

## Expanding Access to Halal Food SME Partnerships Using the 5W+1H in Tangerang Regency

Devi Nadia<sup>1</sup>, Anni Rohimah<sup>2\*</sup>

<sup>1,2</sup>Universitas Muhammadiyah A.R. Fachruddin, Indonesia

Email Correspondence: myannirhm@gmail.com

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### Kata Kunci :

Halal; Kerjasama; UMKM

### Abstrak

Penelitian ini bertujuan untuk mengidentifikasi kendala dan solusi dalam memperluas akses kerja sama Usaha Mikro, Kecil, dan Menengah (UMKM) sektor makanan halal di Kabupaten Tangerang dengan pendekatan 5W+1H. Data yang diperoleh dari 39 UMKM menunjukkan bahwa hanya 5,13% yang memiliki data kerja sama yang lengkap. Pendekatan kualitatif deskriptif digunakan melalui wawancara dengan direktur lembaga pendamping, wakil pendamping, akademisi, dan pelaku UMKM. Hasil penelitian mengungkap kendala utama meliputi keterbatasan pengetahuan tentang standar halal, minimnya akses terhadap teknologi dan pemasaran digital, serta rendahnya jejaring kemitraan. Rekomendasi meliputi pendampingan intensif selama 6 (enam) bulan, penerapan Orgaware, serta strategi pemasaran digital. Pendekatan 5W+1H efektif untuk memetakan masalah dan merumuskan solusi yang sejalan dengan Tujuan Pembangunan Berkelanjutan (SDGs) ke-8.

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### Keywords :

Halal; Partnership; SMEs

### Abstract

*This study aims to identify obstacles and solutions for expanding access to partnerships for Micro, Small, and Medium Enterprises (MSMEs) in the halal food sector in Tangerang Regency using the 5W+1H approach. Data collected from 39 MSMEs revealed that only 5.13% had complete partnership records. A descriptive qualitative approach was employed through interviews with directors of supporting institutions, deputy advisors, academics, and MSME practitioners. The findings revealed that the main challenges include limited knowledge of halal standards, insufficient access to technology and digital marketing, and a lack of partnership networks. Recommendations include intensive mentoring for six months, the implementation of Orgaware, and digital marketing strategies. The 5W+1H approach is effective in mapping issues and formulating solutions aligned with Sustainable Development Goal (SDG) 8.*



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## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a mainstay of the Indonesian economy. According to the Ministry of Finance, this sector accounts for more than 60% of Indonesia's Gross Domestic Product (GDP) and employs more than 97% of the workforce. Amid global economic dynamics, halal MSMEs hold strategic potential to become the primary drivers of the Islamic economy, given that Indonesia is home to the world's largest Muslim population. This presents significant opportunities for halal MSMEs to meet domestic demand and contribute to the global halal market, which is projected to reach USD 3.2 trillion by 2028 (Azam & Abdullah, 2020). Collaboration between the private sector, government forums, and the halal entrepreneurship community also strengthens the support ecosystem for halal SMEs. (Rokhmatulloh dkk., 2024b).

Halal MSMEs are micro, small, and medium-sized businesses that produce products or provide services in accordance with the principles of halal as governed by Islamic law. According to Law No. 33 of 2014 on Halal Product Assurance, halal products include goods or services related to food, beverages, medicines, cosmetics, chemical products, biological products, or other items deemed halal under Islamic law (Hasanah, 2024). To ensure compliance with halal principles, SMEs must hold a halal certificate issued by the Halal Product Guarantee Agency (BPJPH). Another option is the self-declaration scheme, which allows SMEs the flexibility to declare their products halal as long as they meet the established requirements (Lubis dkk., 2022).

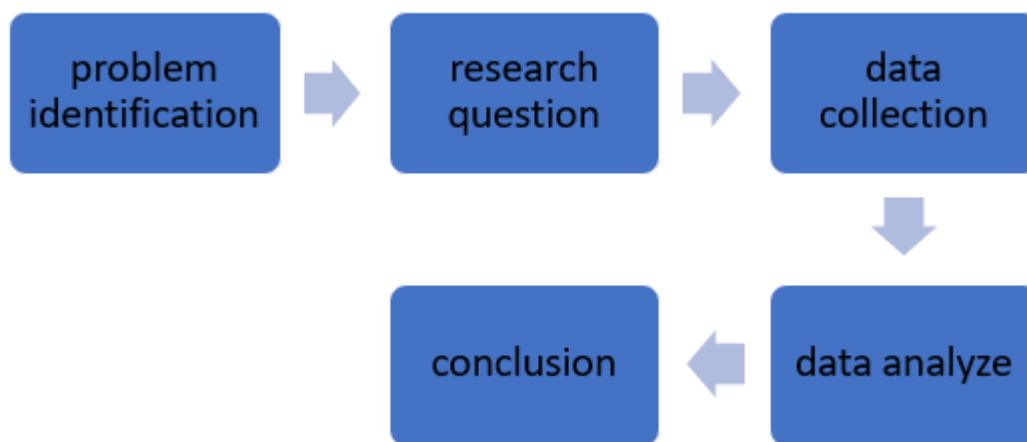
Increasing production capacity is a key factor in enhancing the competitiveness of halal SMEs. Technical training and consulting programs such as those facilitated by government and private-sector forums contribute to improvements in product quality, operational efficiency, and business management. For example, the adoption of simple technologies in halal food production has successfully increased productivity by up to 30% in some SMEs in the food and beverage sector (Hasanah, 2021). Other studies have also highlighted the importance of collaboration among various stakeholders in expediting halal certification for SMEs, including outreach efforts (Rohimah & Saputra, 2024). Collaboration among the government, supporting organizations, and businesses is essential to address challenges arising during the certification process and to raise awareness of the importance of halal certification (Herdifa, 2022).

Applying the 5W+1H method can improve decision-making effectiveness by integrating analysis of internal and external factors (Alsmairat & Alhawamdeh, 2019). The application of the 5W+1H method can contribute to risk analysis in the business world and enhance understanding of issues (Zhang, 2020). The 5W+1H analysis can be used to identify the factors contributing to the success of self-declared halal certification among MSMEs (A Fitriah, 2020). Therefore, this research addresses the research gap by applying the 5W+1H framework to comprehensively identify strategic solutions to expand access to partnerships for halal food MSMEs in Tangerang Regency. This research contribution provides recommended solutions to expand opportunities for cooperation in Tangerang Regency using the 5W+1H method.

## METHODS

This study was conducted using the 5W+1H method, and data were collected through interviews with experts. Interviews with experts are essential for understanding complex phenomena and providing relevant, high-quality data (Flick, 2021). The experts interviewed included representatives of halal MSMEs, the director of LP3H Unimar, and a cooperation expert. The sequence of the research method is shown in Figure 1 below.

**Figure 1. Research Method**



Data analysis covers six main elements, namely:

1. What (What is meant by expanding access to cooperation?)
2. Who (Who is involved in this cooperation?)
3. When (When is the expansion of cooperation access carried out?)
4. Where are the locations that facilitate the development of this cooperation?)
5. Why (Why is the expansion of SME cooperation important?)
6. How (How can access to cooperation for halal food SMEs be expanded?)

## RESULT AND DISCUSSION

The research was conducted through interviews with experts, including the Director of the Halal Production Process Assistance Institute (LP3H) at UNIMAR, an assistant director, management academics, and halal food SME operators in Tangerang Regency. The interview results were analyzed using the 5W+1H method (What, Who, When, Where, Why, How) to gain a deeper understanding of the implementation and impact of the collaboration between halal food SMEs and the supporting institution. 5W+1H methods implemented in analyzing about clean production in SME (Suhardi et al., 2017). The interview results are presented in Tables 1 through 4 below.

Table 1. Results of the Interview with the Director of the Halal Institution		
No	Question (5W1H)	Answer
1 What	What form does the collaboration between halal food MSMEs and supporting institutions in Tangerang Regency take?	Assistance with halal certification, management training, and product branding
2 Who	Who are the parties involved in this collaboration?	SMEs, halal certification support agencies, academics, and the Dinkop and UMKM
3 When	When did this collaboration begin	Since 2023, the duration has been approximately 6 months per group
4 Where	Where are these mentoring activities carried out?	SME training centers and each production site
5 Why	Why is it important for halal food MSMEs to collaborate with supporting institutions?	Meeting halal standards, building consumer trust, expanding markets
6 How	How does the collaboration between halal food MSMEs and supporting institutions work?	Program registration, readiness assessment, technical assistance, through to halal certification

The interview results indicate that the collaboration primarily focuses on assistance with halal certification, management training, and product branding development. Continuous mentoring is important because halal certification preparation often requires SMEs to improve process and system. One of the improvement system is repairing layout production (Syamsudin et al., 2024). Previous research by Herdifa (2022) highlighted that synergy among stakeholders significantly accelerates halal certification and business development processes.

This finding suggests that the support provided is not limited to regulatory compliance through halal certification but also managerial and marketing aspects. Such a comprehensive approach demonstrates that supporting institutions recognize the need to enhance both the technical and business capabilities of SMEs. The integration of certification, training, and branding support contributes to strengthening the competitiveness of halal food products in the market.

Table. 2. Results of an Interview with the Deputy Halal Advisor

No	Question (5W1H)	Answer
1 What	What form does the collaboration between halal food MSMEs and supporting institutions in Tangerang ?	Halal compliance support from raw materials through to production
2 Who	Who are the parties involved in this collaboration?	MSME operators and mentors
3 When	When did this collaboration begin?	Six months of mentoring
4 Where	Where are these mentoring activities carried out?	Mostly at MSME business locations
5 Why	Why is it important for halal food MSMEs to collaborate with supporting institutions?	To help SMEs understand and meet halal requirements
6 How	How does the collaboration between halal food MSMEs and supporting institutions work?	Regular visits, technical guidance, monitoring, halal certification

The interview result indicates that the collaboration adopts a holistic approach to halal assurance. Halal compliance is not viewed as obtaining a halal certificate but as ensuring that every stage of the production chain adheres to halal requirements. The six-month mentoring period demonstrates that developing halal compliance requires sustained, systematic effort. Effective collaboration among institutions, continuous mentoring, and technical guidance are essential factors for enhancing halal food SME readiness. Technical guidance presented by socialization in halal food SMES or training (Rusdiana et al., 2025).

Table 3. Results of an Interview with an Academic in the Field of Management

No.	Question (5W1H)	Answer
1 <i>What</i>	What form does the collaboration between halal food MSMEs and supporting institutions in Tangerang Regency take?	Business and marketing strategy training
2 <i>Who</i>	Who are the parties involved in this collaboration?	Academics from universities
3 <i>When</i>	When did this collaboration begin?	Alongside the semester-based training program
4 <i>Where</i>	Where are these mentors Activities carried out?	At a specific college or training center
5 <i>Why</i>	Why is it important for halal food MSMEs to collaborate with supporting institutions?	Strengthen the competitiveness of MSMEs in local and international markets
6 <i>How</i>	How does the collaboration between halal food MSMEs and supporting institutions work?	Business training, management consulting, periodic evaluations

The interview results indicate that universities play a strategic role in developing halal food MSMEs through business and marketing training programs. Their contribution focuses on strengthening managerial competencies and competitiveness. One aspect of knowledge in halal is food safety (Hernadi & Nadia, 2026.) The implementation of the university's third mission (community services and knowledge transfer). Academics contribute expertise, research findings, and practical training modules that can enhance MSME performance.

Table 4. Results of Interviews with SME Representatives

No.	Question (5W1H)	Answered
1 <i>What</i>	What form does the collaboration between halal food MSMEs and supporting institutions in Tangerang Regency take?	Assistance with halal certification and business development
2 <i>Who</i>	Who are the parties involved in this collaboration?	I, the LP3H support team, and other relevant parties
3 <i>When</i>	When did this collaboration begin?	I will start participating in early 2024
4 <i>Where</i>	Where are these mentoring activities carried out?	At my business location or the sub-district hall
5 <i>Why</i>	Why is it important for halal food MSMEs to collaborate with supporting institutions?	The business will be more trustworthy and more easily accepted by consumers.
6 <i>How</i>	How does the collaboration between halal food MSMEs and supporting institutions work?	Participate in training, check raw materials, receive production guidance, and then obtain certification.

The interview results indicate that halal food SME representatives perceive collaboration with supporting institutions as essential for obtaining halal certification and improving business development. They need training, technical guidance, raw material verification, and certification assistance to gain greater consumer trust and stronger market acceptance. Assistance need to SMES such as digitalization to gain productivity improvement (Soesilo & Tampubolon, 2023).

Based on the median (mode) or the most frequently occurring terms in the expert interview responses, the conclusions are presented in Table 5 below.

Table 5: Median (mode) of expert interview responses.

No.	5W1H Category	Most Frequent Words/Phrases	Frequent
1	<i>What</i>	Mentoring	4x
2	<i>Who</i>	SMEs & Mentors	4x
3	<i>When</i>	6 months / Half a year	3x
4	<i>Where</i>	SME business locations	4x
5	<i>Why</i>	Halal standards & Consumer trust	3x
6	<i>How</i>	Halal certification	4x
	Total		22x

The most frequently mentioned activity is mentoring, indicating that experts consider it the primary intervention needed to improve SME performance. The table in the assessment shows that halal guidance and certification are the main focus of the collaboration, and that MSME business locations are the most common venues for implementing activities. The participation of MSMEs beginning in 2024 indicates ongoing efforts to expand halal certification coverage among small businesses. This approach strengthens consumer confidence through direct and sustained compliance with halal standards. The interview results are presented in Figure 2 below.

Figure 2: Expert Interview Results



This figure highlights the primary focus of halal MSMEs on mentoring, stakeholders, location, and certification mechanisms within the partnership Director of the Halal Institution focused on certification and management support. Halal advisor focused on monitoring halal process. Academic focused on development and training. SMEs representative focused on assistance and certification.

## CONCLUSION

Based on the interview analysis, the main challenge faced by halal MSMEs in Tangerang Regency is their limited capacity to independently meet halal standards. This makes it difficult for halal MSMEs to gain access to broader business partnerships. This challenge is closely related to limitations in the halal certification process and the lack of business training they receive. In expanding access to partnerships for halal SMEs in Tangerang Regency, the 5W+1H approach indicates that the recommended solution is the provision of intensive mentoring by institutions, including academics and relevant government agencies. This mentoring is conducted directly at the halal SME business locations over a structured 6-month period. The primary objective is to enhance consumer confidence through compliance with halal standards. The mentoring process is carried out systematically, beginning with the registration stage, followed by training, technical guidance, and culminating in the issuance of the halal certificate. Consequently, halal SMEs will be better prepared and more competitive in expanding their access to business partnerships.

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