



HALAL CERTIFICATION BARRIER IN SMES

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Submitted: 15 November 2021

Revised: 27 December 2021

Accepted: 06 January 2022

Peer-review under responsibility of 7th Asia International Conference 2021 (Online) Scientific Committee

<http://connectingasia.org/scientific-committee/>

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Office # 6, First Floor, A & K Plaza, Near D Watson, F-10 Markaz, Islamabad, Pakistan,

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A B S T R A C T

This study aims to examine the barriers halal certification of SME food and beverages and medicine in Bandung and discuss some of the managerial implications for government and halal organizations, as well as provide recommendations for future research. The authors involved 58 SME owners of food and beverages and few herbal medicines in Bandung by applying descriptive statistic data collection, which doing a questionnaire survey and a focus group discussion. Data collection results reveal the following: 24 barriers are determined and categorized into 3 clusters (i.e. 5 regulation factors, 14 strategic factors, and 5 operational factors). This study proposes a framework of barriers halal certification of SME food and beverages and medicine in Bandung. The findings of this study can be used as a reference for SME, specifically in food and beverages, and medicine in Bandung.

Keywords: *Barriers; Halal Certification; Food and Beverage; SME; Medicine*