



## **MASLAHAH-BASED EVALUATION OF MANDATORY HALAL CERTIFICATION POLICY FOR STREET VENDORS**

**Eko Nur Cahyo<sup>1\*</sup>, Maharani Pradnya Paramita<sup>2</sup>, Khurun'in Zahro<sup>3</sup>**

<sup>1,2,3</sup>Universitas Darussalam Gontor

<sup>1</sup>eko.nurcahyo@unida.gontor.ac.id, <sup>2</sup>maharanipradnya2003@gmail.com,

<sup>3</sup>khuruninzahro@unida.gontor.ac.id

\*Corresponding Author: eko.nurcahyo@unida.gontor.ac.id

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**Abstract:** This study analyzes the realization of *maslahah* in the implementation of Government Regulation No. 42 of 2024 mandating halal certification for street vendors in Blitar Regency. Enforced on October 17, 2024, the regulation aims to ensure halal product assurance, strengthen consumer protection, and support the sustainability of micro and small enterprises. The issue is significant as the policy directly affects informal economic actors who often face regulatory and administrative constraints. This research employs a qualitative descriptive approach. Data were collected through in-depth interviews with street vendors and relevant stakeholders and supported by an analysis of regulatory documents and related literature. The analysis assesses whether the regulation's implementation delivers public benefit (*maslahah*) while maintaining proportionality and legal fairness. The findings indicate that halal certification provides tangible legal and economic benefits, including increased consumer trust, improved sales turnover, expanded market access, and enhanced business legitimacy. The policy has been generally well accepted, particularly due to government facilitation through simplified procedures and the free self-declaration halal certification scheme. From the perspective of Islamic legal theory, the implementation of this regulation reflects *maslahah dharuriyah*, as it safeguards religious compliance (*hifz al-din*) and promotes economic welfare (*hifz al-mal*). This study highlights halal certification as a regulatory instrument aligned with the objectives of Islamic law (*maqasid al-shari'ah*).

**Keywords:** *Maslahah*, halal certification, *maqasid al-shari'ah*, public policy, street vendors



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## INTRODUCTION

Recent scholarship on halal certification has increasingly positioned it not merely as a religious compliance mechanism, but as a regulatory instrument operating at the intersection of market governance, consumer protection, and economic development (Zaenurrosyid et al., 2024). While a substantial body of literature highlights the economic benefits of halal certification, such as enhanced consumer trust, market expansion, and product competitiveness, other studies raise concerns about its regulatory burden, particularly for small-scale and informal businesses (Dusuki, 2008). This tension reflects an ongoing debate on whether mandatory halal certification functions as an enabling mechanism for economic inclusion or, conversely, as a source of structural constraint for vulnerable sectors.

Halal certification has become a crucial instrument in the global food industry, particularly amid the rapid growth of the halal market and the rising demand from Muslim consumers worldwide (Asyraf Wajdi Dusuki, 2021; BPJPH, 2024). As a formal mechanism for ensuring compliance with Islamic dietary standards, halal certification not only fulfils religious obligations but also serves as a marker of quality, safety, and trust in food products (Changalima, 2025; Faridah Durrotul Hayyun, 2019). In the context of street food, halal certification is increasingly emphasized, even for inherently halal products, to provide legal certainty and assurance for consumers (Kurnia, 2024). This development positions halal certification at the intersection of religious compliance, consumer protection, and economic sustainability.

This debate is particularly relevant to street vendors, who constitute a significant component of the informal economy in developing countries such as Indonesia (Anshori et al., 2025; Harianto et al., 2024). Street vendors play a significant role in local economies by providing affordable, accessible food and beverages to diverse segments of society and contributing substantially to urban livelihoods (Reza Adnan et al., 2021). The informal nature of street vending places vendors in a vulnerable position, particularly when confronted with regulatory policies that may impose administrative or economic burdens (Widyaningrum, 2009). In this context, the mandatory implementation of halal certification raises critical questions regarding its actual benefits and potential risks for street vendors. Therefore, examining halal certification

through the lens of *maslahah* (public benefit) becomes essential to ensure that regulatory objectives align with social justice and proportionality.

Halal certification benefits not only street vendors but also the wider community. For vendors, certification can enhance business reputation, expand market access, and strengthen relationships with consumers, particularly Muslim consumers who prioritize halal assurance (Lembaga Pemeriksa Halal Bhakti Mandiri Syariah, 2024). For consumers, halal certification reinforces trust and confidence in food (DINKOPUKM Purbalingga, 2024). Nevertheless, the implementation of halal certification faces several challenges, including limited understanding of halal regulations, uneven access to information in non-metropolitan areas, and relatively low levels of legal awareness among both producers and consumers (Nukeriana, 2018). Economically, while halal certification can attract more consumers and enhance competitiveness, it may also raise concerns about higher costs and price adjustments. These contrasting perspectives further highlight the need for a balanced evaluation of halal certification policy beyond purely economic or legal considerations.

The role of government is central to addressing these challenges. Indonesia has demonstrated a strong regulatory commitment to halal product assurance through Law No. 33 of 2014, which mandates halal certification and is further operationalized by Government Regulation No. 42 of 2024 (Salam & Makhtum, 2022). This regulation stipulates that starting October 17, 2024, all food and beverage products, including those sold by street vendors, must be halal-certified (Cemara, 2025). Non-compliance may result in administrative sanctions, ranging from written warnings to fines and product withdrawal (Hibatullah, 2018). To mitigate potential burdens, local governments, including Blitar Regency (Aribowo, 2025), have introduced facilitative measures such as free self-declaration halal certification for eligible micro and small enterprises (Nasar, 2017). While these initiatives aim to ensure inclusivity, their effectiveness in delivering substantive public benefit remains an empirical question.

This study focuses on the Bumi Penataran area in Blitar Regency, a historical tourism destination that has experienced a significant increase in visitor numbers in recent years (PEMKAB Blitar, 2017). Despite its economic and cultural potential, Blitar remains underrepresented in academic research, particularly in studies on halal certification (PEMKAB Blitar, 2012). As a region dominated by micro and small

enterprises, including street vendors, Blitar provides a relevant and underexplored context to examine the practical implementation of Government Regulation No. 42 of 2024 (Wardhana, 2011). Moreover, Blitar's strong agrarian base and its role in supplying key ingredients for street food further reinforce the urgency of this research (Badan Pusat Statistik Kabupaten Blitar, 2024).

This study addresses the existing gap by examining the implementation of mandatory halal certification through the lens of *maslahah*, a normative framework in Islamic legal theory. By focusing on street vendors in an informal economic setting, the study seeks to evaluate whether the policy delivers substantive public benefit while maintaining proportionality and fairness. In doing so, this research contributes to ongoing scholarly debates by bridging regulatory policy analysis with *maqasid al-shari'ah* and offering empirical insights into the governance of halal certification.

This study is based on empirical fieldwork with street vendors and other stakeholders directly affected by the implementation of mandatory halal certification. Data were collected through in-depth interviews with a purposively selected group of informants who met specific criteria related to business type and certification status. To enhance analytical rigor, the study employs data triangulation by integrating interview findings with relevant regulatory documents and policy frameworks. This approach allows for a more comprehensive and reliable assessment of whether the implementation of halal certification delivers substantive public benefit (*maslahah*) in practice.

## **RESEARCH METHOD**

This study employs a qualitative research design with a descriptive-analytical approach to examine the implementation of mandatory halal certification under Government Regulation No. 42 of 2024 from the perspective of *maslahah* (Sithole, 2024). A qualitative method is appropriate as the study explores the legal meanings, perceptions, and practical experiences of street vendors and stakeholders rather than measuring variables quantitatively (Braun & Clarke, 2019). The research focuses on street vendors in the *Bumi Penataran* area of Blitar Regency, a tourism destination where halal certification has become mandatory since October 17, 2024.

Sampling was conducted using a purposive technique (Ayton et al., 2023). Informants were selected based on the following criteria: (1) street vendors engaged in food and beverage businesses, (2) vendors who have obtained or are in the process of obtaining halal certification, and (3) stakeholders involved in policy implementation, such as local government officials or halal certification facilitators. A total of 30 street vendors and 5 key stakeholders were included in the study. The number of informants was determined based on data saturation, at which point no substantially new information emerged from additional interviews.

Data were collected through in-depth semi-structured interviews and document analysis (Merriam, 1990). Interviews explored participants' understanding, experiences, and perceptions of halal certification, including its benefits, challenges, and administrative implications. Document analysis included Government Regulation No. 42 of 2024, Law No. 33 of 2014, and other relevant policy documents. The study employs data triangulation, in which interview findings are systematically compared and cross-validated against documentary evidence to enhance the credibility and reliability of the results.

Data analysis was conducted using thematic analysis, which involved data reduction, categorisation, and interpretation. The analysis focuses on themes such as religious compliance, economic impact, consumer trust, legal certainty, and administrative burden. These findings are then evaluated using the framework of *maslahah* within *maqasid al-shari'ah*, particularly the protection of religion (*hifz al-din*) and wealth (*hifz al-mal*), to assess whether the implementation of halal certification generates substantive public benefit.

## **RESULT AND DISCUSSION**

This section presents the study's empirical findings from interviews with street vendors and consumers in the *Bumi Penataran* area of Blitar, supported by relevant documentary data. The results are organized thematically to reflect the forms of *maslahah* arising from the implementation of Government Regulation No. 42 of 2024 on halal certification for street vendors.

### **Socio-Economic Context of Street Vendors in Blitar**

The socio-economic structure of Blitar Regency further explains the relevance of mandatory halal certification for street vendors. Employment data show that a significant proportion of the population relies on self-employment and informal economic activities as their primary source of livelihood (Purwanto, 2022). This condition underscores the central role of micro- and small-business actors, including street vendors, in the local economy (Dean Amry et al., 2024). As illustrated in Figure 1, the dominance of independent work reflects a strong entrepreneurial culture and highlights the vulnerability of informal workers to regulatory changes. In this context, the implementation of halal certification policy directly affects a substantial segment of the community whose economic sustainability depends on small-scale food businesses (Syaifudin & Fahma, 2022).

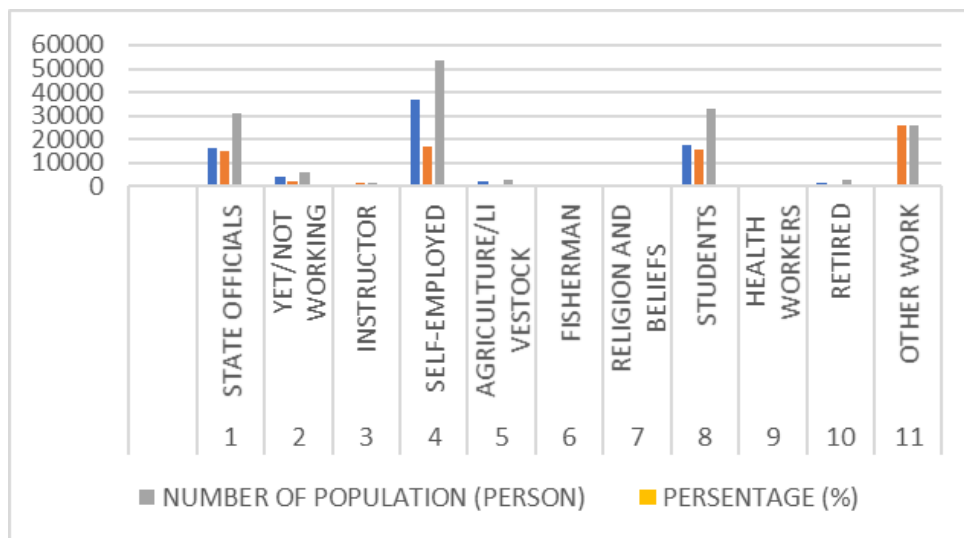


Figure 1. Employment Structure of Blitar Regency (2025)

Source: SIMPEDAK Blitar (2024)

Figure 1 demonstrates that self-employment constitutes one of the dominant employment categories in Blitar Regency. This finding supports the study's empirical relevance, as street vendors constitute a major component of the local informal economy. Consequently, policies related to halal certification are not merely administrative regulations, but legal instruments with direct socio-economic implications for a large portion of the population.

### **Maslahah for Street Vendors Arising from Halal Certification Policy**

The findings reveal several forms of *maslahah* experienced by street vendors following the implementation of halal certification.

### **1. Increase in Sales and Consumer Demand**

Most interviewed vendors reported an increase in product sales after obtaining halal certification. Vendors noted that halal labels enhanced consumer confidence (Sukardi et al., 2024), particularly among Muslim buyers, thereby increasing purchasing frequency. For example, a street vendor selling processed snacks in *Bumi Penataran* reported increased sales during peak hours, especially lunchtime. All 30 vendor respondents indicated that halal certification positively influenced consumer buying interest (Rahim et al., 2023).

### **2. Growth in Business Turnover and Income**

Halal certification was also associated with increased turnover and income among street vendors (Rofiuddin, 2023). Nineteen out of thirty respondents reported that their income rose after certification, although the extent of the increase varied. Vendors selling popular street foods such as processed chicken products and tofu-based snacks reported gradual but consistent profit growth. These findings indicate that halal certification contributes to economic sustainability for small-scale food businesses.

### **3. Strengthening of Consumer Trust and Business Credibility**

Another significant finding is the role of halal certification in enhancing consumer trust (Hamid et al., 2022). Vendors observed that certified products were perceived as more credible and safer, leading to repeat purchases. Several vendors reported that their products became more widely recognized after certification, suggesting that halal labelling functions as a reputational asset for informal businesses (Perguna et al., 2021).

### ***Maslahah* for Consumers of Halal-Certified Street Food**

From the consumer perspective, halal certification generates multiple benefits that extend beyond economic considerations.

#### **1. Consumer Protection and Sense of Security**

Consumers consistently expressed that halal certification provides a sense of security when purchasing street food (Hamid et al., 2022). Certification was viewed as a formal guarantee of halal compliance, cleanliness, and product safety (Jannah, 2020). Muslim consumers emphasized that halal certification helps them fulfil religious obligations without uncertainty, while non-Muslim consumers associated halal labels with quality assurance (Syuhada, 2023).

## **2. Increased Awareness of Halal Products**

The implementation of mandatory halal certification has contributed to greater consumer awareness regarding halal standards (Ahmad H. Sakr, 1996). Several consumers stated that they had become more attentive to halal labels since the regulation took effect and now actively prefer certified products (Jamal et al., 2023). This heightened awareness has influenced purchasing behavior and encouraged recommendations to family members and peers.

## **3. Product Transparency and Information Clarity**

Consumers also highlighted product transparency as a key benefit of halal certification (Hussain, 2020). Certified products were perceived as providing clearer information regarding ingredients, processing, and handling (Sekaringtyas & Hanifah, 2022). This transparency strengthened trust and reduced hesitation in purchasing street food, particularly in tourist areas where consumers may be unfamiliar with vendors.

## **4. Fulfilment of Spiritual Needs**

For Muslim consumers, halal certification fulfils spiritual needs by ensuring compliance with Islamic dietary laws (Selian & Malahayatie, 2024). Interviewees emphasized that consuming halal-certified food brings peace of mind and supports religious observance. Halal certification was perceived as facilitating compliance with Islamic law and contributing to spiritual well-being, thereby reinforcing the broader concept of *maslahah*.

## **Public Responses to Mandatory Halal Certification Policy**

Public responses to the implementation of Government Regulation No. 42 of 2024 were mixed. Supporters viewed the policy as a necessary measure to protect consumers, enhance transparency, and expand market opportunities for street vendors (Aslan, 2023). Community members expressed optimism that halal certification would strengthen trust and support local economic development (FM, 2024). Concerns were also raised regarding potential administrative burdens and technological barriers, particularly for small vendors with limited digital literacy. Critics argued that insufficient readiness and infrastructure could hinder effective implementation. Despite these concerns, government facilitation programs such as free self-declaration certification and simplified registration procedures were acknowledged as important mitigating measures.

## Discussion

It is important to clarify that the concept of *maslahah* is not explicitly articulated within Government Regulation No. 42 of 2024. Rather than deriving *maslahah* directly from the legal text, this study employs *maslahah* as an external normative framework, rooted in Islamic legal theory, to evaluate the regulation's outcomes. In this sense, *maslahah* functions as an analytical lens through which the empirical impacts of halal certification, such as economic benefits, consumer protection, and social acceptance, are assessed in relation to the objectives of *maqasid al-shari'ah* (Safian et al., 2021). This approach allows the study to distinguish between formal legal compliance and substantive public benefit, ensuring that the evaluation of policy effectiveness is grounded not only in regulatory standards but also in broader ethical and socio-religious considerations.

### ***Maslahah* as a Framework for Evaluating Mandatory Halal Certification Policy**

This study reaffirms its primary purpose of examining the implementation of Government Regulation No. 42 of 2024 on halal certification for street vendors through the perspective of *maslahah* (Desy Kristiane, 2021). The findings demonstrate that halal certification policy cannot be assessed solely based on legal compliance. Still, they must also be evaluated in terms of the substantive public benefits they generate for both producers and consumers.

The empirical results indicate that halal certification helps protect essential interests recognized in Islamic law (Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Blitar, 2024). In particular, the policy aligns with the objectives of *maqasid al-shari'ah* by safeguarding religious observance and economic welfare (Zaidan, 1993). This confirms the relevance of *maslahah* as a normative legal framework that bridges religious values and state regulatory systems.

From the empirical findings, several dimensions of public benefit can be identified and interpreted through the framework of *maslahah* within *maqasid al-shari'ah*. For instance, the findings on increased consumer confidence, a sense of security in consuming certified food, and Muslim consumers' ability to avoid uncertainty about halal status indicate the protection of religious observance (Syuhada, 2023). These results can be understood as reflecting *hifz al-din*, which constitutes a core

element of *maslahah daruriyyah* (Al Ghazali, 1997), as halal certification enables individuals to fulfil their religious obligations with greater certainty.

Similarly, the economic impacts reported by street vendors such as increased sales, higher income, and strengthened business legitimacy demonstrate the material benefits associated with halal certification (At-Tūnisī, 2004). These findings correspond to the protection of wealth (*hifz al-mal*), as the policy contributes to the economic sustainability and resilience of small-scale businesses (Shofie, 2013). In this sense, halal certification operates not only as a religious instrument but also as an economic mechanism that supports livelihood security.

Beyond individual-level benefits, the findings also reveal broader social implications, including increased transparency, consumer trust, and standardization of food assurance. These elements contribute to collective welfare and social order within the marketplace, aligning with the broader conception of *maslahah* as encompassing the public interest (Ahmad H. Sakr, 1996). This suggests that the implementation of halal certification extends its benefits beyond individual actors to the wider community.

The realization of *maslahah* is not automatic but conditional. Empirical findings regarding administrative challenges, limited digital literacy, and concerns over compliance burdens indicate potential risks of *mafsadah*, particularly for informal economic actors. This highlights the importance of proportionality within Islamic legal reasoning, where the pursuit of benefit must be balanced with the prevention of harm.

These findings demonstrate that *maslahah* is not directly embedded in the regulatory text but is analytically derived from the observed impacts of policy implementation. By systematically linking empirical themes such as consumer trust, economic outcomes, and regulatory challenges to the objectives of *maqasid al-shari'ah*, this study provides a grounded evaluation of halal certification as a policy instrument whose legitimacy depends on its ability to generate balanced and substantive public benefit.

### **Economic and Consumer Dimensions of *Maslahah* in Halal Certification Implementation**

The findings demonstrate that halal certification generates significant economic *maslahah* for street vendors in Blitar. Increased sales, higher turnover, and expanded consumer reach indicate that certification enhances market competitiveness, particularly

in a Muslim-majority context (Purwowitz, 2023). These outcomes are consistent with previous studies that identify halal certification as a strategic economic asset.

For street vendors operating in the informal sector, halal certification functions as a form of legal recognition that strengthens business credibility (Faridah Durrotul Hayyun, 2019). This recognition reduces consumer hesitation and increases repeat purchases, thereby stabilizing income. Such outcomes illustrate how regulatory intervention can support economic sustainability when aligned with social realities.

From the consumer perspective, halal certification plays a critical role in consumer protection (Zulfan Ependi Hasibuan, 2020). The findings indicate that consumers associate halal labels with safety, cleanliness, and transparency. This perception strengthens trust and reduces information asymmetry between producers and consumers, reinforcing the legal function of certification as a consumer-protection instrument.

The study also highlights increased consumer awareness as a key outcome of mandatory halal certification (Yana, 2023). Consumers become more attentive to halal standards and more selective in their purchasing decisions. This shift reflects the growing integration of halal values into everyday consumption practices, extending beyond religious obligation to encompass quality assurance.

Importantly, halal certification fulfils spiritual needs for Muslim consumers by enabling lawful consumption in accordance with Islamic principles. This spiritual dimension distinguishes halal certification from conventional food safety regulations and underscores its unique position within Islamic legal and ethical frameworks.

Despite these positive outcomes, the findings also reveal concerns regarding administrative and technological barriers (Shahrul & Ishak, 2020). Some vendors perceive the certification process as complex or burdensome, particularly those with limited digital literacy. These challenges suggest that economic *maslahah* may be unevenly distributed if facilitative measures are insufficient. Therefore, the economic and consumer benefits of halal certification must be understood to be contingent on effective implementation. The findings emphasize that regulatory success depends not only on policy design but also on ongoing support, education, and accessibility for small-scale business actors.

Public responses to mandatory halal certification reveal a spectrum of perspectives that reflect broader debates on regulatory proportionality. While many community members support the policy for its religious and protective functions, others express concern regarding its timing, cost, and administrative demands. These differing views highlight the importance of inclusive and adaptive policy implementation.

From an Islamic legal perspective, proportionality is essential to ensuring that regulation achieves *maslahah* rather than generating *mafsadah* (Munawir, 2020). The findings indicate that facilitative mechanisms such as free self-declaration schemes and local government assistance play a crucial role in maintaining this balance. Without such measures, mandatory certification risks imposing undue hardship.

The study contributes to Islamic legal discourse by demonstrating that state regulation and religious principles are not inherently contradictory (Syafi'uddin, 2025). When evaluated through the lens of *maslahah*, Government Regulation No. 42 of 2024 can be understood as a legitimate legal instrument that harmonizes religious compliance, consumer protection, and economic development. At the same time, the findings underscore the importance of contextual sensitivity. The implementation of halal certification in small cities and informal sectors requires different strategies from those used in large industries. Local economic structures, levels of legal awareness, and technological capacity must be taken into account.

## CONCLUSION

This study finds that implementing Government Regulation No. 42 of 2024, which mandates halal certification for street vendors in Blitar, yields tangible public benefits, including increased consumer trust, improved sales and income, enhanced business legitimacy, and greater awareness of halal standards, while also revealing challenges related to administrative processes and limited digital capacity among informal actors. When interpreted through the framework of *maslahah* within *maqasid al-shari'ah*, these empirical outcomes can be understood as reflecting the protection of religious observance (*hifz al-din*), as certification enables Muslim consumers to ensure lawful consumption, and the protection of wealth (*hifz al-mal*), as it supports the economic sustainability of street vendors. However, these benefits are conditional rather than automatic, as inadequate facilitation may generate burdens, highlighting the

importance of proportionality between benefit (*maslahah*) and harm (*mafsadah*). Overall, this study positions halal certification not merely as a regulatory obligation, but as a policy instrument whose legitimacy depends on its ability to deliver empirically grounded and socially balanced public benefit.

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