umkm Dihubungkan Dengan Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal", *Prosiding Konferensi Nasional Penelitian Dan Pengabdian Universitas Buana Perjuangan Karawang* 3, no. 1 (2023): 505-517. <https://journal.ubpkarawang.ac.id/index.php/ProsidingKNPP/article/download/4940/3571>

⁴ Agus Mardianto, et al, "Legal Awareness of MSMEs on the Halal Certification Program for Micro-Medium Business in Banyumas", *Proceedings of the 3rd International Conference on Law, Governance, and Social Justice (ICoLGaS 2023)*. Vol. 805. Springer Nature, 2023. https://doi.org/10.2991/978-2-38476-164-7_40

⁵ Khurin Risma Nabila, "Kesadaran Hukum Pelaku Usaha Home Industry Makanan terhadap Sertifikasi Halal Perspektif Maqashid Syariah", *Journal of Islamic Business Law* 7, no. 1 (2023): 1-16.

⁶ Menteri Hukum dan Hak Asasi Manusia. UU No.33 Tahun 2014, 1. <https://peraturan.bpk.go.id/Home/Details/38709/uu-no-33-tahun-2014>

⁷ Ririn Tri Puspita Ningrum, "Problematika Kewajiban Sertifikasi Halal bagi Pelaku Usaha Mikro dan Kecil (UMK) di Kabupaten Madiun", *Istithmar* 6, no. 1 (2022): 43-58. <https://doi.org/10.30762/istithmar.v6i1.30>

⁸ Farhan Kamil, "Kesadaran Hukum Pelaku Usaha Mikro Kecil dan Menengah (UMKM) Makanan Siap Saji Terhadap Kewajiban Sertifikasi Halal di Kantin Pondok Pesantren Attaqwa Bekasi", Skripsi, Fakultas Syariah dan Hukum, UIN Syarif Hidayatullah Jakarta (2023).

⁹ Khurin Risma Nabila, "Kesadaran Hukum Pelaku Usaha Home Industry Makanan terhadap Sertifikasi Halal Perspektif Maqashid Syariah", *Journal of Islamic Business Law* 7, no. 1 (2023): 1-16.

find food and beverage products that do not have halal certification which is caused by a lack of knowledge and understanding of MSMEs actors regarding halal certification, low awareness and compliance of MSMEs actors to register halal certification for their products, MSME actors' confidence in the halalness of their products, and low human resources both from the condition that the quality of human resources is still relatively low and the limited number of workers.¹⁰ A study by Z. Puteh et al revealed that the level of legal awareness of business actors regarding the obligations of halal certified products is very low.¹¹ Previous studies have identified a low level of awareness among MSMEs regarding halal certification. However, no previous studies have delved deep into the specific factors contributing to this phenomenon, particularly in the ready-to-eat food sector. Therefore, this study aims to identify whether a lack of legal knowledge, understanding of the law, positive attitudes, or practical actions of MSMEs related to halal certification is the primary cause of this low awareness, especially in Kerinci Regency.

This study hypothesizes that the level of legal awareness among ready-to-eat food MSMEs in Kerinci Regency can be explained through four main dimensions: legal knowledge, understanding of the law, legal attitude, and legal behavior. By analyzing these four dimensions, this study is expected to provide a more comprehensive picture of the level of legal awareness among MSMEs regarding halal certification in the region. The significance of this study lies in the assumption that by understanding the factors influencing the legal awareness of MSMEs, we can design more effective interventions to increase compliance with halal certification regulations. Thus, this study is expected to contribute to the development of the halal industry in Kerinci Regency and, more broadly, in Indonesia.

METHODOLOGY

This research includes quantitative descriptive, which aims to describe, explain, describe the phenomenon using figures related to the level of legal awareness of fast food MSMEs actors regarding halal certification in Kerinci Regency.¹² The research population is fast food MSMEs in Kerinci Regency, Considering that the total population is unknown, the sampling is based on incidental sampling (a sampling technique based on chance, where anyone who coincidentally or incidentally meets the researcher can be used as a sample),¹³ The research sample (fast food MSMEs actors in Kerinci Regency) was obtained as many as 96.04 and rounded up to 100 people. The processing of this sample size can be seen below:¹⁴

$$n = \frac{Z^2_{1-\alpha/2} P(1-P)}{d^2}$$

Note, n= Number of samples, Z= Z score at 95% confidence= 1.96, P= Maximum estimate = 0.5, and d= Alpha (0.10) or sampling error= 10%. From this formula, the number of samples taken;

¹⁰ Atikah Ramadhani, *Implementasi Kewajiban Sertifikasi Halal Pada Produk Makanan Dan Minuman Umkm Di Kecamatan Beji Depok Studi Implementasi Undang-Undang Nomot 33 Tahun 2014 Tentang Jaminan Produk Halal*. Skripsi, Program Studi Ilmu Hukum Fakultas Syariah dan Hukum UIN Syarif Hidayatullah Jakarta, 2022.

¹¹ Zainuddin Puteh, et al, "Kesadaran Hukum Pelaku Usaha Terhadap Kewajiban Produk Bersertifikat Halal: Studi Literatur", *Hukum Islam* 22, no. 2 (2022): 138-151. <http://dx.doi.org/10.24014/jhi.v22i2.19924>.

¹² Slamet Riyanto and Aglis Andhita Hatmawan, *Metode riset penelitian kuantitatif penelitian di bidang manajemen, teknik, pendidikan dan eksperimen*, Yogyakarta: Deepublish, 2020.

¹³ Sugiono, *Metode penelitian kualitatif kuantitatif dan R&D*, Bandung: Alfabeta, 2017.

¹⁴ *Ibid.*

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416^2 \cdot 0,25}{0,01}$$

$$n = 96,04 \approx 100$$

Research data was collected from primary sources in the form of a questionnaire. Questionnaire will be distributed to fast food MSMEs in Kerinci Regency. The questionnaire contains questions about knowledge, understanding, attitudes and behavior, which are designed in closed form (answers are provided for each question item), using a Likert scale (table 1). Apart from that, research also uses secondary data as supporting data for this research, in the form of books, journal articles, papers, documents and others according to the research focus.

The data that has been collected is then analyzed using quantitative descriptive statistical analysis in the form of a Likert scale. For analysis purposes, the results of the questionnaire prepared using a Likert scale are given a rating (score) of 1-5 for each question item starting from Strongly Disagree (SD) = 1, Disagree (D) = 2, Quite Agree (QA) = 3, Agree (A) = 4, and Strongly Agree (SA) = 5.

In analyzing the data, Microsoft Excel and SPSS Version 24 were assisted. After that, it continued to load the distribution of respondents' answers which would be arranged in class intervals based on the Respondent's Achievement Level (RAL). The formation of RAL was carried out to obtain a reference for evaluating the distribution of each respondent's answers, and providing conclusions on the distribution of these answers. To determine the RAL, the following formula by Arikunto, 2010 in K. Fitri et al:¹⁵

$$RAL = \frac{\text{average score} \times 100}{\text{maximum score}}$$

It is interpreted that respondents who on average answer strongly disagree (score 1), will have a percentage (RAL) of 0.00-20%, while respondents who have an average score answer strongly agree (average score 5), will get a RAL score of 100%. Respondents who have a RAL value of 0-20% can be interpreted as having a very low score, respondents with an average score of 21-40% have a low score and so on. The RAL classification that will be calculated is as follows:

0 % – 20 % (Very Low)	= The level of legal awareness of fast food MSMEs regarding halal certification in Kerinci Regency is said to be very low
21 % – 40 % (Low)	= The level of legal awareness of fast food MSME actors regarding halal certification in Kerinci Regency is said to be low
41 % – 59 % (Medium)	= The level of legal awareness of fast food MSME actors regarding halal certification in Kerinci Regency is said to be medium
61 % – 80 % (High)	= The level of legal awareness of fast food MSME actors regarding halal certification in Kerinci Regency is said to be high

¹⁵ Khatimul Fitri, et al, "Giving Alms to Palestine: Evidence of Millennial Muslim Awareness in Kerinci", *FOKUS Jurnal Kajian Keislaman dan Kemasyarakatan* 9, no. 1 (2024): 60-69. <http://dx.doi.org/10.29240/jf.v9i1.9820>.

80% – 100% (Very High) = The level of legal awareness of fast food MSME actors regarding halal certification is very high

Table 1: Instrument Grid for Level of Legal Awareness of Fast Food MSMEs on Halal Certification

No	Indicator	Item	Scale
1	Legal Knowledge	Halal certification is an obligation for fast food MSMEs	Likert
		Hearing about the BPJPH	
		Know Law Number 33 of 2014 concerning Halal Product Guarantees	
		Know that halal certification is issued by an accredited Lembaga Sertifikasi Halal	
		Knowing that the requirements for halal certification consist of aspects of halal, usefulness, fairness and affordability	
		Knowing that fast food MSMEs who do not have halal certification can be subject to sanctions	
2	Legal Understanding	Halal certification is important for fast food MSMEs because it can increase consumer confidence	Likert
		Halal certification is important for fast food MSMEs because it can increase sales	
3	Legal Attitude	I feel that halal certification is important for fast food MSMEs	Likert
		I will try to get halal certification for my business	
		Limited knowledge and understanding of halal certification is a challenge faced by fast food MSMEs in complying with halal certification obligations	
		I feel afraid when I don't meet the halal certification rules for my business	
		I consider halal certification important	
		The cost of halal certification is my consideration for not applying for halal certification	
4	Legal Behavior	I always ensure that the raw materials I use to make ready-to-eat food are halal	Likert
		I have a halal certificate for my business	
		I have attended training or seminars on halal certification	
		I once participated in a mentoring program to obtain halal certification	
		As a food/beverage MSMEs actor, I have registered for halal certification with complete documents	
		I am willing to apply for halal certification for my business	
		I consider myself as a fast food MSME actor who cares about halal certification	

RESULT AND DISCUSSION

1. General Description of Respondents

The research respondents were 100 fast food MSMEs in Kerinci Regency. Table 2 shows the total gender, age and classification of fast food MSMEs being run. In terms of gender, there were 79 respondents who were female and 21 respondents who were male. Furthermore, regarding age, there were 22 respondents aged 25 - 29 years, and 41 respondents aged 30 - 35 years, and 34 respondents aged 36 - 39 years, and 3 respondents aged 40 years and over. Then, in table 3 explains the classification of ready-to-eat food MSMEs, there are 24 for Fried

Rice, and 21 for Meatballs/Chicken Noodles, and 20 for Sate, and 18 for Restaurants/Ampera, 14 for Fried Food, and 8 for Martabak, and 5 for Batagor.

Table 2: Respondents Based on Gender, Age, and Fast Food MSMEs on Halal Certification

No	Variable	Total	Percent
1	Gender		
	Male	79	79
	Female	21	21
2	Age		
	25 - 29 years	22	22
	30 – 35 years	41	41
	36 – 39 years	34	34
	40 years and over	3	3
3	Classification of Fast Food MSMEs		
	Fried Rice	24	24
	Meatballs/Chicken Noodles	21	21
	Sate	20	20
	Restaurants / Ampera	19	19
	Fried Food	14	14
	Martabak	8	8
	Batagor	5	5

Data Source: Processed Primary Data

2. Legal Knowledge of Fast Food MSME Actors on Halal Certification

Legal awareness is actually awareness or values contained within humans about existing laws or about the laws expected by the wider community.¹⁶ Legal awareness means awareness about what we should do or do or what we should not do or do, especially towards other people. Legal awareness in society is not a one-off process, but rather a series of processes that occur step by step which are described as follows; The first is legal knowledge, which in this case means someone knows that certain behaviors are regulated by law. This behavior involves behavior that is prohibited by law and behavior that is permitted by law.¹⁷ Legal knowledge is a person's knowledge regarding certain behavior regulated by written law, namely about what is prohibited or what is permitted.¹⁸

¹⁶ Riyadus Sholihin, "Membangun Kesadaran Hukum Siswa Dalam Berkendara", *JAMPARING: Jurnal Akuntansi Manajemen Pariwisata Dan Pembelajaran Konseling* 1, no. 1 (2023): 12-18. <https://doi.org/10.57235/jamparing.v1i1.953>.

¹⁷ Adistira Meidita Amanda, "Implementasi Kesadaran Hukum Ditinjau dari Perspektif Masyarakat", *Nomos: Jurnal Penelitian Ilmu Hukum* 3, no. 3 (2023): 92-99. <https://doi.org/10.56393/nomos.v3i3.1613> ; Soerjono Soekanto, "Kesadaran hukum dan kepatuhan hukum", *Jurnal Hukum & Pembangunan* 7, no. 6 (1977): 462-471. <https://doi.org/10.21143/jhp.vol7.no6.742>; Faricha Putri Mira Delima and Agus Satmoko Adi, "Tingkat Kesadaran Hukum Pengguna Jasa Layanan Parkir Terhadap Penyelenggaraan Parkir Tepi Jalan Umum (Tju) Zona Di Kawasan Pasar Blauran Surabaya", *Kajian Moral dan Kewarganegaraan* 8, no. 2 (2020): 138-152. <https://jurnal.unesa.ac.id/index.php/jurnal-pendidikan-kewarganegaraa/article/view/34008>; Mursal et al. "Literasi Ekonomi Islam: Potret Pada Alumni IAIN Kerinci." *AT-TAWASSUTH: Jurnal Ekonomi Islam* 9, no. 1 (2024): 25-40. <http://dx.doi.org/10.30829/ajei.v9i1.19747>.

¹⁸ Waluyo Slamet Pradoto, et al, "Penyebarluaskan Pengetahuan Hukum Untuk Meningkatkan Kesadaran Hukum Masyarakat", *Adi Widya: Jurnal Pengabdian Masyarakat* 4, no. 2 (2020): 151-156. <https://doi.org/10.33061/awpm.v4i2.4391>

MSMEs are a form of productive business owned by individuals or business entities which usually operate within the scope of trading activities which have different traits or characteristics. MSMEs are one of the economic groups in Indonesia.¹⁹ Law Number 20 of 2008 chapter I article 1 concerning MSMEs defines MSMEs as productive businesses owned by individuals or business entities.²⁰

A halal certificate is an official acknowledgment that a product or service meets halal requirements in accordance with the teachings of the Islamic religion. Halal certificates are given by certification bodies that have the authority and credibility to verify and supervise the production process, materials used, and processing methods used in the food, beverage, cosmetics, pharmaceutical and other sectors. A Halal Certificate is a written fatwa from the Assembly. Indonesian Ulema (MUI) which declares the halalness of a product in accordance with Islamic law and halal certification issued by the Lembaga Pengkajian Pangan, Obatobatan dan Kosmetika Majelis Ulama Indonesia (LPPOM-MUI).²¹

The results show that the level of knowledge of fast food MSME actors regarding halal certification in Kerinci Regency is still very low. This is shown in table 3 below:

Table 3: Percentage of Legal Knowledge Level of Fast Food MSME Actors on Halal Certification

No	Average RAL	Category	Frequency	Percent
1	0 – 0,20	Very Low	67	53,2
2	0,21 – 0,40	Low	27	35,4
3	0,41 – 0,59	Medium	5	10,1
4	0,61 – 0,80	High	1	1,3
5	0,80 – 1,00	Very High	0	0
Total			100	100

Data Source: Processed Primary Data

Based on table 3 above, it explains that respondents who have a very low level of knowledge are 67 respondents (53.2%), respondents who have low knowledge are 27 respondents (35.4%), respondents who have a medium level of knowledge are 5 respondents (10.1%), and respondents who had a high level of knowledge were 1 respondent (1.3%). These results show that the majority of respondents' level of knowledge falls into the very low category.

3. Legal Understanding of Fast Food MSMEs Actors on Halal Certification

Halal certification has many benefits for consumers, one of which is to provide peace of mind that the products consumed are guaranteed and safe. This is of course the goal of all consumers. Moreover, Muslim consumers are commanded by (Allah ﷻ) to consume halal

¹⁹ DQ Alva Salam, "Implementasi jaminan produk halal melalui sertifikasi halal pada produk makanan dan minuman umkm di Kabupaten Sampang", *Qawwam: The Leader's Writing* 3, no. 1 (2022): 10-20. <https://doi.org/10.32939/qawwam.v2i2.110>

²⁰ Siti Nuzul Laila Nalini, "Dampak dampak covid-19 terhadap usaha mikro, kecil dan menengah", *Jesya (Jurnal Ekonomi dan Ekonomi Syariah)* 4, no. 1 (2021): 662-669. <https://doi.org/10.36778/jesya.v4i1.278>

²¹ Viajeng Purnama Putri and Sri Nastiti Andharini, "Pendampingan Umkm Dalam Memenuhi Persyaratan Sertifikasi Halal Untuk Meningkatkan Daya Saing", *Studi Kasus Inovasi Ekonomi* 7, no. 02 (2023): 189-196. <https://doi.org/10.22219/skie.v7i02.29794>

thoyiban products. For producers, consumer trust will be easier to obtain if products have halal certification, because of course products that are halal certified are safe and secure products. Halal certification involves 3 parties, namely BPJPH, LPPOM-MUI as the halal inspection body, and MUI. BPJPH implements halal product guarantees. LPPOM-MUI checks the adequacy of documents, schedules audits, carries out audits, holds auditor meetings, publishes audit memorandums, submits minutes of audit results at MUI Fatawa Commission meetings. The MUI through the Fatwa Commission determines the halalness of products based on audit results and issues the MUI Halal Decree.²²

Community legal understanding can be measured by asking questions about understanding of certain laws, understanding of certain rules, especially in terms of their content.²³ Thus, legal understanding is the amount of information a person has regarding the content of (written) legal rules, namely regarding the content, objectives and benefits of these regulations. The results of the legal understanding of fast food MSMEs actors regarding halal certification can be seen in table 4 below:

Table 4: Percentage of Level of Legal Understanding of Fast Food MSME Actors on Halal Certification

No	Average RAL	Category	Frequency	Percent
1	0 – 0,20	Very Low	70	66,7
2	0, 21 – 0, 40	Low	27	22,4
3	0, 41 – 0, 59	Medium	2	9,6
4	0, 61 – 0, 80	High	1	1,3
5	0, 80 – 1,00	Very High	0	0
Total			100	100

Data Source: Processed Primary Data

Table 4 above explains that the legal understanding of fast food MSME actors on halal certification is very low. This can be seen, respondents who have a very low level of understanding are 70 respondents (66.7%), respondents who have a low level of understanding are 27 respondents (22.4%), respondents who have a moderate level of understanding are 2 respondents (9.6%), and respondents who had high understanding were 1 respondent (1.3%).

4. Legal Attitude of Fast Food MSMEs Actors on Halal Certification

Issuance of Peraturan Menteri Agama (PMA) no. 20 of 2021 chapter II article 2 paragraph 1 concerning halal certification for MSEs requires all business actors to process their business products in accordance with Islamic law and have proof of a halal certificate.²⁴ A halal

²² DQ Alva Salam, "Implementasi jaminan produk halal melalui sertifikasi halal pada produk makanan dan minuman umkm di Kabupaten Sampang", *Qawwam: The Leader's Writing* 3, no. 1 (2022): 10-20. <https://doi.org/10.32939/qawwam.v2i2.110>

²³ Shofiyatul Hikmah, "Tingkat Kesadaran Hukum Pelaku Usaha Kuliner di Kabupaten Gresik Terhadap Kewajiban Sertifikasi Halal" Skripsi, Program Studi Hukum Ekonomi Syariah Fakultas Syariah UIN Maulana Malik Ibrahim Malang (2021).

²⁴ Peraturan Menteri Agama Nomor 20 Tahun 2021 Tentang Sertifikasi Halal Bagi Pelaku Usaha Mikro Dan Kecil. <https://jdih.kemenag.go.id/regulation/read?id=3651&t=Peraturan+Menteri+Agama+Nomor+20+Tahun+2021+Tentan#:~:text=Peraturan Menteri Agama Nomor 20,Pelaku Usaha Mikro Dan Kecil>

certificate is an acknowledgment of the halalness of a product issued by the Halal Product Guarantee Organizing Agency based on a written halal fatwa issued by the Indonesian Ulema Council.²⁵ Halal certification provides a guarantee of safety for Muslim consumers in choosing food that is good for them and in accordance with religious rules. Food products that have a halal certificate are guaranteed safe and hygienic processing.²⁶

Legal attitude is a tendency to accept or reject the law because of appreciation or realization that the law is beneficial or not beneficial for human life. In this case there is an element of appreciation for the rule of law.²⁷ A. Sumarna states that the level of compliance and attitude of society, including law enforcers, towards the law determines the degree of effectiveness of the law. The assumption is that a high level of legal compliance and an obedient attitude towards the law shows that the legal system is functioning well in safeguarding and protecting society.²⁸

Table 5 explains that the legal attitude of fast food MSME actors on halal certification is very low. This can be seen, respondents who have a very low level of legal attitude are 78 respondents (68.8%), respondents who have a low level of legal attitude are 17 respondents (22.6%), respondents who have a medium level of legal attitude are 5 respondents (8.6%), respondents who have a high level of legal attitude are 0 respondents (0%), and respondents who have a very high level of legal attitude are 0 respondents (0%).

Table 5: Percentage of Level of Legal Attitude of Fast Food MSME Actors on Halal Certification

No	Average RAL	Category	Frequency	Percent
1	0 – 0,20	Very Low	78	68,8
2	0, 21 – 0, 40	Low	17	22,6
3	0, 41 – 0, 59	Medium	5	8,6
4	0, 61 – 0, 80	High	0	0
5	0, 80 – 1,00	Very High	0	0
Total			100	100

Data Source: Processed Primary Data

5. Legal Behavior of Fast Food MSMEs Actors on Halal Certification

The legal behavior in question is about whether or not a legal rule applies in society. If a legal rule applies, to what extent it applies and to what extent the community obeys it.²⁹ The legal behavior of fast food MSMEs is an important focus in efforts to achieve compliance with regulations in the field of food safety. At this stage, measurements were carried out on the legal behavior of MSMEs in the fast food sector in Kerinci Regency. The aim is to understand

²⁵ Ririn Tri Puspita Ningrum, "Problematisasi Kewajiban Sertifikasi Halal bagi Pelaku Usaha Mikro dan Kecil (UMK) di Kabupaten Madiun", *Istithmar* 6, no. 1 (2022): 43-58. <https://doi.org/10.30762/istithmar.v6i1.30>

²⁶ Arif Afendi, "The effect of halal certification, halal awareness and product knowledge on purchase decisions for halal fashion products", *Journal of Digital Marketing and Halal Industry* 2, no. 2 (2020): 145-154. <https://doi.org/10.21580/jdmhi.2020.2.2.6160>

²⁷ Dwi Sartika Paramyta, "Peranan Kesadaran Hukum Generasi Z Dalam Berintraksi Di Media Sosial", *Jurnal Rectum: Tinjauan Yuridis Penanganan Tindak Pidana* 5, no. 1 (2023): 1279-1290. <http://dx.doi.org/10.46930/jurnalrectum.v5i1.2995>

²⁸ Alex Sumarna, *Rekonstruksi Regulasi Upaya Ganti Kerugian Korban Dalam Penegakan Hukum Pidana Berbasis Nilai Keadilan*, Disertasi, Program Doktor Ilmu Hukum Universitas Islam Sultan Agung (2023).

²⁹ Muhammad Fadli, *Analisis Sosiologi Hukum Terhadap Praktik Kawin Tutup Di Desa Jatimalang Kecamatan Arjosari Pacitan*, Skripsi. Jurusan Hukum Keluarga Islam Fakultas Syariah IAIN Ponorogo (2023).

how they understand, comply with and adapt to regulations related to food safety and business permits.

Decree of the Menteri Agama Indonesia Number 518 explains that halal certification is a written fatwa stating the halalness of a food product. This fatwa was issued by the LPPOM MUI.³⁰ In Indonesia, MUI has the authority to issue halal certification. This certificate shows that a product has gone through a testing process and is declared halal in accordance with Islamic law. Products that have a halal certificate are guaranteed to be halal. This means that the product has been tested and confirmed that it does not contain ingredients prohibited in Islam. Thus, halal certified products are safe for consumption by Muslims.³¹

In table 6, the legal behavior of fast food MSMEs actors regarding halal certification is very low. This can be seen, respondents who have a very low level of legal behavior are 63 respondents (67.1%), respondents who have a low level of legal behavior are 27 respondents (30.4%), respondents who have a moderate level of legal attitude are 10 respondents (2.5%).

Table 6: Percentage Level of Legal Behavior of Fast Food MSME Actors on Halal Certification

No	Average RAL	Catagory	Frequency	Percent
1	0 – 0,20	Very Low	63	67,1
2	0, 21 – 0, 40	Low	27	30,4
3	0, 41 – 0, 59	Medium	10	2,5
4	0, 61 – 0, 80	High	0	0
5	0, 80 – 1,00	Very High	0	0
Total			100	100

Data Source: Processed Primary Data.

CONCLUSION

Based on the research results above, it can be concluded that the level of legal awareness of fast food MSMEs in Kerinci Regency is still very low. This is shown by the level of knowledge, understanding, attitudes and behavior at a very low level. Seeing this, it is hoped that the government and related agencies will carry out widespread outreach about the importance of halal certification to fast food MSMEs in Kerinci Regency. With these policies, it is hoped that the level of legal awareness regarding halal certification for fast food MSMEs in Kerinci Regency can increase. This research requires further research, considering that there are many things that have not been revealed, such as methods/strategies for increasing legal awareness of fast-food MSMEs regarding halal certification so that they can provide breakthroughs and at the same time have implications for supporting ongoing halal developments.

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³⁰ Farah Amalia, "The role of religiosity on halal product purchasing decision case study: Wardah cosmetics", *Journal of Digital Marketing and Halal Industry* 1, no. 1 (2019): 19-24. <https://doi.org/10.21580/jdmhi.2019.1.1.4774>

³¹ Zuhdan Ady Fataron and Hariyanti Rohmah, "Effect analysis of trust, ease, information quality, halal product on online purchase decision of 2016-2018 batch students of Islamic economics study program in UIN Walisongo at Shopee marketplace", *Journal of Digital Marketing and Halal Industry* 1, no. 1 (2019): 1-18. <https://doi.org/10.21580/jdmhi.2019.1.1.4772>

- purchase decisions for halal fashion products." *Journal of Digital Marketing and Halal Industry* 2, no. 2 (2020): 145-154. <https://doi.org/10.21580/jdmhi.2020.2.2.6160>
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