

INNOVATIVE FACILITATION OF HALAL CERTIFICATION FOR MSMEs IN BANDUNG CITY: THE ROLE OF DATA-DRIVEN POLICIES AND LOCAL GOVERNMENT SUPPORT

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ABSTRACT

Halal certification for micro, small, and medium enterprises (MSMEs) has become increasingly important because it is closely linked to regulatory compliance, consumer trust, and business competitiveness. In Bandung City, however, facilitation outcomes have not yet matched the scale of policy targets, indicating a gap between program design and implementation. This study examines the role of data-driven policy and local government support in accelerating halal certification facilitation for MSMEs in Bandung City. The analysis draws on the perspectives of data-driven decision-making, public service innovation, and policy implementation. The study employs a qualitative approach with a case study design, supported by document analysis and secondary data derived from Bandung Open Data, local government planning documents, official publications of BPJPH and the Ministry of Religious Affairs, and relevant halal certification regulations. The findings show that data have been incorporated into planning and targeting, yet they still function more as an administrative base than as a precise intervention tool. Local government support is present, but its integration remains insufficient, which contributes to the persistent gap between certification targets and implementation outcomes.

Keywords: Halal Certification; MSMEs; Data-Driven Policy

INTRODUCION

The halal industry positions halal certification as a strategic instrument that links regulatory compliance, quality assurance, and the strengthening of small business competitiveness in markets that are increasingly sensitive to the halal status of products (Rahayu et al., 2023). This position becomes more critical given the central role of MSMEs in Indonesia's economic structure, while product standardization demands continue to rise alongside the expansion of domestic and global halal markets (Rahayu et al., 2023). The relevance of halal certification extends beyond formal compliance, as it also functions to build consumer trust in production processes, hygiene, and product integrity (Hamdan et al., 2013). The main challenge arises from the fact that many MSMEs still face limitations in understanding procedures, administrative readiness, and their capacity to adapt to increasingly digitalized certification systems (Rahayu et al., 2023). This condition indicates that the acceleration of halal certification cannot be viewed solely as a legal agenda, but must also be understood as an issue of ecosystem readiness and the effectiveness of policy interventions (Rahayu et al., 2023).

At a more operational level, the success of halal certification facilitation depends on the government's ability to translate business data into a basis for precise planning, targeting, and program evaluation (Brynjolfsson & McElheran, 2016). A data-driven approach becomes increasingly important as digital transformation requires both local governments and MSMEs to make decisions that are faster, more accurate, and more adaptive to changing market demands (Aziz et al., 2021). Such capability cannot rely solely on technological availability, but also requires administrative competence, an analytical culture, and adequate data integration within public service processes (Farhan, 2023). Field realities indicate that the digital readiness of



MSMEs in Indonesia remains uneven, necessitating more contextual and evidence-based local policy support (Nurani et al., 2020). Consequently, a policy direction that integrates data utilization, facilitation mechanisms, and local government support becomes a critical prerequisite for effective and sustainable innovation in halal certification facilitation (Brynjolfsson & McElheran, 2016).

In Bandung City, the issue of halal certification has emerged at the most operational level, as studies on food MSMEs indicate that the majority of business actors have not yet obtained halal certification. The 2023 Work Plan of the Department of Trade and Industry of Bandung City targets the facilitation of halal certification for 1,300 small and medium industries, while program realization up to 2020 reached only 356 units, or 27.38% of the strategic plan target, clearly indicating the need for acceleration within regional planning. The Bandung City Government has demonstrated increased support by distributing 100 halal certificates in 2022 and 200 in 2023 to local business actors. However, this pace of facilitation still reflects tension between ambitious policy targets, limited implementation capacity, and the need for more targeted facilitation at the local level. This article therefore focuses on how data-driven policies and local government support can accelerate halal certification facilitation for MSMEs in Bandung City in a more targeted, measurable, and adaptive manner.

Nurani et al. (2020) show that the primary challenge of halal certification for MSMEs in West Java lies in the limited understanding of business actors regarding application procedures and technical certification requirements, positioning outreach as a key instrument for improving both knowledge and business competitiveness. Aziz et al. (2021), in their study of food MSMEs in Bandung City, find that success factors of the halal supply chain have a positive and significant effect on its implementation, with an explanatory contribution of 63.8%, indicating that internal business readiness is crucial in maintaining halal integrity. Zahradika & Permadi (2023), in Sukasari District, Bandung City, report that although most MSME raw materials are sourced from halal-certified suppliers, not all business practices meet halal standards, and only a small proportion of business actors actively maintain halal compliance. Their findings also highlight the need for stronger synergy among business actors, government or related institutions, and consumers to reinforce halal awareness and practices more consistently.

These three prior studies share similarities with the present article in positioning halal certification for MSMEs as a strategic issue linked to business readiness, the need for facilitation, and the importance of institutional support in expanding access to certification. The differences, however, lie in their analytical focus. The first study emphasizes outreach and the enhancement of business actors' understanding of certification procedures. The second focuses on internal halal supply chain factors in maintaining product integrity. The third highlights the mapping of halal practices at a specific regional level. In contrast, this article directs its attention to how halal certification facilitation in Bandung City can be accelerated through data-driven policies and more targeted local government support.

The originality of this study lies in its effort to position halal certification facilitation for MSMEs not merely as an issue of business compliance, but as a local public policy problem requiring precise data management, program targeting, and institutional support. Its novelty is not limited to the Bandung City context, but extends to the analytical perspective that connects halal certification issues with a data-driven policy approach. In terms of research gaps, this article addresses an empirical gap, as previous studies have not specifically examined halal facilitation in Bandung from the perspective of local government data-driven policy. It also addresses a practical-knowledge gap by offering a more operational interpretation of how program data and government support can be translated into interventions that are more targeted, measurable, and

adaptive to MSME needs.

The urgency of this study arises from the evident gap between halal certification facilitation targets and their implementation outcomes in Bandung City. This condition suggests that facilitation challenges cannot be explained solely by low awareness among business actors, but must also be understood in terms of policy design, the accuracy of target data, and the effectiveness of local government support. This urgency is further reinforced by the persistence of MSME halal challenges in Bandung, ranging from limited understanding and process readiness to inconsistent halal practices. These conditions call for a more systematic, evidence-based policy approach capable of addressing the real needs of business actors with greater precision.

This study aims to analyze the role of data-driven policy and local government support in accelerating halal certification facilitation for MSMEs in Bandung City. It also seeks to identify the gap between program targets and implementation outcomes, while explaining the need for local policy interventions that are more targeted, measurable, and adaptive to the characteristics of MSMEs.

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METHODS

This study employs a qualitative approach with a case study design, supported by document analysis and the use of secondary data, to examine contextually how data-driven policy and local government support contribute to halal certification facilitation for MSMEs in Bandung City (Bowen, 2009; Hyett et al., 2014; Van Meter & Van Horn, 1975). This approach was chosen because the study focuses on an in-depth reading of policy processes, program targeting, institutional support, and the gap between facilitation targets and outcomes in halal certification. Its orientation is therefore not directed toward testing relationships among variables, but toward interpreting the dynamics of policy implementation within a real local government setting (Johnston, 2014). The research data were collected through a review of various relevant secondary sources, including Open Data Kota Bandung, local government planning documents and performance reports, official publications from BPJPH and the Ministry of Religious Affairs, regulations concerning halal product assurance, and other documents related to MSME halal certification facilitation programs in Bandung City. Data sources were selected purposively by considering their alignment with the research focus, the authority of the issuing institutions, the completeness of information, data recency, and their relevance in explaining the role of data-driven policy and local government support in accelerating halal certification for MSMEs (Palinkas et al., 2015). The collected data were then analyzed using a thematic-descriptive technique through several stages: document selection, coding of significant information, grouping of findings into substantive themes, and interpretation of policy patterns as well as local government support in halal certification facilitation. The analysis was further strengthened by simple data presentation so that the empirical reading of Bandung City's conditions would be more systematic and convincing (Bowen, 2009; Braun & Clarke, 2006).

RESULT AND DISCUSSION

Data-Based Policy in Facilitating Halal Certification for MSMEs in Bandung City

The 2023 Work Plan of the Bandung City Office of Cooperatives and Micro, Small, and Medium Enterprises records a sub-activity on mapping the potential and development of micro-enterprises, indicating that the city government has established a formal data-collection instrument as a basis for micro-enterprise development (Dinas UMKM Kota Bandung, 2023). The same document also includes facilitation for halal certification, intellectual property rights, and business assistance for 100 micro-enterprises, suggesting that halal certification facilitation has been incorporated into the design of micro-enterprise empowerment (Dinas UMKM Kota Bandung, 2023). In the industrial sector, the Revised Strategic Plan of the Bandung City Department of Trade and Industry 2018–2023 sets halal certification facilitation for 476 small



and medium industrie (Dinas Perdagangan dan Perindustrian Kota Bandung, 2023) as as the end-of-period target, indicating that halal issues have already been integrated into the regional sectoral planning framework . The 2023 Work Plan of the same agency then raised the target for halal certification facilitation to 1,300 small and medium industries, while the recorded realization had only reached 356 units, or 27.38 percent (Dinas Perdagangan dan Perindustrian Kota Bandung, 2023). This data configuration indicates that Bandung City already possesses a traceable foundation of business mapping, program targets, and halal facilitation indicators within its official documents, although the functional relationship among these elements still requires deeper examination at the level of policy use (Dinas UMKM Kota Bandung, 2023; Dinas Perdagangan dan Perindustrian Kota Bandung, 2023).

These findings suggest that the existence of data does not automatically translate into a basis for precise intervention. Local government has indeed organized business mapping, facilitation, and targeting within its planning documents, yet these elements still appear to operate as administrative components that are not fully interconnected. A sharply increasing target will not be effective unless it is supported by target mapping that distinguishes among business types, document readiness, process compliance levels, and certification barriers across different groups of business actors. Such a policy logic requires data that do not merely count the number of business units, but also capture the actual conditions that shape the prospects for accelerating certification. It is precisely this gap between data and action that needs to be examined in light of prior research findings.

Studies on data-driven decision-making in Indonesian local governments emphasize that policy effectiveness is not determined by the volume of data alone, but by the ability to transform data into actionable information and knowledge for decision-making (Sayogo et al., 2024). The same study also highlights that motivation, capability, continuous training, and data awareness among public officials are decisive factors in determining whether data are actually utilized in organizational decisions (Sayogo et al., 2024). In the Bandung context, Aziz et al. (2021) show that halal-related challenges among food MSMEs remain closely linked to internal business readiness in implementing halal supply chain practices effectively. Similarly, Zahradika & Permadi (2023), in Sukasari District, find that although most MSME raw materials are already halal-certified, business practices have not fully met halal standards. These prior findings reinforce the view that halal facilitation challenges do not end with program availability, but are fundamentally shaped by the quality of data interpretation regarding the actual conditions of business actors (Sayogo et al., 2024; Zahradika & Permadi, 2023).

In Bandung City, data are already available as an administrative foundation, yet they have not fully functioned as instruments for policy selection and targeting. Data would become far more useful if local governments connected them to classifications of business sectors, legal status, document readiness, facilitation history, and the stage of halal certification for each enterprise. Such a utilization model would enable program targets to be structured around groups that are ready to proceed, groups requiring initial facilitation, and groups still needing basic literacy interventions. Differentiated intervention structures across these groups would allow halal facilitation to shift from a distribution-based approach toward a more measurable acceleration model. This need simultaneously positions local government support as an inseparable factor from the quality of data-driven policy.

These findings indicate that data-driven policy in halal certification facilitation for MSMEs in Bandung has already been established at the levels of data collection, budgeting, and target setting, but has not yet fully matured in terms of target refinement and evaluative feedback (Dinas UMKM Kota Bandung, 2023; Dinas Perdagangan dan Perindustrian Kota Bandung, 2023). This

limitation is significant, as data that are not linked to institutional coordination tend to remain as program inventories rather than as drivers of service acceleration (Sayogo et al., 2024). In the context of halal certification, this issue becomes even more pronounced, since business actors require not only information, but also technical facilitation, assistance, and the resolution of administrative barriers closely aligned with their operational realities (Aziz et al., 2021). The leverage of local policy will therefore depend heavily on how institutions translate data into concrete and accessible forms of support for MSMEs (Sayogo et al., 2024). This point explains why the quality of local government support must be understood as a determining factor in expanding access to halal certification more broadly (Zahradika & Permadi, 2023).

Regional Government Support in Expanding Access to Halal Certification for MSMEs

The 2023 Bandung City Cooperatives and SMEs Office Work Plan (Rencana Kerja Dinas KUKM) includes facilitation of halal certification, intellectual property rights (HAKI), and micro-enterprise mentoring for 100 micro-enterprises within its annual work program (Dinas UMKM Kota Bandung, 2023). The same document also targets 800 business units to receive coaching and mentoring, and 839 people to be involved in coordination and synchronization with stakeholders in micro-enterprise empowerment, so that support does not stop at certification registration alone (Dinas UMKM Kota Bandung, 2023). The Work Plan notes an increase in the indicative ceiling to support economic recovery and expands the scope of business mentoring from 22 sub-districts to 30 sub-districts, indicating a strengthening of support at the service coverage level (Dinas UMKM Kota Bandung, 2023). On the industrial side, the Bandung City Trade and Industry Office's 2023 Work Plan recorded the realization of 150 halal certifications and 79 quality assurance certifications, with a 100 percent achievement rate in the sub-activities of industrial empowerment and community participation (Dinas Perdagangan dan Perindustrian Kota Bandung, 2021). Field implementation also shows that the Office distributed 100 halal certificates and 120 quality assurance certificates free of charge in 2022, funded by the regional budget (APBD). Furthermore, it allocated funds for 200 small and medium enterprises (SMEs) to obtain halal certification in 2023 (Wamad, 2022).

Local government support in Bandung City thus comes in a multi-layered form, ranging from financing and mentoring to coordination and setting annual targets. This structure demonstrates that the local government does not position halal certification as a stand-alone administrative matter, but rather as part of a business capacity-building strategy. Its importance lies in lowering barriers to entry, as costs, procedures, and access to mentoring are often weaknesses for MSMEs. The problem is, this diverse support does not automatically create a fully integrated service flow, from target identification, coaching, administration, to certificate issuance. The significance of these findings becomes stronger when read alongside previous research on public service innovation, institutional capacity, and the halal readiness of MSMEs.

Studies of public service innovation in local governments in Indonesia show that local innovation generally takes four main forms: technological process innovation, social innovation, new services, and administrative innovation. Therefore, the effectiveness of government support is largely determined by its ability to combine these forms into a cohesive service (Farhan, 2023). Hartley emphasized that public sector innovation must produce tangible changes in service relationships and outcomes received by the public. Therefore, free financing, simplified procedures, and technical assistance should be considered core services, not complementary services (Hartley, 2005). Research on data-driven decision-making in local governments in Indonesia also shows that staff motivation, analytical capacity, and supporting tools determine whether programs are truly effective at the implementation level (Sayogo et al., 2024). Research



by Aziz, Setyorini, and Hasanah in Bandung City shows that the implementation of a halal supply chain in food MSMEs is closely related to the internal readiness of the business, so external government support is still needed to help business actors meet halal standards operationally (Aziz et al., 2021). Research by Zahradika and Permadi in Sukasari District also found that many MSMEs' raw materials are halal certified, but business practices do not all meet halal standards, which means that synergy of mentoring and institutional facilitation remains a crucial need (Zahradika & Permadi, 2023).

Local government support is not merely incidental assistance, but rather an access architecture that determines whether MSMEs can move from being unprepared to being ready for certification. Free financing works to reduce economic barriers, mentoring works to reduce procedural barriers, and cross-stakeholder coordination works to reduce institutional barriers. Policy effectiveness will increase when these three forms of support are structured as a series of sequential services, rather than as separate programs. The role of local governments is strategic because accelerating halal certification cannot be solely left to business awareness or national regulations without a link at the local level. At this point, the quality of local government support must be assessed not only by the amount of assistance provided, but by their ability to translate that assistance into stable implementation results.

Bandung City continues to face a significant gap between the target of facilitating halal certification for 1,300 small and medium enterprises (SMEs) and the actual achievement of 356 small and medium enterprises (SMEs), or 27.38 percent. Therefore, the presence of support does not equate to achievement (Dinas Peradagangan & Perindustria Kota Bandung, 2023) This situation indicates that the main problem is no longer the absence of support, but the consistency in translating support into results. The measure of policy effectiveness has therefore shifted from the existence of the program to the alignment between targets, implementation, and actual results. This necessitates a more rigorous evaluation of implementation weaknesses, particularly in the sharpening of targets, the continuity of support, and synchronization between institutions.

The Gap between Program Targets and Implementation Achievements: Evaluation and Policy Implications

The Bandung City Trade and Industry Agency's 2023 Work Plan document shows a target of facilitating halal certification of 1,300 small and medium enterprises (SMEs), while the recorded realization has only reached 356 small and medium enterprises (SMEs), or 27.38 percent. This leaves a wide gap between program targets and implementation results at the strategic indicator level (Dinas Peradagangan & Perindustria Kota Bandung, 2023). The same document also records the achievement of 150 halal certification sheets with a 100 percent realization rate in the industrial empowerment and community participation sub-activities, indicating that operational success in certain activity units has not automatically increased the achievement of macro indicators proportionally (Dinas Peradagangan & Perindustria Kota Bandung, 2023). The 2023 Bandung City Cooperatives and SMEs Office Work Plan (Rencana Kerja Dinas KUKM) simultaneously includes facilitation of halal certification, intellectual property rights (HAKI), and mentoring for 100 micro-enterprises, with a 100 percent achievement rate. This target includes coaching and mentoring for 800 business units and coordination with stakeholders for 839 individuals (Dinas UMKM Kota Bandung, 2023). This data configuration demonstrates that Bandung City does not lack facilitation programs, targets, and activities, but still faces challenges in converting the abundance of support into expanded results on key halal certification indicators (Dinas UMKM Kota Bandung, 2023). This finding highlights the need to interpret the implementation gap not as a lack of intervention, but as a problem with the



relationship between program design, target units, and the accuracy of policy targets (Dinas Perdagangan & Perindustri Kota Bandung, 2023).

This gap indicates that the facilitation system still operates more strongly on the logic of activity implementation than on the logic of achieving outcomes. The large targets for strategic indicators require a well-structured implementation path, from data collection, target selection, mentoring, document management, verification, and certification issuance. Low realization amidst numerous programs suggests a fragmentation between general development programs and those directly promoting halal certification outcomes. Differences in achievement units across regional agencies also have the potential to create support that appears high on paper, but not fully consolidated into the same end result. This pattern encourages a more rigorous evaluation by reviewing previous research findings on policy implementation, service innovation, and the halal readiness of MSMEs.

Van Meter and Van Horn emphasized that policy implementation performance is largely determined by the relationship between standards and targets, resources, interorganizational communication, implementing agency characteristics, implementer disposition, and the policy environment. Therefore, the gap between targets and realization in Bandung can be interpreted as a signal of problems in the relationship between these implementation variables (Van Meter & Van Horn, 1975).

Sayogo, Yuli, and Amalia demonstrated that data-driven decisions in local governments are only effective when data is transformed into actionable knowledge, supported by a data culture, analytical capabilities, and adequate tools. Therefore, the mere existence of program data is insufficient to ensure the achievement of policy outcomes (Sayogo et al., 2024). Aziz, Setyorini, and Hasanah found that the implementation of the halal supply chain in food MSMEs in Bandung City is closely related to the internal readiness of the business. This means that the certification target will not be easily achieved if government intervention does not align with the level of business readiness (Aziz et al., 2021). Zahradika and Permadi also showed that the majority of raw materials for MSMEs in Sukasari, Bandung, are halal-certified, but their business practices do not yet fully meet halal standards. Therefore, implementation barriers extend beyond inputs to the consistency of business processes (Zahradika & Permadi, 2023).

Nurani, Nursjanti, and Munawar added that understanding halal certification procedures remains a critical issue for MSMEs in West Java, and implementation progress will be hampered if policies do not combine literacy, mentoring, and service simplification within a single set of interventions (Nurani et al., 2020).

The gap between targets and realization in Bandung City stems from an imbalance between the scale of policy targets and the depth of implementation design. The local government has provided concrete support, but this support still needs to be structured into a tiered intervention model based on business readiness, completeness of documents, product type, and the business actor's position in the certification process. Businesses that are ready require administrative acceleration, while those that are not yet ready require intensive mentoring, business process improvements, and more fundamental technical literacy. Interventions that differentiate target characteristics will make program targets more realistic, accountable, and more likely to translate into actual halal certification. This evaluation direction also emphasizes that policy effectiveness is measured not solely by the number of activities, but by the accuracy of the implementation design, which links support to results.

SIMPULAN

This study concludes that the facilitation of halal certification for MSMEs in Bandung City

has been supported by a data-based policy foundation, data collection instruments, program targets, and local government support in the form of coaching, mentoring, coordination, and facilitation. However, the results of its implementation have not been comparable to the targets because the data has not been fully translated into sharp interventions, institutional support has not been fully integrated, and the scale of the targets has not been aligned with the actual level of readiness of business actors. These findings indicate that the main problem lies not in the absence of a program, but in the suboptimal relationship between data collection, target sharpening, mentoring design, and consolidation of cross-institutional implementation. These results also confirm that the research objectives have been achieved, namely explaining the role of data-based policies and local government support in accelerating the facilitation of halal certification for MSMEs in Bandung City and identifying the gap between targets and their implementation achievements. The main contribution of this study lies in the perspective that positions MSME halal certification not only as a business compliance issue, but as a local public policy issue that requires data integration, accurate targeting, and adaptive institutional support. Based on these findings, local governments need to strengthen the integration of MSME databases across regional agencies, group targets based on their level of certification readiness, develop a phased mentoring model, and ensure more focused program coordination to measurably improve halal certification outcomes. This research is still limited to the use of secondary data and a case study in Bandung City. Therefore, further research is recommended to use in-depth interviews, field observations, or a mixed methods approach to capture implementation dynamics more comprehensively and compare facilitation patterns across regions. The policy implications suggest that policymakers need to shift program orientation from simply increasing the number of activities to focusing on the quality of interventions that are precise, sustainable, and truly aligned with the real needs of MSMEs at each stage of the halal certification process.

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