SUMMARY

TATI MARYATI. Constrains Factor Analysis in Halal Certificate Submission of Small Medium Enterprises of Frozen Food in Jabodetabek. Supervised by RIZAL SYARIEF and ROKHANI HASBULLAH.

Indonesia with 85% Muslim population is a potential market for halal products. Those halal products produced by Micro, Small and Medium Enterprises (SMEs), which reach 99.9% of 56.5 million total industries in Indonesia. It makes SMEs as a driver of commerce in Indonesia. However, many SMEs frozen foods in these areas could not apply for the halal certificate. This study conducted to: (1) identify the characteristics of SMEs frozen foods; (2) analyze the constraint factors when submission halal certificates and (3) formulate strategies to overcome problem in halal certificate Submission.

Respondents in this study were thirty (30) frozen food SMEs in Jabodetabek and ten (10) experts in field of food and licensing. The method used was a combination of convenience and purposive sampling. Information obtained from this research were SMEs educational background, business period, revenue, and production facilities including machines used, and as well as how many frozen food SMEs in Jabodetabek unlicensed of industrial, marketing authorization MD and halal certificate.

The determination of strategy alternatives use analytical hierarchy process (AHP) with Expert Choice 2000 Program. This study showed that frozen food enterprises were micros with not proper production facility and using simple technology. Marketing authorization MD was obstacle factor in halal certificates submission. Based on AHP analysis the purpose of SMEs submit halal certificate was improving product competitiveness (0.575) as the first priority followed by improving the economy (0.203). Efforts to increase competitiveness is done through a mentoring program (0.321), which is a priority aspect followed by food safety aspects (0.278). The actor who most contribute to improve competitiveness through the mentoring program is BPOM (0.484) were followed by SMEs themselves (0.215). Production facilities and infrastructure were main constrains factor for SMEs (0.572), but according to BPOM the most influential factor was raw material used by SMEs (0.233) that mostly raw materials used bulky materials that bit difficult in traceability. From both, according to the local government, the attitude of SMEs holds the most important factor (0.838) to produce good product. For that, SMEs deserve to get mentoring from the government or related agencies. To conduct this mentoring program, Government through BPPTPM requires complete data of SMEs so that mentoring program can be provided properly. Completeness of data can be obtained if SMEs submit business licence (0.432) followed by other licenses.

The best strategy alternatives can be recommended were good manufacturing practices (0.343), bureaucratic of MD accelerated and simplified (0.169) and bureaucratic of business license simplified (0.153).

Managerial implication recommended to overcome the problems of SMEs in obtaining halal certificate are good manufacturing practices, bureaucratic of the marketing authorization MD simplified and accelerated, implementation of business licence IUMK in all regions, industrial centralization of frozen food,
provide modern production machine and all government agencies facilitate SMEs to get marketing authorization MD.

Keywords: Certificates halal, frozen food, marketing authorization MD, SMEs.