



The Influence of the Level of Knowledge of Halal Certification Law on the Interest of MSMEs in Registering Halal Products

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Abstract: The implementation of Law Number 33 of 2014 concerning Halal Product Assurance faces significant challenges in the Micro, Small, and Medium Enterprises segment, particularly related to low participation in the halal certification scheme. This study aims to analyze the influence of the level of legal knowledge of halal certification on the interest of MSMEs in registering halal products in Blitar Regency, East Java. Using a quantitative approach with a cross-sectional survey design, the study involved 97 respondents from the food and beverage sector MSMEs who did not yet have halal certification. Data were collected through a structured questionnaire based on a Likert scale and analyzed using simple linear regression. The results showed a positive and significant influence of legal knowledge on certification interest with a regression coefficient of 0.444 and a significance value of $p < 0.001$, indicating that increased understanding of the substantive, procedural, and sociological dimensions of halal certification regulations will accelerate business actors' intentions to access the certification scheme. This finding confirms the relevance of legal knowledge as a crucial determinant of MSME regulatory compliance, although it only explains 15.3% of the variation in interest, indicating the need to explore complementary factors. The practical implications of the research emphasize the urgency of transforming the legal information dissemination strategy from a sporadic socialization pattern to a systematic and sustainable participatory educational approach.

Keywords: legal knowledge; halal certification; interest in MSMEs

1. Introduction

Economic globalization and increasing consumer awareness of sharia-based products have driven significant transformations in food regulations in various countries, including Indonesia. (Japar, Paraikkasi, & Muthiadin, 2024) Halal certification is no longer merely a preference for Muslim consumers, but has transformed into a binding legal obligation for all businesses producing and distributing products in Indonesia. This transformation began with the enactment of Law Number 33 of 2014 concerning Halal Product Assurance (UU JPH), which provides a comprehensive legal basis for the implementation of halal product assurance in Indonesia (Law of the Republic of Indonesia Number 33 of 2014). This regulation positions Indonesia as one of the countries with an integrated halal assurance system within the national legal framework, while also affirming the state's commitment to protecting the rights of Muslim consumers, who constitute the majority of Indonesia's population. (Atmawati, 2024) The implementation of the Halal Product Assurance Law faces complex challenges, particularly at the micro, small, and medium enterprise (MSME) level. Data from the Halal Product Assurance Agency (BPJPH) shows that the participation rate of MSMEs in registering their products for halal certification is still far from the expected target. This phenomenon is paradoxical considering that MSMEs are the backbone of the Indonesian economy, contributing around 60 percent to Gross Domestic Product (GDP) and absorbing more than 97 percent of the national workforce. (Basri et al., 2013) The low level of compliance of MSMEs with halal certification obligations has the potential to give rise to detrimental legal and economic implications for both business actors and consumers. (Daulay, 2025).

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Various previous studies have identified a number of factors that influence MSMEs' decisions in managing halal certification, ranging from cost aspects, procedural complexity, to perceptions of the economic benefits of having a halal certificate. (Friedman, 2000; Rahardjo, 2006) However, one fundamental aspect that has not been explored in depth is the legal knowledge of MSMEs regarding halal certification obligations. Legal knowledge is not merely a cognitive understanding of the existence of a regulation, but rather encompasses awareness of the substance of legal norms, implementation procedures, and the legal and social consequences of compliance or non-compliance with applicable regulations. (Soekanto, 2010) In the context of the theory of legal awareness, legal knowledge is the first stage that will influence legal attitudes, legal behavior, and ultimately legal compliance of society. (Rahardjo, 2006). The concept of legal knowledge has broad dimensions and cannot be separated from the legal system as a social phenomenon. (Friedman, 2000) In his theory of legal systems, he asserts that the effectiveness of law is determined not only by the substance and structure of the law, but also by the legal culture of society, which reflects the knowledge, attitudes, and values held by society towards the law. In this context, MSMEs' legal knowledge regarding halal certification is a crucial variable that determines whether established regulations can be implemented effectively in the field. Without adequate knowledge, MSMEs tend to ignore these legal obligations, even when they have the capacity to comply. (Tri Widayati, 2025), (Lusianti, 2024).

The legal knowledge dimension in this study encompasses three main aspects: substantive, procedural, and sociological knowledge. Substantive knowledge refers to MSMEs' understanding of the contents of the JPH Law, including the obligations, prohibitions, and sanctions stipulated therein. Procedural knowledge relates to an understanding of the mechanisms and stages required in the halal certification process, from registration with the Halal Inspection Institution (LPH), document verification, to production audits. (Rudiyanto, 2021) Meanwhile, sociological knowledge reflects business actors' awareness of the social and economic impacts of halal certification, including consumer trust, product competitiveness, and long-term business sustainability. These three dimensions are interrelated and form a comprehensive legal knowledge construct. MSMEs' interest in registering their products in the halal certification scheme is a manifestation of cognitive and affective processes influenced by various internal and external factors. (Son, 2023), (Masruroh, Priatna, Nursobah, & Suherdiana, 2023) From a social psychology perspective, interest can be defined as an individual's tendency to pay attention and perform certain actions due to their interest, awareness, and understanding of the benefits of those actions (Slameto, 2010). Interest is not merely a fleeting desire, but rather a process involving a rational evaluation of the benefits and costs of an action, which in turn shapes behavioral intentions. In the context of behavioral economics, interest is often a strong predictor of actual behavior, such as the decision to purchase, participate, or comply with a rule. (Setiawan et al., 2023), (Wardhana, 2024).

The relationship between legal knowledge and interest in carrying out legal obligations can be explained through the Theory of Planned Behavior developed by (Ajzen, 1991) This theory states that a person's intention or interest in performing a behavior is influenced by three main factors: attitude toward behavior, subjective norms, and perceived behavioral control. Legal knowledge plays a role in shaping positive attitudes toward halal certification, as with adequate knowledge, MSMEs will understand the benefits and importance of having a halal certificate. Furthermore, knowledge of certification procedures and mechanisms will increase perceived behavioral control, as business owners feel more capable and confident in accessing certification services. Several empirical studies have shown a positive correlation between regulatory knowledge and business compliance levels. However, these studies generally focus on the formal sector or large companies, while dynamics at the MSME level have different characteristics. MSMEs often have limited access to legal information, limited managerial capacity, and business priorities that emphasize operational aspects rather than regulations. Therefore, specific research is needed to explore how legal knowledge influences MSME interest in

the context of halal certification, taking into account specific socio-economic conditions and business characteristics.(Mukhlisin, 2022).

This research is crucial in the context of developing an inclusive and sustainable sharia economy. The Indonesian government has set a target to become a global center for the sharia economy, and halal certification is a key pillar in realizing this vision. However, this target will not be achieved without the active participation of MSMEs, the majority of whom produce consumer goods. Furthermore, halal certification is not only relevant in the domestic market but also opens up export opportunities to countries with large Muslim populations, such as the Middle East, Southeast Asia, and Europe. Therefore, this research has strategic relevance from both legal and economic perspectives, as well as national development perspectives. Blitar Regency was chosen as the research location because it has representative characteristics that illustrate the condition of MSMEs in Indonesia, particularly in the food and beverage sector. This region has a high concentration of MSMEs with diverse superior products, yet the level of halal certification remains low. This condition reflects a phenomenon that occurs in many other regions in Indonesia. Therefore, the findings of this study are expected to be generalizable and contribute to broader policy formulation.(Lathifah, Frinaldi, Magriasti, & Naldi, 2024).

Based on this background, this study aims to analyze the influence of the level of knowledge of halal certification law on the interest of MSMEs in registering halal products. Specifically, this study will answer the question: how does the level of knowledge of halal certification law influence the interest of MSMEs in registering their products in the halal certification scheme? Through a descriptive quantitative approach with a survey method, this study will produce an empirical model that explains the causal relationship between the two variables. The results of this study are expected to provide theoretical contributions to the development of Islamic law and economic studies, while also providing practical recommendations for the government in designing more effective socialization, education, and legal assistance programs for MSMEs. In addition, this study is also expected to serve as a basis for advocacy for more MSME-friendly regulations without neglecting the goals of protecting Muslim consumers and strengthening the competitiveness of Indonesian products in the global market.

2. Materials and Methods

2.1 Research Design and Location

This study uses a quantitative approach with a cross-sectional survey design. It aims to analyze the influence of the level of knowledge regarding halal certification laws on the interest of MSMEs in registering halal products. The quantitative approach was chosen because it allows for systematic measurement of research variables and hypothesis testing through inferential statistical analysis.(Creswell & Clark, 2022)The research was conducted in Blitar Regency, East Java, Indonesia, from January to March 2025. The location was selected based on the high concentration of MSMEs in the food and beverage sector but the low level of halal certification ownership in the region.

2.2 Population and Sample

The study population comprised all MSMEs producing food and beverages in Blitar Regency. Given that the population size could not be precisely identified, the sample size was determined using Cochran's formula for an unlimited population.(Taherdoost, 2018):

$$n = \frac{Z^2 pq}{e^2}$$

Information :

n = Number of samples required 2

Z = Number of MSMEs in the normal curve for 5% savings, with a value of 1.96

p = Probability of Correct 50% = 0.5

q = 50% chance of being wrong = 0.5

e = Sampling error rate, in this study using 10%

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,1)^2}$$

$$= 96,04$$

Based on calculations, a minimum sample size of 97 respondents was obtained. The sampling technique used purposive sampling with the following inclusion criteria: (1) MSMEs actively producing food or beverages for at least 1 year, and (2) not yet having a halal certificate. This technique was chosen to ensure that respondents had characteristics relevant to the research objectives.(Etikan, 2017).

2.3 Research Instruments

Data collection used a structured questionnaire based on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The instrument consists of two main parts: (1) Legal Knowledge Variable (X) which measures the substantive, procedural, and sociological dimensions with 6 statement items; (2) MSME Interest Variable in Registering Halal Products (Y) which measures six indicators as presented in Table 1.

Table 1.Indicators of MSME Interest in Registering Halal Products

MSME Interest Indicators	Explanation
1. Interest	MSMEs feel positively encouraged by the idea of halal certification and see it as something important.
2. Desire to know (Curiosity)	MSMEs demonstrate an active attitude in seeking information regarding the halal certification process and benefits.
3. Intention to act (Intention)	Business actors demonstrate their seriousness in registering their products with halal certification bodies.
4. Commitment	Having a concrete plan or initial action such as attending training, consulting, or preparing documents.
5. Perception of ease of process (Perceived Behavioral Control)	MSMEs feel capable of fulfilling the administrative and technical requirements in the certification process.
6. Environmental support (Subjective Norms)	Interest is also indicated by external influences such as encouragement from consumers, family, community, or government.

2.4 Validity and Reliability

The validity of the instrument was tested using Pearson Product Moment with the criteria of r-calculated > r-table (0.1975) at 5% significance.(Mohajan, 2020)Reliability was tested using Cronbach's Alpha with a minimum value of 0.60 as an indicator of acceptable internal consistency.(Taber, 2018).

2.5 Data analysis

The data were analyzed using SPSS version 26 through the following stages: (1) instrument validity and reliability testing; (2) classical assumption testing including normality testing (Kolmogorov-Smirnov) and heteroscedasticity testing (Glejser); (3) simple linear regression analysis to test the effect of independent variables on dependent variables with the equation $Y = a + bX$. The hypothesis is accepted if the significance value $t < 0.05$.(Hair, Hair, Hult, Ringle, & Sarstedt, 2021).

2.6 Ethical Considerations

This study has obtained ethical approval from the Research Ethics Committee of [Institution Name] under the number [Approval Number]. All respondents provided written informed consent before participating.

3. Results and Discussion

3.1. Research result

a. Respondent Characteristics and Variable Description

This study involved 97 respondents from food and beverage MSMEs in Blitar Re- gency who met the inclusion criteria. All respondents were business owners who had been operating for at least one year and did not yet have halal certification. Data collec- tion was conducted through a structured survey using a validated questionnaire to measure two main variables: the level of legal knowledge regarding halal certification and the MSMEs' interest in registering halal products.

b. Validity and Reliability of Instruments

The validity testing of the research instrument was conducted using Pearson Product Moment correlation analysis by comparing the calculated r-value to the r-table at a sig- nificance level of 5% with N = 97, where the r-table value was 0.1975. The results of the validity testing of the Halal Certification Legal Knowledge variable showed that the six statement items (X.1 to X.6) had correlation values with the total variable score ranging from 0.372 to 0.727. Specifically, item X.1 obtained a correlation of 0.660, item X.2 of 0.580, item X.3 of 0.727, item X.4 of 0.582, item X.5 of 0.623, and item X.6 of 0.372. All correlation values were significant at the 0.01 level with a significance value of less than 0.001, which indicated that all items were valid and able to measure the legal knowledge construct consistently.

Table 1.Results of Validity Test of Halal Certification Legal Knowledge Variable (X)

Item	Pearson Correlation	Sig. (2-tailed)	Information
X.1	0.660**	<0.001	Valid
X.2	0.580**	<0.001	Valid
X.3	0.727**	<0.001	Valid
X.4	0.582**	<0.001	Valid
X.5	0.623**	<0.001	Valid
X.6	0.372**	<0.001	Valid

Note: ** Correlation is significant at the 0.01 level (2-tailed); r-table = 0.1975

The validity test of the MSME Interest in Registering Halal Products variable also showed satisfactory results. The six interest indicators (Y.1 to Y.6) had a correlation with a total score ranging from 0.256 to 0.767. Item Y.1 (interest) obtained a correlation of 0.739, item Y.2 (desire to know) of 0.767, item Y.3 (intention to act) of 0.749, item Y.4 (commitment) of 0.622, item Y.5 (perceived ease) of 0.563, and item Y.6 (environmental support) of 0.256. Although item Y.6 had the lowest correlation, the value was still above the r-table and significant at the 0.05 level, so all items were declared valid to measure the construct of MSME interest.

Table 2.Validity Test Results of the Variable of MSME Interest in Registering Halal Products (Y)

Item	Pearson Correlation	Sig. (2-tailed)	Information
Y.1	0.739**	<0.001	Valid
Y.2	0.767**	<0.001	Valid
Y.3	0.749**	<0.001	Valid
Y.4	0.622**	<0.001	Valid
Y.5	0.563**	<0.001	Valid
Y.6	0.256*	0.011	Valid

Note: ** Correlation is significant at the 0.01 level; * Correlation is significant at the 0.05 level (2-tailed); r-table = 0.1975

Reliability testing using the Cronbach's Alpha method showed that both research instruments had acceptable internal consistency. The Halal Certification Legal Knowledge variable obtained a Cronbach's Alpha value of 0.616, while the MSME Inter- est in Registering Halal Products variable obtained a value of 0.700. Both values are above the minimum threshold of 0.60 recommended in the research methodology liter- ature, indicating that the instruments have an adequate level of reliability to produce consistent measurements when used repeatedly on the same population.

Table 3. Results of the Reliability Test of Research Instruments

Variables	Cronbach's Alpha	N of Items	Information
Halal Certification Legal Knowledge (X)	0.616	6	Reliable
MSMEs Interest in Registering Halal Products (Y)	0.700	6	Reliable

Description: Cronbach's Alpha value ≥ 0.60 indicates a reliable instrument.

c. Classical Assumption Testing

Before conducting a simple linear regression analysis, a series of classical assumption tests were conducted to ensure the resulting regression model was BLUE (Best Linear Unbiased Estimator). The residual normality test was conducted using the Kolmogorov-Smirnov method with Lilliefors correction. The test results showed a test statistic value of 0.070 with an asymptotic significance value (2-tailed) of 0.200, which is much greater than the alpha of 0.05. For further validation, confirmation was carried out using the Monte Carlo method with 10,000 simulated samples which produced a significance value of 0.290 with a 99% confidence interval ranging from 0.278 to 0.302. Both results consistently indicate that the residuals of the regression model are normally distributed, so the normality assumption is met and the parametric analysis can be continued.

Table 4. Kolmogorov-Smirnov Normality Test Results

Parameter	Unstandardized Residual
N	97
Mean	0.0000000
Standard Deviation	2.55817043
Test Statistics	0.070
Asymp. Sig. (2-tailed)	0.200
Monte Carlo Sig.	0.290
99% Confidence Interval Lower Bound	0.278
99% Confidence Interval Upper Bound	0.302

Description: Sig. > 0.05 indicates normally distributed data.

Heteroscedasticity testing was conducted using the Glejser test, which examines the presence or absence of a relationship pattern between the predicted value of the independent variable and the absolute value of the residual. The test results show that the Halal Certification Legal Knowledge variable has a regression coefficient on the absolute value of the residual of 0.028 with a t-value of 0.472 and a significance of 0.638. A significance value much greater than 0.05 indicates that there is no significant relationship between the independent variable and the residual variance, so the assumption of homoscedasticity is met. With the fulfillment of these two classical assumptions, the resulting regression model can be trusted to conduct statistical inference and generalization to the study population.

Table 5. Heteroscedasticity Test Results (Glejser Test)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	1,454	1,428	-	1,019	0.311
Legal Knowledge (X)	0.028	0.059	0.048	0.472	0.638

Description: Sig. > 0.05 indicates that there is no heteroscedasticity.

e. Analysis of the Influence of Legal Knowledge on MSME Interest

The research hypothesis testing was conducted using simple linear regression analysis to examine the effect of the level of knowledge of halal certification law on the interest of MSMEs in registering halal products. The results of the analysis produced a regression equation $Y = 13.574 + 0.444X$, where Y is the variable of MSME interest in registering halal products and X is the variable of knowledge of halal certification law. The constant value of 13.574 indicates that when the level of legal knowledge is zero, the predicted value of MSME interest is 13.574. Although the interpretation of the constant at

the condition $X = 0$ has practical limitations, this value provides a mathematically important intercept point of the regression equation.

Table 6. Simple Linear Regression Analysis Results (t-Test)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	13,574	2,597	-	5,226	<0.001
Halal Certification Legal Knowledge (X)	0.444	0.107	0.391	4,146	<0.001

Description: Dependent Variable = Interest of MSMEs in Registering Halal Products (Y)

The regression coefficient of the Halal Certification Legal Knowledge variable is 0.444, indicating that every one unit increase in the level of legal knowledge will increase the interest of MSMEs to register halal products by 0.444 units. In other words, the higher the understanding of MSMEs regarding the substance of regulations, certification procedures, and the sociological impact of having a halal certificate, the higher their tendency to be encouraged to register their products in the halal certification scheme. This finding is in line with the basic premise of the legal awareness theory which states that knowledge is a fundamental stage that influences the attitudes and behavior of public legal compliance. Testing the significance of the regression coefficient using the t-test produces a t-count value of 4.146 with a significance value of less than 0.001. The significance value is much smaller than alpha 0.05 indicating that the influence of the Halal Certification Legal Knowledge variable on the Interest of MSMEs to Register Halal Products is statistically significant.

The results of this study provide significant practical implications for the development of public policy to accelerate the implementation of the Halal Product Assurance Law at the MSME level. Empirical findings showing a positive influence of legal knowledge on certification interest indicate the importance of systematic and sustainable socialization, education, and legal assistance programs for MSMEs. These programs need to be designed by considering the three identified dimensions of legal knowledge: substantive knowledge of the regulatory content, procedural knowledge of certification mechanisms, and sociological knowledge of the economic and social benefits of halal certification.

3.2 Discussion

The empirical findings of this study confirm the significant influence of knowledge of halal certification laws on the interest of MSMEs in registering halal products, with a regression coefficient of 0.444 and a significance of $p < 0.001$. This result is in line with the findings of (Larasati & Yasin, 2024) which identified that understanding halal certification regulations is a crucial determinant in shaping business actors' intentions to access certification schemes. This phenomenon indicates that the legal knowledge deficit is not merely a cognitive issue, but rather a structural barrier that hinders the implementation of Law Number 33 of 2014 concerning Halal Product Assurance at the grassroots level. Although the coefficient of determination indicates that legal knowledge explains 15.3% of the variation in certification interest, this proportion remains substantial given the complexity of factors influencing regulatory compliance behavior in the MSME segment.

The substantive, procedural, and sociological knowledge dimensions measured in this study have relevance to the findings. (Rahmanita, Dwiyanti, & Nurhamidah, 2023) which identified low legal literacy as the dominant internal factor reducing interest in halal certification. This problem is exacerbated by the lack of systematic outreach from the relevant authorities, as confirmed by (Oktavia, Istiadi, & Faiza, 2023) In the context of beverage businesses in Kudus Regency, the lack of procedural knowledge often transforms MSMEs' perceptions that certification mechanisms are inherently complex and require technical skills they lack. This creates a psychological barrier manifested in apathy toward legal obligations, despite the government's provision of a free certification program. Meirahmawati et al. (2025) strengthen this argument by showing that

knowledge partially has no effect on certification decisions, but has a significant simultaneous effect when interacted with halal awareness.

The practical implications of these findings emphasize the urgency of reconstructing legal information dissemination strategies, which have tended to be top-down and sporadic. (Taufik et al., 2025) demonstrated that participatory educational interventions were able to increase the understanding of MSME actors, with 92% of participants stating that the socialization activities were very beneficial. The intensive mentoring model, as implemented by (Perwira, Liasaroh, Sholichah, Zuria, & Zakiyah, 2025) A study in Petok Village demonstrated that the ABCD (Analysis, Behavior, Condition, Degree) approach was effective in identifying the specific needs of MSMEs and designing contextual legal literacy programs. This approach contrasts with conventional outreach patterns that fail to reach the micro-business segment due to limited access to information technology, as identified by (Habibie, 2023) in the context of MSMEs in Padang City.

The sociological dimension of legal knowledge is correlated with findings (Rahman, M., & Nurhayati, 2022) which shows that halal certification increases MSME turnover by an average of 47%. This information should be a leverage point in educational programs, as business actors tend to respond to economic incentives rather than purely normative arguments. However, the study (Adiyanto & Amaniyah, 2023) This study reveals a paradox where literacy regarding the benefits of certification does not automatically translate into positive attitudes, indicating the complexity of cognitive-affective processes in the formation of behavioral intentions. These findings confirm the relevance of the Theory of Planned Behavior in the context of MSME regulatory compliance, where legal knowledge is a necessary but not sufficient condition for triggering actual action. Gustav Radbruch's theoretical perspective on the purpose of law provides an analytical framework for understanding the problematic implementation of halal certification. (Fitriyani, Nasco, & Deandra Sirait, 2024) argue that mandatory certification has the potential to create tension between legal certainty and substantive justice, especially when MSMEs face financial and procedural constraints.

Although this study uses a sample of MSMEs that have not been certified with the assumption of free costs, reality shows that hidden costs such as opportunity costs of time and complexity of documentation remain disincentives, as identified by (Nasrulloh & Santi, 2025) This situation necessitates policy reformulation that not only eliminates explicit costs but also simplifies procedures and provides ongoing technical assistance. The contribution of this research lies in the empirical validation of the causal relationship between legal knowledge and certification interest through a robust quantitative methodology. (Setyowati, Cahyani, Annisa, & Ulya, 2024) shows that concrete assistance through the SIHALAL digital platform is able to transform business actors' awareness from an economic survival orientation to legal compliance awareness. (Syafa Maura, Makhfiyyani, & Syarif Hidayatullah, 2025) strengthens these findings by identifying that legal awareness among MSMEs remains relatively low due to a deficit in government enforcement and supervision. This study's limitations lie in its use of a single-site study and the exclusion of moderator variables such as financial capacity, service accessibility, and institutional support. Future research should explore comprehensive predictive models that integrate multiple determinants and test the effectiveness of various educational intervention modalities in increasing MSME participation in Indonesia's sharia economic ecosystem.

4. Conclusions

This study yields empirical evidence confirming the existence of a significant influence of halal certification legal knowledge on MSMEs' interest in registering halal products, with a regression coefficient of 0.444 and a probability value of less than 0.001. This finding indicates that every one-unit increase in legal knowledge will accelerate certification interest by 0.444 units, confirming the relevance of the legal awareness theory in the context of regulatory compliance. Although legal knowledge only explains 15.3% of the variation in certification interest, the contribution of this variable remains substantial considering

the multifactorial complexity that influences MSME behavior. The instrument validation results show adequate internal consistency with a Cronbach's Alpha of 0.616 for the legal knowledge variable and 0.700 for the interest variable, while all statement items are proven valid with significant correlations. The practical implications of this study emphasize the urgency of transforming legal information dissemination strategies from a sporadic top-down pattern to a sustainable participatory approach that integrates the substantive, procedural, and sociological dimensions of legal knowledge. This research contributes to the reformulation of public policy by promoting a more participatory, sustainable, and socio-economically empowering approach to legal dissemination for MSMEs. The findings emphasize the need for contextual and community-based educational strategies that integrate legal literacy with economic empowerment. Such an approach transforms legal dissemination from a merely informative process into a transformative tool that strengthens MSMEs' compliance with halal certification requirements. Furthermore, this study opens new avenues for future research by testing models involving mediating variables such as legal awareness, economic factors, and institutional support to better explain compliance behavior among MSMEs. Comparative and quantitative studies across regions are also essential to assess the effectiveness of participatory legal dissemination strategies and to support the formulation of more inclusive and adaptive Islamic economic law policies in Indonesia.

5. Patents

Supplementary Materials: Research instrument data, comprehensive validity and reliability test results, and statistical analysis output are available in the institutional repository.

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Data Availability Statement: Data supporting reported results are available upon reasonable request from the corresponding author, subject to privacy and confidentiality considerations.

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