



Volume 9 Number 1 (June 2025) | Pages 133 – 147

Doi: <https://doi.org/10.33650/jhi.v9i1.13600>

Submitted: May 5 2025 | Revised: 25 May 2025 | Accepted: 14 June 2025 | Published: 30 June 2025

## **BUMDes' CONTRIBUTION TO THE ACCELERATION OF MSME HALAL PRODUCT SUBMISSION: A STUDY IN TAMAN VILLAGE, PAITON DISTRICT**

**Musthafa Syukur**

Nurul Jadid Paiton University, Indonesia

Email : [musthafa@unuja.ac.id](mailto:musthafa@unuja.ac.id)

### **ABSTRACT**

This study aims to analyze the contribution of Village-Owned Enterprises (BUMDes) in accelerating the halal certification application for MSMEs in Taman Village, Paiton District. Halal certification is crucial for MSMEs as it opens up wider market access, especially in modern retail and export markets. However, many MSME actors in Taman Village are still unaware of the halal certification process and face various administrative obstacles. This study employs an empirical legal research approach with interviews and field observations. The findings show that BUMDes plays a significant role as a facilitator by providing assistance, information, and acting as an intermediary between MSMEs and relevant agencies such as BPJPH. However, BUMDes' contribution in expediting the halal certification process is still limited by human resource capacity and a lack of inter-agency coordination. The study recommends enhancing BUMDes' internal capacity and collaborating with universities to strengthen their role in facilitating halal certification.

**Keywords:** BUMDes, MSMEs, Halal Certification, Taman Village, Paiton.

### **ABSTRACT**

This study aims to analyze the contribution of Village-Owned Enterprises (BUMDes) in accelerating the submission of MSME halal certification in Taman Village, Paiton District. Halal certification is important for MSMEs because it opens up wider market access, especially in the modern retail and export markets. However, many MSME actors in Taman Village do not understand the halal certification mechanism, and face various administrative obstacles. This study uses an empirical legal approach with interview and field observation methods. The results of the study show that BUMDes play an important role as facilitators who provide mentoring, information, and liaison services between MSMEs and related agencies, such as BPJPH. However, the contribution of BUMDes in accelerating the halal certification process is still limited by human resource capacity and lack of inter-agency coordination. This research suggests increasing the internal capacity of BUMDes and collaborating with universities to strengthen their role in facilitating halal certification.

**Keywords:** BUMDes, MSMEs, Halal Certification, Taman Village, Paiton.

## INTRODUCTION

The micro, small, and medium enterprises (MSMEs) sector is the main pillar of the national economy that plays a significant role in labor absorption, income distribution, and strengthening the local economy.<sup>1</sup> Data from the Ministry of Cooperatives and MSMEs shows that MSMEs account for more than 60% of Indonesia's Gross Domestic Product (GDP) and absorb more than 97% of the national workforce. At the village level, MSMEs not only function as an economic mechanism, but also as a support for family welfare and an important instrument in reducing poverty. However, the fundamental problem that continues to arise in the development of MSMEs is the low level of compliance with product legality standards, including compliance with halal product assurance regulations. In fact, since the enactment of Law No. 33 of 2014 concerning Halal Product Assurance (JPH), the obligation of halal certification has become an integral part of business governance that must be followed by all business actors, especially the food, herbal, cosmetics, and other consumer products sectors.

Halal certification is not only a religious demand, but also an economic and market need. Indonesian consumers are the majority of Muslims, so the preference for halal products is very high and has a direct effect on purchasing decisions. In the context of the global market, halal certification has even become an instrument of competitiveness and a prerequisite for product marketing in many countries. In addition to providing certainty for consumers, halal certification opens up opportunities for MSMEs to enter a wider distribution network, such as modern retail, large e-commerce, and export markets that apply strict halal standards.<sup>2</sup>

However, in the field, most village MSMEs find it difficult to fulfill halal certification obligations because they face a number of structural and technical obstacles. These challenges include low regulatory literacy, lack of access to information related to halal certification procedures, limited administrative capabilities in preparing required documents, and low quality of production management needed in the halal assurance system. Many MSME actors in rural areas still view halal certification as a complex, expensive, and time-

---

<sup>1</sup> Anindita Trinura Novitasari, "Kontribusi Umkm Terhadap Pertumbuhan Ekonomi Era Digitalisasi Melalui Peran Pemerintah," *JABE (Journal of Applied Business and Economic)* 9, no. 2 (2022): 184–204.

<sup>2</sup> Reza Arviciena Sakti et al., "Analisis Produk Halal Dalam Ekonomi Syariah Global," *Jesya (Jurnal Ekonomi Dan Ekonomi Syariah)* 8, no. 2 (2025): 1568–82.

consuming process.<sup>3</sup> This condition causes the pace of halal certification submission to run slowly and unevenly in various regions, including in Paiton District.

Taman Village, one of the villages in Paiton District, Probolinggo Regency, is an area with quite dynamic MSME activities, especially in the processed food, traditional snacks, and micro-scale home production sectors. Despite having great economic potential, most of the MSME products in Taman Village do not have halal certification. This has an impact on limited market access and low product added value. The absence of halal legality also makes village MSME products not eligible to be sold on various digital platforms and modern stores, thus narrowing business development opportunities. This phenomenon shows that there is a gap between the economic potential of Taman Village MSMEs and their ability to meet the demands of halal regulations.

In the midst of these challenges, the existence of Village-Owned Enterprises (BUMDes) has a strategic opportunity to make a real contribution in accelerating the process of applying for halal certification for MSME actors.<sup>4</sup> BUMDes is a village institutional entity formed to manage assets, develop local economic potential, and improve community welfare through various business units. Regulatively, BUMDes not only play a role as an economic driver, but also as a socio-economic institution that can provide empowerment, mentoring, and administrative facilitation services for villagers. In the context of accelerating MSME halal certification, BUMDes can carry out their functions as information centers, companion institutions, consulting service providers, and liaison between MSMEs and the Halal Product Assurance Agency (BPJPH), as well as certified PPH companions.<sup>5</sup>

The contribution of BUMDes is important because this institution has an emotional and structural closeness to the village community. BUMDes can map the real needs of MSMEs, identify specific obstacles in the certification application process, and design intervention programs that are contextual and easily accessible to business actors. In various regions in Indonesia, BUMDes has successfully initiated business legality assistance programs, packaging training, and licensing facilitation such as Business Identification Numbers (NIB) and PIRT. However, the involvement of BUMDes specifically in

---

<sup>3</sup> (Prince, 2024)

<sup>4</sup> Sahlan Hasbi et al., "PENGUATAN POTENSI EDUWISATA HALAL DAN DAYA SAING PELAKU USAHA MIKRO DI DESA WATES JAYA MELALUI SERTIFIKASI HALAL," in *Prosiding Seminar Nasional Pengabdian Kepada Masyarakat*, vol. 6, 2025, SNPPM2025EK-38.

<sup>5</sup> Syamsul Hadi et al., *Pemberdayaan Ekonomi Masyarakat Pesisir: Strategi Pengembangan Badan Usaha Milik Desa (BUMDes)* (Yogyakarta: PT. Star Digital Publishing, Yogyakarta-Indonesia, 2025).

accelerating halal certification is still rarely studied scientifically, especially in rural areas whose economic structure is highly dependent on small and micro MSMEs.

So far, academic studies related to halal certification have highlighted the issue of halal literacy for MSMEs, the role of local governments, the effectiveness of PPH companions, and the dynamics of OSS-RBA implementation.<sup>6</sup> Meanwhile, the role of village institutions, especially BUMDes, in accelerating the submission of halal certification is still a research gap that has not been widely revealed in the scientific literature. In fact, in the framework of community empowerment, BUMDes are key actors that have the potential to integrate halal value chain programs at the village level through a collaborative and participatory institutional approach.

The involvement of BUMDes in the halal acceleration program is very relevant to the development of national policies, especially after the enactment of the self-declare scheme for eligible MSMEs. The self-declare scheme provides a great opportunity for MSME actors to obtain halal certificates at no cost, as long as they are able to meet the documentation requirements and consistency of halal raw materials.<sup>7</sup> In this context, BUMDes can act as facilitators to ensure that MSMEs meet these requirements, including assisting in the preparation of documents, preparation of forms, registration of electronic systems, and monitoring the implementation of a simple halal assurance system at the household production level.

In Taman Village itself, the existence of BUMDes opens up opportunities to create an integrated village halal ecosystem. BUMDes can develop halal service units (Halal Center Desa), hold regular training programs, provide consulting services, and collect data and map the readiness of MSMEs. Through the village's social network and its structural authority, BUMDes are the actors most likely to mobilize MSMEs effectively compared to external institutions. Thus, this study is important to explore the forms of contribution of BUMDes, analyze their supporting and inhibiting factors, and formulate institutional intervention patterns that can accelerate the submission of MSME halal certification in Taman Village.

This research departs from the understanding that accelerating halal certification requires multi-actor synergy, but the role of local institutions such as BUMDes is often overlooked. In fact, the success of the village-based MSME empowerment program shows

---

<sup>6</sup> Salihah Khairawati et al., "Kendala Sertifikasi Halal Pada UMKM Di Indoneisa: Sebuah Kajian Literatur," *Jurnal Akuntansi, Manajemen Dan Ilmu Ekonomi (Jasmien)* 5, no. 02 (2025): 242–56.

<sup>7</sup> (Rain, 2024)

that local institutional support is a determinant of the sustainability of the program. Thus, the urgency of this research is not only academic, but also practical to provide strategic recommendations that can be implemented by village governments, BUMDes, and halal companion institutions in building an inclusive and community-based halal ecosystem.

Based on this description, this study aims to analyze the contribution of BUMDes in accelerating the submission of MSME halal certification in Taman Village, Paiton District, as well as identify factors that affect the effectiveness of this role. The results of this study are expected to make a theoretical contribution to the development of literature related to the role of village institutions in halal governance, as well as become an empirical basis for the formulation of MSME empowerment policies based on BUMDes.

## RESEARCH METHOD

This study uses **Empirical Legal Research** (*empirical legal research*), which is research that studies how the law works in society and how the effectiveness of regulations and policies is implemented by the subject of the law.<sup>8</sup> Empirical legal research looks not only at the legal text, but also the social realities that emerge as a result of the application of the law. In the context of this study, an empirical approach is used to find out **BUMDes' contribution in accelerating the submission of MSME halal certification**, including how legal norms (Village Law, JPH Law, PP related to BUMDes, BPJPH regulations) are applied in practice in Taman Village, Paiton District.

This research Using **pendekatan konseptual (conceptual approach)** in an empirical framework. The conceptual approach aims to explore relevant legal concepts,<sup>9</sup> such as: The institutional concept of BUMDes in village law; The concept of halal product assurance; The concept of empowering MSMEs in regulations; The concept of public policy implementation at the village level

This approach helps to formulate a theoretical framework for analyzing field findings, so that empirical realities can be linked to applicable legal constructions.

**Source of Data** The research in this study consists of primary data and secondary data. Primary data was obtained directly from the field through: *In-depth interview* with: Taman Village BUMDes Administrator; MSME actors who are or have applied for halal

---

<sup>8</sup> I Gusti Ketut Ariawan, "Metode Penelitian Hukum Normatif," *Kertha Widya Jurnal Hukum* 1, no. 1 (2013): 21–30, <https://doi.org/https://doi.org/10.37637/kw.v1i1.419>.

<sup>9</sup> I Made Pasek Diantha and I Made, "Metode Penelitian Hukum Normatif Dalam Justifikasi Teori Hukum," *Jakarta: Prenada Media Grup*, 2017.

certification; Related Halal Product Process Companions (PPH); Village Government Officials; and community leaders who understand the dynamics of local MSMEs. Apart from that, field observations are also carried out, to find out: The process of applying for MSME certification; Mentoring activities carried out by BUMDes; Institutional and administrative conditions of BUMDes; and MSME production processes related to the fulfillment of halal standards

Secondary data were obtained from legal materials and other literature sources, including: Law Number 6 of 2014 concerning Villages; Law Number 33 of 2014 concerning Halal Product Assurance; PP on the Implementation of JPH; Permendes related to BUMDes; BPJPH regulations on halal certification and self-declaration; Books on BUMDes, MSMEs, and halal law; Articles from scientific journals and previous research results; and Official BPJPH/PPH Guidelines and SOPs

## FINDINGS AND DISCUSSION

The implementation of Law Number 33 of 2014 concerning Halal Product Assurance (JPH Law) and Government Regulation Number 39 of 2021 has significant legal consequences for all business actors, including MSMEs in rural areas. The regulation emphasizes that all products circulated in Indonesia, especially those related to human consumption (food, beverages, herbal medicines, cosmetics, and similar products), are required to have a halal certificate as a form of ensuring safety and consumer protection. With the transfer of certification authority from LPPOM MUI to BPJPH, the halal certification mechanism has become more structured, systematic, and encouraged to cover all business actors without exception.<sup>10</sup>

In this context, MSMEs in Taman Village, Paiton District, are in a position that demands quick adaptation to changes in the regulatory structure. Non-compliance with halal regulations will have an impact on limited market access for MSMEs, especially in the context of digital marketing and modern retail which now strictly requires product legality. Therefore, accelerating halal certification is not just an administrative obligation, but a strategy to increase the competitiveness of village MSMEs.

However, the findings of the study show that this progressive national regulation is still not followed by the readiness of village MSME actors. The majority of MSME actors in

---

<sup>10</sup> Indah Dwi Lestari, Suriansyah Murhaini, and Andika Wijaya, "Sertifikasi Halal: Analisis Hukum Dan Implementasinya Pada UMKM Kuliner Di Palangka Raya," *Palangka Law Review* 4, no. 1 (2024): 35–46.

Taman Village do not understand the obligation of halal certification and do not have awareness of its strategic value. This indicates the existence of *gap* between the national legal framework and the social reality of the village, which demands the intervention of village institutions such as BUMDes to bridge the gap.<sup>11</sup>

This research reveals that institutionally, the Sumber Sejahtera BUMDes in Taman Village has had legal force since February 2025. This legality is marked by official recognition from the Ministry of Law and Human Rights, as well as the preparation of a complete and formal organizational structure. Prior to the legalization of legal entities, a number of community empowerment activities had actually been carried out by BUMDes, such as the management of confectionery units (sewing) and cooperation with the village PKK in the production and marketing of secang tea, coconut sugar and ant sugar industries. This ant sugar commodity is one of the leading commodities of Probolinggo Regency. Ant sugar commodities are indeed widely produced by most villages in Paiton District, including Taman village. Most of the ant sugar industry in Paiton District also involves various parties. For example, in Sumberanyar Village, Sukodadi, Karanganyar has collaborated with PT. Coco Sugar as a company willing to become a collector of ant sugar products. These activities have been running even though they have not been formally institutionalized administratively.

The big vision carried out by BUMDes is to increase Village Original Income (PAD) through productive business units. The 50:50 profit sharing model between village cash and BUMDes cash is the basis of their financial operations. BUMDes has also developed several new business units, such as catfish farming and cattle fattening, which are managed with a structured division of tasks. The village head acts as the main supervisor, assisted by the Village Secretary as the coach and the director of BUMDes as the main implementer, besides the above there is also the tempeh industry, cassava chips and londry tap whose ingredients are made of cassava.

The results of observations in the field and also from village data of 14 MSMEs show that most MSME actors in Taman Village have not yet pocketed halal certificates. Lack of understanding of the importance of halal legality is one of the dominant factors. Some business actors do not even know how the procedure for applying for halal certification is

---

<sup>11</sup> Deni Setiawan, "BUMDes Untuk Desa: Kinerja BUMDes Dalam Meningkatkan Perekonomian Di Yogyakarta," *Journal of Social and Policy Issues*, 2021, 11–16.

carried out. The lack of socialization and lack of optimal assistance by related institutions are the main obstacles in this process.<sup>12</sup>

Although there have been efforts from the sub-district to facilitate the submission of halal certificates collectively, this program has not been maximally utilized by MSMEs in Taman Village. This is due to weak coordination, information that is not conveyed well, and the consistency of MSMEs in running their businesses is relatively low. Of the approximately 14 active MSMEs, only a small percentage operate sustainably throughout the year. The role of BUMDes is still not maximized as its function is an institution that is expected to lift and improve the economic welfare of the community.

BUMDes Sumber Sejahtera shows its intention and initiative to take the role of the main facilitator in the submission of halal certification in the future. One of the planned strategies is to establish partnerships with universities, so that the development of MSME and village programs can be based on academic research and innovation. This concept refers to successful practices such as those applied in Ponggok Village, Klaten, which is able to collaborate with universities in designing and implementing village programs based on local potential.

The results of this study indicate that BUMDes has a strategic position in encouraging the acceleration of halal certification for village MSMEs. With a legal entity and a clear organizational structure, BUMDes have a strong institutional foundation to take on the role. However, this potential is still not fully utilized due to various obstacles, both internal and external.<sup>13</sup>

Internally, one of the biggest challenges is the limitation of human resources. BUMDes managers generally focus more on developing productive businesses without having sufficient capacity in terms of facilitating product legality, especially halal certification. The lack of training and the absence of intensive assistance cause a lack of readiness for BUMDes to take on the role of halal certification facilitators. In fact, halal certificates play a significant role in increasing the credibility and competitiveness of products, especially in the food and beverage sector.

External factors that also hinder are the lack of information and lack of intensive socialization from related institutions, such as BPJPH or the agency in charge of MSMEs.

---

<sup>12</sup> Novitasari, "Kontribusi Umkm Terhadap Pertumbuhan Ekonomi Era Digitalisasi Melalui Peran Pemerintah"; Danarti Hariani and Sutrisno Sutrisno, "Potensi Dan Strategi Pengembangan UMKM Halal Di Indonesia," *Ilmu Ekonomi Manajemen Dan Akuntansi* 4, no. 1 (2023): 76–91.

<sup>13</sup> Hariani and Sutrisno, "Potensi Dan Strategi Pengembangan UMKM Halal Di Indonesia."



This is in line with the opinion of Astuti & Nurul, who stated that many MSME actors do not understand the strategic value of halal certification due to a lack of education from related parties. The certification procedure, which is considered complicated and requires a lot of documents, is also the reason why most MSME actors are not interested in applying for it

Interestingly, this finding also shows the great potential of collaboration between BUMDes and higher education institutions. If this cooperation can be realized, then internal challenges related to human resource capacity can be overcome through academic-based training and mentoring. Students and lecturers can participate in the process of identifying potential, preparing documents, and counseling to MSME actors regarding halal certification. This can also increase the sustainability of the program and open up opportunities for research-based product development innovation.<sup>14</sup>

In the perspective of literature, the position of BUMDes as a driver of the village economy has been widely recognized. However, the aspect of facilitating the legality of MSME products is still rarely used as the main focus in the BUMDes work program. Therefore, the findings in this study provide novelty value, namely encouraging BUMDes not only as a business unit, but also as an institution that is able to bridge the administrative aspects and legality of MSME products.

Practically, synergy between BUMDes and MSMEs can be an effective strategy in increasing the added value of local products. Products that have been certified halal have a greater chance of penetrating a wider market, both domestic and international. However, this can only be achieved if there is concrete support from various parties, including village governments, sub-districts, and academics who are ready to become strategic partners.<sup>15</sup>

The limitations of this study lie in its scope which still focuses on one village and the limited involvement of respondents. For this reason, it is recommended that there be a follow-up study that covers a wider area and more respondents in order to provide a more representative picture of the practice of BUMDes in facilitating MSME halal certification.

By understanding the potential and challenges that exist, it is hoped that the results of this research can contribute to strengthening village policies in supporting the halal business ecosystem. Strict regulations, routine training, technical assistance, and village budget allocation are needed in favor of MSME empowerment so that the synergy between

---

<sup>14</sup> Dewa Putu Oka Prasiasa, "Pendampingan Perguruan Tinggi Dalam Pengembangan Desa Wisata Baha, Mengwi, Badung, Bali," *Bina Cipta* 1, no. 2 (2022): 34–49.

<sup>15</sup> D W Astuti and A Nurul, "Strategi Pengembangan UMKM Melalui Sertifikasi Halal Di Indonesia," *Jurnal Ekonomi Dan Kebijakan Publik* 11, no. 2 (2020): 100–115, <https://doi.org/10.22212/jekp.v11i2.2020>.

BUMDes and local business actors can really be realized in a sustainable manner and have a wide impact.

One of the main findings of the study is that BUMDes Sumber Sejahtera has had a strong legal foundation since February 2025. The recognition of legal entities from the Ministry of Law and Human Rights and the formally structured organizational structure provide a basis for legitimacy to expand institutional functions, including the role of halal certification facilitators. Before formal legality was obtained, BUMDes had been active in various empowerment programs, such as: **confectionery units (sewing-sewing); The production and marketing of secang tea in collaboration with the PKK; and Management of the coconut sugar and ant sugar industry.**

The ant sugar commodity has a strategic position because it is Paiton's flagship product, and has even been connected to the wider market through collaborations with companies such as PT Coco Sugar. This fact shows that the village product ecosystem actually has great potential to penetrate a wider market—as long as it is supported by halal legality. The 50:50 profit-sharing model between village cash and BUMDes cash provides BUMDes with a financial basis that allows business development. In addition, BUMDes also manages other units such as catfish cultivation, cattle fattening, and small industries made from cassava (tempeh, cassava chips, tap).

This institutional strength should be strategic capital for BUMDes to take on the role of a driver of halal certification. However, research shows that legality and organizational structure alone are not enough to drive optimal contribution; A clearer technical capacity and vision of empowerment are needed.<sup>16</sup>

However, despite having adequate institutional strength, BUMDes have not taken advantage of their legal position to make a significant contribution to accelerating halal certification for MSMEs. The strength of the organizational structure—which includes directors, supervisors, and coaches from the village apparatus—has not been synergized to form a structured program related to the facilitation of product legality, including halal certification.<sup>17</sup>

Further analysis shows that there is a tendency for BUMDes to focus attention on the development of physical business units, such as catfish cultivation, cattle fattening,

---

<sup>16</sup> Putri Yuni Astuti, Yuri Fitriyani Tamala, and Ade Yunita Mafruhah, "Tantangan Dan Peluang Percepatan Pengembangan BUMDES Menuju Status Berkembang Dan Maju Di Kabupaten Cilacap," *Nuansa Akademik: Jurnal Pembangunan Masyarakat* 7, no. 1 (2022): 127–42.

<sup>17</sup> Setiawan, "BUMDes Untuk Desa: Kinerja BUMDes Dalam Meningkatkan Perekonomian Di Yogyakarta."

confectionery, and food production. Meanwhile, non-economic functions, namely administrative assistance, legal education, and facilitation of the legality of MSMEs, have not been touched optimally. In other words, **BUMDes already have a strong "institutional platform" but do not yet have a "programmatic platform" aimed at halal certification.**

In fact, with the status of a legal entity, BUMDes has a greater opportunity to establish partnerships with external institutions such as BPJPH, PPH assistants, universities, and technical offices. Strong institutions should be the main capital to accelerate the empowerment of MSMEs, especially in fulfilling halal regulations which are now a national obligation.

MSMEs spread across Taman Village show a diversity of commodities, such as ant sugar, processed cassava products, snacks, and sappang tea. Some commodities such as ant sugar are even the flagship products of Paiton District and are connected to the export industry through PT Coco Sugar. This shows that Taman Village has **very strong economic potential**, both in terms of raw materials and market involvement.

However, this potential is not balanced by the awareness and competence of MSME actors in meeting halal legality standards. Most business actors are not aware of the obligation of halal certification after the establishment of BPJPH as the sole institution of JPH organizers. In fact, more than half of MSME actors do not understand what a halal certificate is, what economic benefits will be obtained, and how the application process is.

The low level of halal literacy can be seen from several phenomena:

1. MSME actors do not know the *self-declaration* mechanism.
2. No one understands the function of the OSS-RBA system in halal registration.
3. MSME actors do not know the requirements for raw material documents, production processes, and equipment storage.

In addition, inconsistent production sustainability is an additional barrier. Some MSMEs only operate in certain seasons, especially those that use agricultural raw materials. This inconsistency causes them to be reluctant to take care of halal certification because they feel that they will not produce stably.

At this point, there is a large gap between **the production capacity** and **the administrative capacity of** MSMEs. This gap is what hinders the acceleration of halal certification in Taman Village, and becomes an intervention space that should be filled by BUMDes as a village driving institution.

On several occasions, the sub-district has initiated halal certification facilitation activities collectively. This program is actually ideal for villages that have limited capacity for assistance and administrative documents. However, based on field findings, the program is not running effectively due to several critical factors: Many MSME actors are not aware of the existence of a collective program, or know but do not understand the requirements that need to be prepared; The halal certification program requires assistance before registration, such as recording raw materials, recording the production process, and ensuring the halalness of production tools. The absence of a companion causes MSMEs to be unprepared; Without monitoring, many MSMEs stop in the middle of the process or do not complete follow-up documents; and BUMDes, villages, MSMEs, sub-districts, and PPH companions should form a coordination structure, but it is not well formed.

Collective programs that are supposed to be a solution do not bear fruit because there is no alignment of roles between actors. This phenomenon shows that: **Cross-agency coordination is the main key to the success of halal certification, and this is where BUMDes should take a more active role.** Although it has not run optimally, research reveals that BUMDes Sumber Sejahtera has **the political will** to take on the role of a facilitator of halal certification. This intention can be seen from: partnership plans with universities; the desire to develop a research-based MSME empowerment program; and awareness that product legality is an important part of increasing village income.

The overall findings of the study show that BUMDes Sumber Sejahtera is at a strategic crossroads. On the one hand, BUMDes have **legality, structure, business units, economic vision, and village support**. However, on the other hand, BUMDes face **limited capacity, lack of mentoring experience, and weak inter-institutional synergy**.

This situation creates an important transition space: If BUMDes are able to build institutional capacity and strengthen strategic partnerships with universities, then BUMDes can play a central role in accelerating the halal certification of Taman Village MSMEs. But if not, then BUMDes have the potential to remain stuck in the old pattern, which is limited to managing business units without expanding the function of empowering MSME legality.

## CONCLUSION

BUMDes Sumber Sejahtera, as a village economic institution that has legal legitimacy and organizational capacity, has a strategic position to become a driving actor in the acceleration of halal certification. The strong legality of BUMDes since 2025 actually opens

up great opportunities for this institution to develop the role of facilitation, mentoring, and education for MSME actors. However, the findings of the study show that this institutional potential has not been utilized optimally.

This is due to several main factors. Internally, BUMDes still have limited human resource capacity, there is no special unit that handles MSME empowerment and halal certification management, and the focus is still focused on the operation of productive business units. Meanwhile, externally, the low halal literacy of MSME actors, the lack of socialization from the government and BPJPH, and weak coordination between institutions have made the acceleration of certification not possible properly.

On the other hand, this study also reveals that Taman Village MSMEs have great economic potential, especially in ant sugar commodities, processed cassava products, and other processed foods. However, this potential has not been maximized because most products do not have halal certificates, even though halal certification is an important instrument to increase product competitiveness, expand market access, and meet regulatory demands.

Another significant finding is the willingness of BUMDes to transform into village halal facilitators, through a collaboration plan with universities. This collaboration is seen as a very potential strategy to answer the challenges of the internal capacity of BUMDes and improve the halal literacy of MSMEs. With the support of academics, MSME programs can be directed based on research, innovation, and more structured technical assistance.

## REFERENCES

- Ariawan, I Gusti Ketut. "Metode Penelitian Hukum Normatif." *Kertha Widya Jurnal Hukum* 1, no. 1 (2013): 21–30. <https://doi.org/https://doi.org/10.37637/kw.v1i1.419>.
- Astuti, D W, and A Nurul. "Strategi Pengembangan UMKM Melalui Sertifikasi Halal Di Indonesia." *Jurnal Ekonomi Dan Kebijakan Publik* 11, no. 2 (2020): 100–115. <https://doi.org/10.22212/jekp.v11i2.2020>.
- Astuti, Putri Yuni, Yuri Fitriyani Tamala, and Ade Yunita Mafruhah. "Tantangan Dan Peluang Percepatan Pengembangan BUMDES Menuju Status Berkembang Dan Maju Di Kabupaten Cilacap." *Nuansa Akademik: Jurnal Pembangunan Masyarakat* 7, no. 1 (2022): 127–42.
- Diantha, I Made Pasek, and I Made. "Metode Penelitian Hukum Normatif Dalam Justifikasi Teori Hukum." *Jakarta: Prenada Media Grup*, 2017.
- Hadi, Syamsul, Soetriono Soetriono, Sri Subekti Sri Subekti, and Joni Murti Mulyo Aji. *Pemberdayaan Ekonomi Masyarakat Pesisir: Strategi Pengembangan Badan Usaha Milik Desa (BUMDes)*. Yogyakarta: PT. Star Digital Publishing, Yogyakarta-Indonesia, 2025.
- Hariani, Danarti, and Sutrisno Sutrisno. "Potensi Dan Strategi Pengembangan UMKM Halal Di Indonesia." *Ilmu Ekonomi Manajemen Dan Akuntansi* 4, no. 1 (2023): 76–91.
- Hasbi, Sahlan, Rifqi Syahlendra, Andri Brawijaya, Imam Abdul Aziz, Adil Muthi Tsani, Alya Amani, Aulia Putri Hidayat, Farra Diba Maulida Malik, Lisda Khoirunisa, and Muhammad Najialah. "PENGUATAN POTENSI EDUWISATA HALAL DAN DAYA SAING PELAKU USAHA MIKRO DI DESA WATES JAYA MELALUI SERTIFIKASI HALAL." In *Prosiding Seminar Nasional Pengabdian Kepada Masyarakat*, 6:SNPPM2025EK-38, 2025.
- Khairawati, Salihah, Siti Murtiyani, Wijiharta Wijiharta, Ismail Yusanto, and Mu'tashim Billah Murtadlo. "Kendala Sertifikasi Halal Pada UMKM Di Indoneisa: Sebuah Kajian Literatur." *Jurnal Akuntansi, Manajemen Dan Ilmu Ekonomi (Jasmien)* 5, no. 02 (2025): 242–56.
- Lestari, Indah Dwi, Suriansyah Murhaini, and Andika Wijaya. "Sertifikasi Halal: Analisis Hukum Dan Impementasinnya Pada UMKM Kuliner Di Palangka Raya." *Palangka Law Review* 4, no. 1 (2024): 35–46.
- Maulana, Nora. "SERTIFIKASI HALAL SKEMA SELF-DECLARE BAGI USAHA MIKRO DAN KECIL." *Siwah: Multidisciplinary Scientific Journal* 1, no. 1 (2024): 30–41.
- Novitasari, Anindita Trinura. "Kontribusi Umkm Terhadap Pertumbuhan Ekonomi Era Digitalisasi Melalui Peran Pemerintah." *JABE (Journal of Applied Business and Economic)* 9, no. 2 (2022): 184–204.
- Prasiasa, Dewa Putu Oka. "Pendampingan Perguruan Tinggi Dalam Pengembangan Desa Wisata Baha, Mengwi, Badung, Bali." *Bina Cipta* 1, no. 2 (2022): 34–49.
- Putri, Riskia. "Tantangan Sertifikasi Halal Pada Pelaku Usaha Mikro Kecil Dan Menengah (UMKM) Produk Pangan Di Kabupaten Pamekasan." *Assyariqah: Journal of Islamic Economic Business* 5, no. 2 (2024): 222–42.
- Sakti, Reza Arviciena, Abdul Basit, Yudhi Kurniawan Zahari, and I Putu Septian Adi

Prayuda. “Analisis Produk Halal Dalam Ekonomi Syariah Global.” *Jesya (Jurnal Ekonomi Dan Ekonomi Syariah)* 8, no. 2 (2025): 1568–82.

Setiawan, Deni. “BUMDes Untuk Desa: Kinerja BUMDes Dalam Meningkatkan Perekonomian Di Yogyakarta.” *Journal of Social and Policy Issues*, 2021, 11–16.