

Consumption Preferences for Halal MSME Products among Jakmania at Persija Jakarta Home Matches

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Keywords:

halal industry; Jakmania;
consumer preferences; halal
products; MSMEs.

Abstract

Persija Jakarta home matches not only provide a space for The Jakmania to support the club but also generate consumption activities that create economic opportunities for micro, small, and medium enterprises (MSMEs), particularly those selling food, beverages, and snacks. Among Muslim consumers, consumption preferences may be influenced not only by product attributes but also by considerations of halal status, cleanliness, and food safety. This study aimed to examine The Jakmania's consumption preferences for halal MSME products during Persija Jakarta home matches and identify the considerations underlying their purchasing decisions. The study employed a descriptive qualitative approach, with data collected through direct observation, preliminary interviews, online interviews, documentation, and a literature review. Informants were selected purposively and consisted of members of The Jakmania who had attended Persija Jakarta home matches and purchased food or beverages around the match venues. The findings indicated that consumption preferences were influenced by price, taste, product quality, cleanliness, product variety, accessibility, service quality, and social recommendations. Local MSME products also tended to be preferred because of their perceived affordability and consumers' willingness to support local businesses. Halal status emerged as an important consideration, particularly when consumers were choosing among products with relatively similar prices and quality. These findings suggest that MSME operators should improve product quality and provide clear information regarding halal status while maintaining food hygiene and safety and delivering services that meet consumer needs.



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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the Indonesian economy, including through the provision of food and beverage products that meet consumers' everyday needs. MSMEs also contribute to expanding market access and creating economic opportunities for business operators (Badriyah et al., 2023; Candra et al., 2022; Lestari et al., 2023; Mahfud, 2025; Retnaningsih et al., 2024; Sulistyono et al., 2022). Along with the development of the halal economy in Indonesia, public attention, particularly among Muslim consumers, to the halal status of products has become increasingly important in consumption decisions (Halida, 2022; Hendrawan et al., 2024; Ramadhan et al., 2024; Yani & Suparwata, 2023). This development encourages MSME operators to consider halal compliance as part of meeting consumer needs and enhancing product competitiveness. Halal assurance and certification can provide consumers with greater certainty, safety, and confidence while potentially strengthening the credibility and market opportunities of MSME products in the

food and beverage sector (Amri et al., 2026; Kistoro & yuliani Rochmah, 2026; Purnomo et al., 2026; Tuhuteru & Iqbal, 2024; Yunos et al., 2025).

The halal status of a product is determined not only by the raw materials used but also by processing, equipment, storage, and serving practices. Halal considerations are also closely associated with product cleanliness and safety, ensuring that products are not only compliant with halal requirements but also appropriate and safe for consumption. Information communicated through halal certification and labeling can provide consumers with greater certainty before making purchasing decisions. Therefore, halal status can be an important consideration when consumers select food and beverage products, alongside other attributes such as quality, price, taste, and cleanliness (Harisah & Almasuniyah, 2023).

Beyond everyday consumption, MSME product consumption also occurs during events that attract large crowds, including sporting events (Adam & Abd Rauf, 2025; Alshamari, 2026; Fajri et al., 2023; Mat, 2023). Sports matches can create economic spaces that bring together spectators, supporters, vendors, and MSME operators. Large numbers of spectators create transaction opportunities for various products, particularly food, beverages, and snacks consumed around match venues. Research on vendors operating around stadiums indicates a relationship between match activities, trading activities, and vendors' income. This suggests that sporting events function not only as forms of sport and entertainment but also as opportunities for business operators to generate economic activity through spectator and supporter consumption (Haki & Komarudin, 2022).

This phenomenon can also be observed in the activities of football supporters. Football matches serve as spaces for both social interaction and economic activity because supporters gather in large numbers at specific times and locations. Consumption activities may occur before, during, and after matches, including purchases of food, beverages, and snacks available around the venue. Research on Persis Solo supporters indicates that transactions based on solidarity and trust occur in activities associated with away days (Stuart et al., 2023). Furthermore, the economic effects of sporting events were evident during the FIFA U-17 World Cup in Indonesia, which generated activities across the hotel, restaurant, transportation, and MSME sectors (Wicaksono & Prayudi, 2024). These findings indicate that sporting events can create a potential consumption environment that supports MSME activities.

In the context of Indonesian football, Persija Jakarta home matches provide an important setting that brings together the club and its supporter base, The Jakmania. The Jakmania is a supporters' group with a collective identity shaped through its support for Persija Jakarta, interactions among supporters, and the use of community symbols and cultural expressions. Persija Jakarta home matches provide not only opportunities to watch the club compete but also occasions for The Jakmania to gather in large numbers. These gatherings can generate considerable consumption activity around match venues, including purchases of food, beverages, snacks, and other products offered by MSMEs.

In this setting, members of The Jakmania encounter a variety of products available around match venues. Purchasing decisions may be influenced by various attributes, including price, taste, quality, cleanliness, portion size, product variety, accessibility, and information regarding halal status. For Muslim consumers, halal information is particularly relevant because it relates to Islamic dietary requirements. Studies of halal MSME product consumption indicate that consumer preferences and purchasing decisions may be associated with perceptions of halal packaging and labeling, consumer trust, halal certification, product quality, taste, price, portion size, and accessibility. In the context of football matches, which take place within specific timeframes and often involve crowded conditions, consumers may consider not only product characteristics but also practical factors such as product availability, accessibility, and speed of service.

These conditions raise questions regarding how members of The Jakmania make purchasing decisions when confronted with various MSME products, particularly halal food, beverages, and snacks, during Persija Jakarta home matches. The types of products they tend to choose and the factors underlying these choices have not been sufficiently identified. Furthermore, because consumption during football matches differs from everyday consumption, preferences may be shaped by a combination of consumption needs, product attributes, venue conditions, and information regarding halal status. Therefore, examining the consumption preferences of The Jakmania within this specific context is important for understanding purchasing behavior during football events.

Previous studies have examined halal product consumption, halal certification, consumer preferences, and MSME economic activities in various contexts. However, research specifically examining preferences for halal MSME products among The Jakmania during Persija Jakarta home matches remains limited. Existing studies have largely focused on halal product consumption in general, factors associated with consumer purchasing decisions, and the economic effects of sporting events and supporter activities. Limited evidence is available regarding the types of halal food, beverages, and snacks preferred by The Jakmania and the considerations underlying their purchasing decisions during home matches. This limitation represents a research gap that warrants further investigation.

Based on this research gap, this study aims to examine The Jakmania's consumption preferences for halal MSME products during Persija Jakarta home matches. Specifically, the study identifies preferences for food, beverages, and snacks offered by MSME vendors and examines purchasing considerations related to halal status, price, taste, quality, product variety, and accessibility. The study also seeks to provide an understanding of The Jakmania's consumption behavior within the context of football matches and generate insights that may assist MSME operators in developing and marketing halal products that correspond to consumer needs and preferences. Theoretically, this study contributes to the literature on consumer behavior and the halal industry, particularly within the context of sports-related consumption. Practically, the findings may provide insights for MSME operators seeking to improve product quality, halal information, and service delivery in accordance with consumer needs.

RESEARCH METHODS

Research Approach

This study employed a descriptive qualitative approach to examine The Jakmania's consumption preferences for halal MSME products during Persija Jakarta home matches. The study focused on the types of food, beverages, and snacks consumed and the considerations underlying consumers' purchasing decisions.

Data were collected through direct observation of match-related activities, preliminary interviews with individuals at the match venues, and online interviews with members of The Jakmania. The online interviews were conducted to obtain more in-depth information and complement the findings from the observations and preliminary interviews.

Research Location and Time

The research will be carried out in September 2026. Data collection was carried out through direct observation around the Persija Jakarta match location and continued with online interviews using Google Meet.

The observation was carried out on September 12, 2026 in the area around the Gelora Bung Karno Stadium (GBK), Jakarta, to coincide with the match between Persija Jakarta and Persib Bandung. The observation was carried out to see firsthand the trade and consumption activities around the match, including the existence of stands or booths selling food, drinks, and snacks.

During observation, the researcher also observed the condition of the stand or booth, the type of product offered, and whether or not there was a halal logo or information about the halal status displayed on the stand, booth, packaging, and products. In addition, the researcher conducted an initial question and answer with several people around the match location to obtain information about their experience in buying food and drinks during the match.

After the initial observation and question and answer were carried out, data collection continued through online interviews using Google Meet with members or part of The Jakmania community. Online interviews were conducted to obtain more in-depth information about Jakmania's consumption preferences because the initial data obtained from observations and questions and answers at the location was not enough to describe consumption preferences in more depth.

Research Subjects and Informants

The subject of the study is Jakmania who has experience watching Persija Jakarta's home matches directly and has bought food, drinks, or snacks when around the match location. The selection of subjects was carried out purposively, namely based on criteria that have been determined in accordance with the research objectives. The respondent criteria include:

1. are members or part of The Jakmania community that has an active KTA in September 2026
2. have watched Persija Jakarta's home matches live at the stadium at least 10 times.
3. have made a purchase of food or drinks while around the match;
4. willing to provide information according to research needs.

The number of informants in this study consisted of:

- a. 20 members of The Jakmania are common.
- b. 3 main informants from The Jakmania with details of Name/KTA No/Region:
 - 1) Risky NH/JP.01.0121***.**.25/Kemayoran.
 - 2) Qatrunnada Ramadhani/JP.01.0135***.**.26/Kemayoran.
 - 3) Rizki Ramadhan Ashari/JP.01.0135***.**.26/Kemayoran.

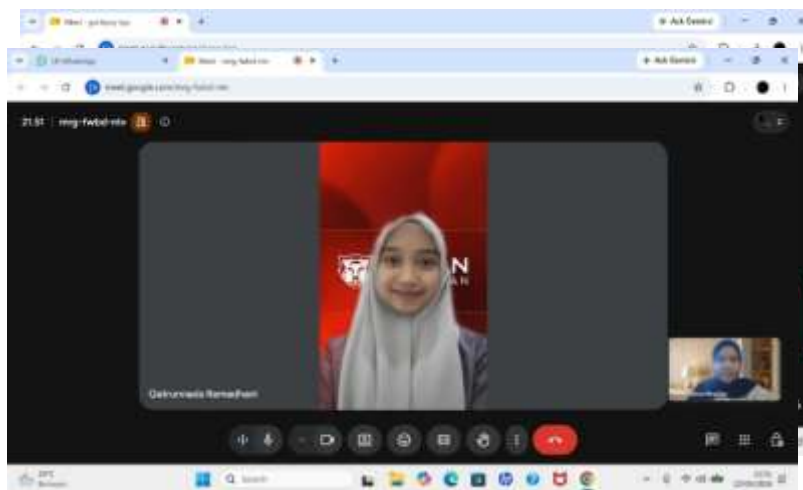


Figure 1 Photo Evidence of Interview: Rizki Ramadhan Ashari/
JP.01.0135***.**.26

Figure 2 Photo Evidence of Interview: Qatrunnada Ramadhani/
JP.01.0135***.**.26

Data Collection Techniques

Data collection in this study was carried out through **observation, interviews, documentation, and literature studies**.

Observations

Observations are carried out directly in the area around the match venue to get an idea of the trading and consumption activities that take place during the match. Observations are focused on the existence of stands or booths that sell food, drinks, and snacks to supporters.

In addition to observing the types of products offered, the researcher also observed the condition of the place of sale and presentation of the product as well as the availability of halal logos or information regarding the halal status of the product. Observations were made by looking at whether the halal logo or halal information was present on the stand, booth, packaging, or products offered and could be seen by consumers.

These observations are used as supporting data to describe the real condition of food and beverage products offered around the match, including the availability of halal information that can be considered by consumers.

Interview

There are two stages of interviews conducted in this study. The first stage is carried out directly or *on the spot* during Persija Jakarta's home match. At this stage, the researcher conducts questions and answers with several people around the match location to get an initial idea of the type of food or drink purchased as well as the reasons and considerations in choosing the product.

The results of the question and answer in the initial stage were used as supporting information to obtain an overview of consumption patterns around the match location. However, the information obtained was not enough to describe Jakmania's consumption preferences in more depth. Therefore, data collection was continued through online interviews using Google Meet with respondents who had met the research criteria. Interviews were conducted based on question guidelines that had been prepared to explore the respondents' experiences and consumption preferences.

The questions asked included the type of food or beverages that are usually purchased during Persija Jakarta's home matches, the frequency of purchases, the reason for choosing products, the influence of prices, and considerations on taste, quality, and cleanliness. In addition, the researcher also explored the tendency of respondents to choose local MSME products or branded products, the importance of halal aspects, attention to halal labels or information, the tendency to choose halal-labeled products when the price and quality are relatively the same, and the range of expenditure for food and beverages in one match.

The results of the interviews were then used as the main data to describe the respondents' consumption preferences for food and beverage products in Persija Jakarta's home matches.

Literature Study

Literature studies are carried out by examining scientific journals, books, regulations, and academic sources relevant to MSMEs, halal products, consumer preferences, economic activities in sports, and consumption from an Islamic perspective. Literature studies are used as a theoretical basis in analyzing research results.

Data Analysis Techniques

The data analysis in this study uses an interactive model consisting of three main stages, namely data reduction, data presentation, and conclusion drawn.

1. Data Reduction

Data reduction is the process of selecting, focusing, and simplifying data obtained from research results in the field. At this stage, the data that has been collected is selected and focused on information that is relevant to the goals and focus of the research.

2. Data Presentation

The presentation of data is carried out by compiling data that has been reduced into the form of a descriptive narrative in a systematic manner. The presentation aims to make it easier

for researchers to understand the information obtained and to see patterns or relationships that emerge from the results of the research.

3. Drawing Conclusions

Drawing conclusions is the stage of interpretation of data that has been analyzed to find patterns, relationships, and meanings that are relevant to the research objectives. This analysis model is used because it is able to provide a systematic, logical, and in-depth analytical framework in qualitative research

RESULTS AND DISCUSSION

The results of the study were obtained through observation at the match location, initial question and answer with several people at the location, and online interviews with respondents. The data obtained were analyzed in a qualitative descriptive manner by organizing, grouping, and interpreting information based on the focus of the research. The results of the observation were used to obtain an overview of the consumption conditions around the match, while the initial question and answer and online interviews were used to find out Jakmania's experience, habits, considerations, and preferences in choosing food and beverages during Persija Jakarta's home match.

Respondent Characteristics

The characteristics of the respondents described the background of the participants involved in the study, including age, gender, experience of watching live matches, and frequency of attending Persija Jakarta home matches. This study involved 30 informants who were supporters of Persija Jakarta or Jakmania and had watched Persija Jakarta's home matches. The informants came from several areas around Jakarta, such as Kemayoran, Sunter, Johar Baru, Rawasari, Tanjung Priok, Bekasi, Tambun, Pondok Ungu, Tarumajaya, and other areas. These characteristics are needed to provide an overview of the respondents who are the source of information in the research regarding the patterns and preferences of consumption of MSME products in the match environment.

Based on the results of the interview, the informants had different consumption habits when watching Persija Jakarta's home matches. Some informants admitted to buying food or drinks almost every time they watched the match, while others bought only when they felt hungry or thirsty. The types of food and drinks purchased also vary, ranging from heavy food, snacks, to drinks.

Jakmania's Consumption Pattern in Persija Jakarta Home Matches

Based on the results of observations at the match location, it was found that there were various stands or booths that provided food, drinks, and snacks for the spectators. The condition of the place of sale and the type of products offered are part of the observation to see the form of consumption activities that take place during the match. Based on the results of the interview, the food and drinks purchased by the informant while watching the Persija Jakarta home match are quite diverse. Some of the foods mentioned include grilled rice, meatballs, sei, padang satay, geprek chicken, fried chicken, fried rice, rice cake, rice vegetables, batagor, somay, round tofu, uduk rice, chicken pecel, egg rolls, mendoan, rames rice, and snacks. Meanwhile, the drinks purchased include mineral water or water, iced tea, coffee, orange ice, Kuku Bima, and packaged drinks.

The types of products consumed are grouped into food, drinks, and snacks. The frequency of purchases is seen based on the frequency of respondents making purchases when attending the match, while the spending range is used to describe the amount of expenditure that respondents spend in meeting consumption needs during the match. The reason for purchase is also considered to find out whether consumption decisions are more influenced by needs, taste, price, and ease of obtaining products.

In terms of the frequency of purchases, there are informants who have a habit of buying food or drinks almost every time they watch a match. Risky NH admitted that he always buys when watching the match. Rizki and Qatrunnada also have a habit of buying food or drinks almost every time a match, such as meatballs and mineral water.

The results of the interview also show that the reason for choosing food or beverages is not only related to needs, but also considers taste, price, ease of obtaining products, and the ability of the product to meet needs during the match. Thus, the consumption of food and beverages around Persija's home matches is not only an additional activity, but also related to the practical needs of informants while at the match location.

Jakmania's Considerations in Choosing MSME Products

Based on the results of the interview, there are several considerations used by the informant in choosing food and drinks during Persija Jakarta's home matches, especially price, taste, quality, and cleanliness. Rizki Ashari considers the price because he does not want to spend too much money, while Qatrunnada adjusts the purchase to the amount of money brought. On the other hand, Risky NH pays more attention to the taste, quality of ingredients, as well as the cleanliness of the food and the place of sellers, while Jiyandra Fahrizal considers cleanliness to be important because it is related to the condition of the food consumed. However, not all informants pay the same attention to each factor because some are still willing to buy if the product is considered to be in accordance with their needs. This condition shows that consumer preferences around the match are not only determined by the price, but also by the assessment of the quality and condition of the product. Thus, the more in accordance with the characteristics of the product with the needs and considerations of consumers, the more likely it is that the product will be chosen to be consumed during the match.

In addition to considering product characteristics, the informant also showed a choice between local MSME products and branded products when buying food or drinks around the match. The results of the interview showed that most of the informants tended to choose local MSME products because they wanted to support local businesses, prices that were considered more affordable, and the ease of finding products around the match location. Rizki Ashari chose local products as a form of support for MSMEs, while Qatrunnada considered freshness and more affordable prices. Risky NH also assessed that local MSME products do not always have lower quality than branded products. However, this choice is not absolute because there are still some respondents who consider the type of food and conditions at the time of purchase. This shows that the preference for local MSMEs is quite visible among the informants, but consumption decisions still depend on the suitability of the product with the needs and considerations of consumers at the time of the match.

Product Halal Considerations

Halal is one of the considerations that informants pay attention to in choosing food and drinks during Persija Jakarta's home matches. Based on the results of interviews, most of the informants consider halal to be important because it is related to the provisions that must be considered in consuming food and drinks for a Muslim. Risky NH emphasized the importance of ensuring that the food consumed has halal status, while Qatrunnada and Rizki Ashari also pay attention to the existence of halal labels or information on products. Some informants even choose to ask the seller directly if the information is not visible. The results of observations around the match location show that from the food and beverage stands and booths observed, there are only two stands that display halal logos directly, while the other stands do not show any halal logos or information. This condition does not mean that products that do not display halal logos are non-halal products, but show that information about halal is not always available visibly to consumers.

Attention to halal is also seen when informants are faced with two products with the same price and quality. In these conditions, all informants tend to choose products that have a

halal label because they are considered to provide certainty and a sense of security in consuming the product. All respondents showed this tendency in making choices. These findings show that halal labels have a function as information that helps consumers make choices, especially when there are several products with almost the same characteristics. Thus, halal is not only a value related to consumer beliefs, but also one of the information that can influence food and beverage purchase preferences around the match.

Consumption Preferences of Halal MSME Products in an Islamic Perspective

The results of the research are then interpreted based on the concept of MSMEs, halal products, consumer preferences, and consumption principles from an Islamic perspective. Preferences for food and beverage products are not only related to taste, price, quality, and ease of obtaining products, but can also be associated with the principles of halal and *thayyib*. Products consumed from an Islamic perspective need to pay attention to halal as well as aspects of goodness, cleanliness, safety, and benefits for consumers.

Considerations of product cleanliness and safety are relevant because the concept of *thayyib* is not only related to halal status, but also to the condition of the product that is feasible and provides benefits for consumers. On the other hand, the range of expenditure and frequency of purchases can be used to see the consumption patterns of respondents and are associated with the principle of consumption that is not excessive. Thus, Jakmania's preference for halal MSME products can be understood not only based on product choice, but also based on considerations of values and consumption principles in Islam.

Discussion of Research Findings

All the results of observations, initial questions and answers, and online interviews were then presented descriptively to see consumption patterns, considerations in choosing MSME products, attention to halal, and consumer preferences during Persija Jakarta's home matches. Based on the results of observations around the match location, information about halal has not always been clearly visible at every food and beverage stand or booth observed. Some products have included logos or halal information on packaging and places of sale, while on other products the information has not been seen. From the results of questions and answers, halal also emerged as one of the considerations in determining the product to be purchased because the presence of halal information can provide certainty and reduce consumer doubt. This condition shows that the availability of halal information still needs to be considered by MSME actors, especially in crowded match situations so that consumers tend to need product information that is easy to see before making a purchase.

The findings of the study were then compared with previous research to see similarities and differences in results and clarify the research position regarding the consumption preferences of halal MSME products among Jakmania. The results of the study show that consumer attention to halal information can be a consideration for MSME actors to increase the certainty of the halalness of the products sold, including through the halal certification process and the inclusion of halal information that is easy to see. The clarity of this information can help consumers recognize products that suit their consumption needs while reducing doubts when making purchases. For MSME actors, the fulfillment of halal guarantees is not only related to consumer needs, but can also support trust in products and strengthen business competitiveness. If more food and beverage MSMEs meet halal guarantees and provide clear information, the choice of halal products for consumers will be more diverse and these conditions can support the development of the halal industry ecosystem in the food and beverage sector.

CONCLUSION

Based on the findings on halal MSME product consumption preferences among The Jakmania during Persija Jakarta home matches, it can be concluded that these matches serve

not only as spaces for supporters to support the club but also as settings for consumption activities that create economic opportunities for MSME operators. The availability of various food, beverage, and snack products around match venues provides The Jakmania with multiple consumption choices influenced by price, taste, quality, cleanliness, product variety, accessibility, service quality, and recommendations from others. These findings indicate that consumption preferences are shaped by a combination of product attributes and the specific consumption conditions associated with football matches.

Halal considerations also constitute an important component of Muslim consumers' consumption preferences. Attention to halal products is related not only to the presence of halal labels but also to consumers' need for clear product information and considerations of cleanliness, safety, and quality. Therefore, an official halal logo or other halal-related information may assist consumers in making purchasing decisions; however, informal halal claims alone should not be regarded as definitive evidence of a product's certified halal status.

From the perspective of Islamic consumption, preferences for halal MSME products are associated with the principle of *halalan thayyiban*, which emphasizes consuming products that are permissible under Islamic law while also being wholesome, clean, safe, and beneficial. Thus, The Jakmania's consumption preferences are associated not only with fulfilling consumption needs and achieving satisfaction but also with considerations of product quality, halal status, cleanliness, and reasonable consumption expenditure.

Overall, Persija Jakarta home matches provide a relevant context for examining the relationship among sporting events, community consumption, and economic opportunities for MSMEs. This study demonstrates that The Jakmania's consumption preferences are shaped by considerations of product attributes and halal status within a distinctive consumption environment characterized by specific locations, limited timeframes, and crowded conditions.

FUNDING

This research does not receive special funding from government, private, or other organizations.

CONFLICT OF INTEREST

The authors state that there is no conflict of interest in the research, writing, or publication of this article.

AUTHOR'S CONTRIBUTION

All authors contributed to the preparation of this article. Akhtar Ihsanulhaq, Aulia Zahra Ningtias, Naerul Edwin Kiky Aprianto played a role in the conceptualization of the research, played a role in data collection and analysis, played a role in the interpretation of the results and the preparation of the manuscript, while other authors contributed to the review, editing, and final approval of the manuscript.

GENERATIVE ARTIFICIAL INTELLIGENCE USAGE STATEMENT

The author states that no generative artificial intelligence was used in the preparation of this article.

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