

Training on the Implementation of the Halal Product Assurance System for Micro and Small Enterprises to Increase Their Intention to Obtain Halal Certification

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Abstrak

Meskipun secara administratif termasuk dalam wilayah Provinsi Daerah Khusus Ibukota (DKI) Jakarta, Kabupaten Administratif Kepulauan Seribu memiliki perekonomian yang tertinggal dibandingkan wilayah administratif Jakarta lainnya. Padahal, Kepulauan Seribu memiliki potensi yang sangat besar untuk dikembangkan, khususnya di sektor pariwisata, perikanan, dan pengolahan pangan. Saat ini, 90% pelaku usaha di Kepulauan Seribu merupakan Usaha Mikro, Kecil, dan Menengah (UMKM). UMKM tersebut memiliki peluang besar untuk berkembang seiring dengan potensi sumber daya dan kesempatan yang dimiliki wilayah tersebut. Di sisi lain, pemerintah telah memberlakukan kewajiban sertifikasi halal untuk produk makanan dan minuman yang berlaku mulai 17 Oktober 2024. Kewajiban ini juga akan diterapkan pada produk makanan dan minuman UMKM pada 17 Oktober 2026. Selain itu, pemerintah melalui Kementerian Pariwisata tengah mendorong pengembangan pariwisata halal dengan visi menjadikan Indonesia sebagai pemimpin global dalam sektor tersebut. Oleh karena itu, pelatihan Implementasi Sistem Jaminan Produk Halal menjadi sangat penting untuk memperkuat perekonomian Kepulauan Seribu dengan mempersiapkan UMKM agar siap mendaftarkan produknya untuk memperoleh sertifikasi halal. Mengacu pada *Theory of Planned Behavior* dari Ajzen, pelatihan ini menekankan pada penguatan sikap positif (*attitude*), norma subjektif (*subjective norms*), serta penurunan hambatan yang dirasakan (*perceived behavioral control*). Hasil penelitian menunjukkan bahwa pelatihan tersebut berhasil meningkatkan niat (*intention*) yang tinggi dari peserta untuk mengajukan sertifikasi halal.

Abstract

The Administrative District of Kepulauan Seribu, despite being located within the Special Capital Region (DKI) of Jakarta, has a lagging economy compared to other administrative regions of Jakarta. In fact, Kepulauan Seribu has significant development potential, particularly in tourism, fisheries, and food processing. Currently, 90% of businesses in Kepulauan Seribu are Micro, Small, and Medium Enterprises (MSMEs). These enterprises have significant potential to grow in line with the region's own resources and opportunities. On the other hand, the national administration has mandated halal certification for food and beverage products, effective October 17, 2024. This requirement will also extend to MSMEs' food and beverage products, effective from October 17, 2026. Furthermore, the government, through the Ministry of Tourism, is actively promoting halal tourism, aiming to position Indonesia as a global leader in the sector. Therefore, training on the Halal Product Assurance System is considered essential to strengthen the economy of Kepulauan Seribu by preparing its MSMEs to register for halal certification. Following Ajzen's Theory of Planned Behavior, the training emphasized positive attitudes and subjective norms and aimed to lower perceived behavioral control. The study shows that the training led to a high intention to apply for halal certification.



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INTRODUCTION

The Province of DKI Jakarta, as the capital province, is indeed the largest economy in Indonesia. However, this economic condition is not evenly distributed across all parts of the capital. DKI Jakarta itself consists of 5 administrative cities and 1 administrative regency, namely: North Jakarta, West Jakarta, East Jakarta, South Jakarta, Central Jakarta, and the Administrative Regency of the Kepulauan Seribu. The Administrative Regency of the Kepulauan Seribu consists of a cluster of islands in the Java Sea, located in the northern part of DKI Jakarta, and is the only regency in Jakarta whose territory is in the form of islands. The regency covers an area of about 8.7 km², occupying only 1.67% of the total area of DKI Jakarta. The Kepulauan Seribu Regency consists of 110 islands, but only about 11 of them are inhabited. The regency consists of 2 sub-districts and 6 urban villages. The North Kepulauan Seribu Sub-district consists of the villages: Tidung Island, Pari Island, and Untung Jawa Island. Meanwhile, the South Kepulauan Seribu Sub-district consists of the villages: Panggang Island, Kelapa Island, and Harapan Island (Badan Pusat Statistik, 2021). Located within DKI Jakarta, Kepulauan Seribu has a much lower economic condition compared to other administrative areas of Jakarta. Economically, in 2020, there were 3 hotels and 296 lodgings in the Kepulauan Seribu. In addition, there were 4 restaurants and 123 food and beverage stalls; 1 shopping complex; and 335 grocery stores selling food supplies (Badan Pusat Statistik, 2021). In 2023, there were 1,176 business entities categorized as micro and small industries in the Kepulauan Seribu (BPS, 2025). The poverty rate in the Kepulauan Seribu is significantly higher than in other administrative regions of DKI Jakarta, reaching 14.11% in 2022 and 13.13% in 2023 [2]. The Human Development Index (HDI) of the Kepulauan Seribu is also the lowest in DKI Jakarta, at 72.79, compared to Central Jakarta at 80.81, East Jakarta at 82.11, West Jakarta at 82.51, East Jakarta at 83.45, and South Jakarta at 85.21 (BPS, 2025). Amidst these disparities, the Kepulauan Seribu holds considerable potential, including natural tourism, cultural heritage tourism, and a national park. Data from the DKI Jakarta Tourism and Creative Economy Agency (Disparekraf) show that throughout 2023, 404,845 tourists visited the Kepulauan Seribu. This figure represents a 24% increase from 2022, though it has not yet returned to pre-COVID-19 pandemic levels in 2020. As a tourism destination, the Kepulauan Seribu offers the beauty of its underwater marine life, where visitors can enjoy snorkeling and diving (Ahmad Firza Fauzan *et al.*, 2023; Neksidin *et al.*, 2021). Tourism potential in the Kepulauan Seribu can help improve the local economy, and therefore requires continuous development (Wijjayanti *et al.*, 2020). Studies have shown that increased tourism activities and visitor numbers contribute positively to the welfare of Kepulauan Seribu residents (Sudiarti *et al.*, 2024). Hence, the most reliable factor for harnessing this tourism potential is improving service quality (Aydin *et al.*, 2018). Apart from tourism, many residents of the Kepulauan Seribu also work in the fisheries sector. In 2024, there were 2,330 people employed in agriculture and fisheries. Both provincial and regency governments have been working to promote aquaculture in the Kepulauan Seribu, as well as the development of fish processing industries (Sudiarti *et al.*, 2024). In 2022, the Kepulauan Seribu recorded fish production of 1,254 tons from capture fisheries, 162 tons from fish fattening aquaculture, 926,000 fish hatchlings, and 10,114 ornamental fish (BPS DKI Jakarta, 2022b, 2022a). In addition, the hospitality industry in the Kepulauan Seribu also holds potential for growth in line with the expansion of the tourism industry. One of the most promising areas is the culinary industry. Seafood cuisine from the Kepulauan Seribu could become a major attraction and a significant economic asset for the region. As previously mentioned, the Kepulauan Seribu possesses not only tourism potential but also fisheries and food industry potential. These opportunities can be maximized given the Kepulauan Seribu's proximity to Jakarta, the center of Indonesia's economic activity. Through Law No. 33 of 2014, the government has mandated that all products sold and distributed in Indonesia must be halal-certified. Furthermore, Government Regulation No. 39 of 2021 concerning the Implementation of Halal Product Assurance stipulates that the food and beverage industry is required to obtain halal certification starting October 17, 2024, and this requirement will extend to micro and small enterprises (MSEs) beginning October 17, 2026 (Chomsah, 2024). Thus, the halal business ecosystem is approaching an ideal condition in which halal certification not only benefits retail industries that sell directly to consumers (B2C), but also presents significant opportunities for food suppliers (Krisna *et al.*, 2023). In addition, the government has a vision to become a global leader in halal tourism, thereby encouraging halal certification for tourism industries as well as supporting industries (Dewi *et al.*, 2022; Katuk *et al.*, 2021). Research also

supports that halal certification in industries surrounding the tourism sector can serve as a tool for community economic empowerment, particularly for micro, small, and medium enterprises (Katuk *et al.*, 2021; Rachmiate *et al.*, 2024). Unfortunately, although most businesses in the Kepulauan Seribu are MSEs, the administrative regency of the Kepulauan Seribu has neither a Halal Inspection Agency (LPH) nor a Halal Product Process Assistance Institution (LP3H). Nevertheless, there are 28 registered halal product process assistants (P3H) for the administrative region of the Kepulauan Seribu. P3Hs are individuals who have received training from an LP3H to conduct verification and validation for MSEs applying for halal certification through the self-declare scheme. Therefore, in this Community Service activity, we carried out a program themed “Training on the Implementation of the Halal Product Assurance System for MSMEs in the Administrative Regency of the Kepulauan Seribu, Province of DKI Jakarta.” We believe that the content of the training is aligned with the Theory of Planned Behavior, as it is designed to strengthen the positive perceptions of business owners toward halal certification while also reducing their perceived difficulty in completing the certification process. Accordingly, the objective of this training is to enhance the intention of business owners to obtain halal certification for their products.

METHODS

Tools and Materials

The main instrument used in this community service activity was a training module specifically developed to introduce and explain the halal certification process for Micro and Small Enterprises (MSEs). The speaker has the qualification of Halal Supervisor certified by BP-JPH, as well as Halal Product Process Assistants (P3H) authorized by BP-JPH. The module was delivered using multimedia presentation equipment, including a laptop, LCD projector, and portable speaker system to support clear visual and audio communication. The training utilized printed handouts containing simplified explanations of halal certification requirements, examples of permitted and prohibited materials, and an overview of the Halal Product Assurance System.

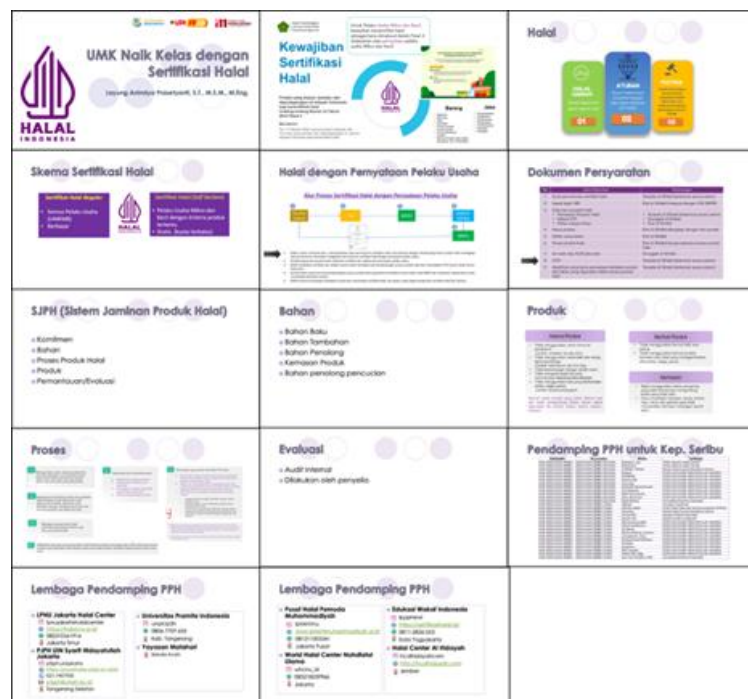


Figure 1. Handouts on Halal Certification for MSE.

A structured questionnaire was also used as the primary material for evaluation. The questionnaire employed a Likert scale and consisted of items designed to measure four variables based on Ajzen’s Theory of Planned Behavior, namely attitude toward halal certification, subjective norms, perceived behavioral control, and intention to apply for halal certification.

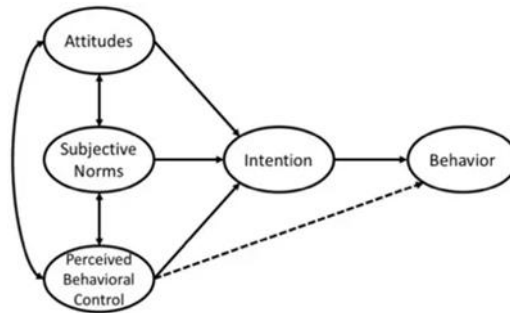


Figure 2. Theory of Planned Behavior (Ajzen, 1991).

The implementation of theory of planned behavior was often used in explaining the intention of business owner to obtain halal certification (Supaat* *et al.*, 2019; Yaumidin *et al.*, 2025). It is proven that the attitudes towards act, subjective norms, and perceived behavioral control strongly suggest that the variables could be manipulated to increase intention as well as the behavior of obtaining halal certification for their business. (Fianto *et al.*, 2025).

UMKM Naik Kelas dengan Sertifikasi Halal

- Email *

- Apakah penjelasan materi "UMKM naik kelas dengan sertifikasi halal" dapat dimengerti
Mark only one oval.
1 2 3 4 5
Sani Sangat Setuju
- Apakah paparan "UMKM naik kelas dengan sertifikasi halal" menarik untuk disaksikan
Mark only one oval.
1 2 3 4 5
Sani Sangat Setuju
- Apakah Bapak/Ibu merasa bahwa sertifikasi halal akan membawa dampak positif bagi bisnis Bapak/Ibu
Mark only one oval.
1 2 3 4 5
Sani Sangat Setuju
- Apakah Bapak/Ibu merasa bahwa pelanggan bisnis Bapak/Ibu memandang sertifikasi halal penting
Mark only one oval.
1 2 3 4 5
Sani Sangat Setuju
- Apakah Bapak/Ibu merasa bahwa memperoleh sertifikasi halal adalah sulit?
Mark only one oval.
1 2 3 4 5
Sani Sangat Setuju
- Apakah Bapak/Ibu berminat untuk mengajukan sertifikasi halal untuk bisnis Bapak/Ibu
Mark only one oval.
1 2 3 4 5
Sani Sangat Setuju
- Apakah Bapak/Ibu mengetahui langkah apa yang harus dilakukan untuk mengajukan sertifikasi halal untuk bisnis
Mark only one oval.
1 2 3 4 5
Sani Sangat setuju

Figure 3. The Questionnaire of Evaluation of the Education Activities.

Implementation Method

The community service activity was carried out through an educational training session targeted at owners of micro and small businesses in the Administrative District of Kepulauan Seribu. The training is delivered on August 2nd, 2025. To increase participants' comprehension, the training was delivered using a simple and easily understandable Bahasa Indonesia title, "UMK Naik Kelas dengan Sertifikasi Halal." The content of the training was intentionally designed to strengthen participants' psychological readiness to apply for halal certification, following the constructs of the Theory of Planned Behavior (attitude, subjective norms, perceived behavioral control, and behavioral intention). The training covered the basic principles of halal certification, the stages of the registration process, and the benefits of obtaining a halal certificate for business development.



Figure 4. Training on the Implementation of the Halal Product Assurance System for Micro and Small Enterprises.

At the end of the training session, participants were asked to complete a questionnaire to evaluate their attitudes, perceived social pressure, perceived ease or difficulty, and intention related to halal certification. The responses were collected and organized for further analysis. The data obtained were then processed using multiple linear regression to examine the influence of attitude, subjective norms, and perceived behavioral control on the intention to apply for halal certification. This analytical approach was used to assess the effectiveness of the training and to identify the key behavioral factors that may encourage MSEs to proceed with halal certification.

RESULT AND DISCUSSION

The results of this community service activity consist of two components: (1) the evaluation of the training activity, and (2) the evaluation of whether the activity successfully achieved its intended objective. Both aspects are presented in the following sections.

Evaluation of Training Activity

The training titled “UMK Naik Kelas dengan Sertifikasi Halal” was assessed by participants through a post-training questionnaire. The evaluation focused on three aspects: the clarity and comprehensibility of the training content, the attractiveness of the learning materials, and the participants’ understanding of the step-by-step procedure for applying for halal certification. Overall, the participants reported that the content was easy to understand and relevant to their business needs with average likert score 4,6 of 5 (Q2). They also indicated that the delivery was engaging and that the visual and verbal explanations helped improve their comprehension with average likert score 4,5 of 5 (Q3). Most importantly, participants expressed confidence that they understood the stages involved in the halal certification process, including document preparation, SIHALAL account creation, and submission procedures with average likert score of 4,4 of 5 (Q8). These results indicate that the training was effective in increasing the participants’ knowledge and readiness to follow the halal certification process.

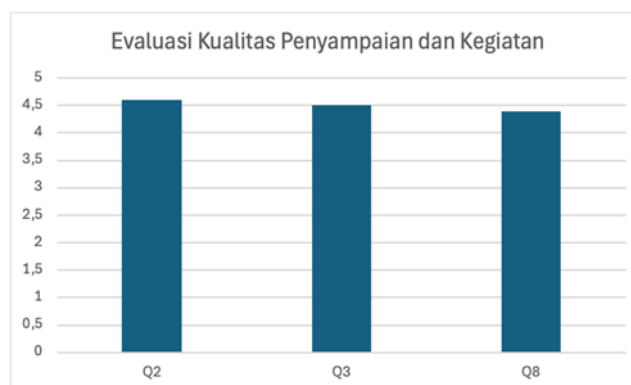


Figure 5. Evaluation on The Delivery of The Education Activity.

The Intention of Obtaining Halal Certification

The second part of the evaluation examined whether the activity achieved its behavioral objective, namely increasing the participants' intention to apply for halal certification. The assessment was conducted using Ajzen's Theory of Planned Behavior (TPB), which posits that behavioral intention is determined by attitude toward the behavior, subjective norms, and perceived behavioral control. A multiple linear regression analysis was performed to evaluate how these three psychological constructs influenced the intention to apply for halal certification.

Table I. Multiple Linear Regression Results.

Regression Statistics					
Multiple R	0,89948365				
R Square	0,80907084				
Adjusted R Square	0,77327162				
Standard Error	0,24304055				
Observations	20				
ANOVA					
	df	SS	MS	F	Significance F
Regression	3	4,00490064	1,33496688	22,6002376	5,3717E-06
Residual	16	0,94509936	0,05906871		
Total	19	4,95			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0,55506905	0,720309449	0,77059804	0,45217476	-0,9719188	2,08205686	-0,9719188	2,08205686
Q4	0,60525429	0,132767111	4,55876677	0,00032199	0,32380059	0,886708	0,32380059	0,886708
Q5	0,36780061	0,11985116	3,06881139	0,00734407	0,1137275	0,62187372	0,1137275	0,62187372
Q6	-0,1933311	0,087177684	-2,2176672	0,0414015	-0,3781395	-0,0085227	-0,3781395	-0,0085227

The regression model demonstrated a strong predictive ability, with an R value of 0.899 and an R² of 0.809, indicating that 80.9% of the variance in intention could be explained by the three predictor variables. The overall model was statistically significant (F = 22.60, p < 0.001), confirming that the TPB constructs jointly influence the intention to apply for halal certification. Individually, two variables showed significant positive effects. Attitude (Q4) had the strongest positive influence ($\beta = 0.605$, p < 0.001), suggesting that the more positively participants viewed halal certification, the stronger their intention to apply. Subjective norms (Q5) also contributed positively ($\beta = 0.368$, p = 0.007), indicating that perceived social encouragement from family, peers, or the business community, increased intention. Meanwhile, perceived behavioral control (Q6) had a significant negative effect ($\beta = -0.193$, p = 0.041). This implies that when participants perceived the process as difficult or felt that barriers were still present, their intention to apply for certification decreased.

Discussion

The findings of this community service activity provide meaningful insights into the effectiveness of training-based interventions in enhancing the readiness of Micro and Small Enterprises (MSEs) to pursue halal certification. The results from the evaluation of the training implementation suggest that the educational approach adopted in this program—particularly the use of simple, relatable language and step-by-step explanation—was successful in improving the participants' understanding of the halal certification process. The title "UMK Naik Kelas dengan Sertifikasi Halal" and the practical orientation of the training helped ensure that the content was accessible, relevant, and aligned with the participants' level of familiarity with regulatory processes. These findings are consistent with previous studies showing that community trainings tailored to local contexts enhance comprehension and participation among small business owners. The analysis based on the Theory of Planned Behavior (TPB) further supports the contention that the training produced meaningful psychological changes among participants. The strong coefficient of determination (R² = 0.809) indicates that the combination of attitude, subjective norms, and perceived behavioral control explains a substantial portion of participants' intention to apply for halal certification. This demonstrates that TPB is an appropriate theoretical framework for understanding the behavioral dynamics of MSE owners in the context of certification adoption. One of the most significant findings is the strong positive influence of attitude on intention. This suggests that participants who developed favorable

beliefs regarding the benefits of halal certification – such as increased consumer trust, improved market access, and better business credibility – were more likely to express strong intention to apply. This aligns with Ajzen’s assertion that attitude is often the most influential factor in intention formation, especially when individuals perceive clear and tangible advantages associated with the behavior. Similarly, the significant effect of subjective norms indicates that social encouragement plays an important role in motivating MSE owners. The participants who felt supported by peers, community members, or local authorities were more inclined to consider halal certification as a beneficial and normative action. This reflects the sociocultural context of MSEs in Kepulauan Seribu, where business decisions are often influenced by communal values and social expectations. Such findings reinforce the idea that community engagement and peer influence can be powerful drivers for policy-related behavioral change. Interestingly, perceived behavioral control showed a significant negative relationship with intention. This suggests that participants who perceived greater difficulty in the certification process – such as navigating the SIHALAL system, gathering required documentation, or understanding regulatory terminology – were less motivated to proceed. This finding highlights the persistent structural challenges faced by MSEs in remote areas like Kepulauan Seribu. The absence of local LPH or LP3H offices, limited digital literacy, and geographical constraints may contribute to the perception that obtaining halal certification is a complicated or burdensome process. According to TPB, high perceived barriers can inhibit intention even when attitudes and subjective norms are positive, which appears to be the case in this study. These results emphasize the importance of providing not only information but also practical support to reduce procedural barriers. Additional strategies such as hands-on registration clinics, one-on-one mentoring, simplified technical guides, or coordinated submission assistance could significantly enhance participants’ sense of control. By lowering perceived behavioral obstacles, community service programs can more effectively translate high intention into actual certification behavior. Overall, this study demonstrates that combining TPB-based education with context-sensitive training can effectively promote behavioral intention among MSEs. However, sustained support mechanisms remain crucial to ensure that intention evolves into real action. The implications underscore the need for integrated collaborations between universities, local governments, and halal certification bodies to provide continuous facilitation for MSEs in Kepulauan Seribu. Such efforts will contribute not only to compliance with national halal regulations but also to long-term economic empowerment within this unique island region.

CONCLUSION AND RECOMMENDATION

This community service activity successfully enhanced the knowledge and intention of Micro and Small Enterprises (MSEs) in Kepulauan Seribu to pursue halal certification through the training “UMK Naik Kelas dengan Sertifikasi Halal.” The evaluation based on the Theory of Planned Behavior showed that the program effectively strengthened attitudes and subjective norms, resulting in a high intention among participants to apply for certification, although perceived behavioral control remained a barrier that may hinder the realization of this intention. To ensure that the increased intention translates into actual certification, it is recommended that future programs provide continuous technical assistance, strengthen collaboration with halal certification bodies, deploy locally based halal facilitators (P3H), and develop simplified digital tools to support document preparation and SIHALAL registration. Additionally, embedding halal certification support into regional economic development initiatives and fostering peer support networks among local business communities will enhance sustainability and maximize the long-term impact of the program in Kepulauan Seribu.

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