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## Leveraging halal certification for gastronomy tourism strategy

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### Abstract

*Gastronomy tourism is one of the fastest-growing sectors in the global travel industry, introducing Muslim tourists to local cuisine prepared with halal ingredients. This study employs a grounded research method—the first and only one to explore the implementation of halal certification—and then applies a SWOT analysis to determine the most effective strategies for supporting halal gastronomy tourism. The findings indicate that the Halal Certification for Original MSME Products in Kediri City (PUSAKA) benefits from strong government support, business owner awareness, and the availability of facilitators to assist with the certification process. However, challenges include limited free certification quotas, administrative constraints, and insufficient capital. Opportunities arise from the growth of halal tourism, national support, and increasing demand for halal products. Meanwhile, threats stem from competition with other regions, potential certification costs in the future, and the risk of inconsistent product quality. To address these challenges, recommended strategies include administrative support, collaborative promotion, and a focus on product quality. The government's approach involves offering free halal certification programs and awareness campaigns to enhance MSMEs' preparedness. Additionally, facilitators provide administrative and technical guidance, while collaboration efforts promote halal-certified products in both domestic and international tourist markets. MSMEs are also encouraged to maintain the quality and consistency of their halal-certified products.*

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## Introduction

The rapid growth of the world's Muslim population is an opportunity for Indonesia, which also has a majority Muslim population and an internationally recognized halal certification institution (BPJPH, 2023) and is supported by its culinary riches to develop halal food as a Gastronomy Tourism strategy. However, Indonesia also has the challenge of competing with many products from other countries that have also been certified halal. To face product competition, Indonesia needs to strengthen the image of Indonesian archipelago cuisine with a culinary brand image that does not ignore Islamic law.

Gastronomy discusses the intercultural relationship regarding the enjoyment of food and drink in a region (Hanief et al., 2023a). It studies various cultural components through the lens of culinary centers. Gastronomy is very important in increasing the tourist attraction of a region, increasing the number of tourists, improving the tourist experience, strengthening regional identity, and stimulating the growth of other sectors (De Jong et al., 2018). So there is no doubt that gastronomy has an important role in the development of a destination, which can provide benefits to the macroeconomy if utilized properly (Hussin, 2018).

Gastronomic tourism is one of the fastest-growing aspects of the global travel industry, as it introduces Muslim travelers to local food prepared with Halal ingredients (Said et al., 2023). This is a driving factor behind the phenomenal growth in the tourism industry, as more and more Muslim travelers seek holiday experiences around the world (Hanief et al., 2023a). Of course, the products offered must be halal, proven by a halal certificate on the product (Saffinee & Jamaludin, 2024).

Halal certification of food products is currently at the forefront of protecting consumers (Salindal et al., 2018). Not just for Muslim consumers, but for all consumers increasingly aware of food hygiene and its impact on health. (Kusumastuti, 2017). Halal certification plays a role in gaining consumer trust, expanding marketing, and increasing company sales (Yunos et al., 2014). Not only that, halal certification is a strategic step for producers to maintain consumers, differentiate themselves from competitors, and provide added value to products (E. Rios et al., 2014).

According to Perdana et al. (2018), halal labels positively impact food producers' profits by enhancing consumer trust in products bearing these labels. Therefore, it can be said that halal certification is important for gastronomy actors (Ab Talib et al., 2016). In addition to maintaining consumer trust, halal certification also affects the income or turnover of gastronomy actors (M. I. Khan & Haleem, 2016).

Kediri City is considered to have a large enough opportunity to enter the Halal Gastronomy Tourism market. According to W. Khan et al. (2020), the halal market industry can grow rapidly due to its demographic aspects. The population of Kediri City is 292,768 people and 91.67% of the total population are Muslims (BPS Kota Kediri, 2019), so it can be seen that the Muslim population is the largest consumer in Kediri City. This is a challenge for gastronomy actors, especially Micro, Small, and Medium Enterprises (MSMEs) to continue to develop their products to meet the need for halal product consumption in Kediri City.

In addition, as the center of the residency city in the South East Java region, Kediri City is a destination for tourists from the surrounding districts. The opening of Dhoho airport has also become a magnet for tourists from outside East Java and even abroad to enter Kediri City. Of course, this requires a mature strategy so that Kediri City can meet the opportunities for halal gastronomy tourism.

In Kediri City itself, according to data from the Kediri City Trade and Industry Office, in 2023, out of 13,133 industry players, 8,765 were food and beverage business players (Pemkot Kediri, 2024). Based on this, it is clear that with the large number of business units in the food and beverage sector, there are certainly many MSME products produced and distributed in

Kediri City. These products must be certified halal to remain competitive in halal gastronomy tourism. The Kediri City Government has also opened the Halal, Safe and Healthy Culinary Zone (Zona KHAS), as an attraction and to foster a sense of security for tourists visiting Kediri City ([Pemkot Kediri, 2023](#)).

However, some MSMEs, especially food products in Kediri City, have not realized the benefits of halal certification itself. According to data from the Kediri City Trade and Industry Office, as of March 2023, only 3,657 (42%) business actors have received halal certification ([Pemkot Kediri, 2024](#)), even though halal certification for MSMEs is free. Literacy about free halal certification, both through social media and government channels, is also quite rapid, but MSMEs who apply for Halal certification are still not optimal. All food and beverage products - and services related to them - must be halal certified by October 17, 2024 ([Kemenag RI, 2023](#)).

Formulating the right strategy is essential. This study will attempt to capture the implementation of halal certification on Original MSME products of Kediri City (PUSAKA). From the implementation in the field, researchers will analyze the strengths, weaknesses, opportunities, and threads of the implementation of this halal certification to determine the right strategy that can encourage Kediri City as a halal gastronomy tourism market.

Different from previous studies such as Salam and Giyanti, et al. ([Giyanti & Indriastiningsih, 2018](#)) which only photographed the implementation of halal certification; then Hanie's research ([Hanie et al., 2023a](#)) and Ma'rifah's research ([Ma'rifah et al., 2019](#)) which discussed the challenges of halal gastronomy in general; and Nuraeni, et.al ([Caria & Nuraeni, 2019](#)) which analyzed the internal and external factors that make Chinatown a halal gastronomy destination; previous studies also only analyzed using qualitative referential methods. Thus, this research using the grounded method is the first and only one to explore the implementation of halal certification and then examine it with a SWOT analysis to determine the right strategy to support halal gastronomy tourism. This study will also specifically examine the Original MSME products of Kediri City (PUSAKA) which have never been studied before.

## Literature Review

### *Halal certification*

Halal certification is a process of assessment and recognition carried out by an authorized authority to determine whether a product, material, or service meets the requirements and standards set out in Islamic law ([Agus, 2017](#)). Halal certification ensures that the product or service is made, processed, or provided following the halal principles recognized by Muslims. There are three actors regulated in Law No. 33 of 2014, involved in the Halal Certification process, namely BPJPH, Halal Inspection Institution or LPH, and MUI ([Kemenag, 2022](#)).

The halal certification process involves a thorough examination of the ingredients used, production methods, sanitation, animal treatment, and cleanliness and separation in food processing ([M. I. Khan & Haleem, 2016](#)). This certification aims to ensure that the product or service is free from ingredients that are forbidden in Islam, such as pork, alcohol, blood of non-halal animals, or additives of questionable halal ([Afroniyati, 2014](#)).

Halal certification is important for manufacturers and providers of products or services because it helps them reach a wider market, especially in Muslim communities who pay attention to the halal aspect in their consumption ([Henderson, 2016](#)). In addition, halal certification also provides confidence to consumers that the products or services they purchase are in accordance with Islamic principles. ([Kusuma, 2021](#)).

### *Gastronomy tourism*

The word gastro comes from the Greek "gastros" which means stomach, and "gnomos" which means science or law ([Pramezwary et al., 2022](#)). Gastronomy discusses the relationship between cultures regarding the enjoyment of food and drink in a region. It studies various

cultural components through the lens of culinary centers (Oktadiana et al., 2022). Gastronomy explains food and drink in physiological studies (Diaconescu et al., 2016). Reviewed from the perspective of regional cuisine as an aspect of culture and regional assets in advancing the tourism industry, increasing regional income, and improving community welfare (Sufa et al., 2020).

Gastronomy is very important in increasing the tourist attraction of an area, increasing the number of tourists, improving the tourist experience, strengthening regional identity, and stimulating the growth of other sectors, so the term gastronomy tourism emerged (Yeoman et al., 2021). Gastronomy tourism can be characterized as follows: gastronomy as an element and indicator of globalization; tourists play a role in the evolution of gastronomy; tourism is a contributor to developing or renewing national identity; gastronomy tourism is a means of introducing culinary products as cultural products; the expansion of gastronomy tourism provides direction for tourism development; gastronomy as a constructive element in forming the image of a tourist destination, as a tourist travel destination, as an element of heritage with a tourism dimension (Pramezwary et al., 2021).

Key indicators in gastronomy tourism cover various aspects that measure the success and impact of culinary-focused tourism activities. Here are some important indicators: (Dixit, 2019).

1. Food Quality and Diversity
  - a. Local Culinary Diversity: Assessing the variety of food and beverages available at a tourist destination, including regional specialties and culinary innovations.
  - b. Raw Material Quality: Use of high-quality local and fresh ingredients.
2. Tourist Experience: (Hay, 2017)
  - a. Visitor Satisfaction: Measuring tourist satisfaction with their culinary experience, including taste, presentation, and service.
3. Promotion and Marketing: (De Jong et al., 2018)
  - a. Social Media Presence: Activities and promotions on social media platforms and user reviews.
  - b. Marketing Campaign: The effectiveness of marketing campaigns and branding of the destination as a culinary tourism destination.
4. Infrastructure and Facilities:
  - a. Culinary Facilities: The presence and quality of restaurants, food markets, and other supporting facilities such as culinary tours.
  - b. Accessibility: Ease of access to culinary destinations, including transportation and information available to tourists.
5. Sustainability and Economic Impact:
  - a. Support to Local Economy: Contribution of the culinary tourism sector to the local economy, including job creation and use of local products.
  - b. Environmental Sustainability: Practices that support environmental sustainability in the culinary industry, such as reducing food waste and using organic ingredients.
6. Local Community Engagement:
  - a. Community Participation: The level of participation of the local community in the culinary tourism industry, such as the involvement of local farmers, food producers, and chefs.
  - b. Education and Training: Education and training programs are offered to local communities to improve culinary skills and tourism management.

Using these indicators, stakeholders in gastronomy tourism can assess and improve the culinary experience in their destinations, while ensuring sustainable economic and social benefits for local communities.

## Methodology

The type of research used is qualitative research with the Grounded theory method, namely a qualitative research method that aims to produce a theory based on data that is collected and analyzed systematically. This method is very useful in fields where few theories exist or new theories are needed to understand complex phenomena ([Charmaz, 2014](#)). Qualitative research procedures using the grounded theory method consist of several stages, namely: 1) the problem formulation stage, 2) the stage of using theoretical studies (if necessary), 3) the data collection and sampling stage, 4) the data analysis stage, and 5) the conclusion or report writing stage ([Ayu & Budiasih, 2013](#)).

This study interviewed 25 MSME entrepreneurs of local (typical) food products spread across 4 sub-districts in Kediri City. In addition, researchers also interviewed distributors and related policymakers (trade office, Ministry of Religion, Halal Institution, Bank Indonesia). By using grounded theory research, the analysis method will provide clear, objective, systematic, analytical, and critical information on how the implementation of halal certification in encouraging gastronomy tourism strategies by using a study approach on the Original MSMEs Products of Kediri City (PUSAKA) and will analyze SWOT so that alternative strategies are found that can encourage Kediri City as a halal gastronomy tourism market. This method will find facts (fact-finding), then continue with finding problems (problem-finding), then identify problems (problem identification), and finally find a solution to the problem (problem solution) so that the right policy can be found. To achieve the research objectives, the author collects information through interviews, literature studies, case study studies, and policy studies, which are then analyzed

## Result and Discussion

### *Implementation of halal certification on PUSAKA*

Halal certification for food products is currently at the forefront of consumer protection efforts ([Salindal et al., 2018](#)). Not only for Muslim consumers but for all consumers who currently have a higher level of awareness regarding food hygiene and its impact on body health ([Kusumastuti, 2017](#)). Halal certification plays a role in gaining consumer trust, expanding marketing, and increasing company sales ([Yunos et al., 2014](#)). Not only that, halal certification is a strategic step for producers to retain consumers, differentiate themselves from competitors, and provide added value to products ([Salindal et al., 2018](#)).

The implementation of halal certification in Kediri City is one of the highest in East Java. It was recorded that as of July 22, 2024, 5,378 business actors in Kediri City had received halal certification, either through free or regular halal certification schemes ([Nuryani, 2024](#)). The existence of this halal certification is expected to increase product competitiveness, increase consumer confidence, and expand marketing.

In this grounded theory study, 25 MSME informants were collected whose perceptions were explored regarding the implementation of halal certification in Kediri City. As in the grounded theory procedure, the first stage of data analysis in this study is Open Coding, starting from transcription (data obtained from recorded interviews) or field notes (data obtained from field notes), then incidents are obtained. The output of open coding is a subcategory. According to the informants, the Kediri City Government has provided halal certification assistance facilities in supporting MSME business actors in Kediri City for free. This is the Kediri City Government supporting halal culinary tourism in Kediri City to be better known by the wider community.



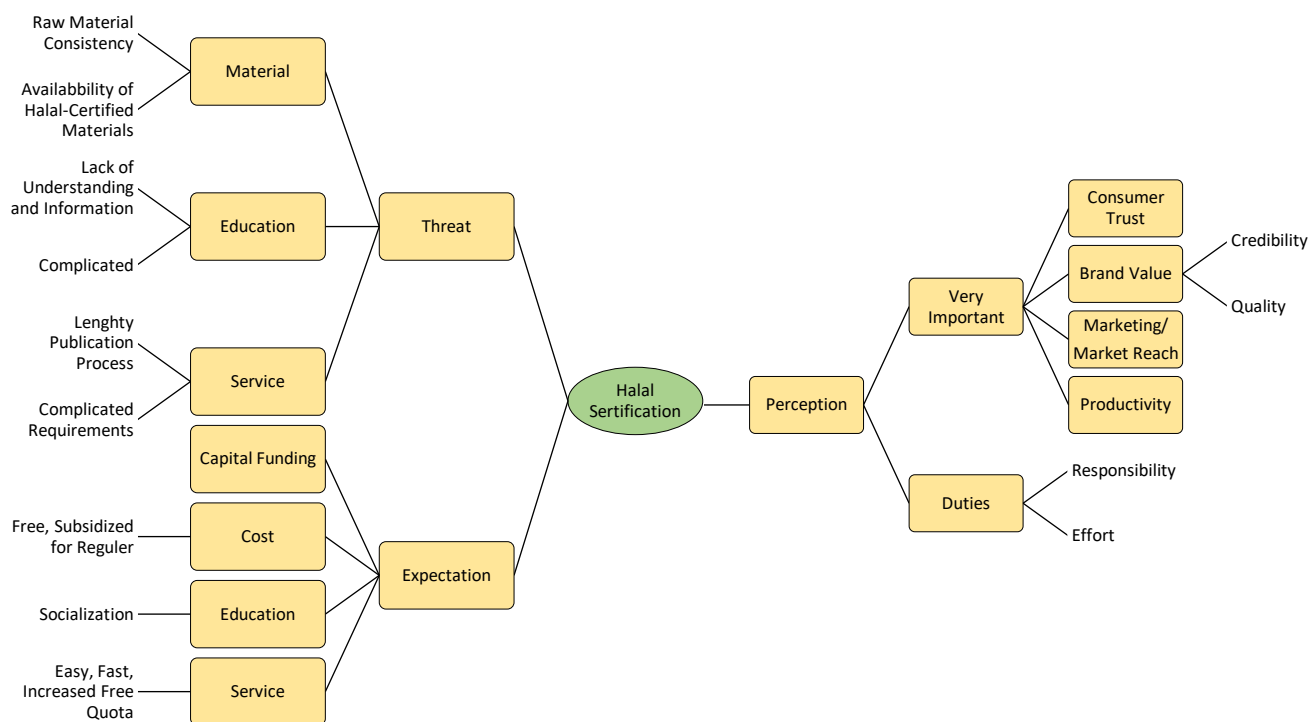


Figure 1. Perception of MSMEs about Halal Certification

The results of the study on the perception of PUSAKA business actors regarding the implementation of halal certification stated that all business actors stated that halal certification is very important for their business. This is because halal certification is able to create consumer trust. Where consumer trust in halal products is greatly influenced by the credibility of certification. Halal certification assures consumers that the product has met halal standards. Furthermore, PUSAKA business actors also consider that halal certification can increase the brand value of their products. Halal certification increases brand value by providing quality assurance to consumers.

Then, the existence of halal certification also has implications for expanding the marketing reach of PUSAKA products. With halal certification, their products have the opportunity to enter the modern minimarket or supermarket market. Halal certification opens access to a wider consumer segment, both in the local and international markets. According to business actors, the existence of halal certification on their products has been proven to be able to increase sales. This is because consumer trust has increased, so they are no longer reluctant to buy, even making repeat purchases.

In addition to the benefits above, PUSAKA business actors stated that their main motive for carrying out halal certification was their moral responsibility, which emphasized the importance of business actors being responsible for providing halal and safe products. Halal certification is also seen as an effort by business actors to maintain halal products. This refers to the concept of ethical business practices, where business actors are expected to carry out practices that are in accordance with ethical and religious values.

However, challenges in the halal certification process are felt by PUSAKA business actors. The first challenge is consistency in the use of materials as registered when carrying out certification. According to the rules, consistency is the key to meeting halal certification standards. However, in the field, sometimes business actors do not find the materials that are usually used, and sometimes also because of price changes business actors change their raw materials. In addition, the availability of halal-certified raw materials for some products is still

difficult to find. Especially for slaughtered animal products, such as chicken, beef, goat, and so on.

The next challenge is the lack of information so that public understanding of the importance of halal certification is still lacking. Because of this, halal certification is considered complicated by many small business actors. This perception of complexity can reduce the intention to comply with the mandatory halal certification policy.

The halal certification process also often takes a long time. At the earliest, halal certification can be issued in 12 working days, but it often takes longer, even more than 3 months. In addition, several halal certification requirements are considered complicated by business actors. Another challenge is the cost constraint for processing halal certification through the regular route. Not all micro and small business actors can access free halal certification, so they must use the regular route. This regular route requires a minimum fee of IDR 650,000 to apply for halal certification. The regular halal certification process requires fees for registration, auditors, and administrative processing, which may be difficult for MSMEs with limited budgets. MSME actors need financial support from the government or related institutions for this halal certification.

Halal certification has a strategic and moral role for MSMEs. The existing challenges (such as raw materials, education, services, and capital) highlight that MSMEs need more support in terms of policies, subsidies, and process simplification. The expectation for affordable costs and more efficient processes emphasizes the need for improvements in halal certification governance.

Meanwhile, the perception that halal certification is very important indicates that MSMEs see it as a tool to build consumer trust, increase brand value, and expand the market. Halal certification is not only an obligation but also a form of social and ethical responsibility that contributes to consumer welfare. Thus, halal certification has broad implications for MSMEs, not only as a marketing tool but also as a step to meet higher standards of quality and social responsibility.

Not only to business actors, this study also explores the perception of PUSAKA souvenir shops/merchants. Based on the results of the researcher's interviews, the informants understand and know the importance of halal certification, which has an impact on the products of business actors. Conditions in Kediri City regarding halal have become commonplace because the majority of the population is Muslim. The existence of halal certification has an impact on consumers so that they feel assured about halal label on the product, which can expand marketing so that it can be marketed in supermarkets or souvenir centers.

Halal certification has many benefits for shops, especially souvenir centers can promote products by offering freely by attracting consumer trust that the ingredients and how they are processed are in accordance with Islamic law, seen from the majority of the population being Muslim. Halal certification has an impact on gastronomy tourism because it adds positive value for business actors with sharia aspects, increasing the number of requests because it moves to wider marketing so that it will continue to increase in the future.

The Kediri City Government has provided halal certification assistance facilities to support MSMEs business actors in Kediri City for free. This Kediri City Government supports halal culinary tourism in Kediri City to be better known by the wider community.

The synergy of government support for halal certification is also carried out by the Industry and Trade Service. Not only facilitating free halal certification but also providing subsidies for regular halal certification registration. [Rahardjo, \(2024\)](#) The government needs to ensure that the halal certification process is carried out transparently and accountably. also added that business actors need to be given training and assistance to meet halal requirements properly. In this context, support from various stakeholders is the key to the success of this free halal certification program. [Somad, \(2024\)](#) Collaboration between local governments,

certification bodies, culinary associations, and local communities is needed to ensure that this program can run effectively and provide maximum benefits. Halal Center IAIN Kediri as a Halal Product Process Assistance Institution is currently also seeking cooperation with companies in Kediri to help facilitate free halal certification. [Ropingi El Ishaq, \(2024\)](#).

#### *Halal certification SWOT analysis on PUSAKA*

This SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis aims to explore the internal and external conditions of the implementation of halal certification on Original MSMEs Products of Kediri City (PUSAKA). By evaluating the strengths, weaknesses, opportunities, and threats related to the implementation of halal certification in the MSMEs sector. The following is a SWOT analysis of halal certification on PUSAKA products.

Internal	
Strengths	Weakness
<ol style="list-style-type: none"> <li>1. Product Credibility. This certification provides a guarantee of product safety and halalness, thus increasing the credibility of PUSAKA products</li> <li>2. Brand image. Products that have halal certification tend to have added value and are more competitive in the market, both domestically and internationally. This certification also improves PUSAKA's image as a quality product that meets global standards.</li> <li>3. Market reach. Halal certification can open wider market access</li> <li>4. Support from the Government and Related Institutions. Kediri City Government and institutions such as LP3H, Kemenag, Bank Indonesia</li> </ol>	<ol style="list-style-type: none"> <li>1. Certification costs are quite expensive for regular schemes.</li> <li>2. Lack of understanding and education about the halal process. Many MSMEs actors still do not understand the halal certification process and requirements.</li> <li>3. Complexity of the certification process. The halal certification process is often considered complicated and time-consuming. The many requirements and procedures that must be met make MSMEs actors feel burdened, especially those with limited resources.</li> <li>4. Dependence on halal raw material suppliers. MSMEs who want to obtain halal certification must ensure that their raw materials come from halal-certified sources. Dependence on certified suppliers can hinder flexibility and increase production costs.</li> </ol>
External	
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Increasing demand for halal products. Global trends show increasing demand for halal products, not only among Muslims, but also non-Muslim consumers who value the cleanliness and quality standards of halal products. This provides a great opportunity for PUSAKA products to enter a wider market.</li> <li>2. Export opportunities to Muslim countries. With halal certification, MSMEs Kediri products can be exported to countries with Muslim majorities, such as in the Middle East, Malaysia, and Brunei, which have strict regulations regarding halal products. Halal certification helps increase product competitiveness in the global market.</li> <li>3. Subsidy and Incentive Support from the Government. The Indonesian government,</li> </ol>	<ol style="list-style-type: none"> <li>1. Competition with halal-certified products from other regions. MSMEs Kediri products that are halal-certified will compete with halal products from other regions that also have their own certifications and advantages. This competition creates a challenge to maintain consumer loyalty.</li> <li>2. The quota for free halal certification is limited. Although one million certificates sounds like a lot, the number of MSMEs actors in Indonesia far exceeds that number. This means that not all MSMEs can obtain free halal certification in this program.</li> <li>3. Dependence on consistent supply of raw materials. Halal products must maintain consistent standards. If the supplier of halal raw materials experiences problems, MSMEs in Kediri will have difficulty maintaining</li> </ol>



<p>especially the Kediri City Government through various programs, often provides subsidies or incentives for halal certification for MSMEs. This program helps reduce the burden of certification costs, thus opening up greater opportunities for MSMEs in Kediri to obtain halal certification.</p> <p>4. Growth of halal tourism. The city of Kediri can take advantage of the growth of halal tourism by promoting PUSAKA as part of a halal tourism destination. Halal certified products will be more attractive to Muslim tourists, both from within and outside the country..</p>	<p>their halal certification. Inconsistent supply can have a negative impact on product availability.</p>
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Halal certification has great potential to increase the competitiveness of PUSAKA products from Kediri City, both in the local and international markets. SWOT analysis shows that MSMEs Kediri has advantages in the form of consumer trust and government support, but still faces several weaknesses, such as certification costs and process complexity. Opportunities to penetrate the global market and gain government support can be the main driving force. However, the threat of competition and changing regulations need to be managed well so that halal certification becomes an optimal added value for PUSAKA.

#### *PUSAKA halal certification implementation strategy in encouraging gastronomy tourism in Kediri city*

The rapid growth of the world's Muslim population is an opportunity for Indonesia, which also has a Muslim majority population and an internationally recognized halal certification institution (BPJPH, 2023) and is supported by its culinary riches to develop halal food as a Gastronomy Tourism strategy. However, Indonesia also has the challenge of competing with many products from other countries that have also been certified halal. To face product competition, Indonesia needs to strengthen the image of Indonesian cuisine, especially the city of Kediri, with a culinary brand image that does not ignore Islamic law.

Gastronomy explores intercultural connections through the enjoyment of food and drink in a region (Hanie et al., 2023b). This science studies various cultural components through the lens of culinary centers. Gastronomy plays a crucial role in enhancing a destination's appeal, attracting more tourists, enriching their experience, strengthening regional identity, and driving growth in other sectors. Undoubtedly, when properly leveraged, gastronomy contributes significantly to destination development and benefits the macroeconomy (Hussin, 2018).

Culinary tourism is one of the fastest-growing aspects of the global tourism industry, as it introduces local cuisine made with halal ingredients to Muslim tourists. This is a driving factor for the phenomenal growth of the tourism industry, as more and more Muslim tourists are looking for holiday experiences around the world (Hanie et al., 2023b). Of course, the products offered must be halal; this is proven by the presence of a halal certificate on the product.

The right strategy is certainly needed to strengthen the role of halal certification in supporting gastronomy tourism in Kediri City. Several alternative strategies must be implemented to enhance the halal ecosystem in Kediri City. In the future, the halal certification policy is expected to evolve significantly in response to societal, economic, and technological changes. Some strategies that can be carried out are as follows:

1. Strengthening the halal ecosystem from upstream to downstream starting from halal financial support for raw material providers such as slaughtered animal meat providers, to certification for product distribution business actors, so that the halal supply chain and halal value chain are fulfilled.
2. Improving standards and regulations, including global standards and stricter regulations. With increasing international trade and globalization, halal certification standards can become more uniform at the international level. International organizations can work together to develop more consistent halal standards across countries. Stricter regulations are needed when the Government and certification bodies can implement stricter regulations to ensure the authenticity and integrity of halal certificates. This includes stricter supervision of the production process and supply chain.
3. Increasing consumer awareness including consumer demand and consumer education. Consumer demand, it is necessary to increase consumer awareness and demand for halal products, producers can be more motivated to obtain halal certification and comply with stricter standards. Consumer education which includes socialization and promotion will make consumers more educated about the importance of halal certification and will be more selective in choosing products based on the certification.
4. Diversification of products and services including new products and innovations in certification. Free halal certification can be expanded to cover more types of products and services, including non-food technologies and services, such as cosmetics and pharmaceuticals. In addition, there is a need to align certification with new product and process innovations, such as in plant-based products or biotechnology.
5. Collaboration between countries and organizations includes international cooperation and global certification organizations. Countries with large Muslim populations and halal certification bodies can work together more to ensure alignment and mutual recognition of halal certification worldwide. In addition, the emergence of global certification organizations that can provide internationally recognized halal certification, makes it easier for companies to meet standards in different countries.
6. Increased transparency and accountability including audits, supervision, and reporting. Audits and supervision of the certification process will be more transparent to prevent fraud and ensure that certification reflects compliance with halal standards. In addition, increased reporting of the certification process and audits to the public to maintain the integrity of halal certification.
7. Provision of certification assistance programs. The Kediri City Government can provide subsidies or incentives for MSMEs who apply for halal certification for their culinary businesses. In addition, it also creates a special mentoring program so that MSMEs can go through the halal certification process more easily and quickly.
8. Promotion of gastronomy tourism with halal certification. Creation of a halal culinary directory in Kediri City that can be accessed by tourists through an application or website, so that tourists can easily find food choices that have been certified halal. In addition, promotions can also be carried out with the branding "Kediri Halal Culinary Tourism" through social media, brochures, and digital advertising to attract Muslim tourists, both domestic and international.
9. Development of a halal culinary area. Making several tourist attractions or culinary centers in Kediri as halal culinary areas so that they become tourist attractions. Providing special zones in tourist locations that offer halal food with a local gastronomic concept to enhance the halal culinary tourism experience in Kediri.
10. Regular monitoring of culinary businesses that have received halal certification to ensure standards are maintained. Can also hear input from tourists about their experiences

enjoying halal culinary in Kediri City to make improvements in service, menu variations, and the comfort of the halal facilities offered.

11. Digitalization and information platform. Increase the promotion of halal gastronomy tourism through social media massively. Develop a special digital platform for the promotion of halal tourism in Kediri, which contains a list of halal restaurants, halal culinary events, and halal culinary tourism agendas in Kediri and utilize social media and influencers to educate the public about the importance of halal certification and the promotion of halal culinary tourism in Kediri City.
12. Collaboration with accommodations and travel agents. Collaborate with hotels, accommodations, and travel agents to promote halal culinary destinations in their tour packages. Provide halal tour packages that are integrated with Muslim-friendly accommodation, so that tourists can experience a complete halal tourism experience in Kediri City.

The success of halal gastronomy tourism in Kediri City does not only depend on certification. However, it also depends on the quality of the culinary offered, the effectiveness of the promotional strategy, and the overall tourism infrastructure. To maintain this growth, stakeholders must continue to collaborate and invest in the development of innovative halal food products, strengthening the tourism ecosystem, and promoting Kediri City as a leading halal gastronomy destination on the global stage.

## Conclusion

The results of the study on the perception of business actors of Original MSMEs Products of Kediri City (PUSAKA) regarding the implementation of halal certification stated that all business actors stated that this halal certification is significant for their business. This is because halal certification can create consumer trust, increase brand value, and expand the marketing reach of PUSAKA products. The main motive of PUSAKA business actors to carry out halal certification is as their moral responsibility which emphasizes the importance of business actors to provide halal and safe products. The existing challenges (such as raw materials, education, services, and capital) highlight that MSMEs need more policies, subsidies, and process simplification support. The hope for affordable costs and a more efficient process emphasizes the need for improvements in halal certification governance. The Kediri City Government offers free halal certification assistance to support MSME business owners in Kediri City. This is the Kediri City Government supporting halal culinary tourism in Kediri City to be better known by the wider community.

Halal certification in PUSAKA has the strength of government support, business actor awareness, and the availability of facilitators who facilitate the certification process. However, the challenges include limited free certification quotas, administrative constraints, and limited capital. The opportunities are increased halal tourism, national support, and pro-demand for halal products. Meanwhile, threats come from competition from other regions, potential certification costs in the future, and the risk of inconsistent product quality.

The recommended strategies include administrative support, collaborative promotion, and a focus on product quality. The strategy for implementing PUSAKA halal certification to support Kediri City's gastronomy tourism includes several important steps. First, the government and related institutions hold a free halal certification program and socialization to increase awareness and readiness of MSMEs. Second, facilitators are provided who provide administrative and technical guidance so that business actors can more easily obtain certification. Third, promotional collaboration is carried out to introduce Kediri halal products to the domestic and international Muslim tourist markets. Fourth, MSMEs are encouraged to maintain the quality and consistency of halal-certified products, thereby increasing the appeal

of Kediri's culinary tourism which is safe, quality, and friendly to Muslim tourists.

### Author Contribution

Muhamad Wildan Fawa'id: reviewing the draft, literature review, result, and discussion; writing paper; translation.

Nurlaili Adkhi Rizfa Faiza: creating and designing analyses; writing paper; review of the draft, literature review; result and discussion.

Amnisuhailah Abarahan: review of the draft, literature review; result and discussion.

### Declaration of Competing Interest

All these authors have no competing interests.

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