

The Effect of Socialization on the Interest in Registering for Halal Certification in MSME Actors in Surya Kencana Bogor

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Abstract

In the context of the Indonesian market dominated by the Muslim population, halal certification plays a crucial role in building consumer trust and expanding product competitiveness. This study examines how the socialization of halal certification affects the interest of Micro, Small, and Medium Enterprises (MSMEs) in food and beverages in the solar culinary area of Kencana Bogor. The goal is to understand the effectiveness of disseminating information about halal certification carried out by the Indonesian Ulema Council (MUI), the Halal Product Assurance Agency (BPJPH), and the Central Bogor District Government, using a questionnaire to collect data. The data analysis process begins with a correlation test, followed by a classical assumption test (normality, heteroscedasticity, and linearity). It ends with a simple linear regression test to test the hypothesis. The research sample consisted of 110 street food and beverage MSME actors spread across Jalan Surya Kencana. Based on Everett M. Rogers' innovation diffusion theory, the study's results showed a positive and significant influence between the socialization of halal certification and the interest of MSMEs in registering their products. The regression coefficient of 0.803 indicates that the more intensive and quality socialization is provided, the higher the desire of MSMEs to obtain halal certification. These findings confirm the importance of effective socialization strategies in encouraging halal compliance among small and medium-sized business actors.

Keywords

Food and Beverage, Information Halal Certification, SMES, Socialization.

Biographies

Muhammad Reza is a lecturer at Pakuan University, he has been teaching for 6 years in the Communication Science study program. he completed the S1 Communication Science study program at the University of North Sumatra (2011), then completed a master's in the field of Communication of Agricultural and Rural Development (2018) at the Bogor Agricultural University with the support of the Indonesian Education Scholarship. He is currently pursuing a Doctoral degree in Agricultural and Rural Development Communication at the Bogor Agricultural University. Several researches have been conducted and published in national and international journals, several publications that have been published include: The Influence of Facebook Social Media on the Spread of Hoax Information Against Generation X in Setu Sari Village, Cileungsi District (2024), Adaptation of the Use of Social Media Technology and Television Media in Accessing Information in Generation X in Tapos Village (2024), (3) Communication Process of Culinary Business Actors in Obtaining Halal Certification in the City of Banda Aceh (2021).

Muhammad Faisal Nugraha is a bachelor's degree in Communication Science from Pakuan University in 2025.