

Exploration of the Interest of MSME Bussines Actors in Applying For Halal Certification

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Abstract

The Micro, Small and Medium Enterprises (MSMEs) industry plays an important role in the Indonesian economy. However, many MSMEs do not yet have halal certification, potentially hindering their business growth. This study aims to explore the lack of interest of MSME business actors in applying for halal certification and explore the factors driving MSME business actors to be interested in taking care of halal certification (Case Study on Umkm Actors in Bondowoso District, Bondowoso Regency). This study uses a Qualitative Descriptive method using an analysis tool, namely semi-structured interview techniques to 8 informants with details of 6 MSME business actors in Bondowoso District, Bondowoso Regency, 1 Head of MSMEs and 1 Head of DISKOPERINDAG. The results showed that most MSME business actors have a high interest in applying for halal certification but there are several obstacles that hinder MSME business actors in applying for halal certification. Their main reasons are to increase consumer confidence, expand the market, and increase business competitiveness.



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1. INTRODUCTION

The role of micro, small and medium-sized industries (MSMEs) in a country's economic structure is vital. According to statistics from the Indonesian Ministry of Cooperatives and MSMEs, by 2022, the number of MSME business units will reach 64.2 million. MSMEs are not only able to make a significant contribution to economic growth, but also play a role in job creation and equal distribution of income. Micro, small, and medium enterprises (MSMEs) are one of the businesses that have been recognized as a business sector that plays a very important role in the economy in Indonesia. Although the MSME sector in Indonesia has great growth potential, it is faced with various challenges, especially in the face of increasingly fierce global competition. A crucial aspect in accessing the global market is complying with certain standards and regulations, especially in the context of product halalness.

The rules for product halalness in MSMEs are regulated in Law No. 33 of 2014 concerning halal product guarantees that every MSME business actor whose products enter, circulate, and are traded in Indonesia must have halal certification. Some general provisions regarding Law No. 33 of 2014, as follows: 1. Products are goods and / or

services related to food, beverages, medicines, cosmetics, and goods used, used, or utilized by the public. 2. Halal Products are Products that have been declared halal in accordance with Islamic law. 3. Halal Product Process hereinafter abbreviated as PPH is a series of activities to ensure halalness from the initial process (production) to the end (product presentation). 4. Halal Product Guarantee, hereinafter abbreviated as JPH, is legal certainty of the halalness of a product as evidenced by a Halal Certificate. 5. Halal Product Guarantee Agency, hereinafter abbreviated as BPJPH, is an agency established by the Government to organize JPH (Ministry of Religion of the Republic of Indonesia, n.d.).

The Halal Product Guarantee Agency (BPJPH) is an institution under the Ministry of Religion (KEMENAG), formed in October 2017 based on Law Number 33 of 2014 which was passed by Indonesian President Susilo Bambang Yudhoyono. Based on Law 33 of 2014, in the implementation of JPH BPJPH has the authority to formulate, determine, issue all matters relating to halal certificates as well as socialization and education which aims to realize Indonesia's goal of becoming the number 1 halal product producer center in the world. (Halal Product Guarantee Agency of the Ministry of Religious Affairs of the Republic of Indonesia, n.d.)

Halal certification is a written fatwa issued by the Indonesian Ulema Council (MUI) stating the halalness of a product. The Institute for the Assessment of Food, Drugs and Cosmetics (LPPOM) and the fatwa commission issue halal certification, which aims to ensure the halalness of products from the initial process to the distribution of products to Muslim consumers using halal certification instruments. The importance of halal certification is to guarantee that products are distributed to consumers in accordance with halal principles.

(BADAN PUSAT STATISTIK BONDOWOSO, n.d.), the total population of Bondowoso district in 2023 was 796,911 people. Approximately 99.3% of the population in Bondowoso Regency is Muslim based on data obtained from DISPENDUK of 791,442. Halal has become an obligation for every Muslim consumer in Bondowoso Regency. Increased awareness about halal and halal certification among Muslim consumers is increasing. Halal is also not only limited to the use of prohibited types of ingredients. However, halal also includes the pre-production stage until the food reaches consumers (Akim et al., 2019).

The main reason for conducting this research is to explore the reasons why MSME actors do not apply for halal certification. The benefits of halal certification for MSME businesses include: 1. Can increase consumer confidence, 2. Expand market share, 3. Increase competitiveness, 4. Increase product added value. Through this research, it is hoped that a deeper understanding can be obtained regarding the exploration of the interest of MSME actors in applying for halal certification. It is hoped that the results of this study can make an important contribution in supporting the development of MSMEs, expanding market access, and increasing competitiveness and increasing purchases in the global market and providing more understanding to MSME actors that halal certification can support increased sales due to increased market access and consumer confidence in these halal-certified MSME products. (Syaakir Sofyan, 2017)

There are 2 problem formulations, namely, first, why MSME actors are still less interested in applying for halal certification, second, what motivates MSMEs to take care of halal certification. The research objectives are, first, to explore the lack of interest of MSME business actors in applying for halal certification, second, to explore the factors that encourage MSME business actors to be interested in taking care of halal certification.

This research can help provide insights related to the topic of halal certification, as well as concepts related to the factors that influence the interest of umkm business actors in applying for halal certification and become a reference for the preparation of further research. Benefits for MSME business actors, This research can be used as a practical guide for MSME business actors to understand the factors that influence their interest in applying for halal certification and can take advantage of this insight to make clearer and more reliable decisions, Benefits for researchers, 1. As a source of information for future studies, and can make a scientific contribution to all academic activities in related fields, 2. As a means to broaden research insights, especially those related to the fields pursued during college. Useful as material for consideration and information for other researchers related to this research. 2. For academic parties, especially for students, it can add insight and deeper knowledge about halal certification practices for MSME business actors.

2. LITERATURE REVIEW

Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA). In TRA, it is explained that a person's intention towards behavior is formed by two main factors, namely attitude towards the behavior and subjective norms, while in TPB one more factor is added, namely perceived behavioral control. Theory of Planned Behavior (TPB) which is a development of the Theory of Reasoned Action (TRA). Developing this theory by adding constructs that do not yet exist in TRA. This construct is called perceived behavioral control. This construct was added to TPB to control individual behavior which is limited by its shortcomings and the limitations of the lack of resources used to carry out its behavior.

Interest is an impulse that encourages individuals to focus on a particular object, involves cognitive, emotional, and motor aspects, and serves as a source of motivation to pursue desired goals. Interest directs individuals towards desires or goals to be achieved, and is also a measure for a person in pursuing their aspirations (Adiyta Tamara, 2021).

Halal certification is a process of issuing certification for various products such as food, beverages, medicines, and cosmetics, on the condition that the products do not contain elements that are prohibited by Islamic teachings. In the DSN MUI Fatwa, it is emphasized that the halalness of a product is in accordance with Islamic law, known as halal certification. (Hayyun Durrotul Faridah, 2019) The certification process shows that the product has received approval for its halal status through the MUI DSN Fatwa and is considered suitable for consumption. Halal certification is a requirement that must be met to obtain approval from the government regarding the inclusion of the Halal label on product packaging. Products that have passed the halal certification test by MUI are entitled to a halal logo that can be included on product packaging.

On February 2, 2021, the government issued Government Regulation Number 7 of 2021 on the Ease, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises (PP UMKM) along with 49 other implementing regulations of Law Number 11 of 2020 on Job Creation. The newly regulated MSME criteria are listed in article 35 to article 36 of the 2021 MSME Regulation. According to article 35 paragraph (3) of PP 7 of 2021, MSMEs are categorized based on business capital or annual sales. This business capital criterion is used for the registration of MSMEs established after the enactment of the PP UMKM. The latest MSME business capital criteria are as follows (STATE NEWS OF THE REPUBLIC OF INDONESIA, 2021):

- 1) Micro enterprises are small-scale people's economic activities that are traditional and informal in nature, which have not been registered and do not have a legal entity. Micro enterprises have a business capital of up to Rp1,000,000,000.00 (one billion Rupiah) excluding the land and building of the business premises.
- 2) Small Enterprises have a business capital of more than Rp1,000,000,000.00 (one billion Rupiah) to Rp5,000,000,000.00 (five billion Rupiah) excluding land and buildings of the business premises.
- 3) Medium-sized Enterprises have a business capital of more than Rp5,000,000,000.00 (five billion Rupiah) to Rp10,000,000,000.00 (ten billion Rupiah) excluding land and buildings of the business premises.

3. RESEARCH METHODS

This article conducts research located in Bondowoso Regency, Bondowoso District with Bondowoso people who work as related MSME business actors, as well as locations that make it possible to obtain research data sources. The research time was conducted for 1 year starting from June 2023 to May 2024. The targets in this study are informants who are considered to have the information needed by researchers. Researchers will interview MSME business actors in Bondowoso District, the Chairperson of Bondowoso District MSMEs, and other related parties.

In this study, the focus of the research to be studied focuses on exploring what causes make MSME business actors not carry out halal certification. This factor is classified into 2 (two) groups. The first is internal factors, which are seen from how it is still difficult and lack of guidance to carry out halal certification and requires additional costs to do so. Second, external factors, namely consumer perceptions of halal products and government policies and support regarding halal certification will make MSME business actors more active in conducting halal certification of their products.

This research uses a purposive technique, because the researcher feels that the sample taken best knows the problem to be studied. Researchers will determine several research informants including MSME business actors, and the Head of Bondowoso District MSMEs. These informants were chosen because they were in accordance with the purposive technique, namely choosing informants or sources who were considered to know best. In this study, there were 7 research informants

The research data uses primary data that refers to the research subject who is the source of information using direct measurement or data collection tools, such as through

interview techniques. In this context, the words and actions of the individuals observed or interviewed are the primary or main data sources. Information from primary data sources is recorded using written notes or through taking photographs and other methods. Primary data was obtained through interviews with related parties, such as MSME business owners, related agencies such as the Office of Cooperatives, Industry, and Trade, and other related parties.

Data collection is guided by the facts found during research in the field. The research data collection procedures that the author uses are as follows.

Interview or Interview is a form of verbal communication such as a conversation conducted in a situation facing each other. The type of interview that I will use later is a semi-structured interview (semistructure interview) where later the researcher has prepared a research instrument in the form of written questions but does not prepare alternative answers as well as structured interviews. Semi-structured interviews are in the middle between structured interviews and structured interviews. This type of interview aims to find a problem to be more open, where the interviewee is asked for his opinions and ideas in the question.

This research uses Milles and Huberman model analysis. The main activities of this model analysis include: data collection, data reduction, data display, and conclusion drawing/verification. The details of the model can be described as the following stages:

a. Data collection

Data collection is the process of collecting and measuring information about targeted variables in an established system with the aim of answering a relevant question and evaluating the results. Several data collection methods are observation, interviews and documentation. In this stage the researcher collects as much data as necessary.

b. Data Reduction (Data Reduction)

Reducing data means summarizing, selecting the main things, focusing on the important things, looking for themes and patterns and discarding what is not necessary. In this way, the reduced data will provide a clearer picture and make it easier for researchers to collect further data and search for it if necessary. The data analysis process begins by reviewing all the data that has been collected from various sources, namely interviews, observations which the author has summarized in field notes. The researchers then read, studied and analyzed the data. In this stage, researchers choose which data is interesting, important and useful, while leaving data that they feel is not useful.

c. Data Display (data presentation)

After the data has been reduced, the next step is data presentation. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. The most frequently used way to present data in qualitative research is narrative text. In this writing, the researcher presents data in the form of detailed descriptions or stories of the informants according to their expressions or views. Data presentation is presented in interview transcripts and observation notes.

d. Conclusion Drawing/Verification (drawing conclusions)

The third step in qualitative data analysis is drawing conclusions and verifying. The initial conclusions put forward are still temporary and will change if strong supporting evidence is not found at the next stage of data collection. However, if the conclusions put forward at the initial stage are supported by valid and consistent evidence when the research returns to the field to collect data, then the conclusions put forward are credible conclusions.

Based on the description above, data reduction, data presentation, and drawing conclusions/verification are something that intertwine before, during and after data collection in parallel form, to build a general insight called analysis. The data collection activity itself is a cyclical and interactive process. Therefore, this research is qualitative in nature, so objectivity, subjectivity and intersubjective agreement from researchers are very necessary so that the results of the research are easy for readers to understand in depth.

4. RESULTS AND DISCUSSION

Results

Informants in this research were obtained from research results with a total of 8 informants with details of 6 MSMEs, 1 Head of Department and 1 Chair of Bondowoso MSMEs, who had been declared bored or had relatively the same interview answers. Interviews were conducted from June 2023 to May 2024, approximately 1 year or less 2 months with different interview time frames.

The first informant named Subaeri, 35 years old, works as an entrepreneur. Residing on Jl.Diponegoro No 54, Kotakulon Village, Bondowoso Regency. He is the owner of his business which has been established for 2 years. Researchers conducted a 21 minute interview at Mr Subaeri's house.

The second informant named Zainab Buftem, 22 years old, works as a student and entrepreneur. Lives on Jl.KH.Ashari (in front of Indomaret), Kademangan, Bondowoso Regency. He is the owner of his business which has been established for 10 years. Researchers conducted interviews for approximately 30 minutes at Mbak Zainab's house.

The third informant is Fidela Frederica, 26 years old. Lives on Jl.Olahraga Gg.IV (behind the regional government), Dabasah, Bondowoso Regency. Is the owner of her business which has been established for 4 years working as a housewife and entrepreneur. Researchers conducted interviews for approximately 50 minutes at Mrs. Adel's house.

The fourth informant is Syasya Bahamisah, 31 years old, lives on Jl. Hoscokro Aminoto, Kampung Arab, Kademangan, Bondowoso Regency. Is the owner of the Medan Kolang-kaling business which has been established for 1 year working as a housewife and entrepreneur. Researchers conducted interviews for approximately 25 minutes at Mrs. Syasya's house.

The fifth informant, Anang, is 55 years old, lives on Jl. Brigpol Sudarlan, Nangkaan, Bondowoso Regency. Is the owner of the Ayu Chips business which was founded in 1997 and has worked as a housewife and entrepreneur for 27 years. Researchers conducted interviews for approximately 24 minutes at Ibu Anang's shop.

The sixth informant, Pinky Ningrat, is 44 years old, lives in Blindungan, Bondowoso Regency. Is the owner of the cake & cookies business, a home-based business, established for 5 years working as a housewife and entrepreneur. Researchers conducted interviews for approximately 35 minutes at Mrs. Pinky's production house.

The seventh informant is Lutfi Maria Ulfa, 45 years old, lives in Dabasah, Bondowoso Regency. He is one of the Chairmen of the Bondowoso Regency UMKM Association, works as Chair of the Bondowoso UMKM Association and Agent of Bank JATIM Bondowoso Branch. Researchers conducted interviews for approximately 20 minutes at Bondowoso Square

Discussion

Based on the statements of the informants above, it can be concluded that there are main points from the statements of each informant, as follows:

1. MSME business actors are still less interested in applying for halal certification

Lack of knowledge

According to (Reber, 2010), collective knowledge is a collection of information possessed by a person or group, or a particular culture. Meanwhile, knowledge in general is mental components that result from all processes, whether born innately or achieved through experience. Knowledge is a result of curiosity through sensory processes, especially the eyes and ears regarding certain objects. Knowledge is an important domain in the formation of open behavior (Ika Purnamasari & Anis Ell Raharyani, 2020)

According to (Notoatmodjo, 2014), knowledge is influenced by formal education factors and is very closely related. It is hoped that with higher education, knowledge will become wider. But people with low education do not have absolute low knowledge either. Increased knowledge is not absolutely obtained from formal education alone, but can also be obtained from non-formal education. Knowledge of an object contains two aspects, namely positive aspects and negative aspects, these two aspects will determine a person's attitude. The more positive aspects and objects that are known, the more positive attitudes towards certain objects will arise.

Applying the Theory of planned behavior (TPB) to show the attitudes and behavior control of MSME business actors. The behavior of MSME business actors cannot be assessed the same by every informant because each MSME actor does not have the same attitudes and behavior. The research results showed that TPB provided an explanation of the results from interviews with several informants. Conclusion: Attitudes, subjective norms and behavioral control are collectively related to interest in applying for halal certification but there are several obstacles in applying for it. Suggestions: improve the outreach program to increase knowledge of MSME business actors regarding halal certification, improve the service system for MSME business actors and simplify the application process.

a) The application process is complicated

The complex process of applying for halal certification makes MSME business actors choose not to continue registering their business with a halal certification body. The following are several obstacles that cause the process of applying for halal certification to still be considered complicated by MSME business actors, namely, first, there are many related institutions, second, the lack of socialization and education.

b) Officer service is less than optimal

According to (Kotler, 2002) service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership. Service is the behavior of producers in order to fulfill the needs and desires of consumers in order to achieve consumer satisfaction. Kotler also said that this behavior can occur during, before and after a transaction occurs.

According to Law Number 25 of 2009 concerning Public Services, it is an activity or series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident regarding goods, services or administrative services provided by public service providers.

a) The process of issuing a halal certification number is very long

1. Complexity of Halal Products

- a. Raw Materials: Determining the halalness of raw materials can be complicated, especially if they involve ingredients derived from animals, plants or microorganisms.
- b. Manufacturing Process: Ensuring the manufacturing process for halal products requires a thorough inspection, including the equipment used and sanitation.

2. Limited LPH capacity

The number of accredited LPHs is still not commensurate with the number of business actors who wish to apply for halal certification. This can cause long queues and slow down the process.

3. Readiness of Business Actors

- a. Document Errors: Errors in the preparation of application documents can cause delays in the process.
- b. Limited Knowledge: Lack of knowledge about the halal certification process can make it difficult for business actors to fulfill the requirements.

b) Information regarding halal certification is still difficult to find

1. Lack of Socialization:

- a. Socialization and education about halal certification from the government and related institutions is still not optimal.
- b. The public is still not familiar with the processes and requirements required

2. Lack of Centralized Website:

- a. There is no centralized website that provides complete and up-to-date information about halal certification.

- b. Existing websites may not be easily accessible or may not have complete information.
- c) The role of government is still lacking
 - 1. Socialization and education are not yet optimal
 - a. Public Lack of Understanding: Lack of public understanding about the importance of halal certification and the process.
 - b. Business Actors Are Not Aware: There are still many business actors who are not aware of the obligation to certify their products.
 - 2. Limited Resources
 - a. Limited Budget: Limited budget to support infrastructure, outreach and education related to halal certification.
 - b. Limited Experts: Lack of experts in the field of halal product guarantees, especially in regional areas

Driving factors for MSMEs to obtain halal certification

- a) Business development after having halal certification, business development when having halal certification will become easier when MSME business actors already have it. Promotions to build brands for MSME business products can be done easily and can also expand market networks.
- b) Trust in the product increases, trust in products will automatically increase when MSME business actors have halal certification because there is a definite guarantee from the government.
- c) Ease of distributing products to large minimarkets
 - 1. Expanding the Market: Halal products have large market potential, namely all Muslim consumers in Indonesia and abroad.
 - 2. Increase Competitiveness: Halal certificates can be a differentiator from competitors' products, so that your product is superior in the eyes of consumers.
 - 3. Opening Export Opportunities: Halal certificates are the main requirement for exporting food and beverage products to Muslim countries.

Increasing Business Reputation: Having a halal certificate shows your commitment to product quality and halalness, thereby increasing your business reputation

5. CONCLUSION

Conclusion

Judging from the problem formulation, the reasons why MSMEs are still less interested in applying for halal certification are: Lack of knowledge about halal certification: Many MSMEs do not know the benefits and importance of halal certification and Lack of support from the government: MSMEs feel they do not receive enough support from the government in the process. submission and halal certification services. The factors that drive MSMEs to apply for halal certification are business development, increasing consumer confidence and wider market access.

Suggestion

The theoretical suggestion of this research is that similar research can be carried out in different contexts to compare the factors that influence MSMEs' interest in applying for halal certification in various regions by developing a more comprehensive theoretical model to explain MSMEs' interest in applying for halal certification. Practitioners' suggestions from this research are, Increasing socialization and education about halal certification: More intensive socialization and education is needed for MSME business actors about the benefits and importance of halal certification, Simplifying the halal certification application process: The halal certification application process needs to be made easier and accelerated so that it is more accessible by MSMEs and Increase support from the government: The government needs to increase its support to MSMEs in the halal certification application process, such as by providing financial assistance or mentoring

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