

STRATEGIES TO INCREASE THE COMPETITIVENESS OF INDONESIAN MSMEs IN THE GLOBAL MARKET THROUGH HALAL PRODUCT DEVELOPMENT



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Abstract

Research background: Strategies to Improve the Competitiveness of Indonesian MSMEs in the Global Halal Market in overcoming the challenges faced by Indonesian MSMEs in the halal industry requires a multi-pronged approach, by implementing these strategies, Indonesian MSMEs can enhance their competitiveness in the global halal market and contribute to the growth of the country's economy.

Purpose of the article: The formulation of the problem of this research is what are the Strategies For Improving The Savings Of Indonesia's Msme In The Global Markets Through The Development Of Halal Products.

Methods: This research employs a qualitative approach, utilizing a comprehensive literature review to investigate the strategies for enhancing the competitiveness of Indonesian MSMEs in the global market through the development of halal products.

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1. INTRODUCTION

Indonesia, as the world's largest Muslim-majority country, has immense potential for the development of the halal industry (Mujahidin, 2020). The halal industry has become increasingly important as it provides products and services that cater to the religious needs of the Muslim population. (Mujahidin, 2020) The COVID-19 pandemic, however, has presented both opportunities and challenges for the growth of the halal industry in Indonesia. (Christanti et al., 2023).

Opportunities in the Halal Industry are based on Indonesia's large Muslim population, which is 12.7% of the world's Muslim population, providing significant opportunities for the development of the halal industry (Supandi et al., 2022). In addition, the increasing global demand for halal products has created a growing market for Indonesian businesses to take advantage of. (Mujahidin, 2020) The halal industry has been recognized as a potential driver of economic growth in Indonesia, as it offers the potential to increase the country's exports and support the development of small and medium enterprises. (Mujahidin, 2020)

Several recent studies have highlighted the potential of the halal industry in Indonesia, particularly in the food and beverage sector. These studies suggest that the implementation of the Halal Value Chain ecosystem can be an effective strategy to improve the competitiveness of Indonesian halal food and beverage products in the global market.

Challenges in Halal Industry, Despite the opportunities presented by the halal industry, micro, small and medium enterprises. Indonesia faces several challenges in developing and marketing their halal products. These challenges include lack of awareness among Indonesian consumers about halal products and the importance of halal certification (Charina & Charisma, 2023); difficulty in obtaining internationally recognized halal certification, which is essential to access the global market; limited access to financing and resources for small and medium enterprises to invest in the development and marketing of halal products; addressing these challenges will be critical for Indonesian MSMEs to improve their competitiveness in the global halal market.

Strategies to Improve the Competitiveness of Indonesian MSMEs in the Global Halal Market; to overcome the challenges faced by Indonesian MSMEs in the halal industry, a multi-pronged approach is required. Increase Halal Awareness: Indonesian government and industry stakeholders should work together to raise awareness among Indonesian consumers about the importance of halal certification and the benefits of using halal products; improving Access to Halal Certification: The government should simplify the halal certification process and work with international certification bodies to ensure that Indonesian halal products are recognized globally; provide Financial Support: The government and financial institutions should offer financial assistance and incentives to small and medium enterprises to invest in the development and marketing of halal products; encourage Collaboration and Innovation: Encouraging collaboration between MSMEs, research institutions, and large companies can help drive innovation and development of new halal products that cater to domestic and global markets. By implementing this strategy, Indonesian MSMEs can increase their competitiveness in the global halal market and contribute to the country's economic growth.

2. LITERATURE REVIEW and HYPOTHESIS

2.1. Literature Review

a. The Concept of MSMEs and Their Role in the Economy

Micro, Small, and Medium Enterprises play an important role in Indonesia's economic development. MSMEs contribute significantly to Indonesia's gross domestic product, employment, and export activities. Research that has been conducted shows that MSMEs have great potential to grow, especially in facing the challenges of the global market if they have the right strategy and are supported by all parties (Charina & Charisma, 2023).

Definition of MSMEs Based on Law No. 20/2008 on Micro, Small, and Medium Enterprises, MSMEs are classified based on the amount of assets and turnover owned (Saraswati, 2020). (Hernita & Ginanjar, 2021) said the role of MSMEs in the economy: MSMEs contribute 57-60% to Indonesia's Gross Domestic Product and absorb 97% of the national workforce. Nevertheless, MSMEs in Indonesia still face various challenges, such as limited access to capital, skills, and technology, as well as difficulties in marketing products, especially in international markets.

The role of MSMEs: The contribution of MSMEs to GDP, job creation, and poverty alleviation in Indonesia (Mardiatmi & Pinem, 2020) indicates the important role of MSMEs in national economic growth. In addition, MSMEs also play an important role in encouraging innovation and creativity, and helping to equalize economic development in Indonesia. Thus, the development of MSMEs is very strategic in driving the national economy, considering that their business activities cover almost all business fields so that the contribution of MSMEs is very large to improving the national economy. MSME Challenges: Constraints in competing in the global market such as limited capital, technology, market access, and product innovation. In addition,

MSMEs in Indonesia are also faced with challenges such as difficulties in obtaining internationally recognized halal certification, limited understanding of the importance of halal certification, and limited access to financing for MSMEs to develop and market halal products (Widjaya & Wahyuningsih, 2021).

b. Competitiveness Concept

Competitiveness is the ability of an entity, whether a company, industry, or country, to compete in the global market and maintain its market share. Improving the competitiveness of MSMEs in the global market is very important to support national economic growth. According to several studies, factors that affect the competitiveness of MSMEs in the global market include product and technology innovation: MSMEs must be able to develop innovative products and utilize the latest technology to improve production efficiency and quality (Mardiatmi & Pinem, 2020); product quality and uniqueness: MSME products must have a competitive advantage in terms of quality, design, and uniqueness that attracts global consumers (Widjaya & Wahyuningsih, 2021) (Rizal et al., 2021); effective marketing strategy: MSMEs must be able to develop effective marketing strategies, including utilizing digital media, to reach global markets (Mardiatmi & Pinem, 2020) (Rizal et al., 2021); human resource skills: The ability of MSME human resources to innovate, adapt to change, and provide quality services is key to competitiveness in the global market; government support and financing: Conducive government policies and access to adequate financing can boost the competitiveness of MSMEs.

By implementing the right strategies to improve these factors, Indonesian MSMEs can increase their competitiveness in the global market. In addition, the development of halal products is a great opportunity for Indonesian MSMEs to increase competitiveness in the global market. The global halal industry has experienced significant growth in recent years, and is projected to reach a value of \$3.2 trillion by 2024, presenting a substantial opportunity for Indonesian MSMEs to tap into this lucrative market.

c. Management Strategies for MSMEs in the Global Market

In order to improve the competitiveness of Indonesian MSMEs in the global market, several management strategies can be implemented, among others product Development Strategy: MSMEs must innovate and develop products in accordance with global consumer preferences, including the development of halal products (Anjayani & Febriyanti, 2022); market Expansion Strategy: MSMEs can expand the market by utilizing digital technology to reach consumers in international markets, as well as building strategic partnerships with global business actors (Haryanto et al., 2022); operational Efficiency: MSMEs need to improve operational efficiency through the use of technology, automation, and process standardization, so as to reduce production costs and improve product quality (Nasution et al., 2022); by implementing these strategies, Indonesian MSMEs can improve their competitiveness and expand their market reach in the global market, including in the rapidly growing halal industry.

Product Development becomes a strategy for innovation and development of halal products based on global market needs (Mujahidin, 2020). Use of Digital Technology such as Optimizing the use of digital technology for marketing and distribution of halal products in the global market. HR Development: Increasing the capacity and skills of MSME human resources in the production, management and marketing of halal products. Strategic Partnerships: Building strategic partnerships with global businesses for market access, technology transfer, and financing.

International Marketing is also a digital marketing strategy, halal branding, and entry into global distribution networks (Rahmat & Rofi, 2022). Product Quality to Ensure that MSME products meet globally recognized standards of quality, safety, and halalness through international certification, so that they can be well received by consumers in the global market. In supporting the development of MSME halal products, the government can play a role in providing:

- a) Policies and regulations that are conducive to the halal industry (Astuti, 2020);
- b) Incentives and easy access to financing for MSMEs that develop halal products (Shamsudin & Vincent, 2020);
- c) Facilitation of halal certification and halal product standardization (Permata, 2019);
- d) Support for research, development, and innovation in the field of halal products; and (Gunawan et al., 2021)
- e) Promotion and marketing of halal MSME products in the global market (Dewanti & Irwansyah, 2021).

With the right strategy and support from various parties, Indonesian MSMEs have great potential to increase competitiveness in the global market, especially through the development of halal products which are experiencing rapid growth in the international market (Mujahidin, 2020). including the following: (Rizal et al., 2021)

- a) Digitalization of MSMEs: Utilization of technology to expand markets, such as e-commerce and social media.
- b) Collaboration and Partnership: Collaborative roles with the government, private sector, or global platforms.
- c) HR Capacity Building: Training and development of human resource competencies.
- d) Halal Certification: Facilitating the halal certification process for MSME products.

These strategies can help improve the competitiveness of Indonesian MSMEs in the global market, especially through the development of halal products which have great potential in the international market (Astuti, 2020) (Rizal et al., 2021). By implementing these strategies, Indonesian MSMEs can improve their ability to compete in the global market, as well as take advantage of the significant growth opportunities of the halal industry.

3. METHODS

This research employs a qualitative approach, utilizing a comprehensive literature review to investigate the strategies for enhancing the competitiveness of Indonesian MSMEs in the global market through the development of halal products. The study draws on various sources, including academic journals, industry reports, and government publications, to analyze the key factors influencing the competitiveness of MSMEs and the opportunities presented by the growing halal industry. The analysis in this paper is structured around several key themes that emerged from the literature review. Data Collection The data for this study was collected through a comprehensive review of secondary sources, including academic journals, industry reports, and government publications related to the competitiveness of Indonesian MSMEs and the halal industry.

Data Sources This study utilizes data from a variety of sources, including academic journals, industry reports, and government publications, to gather insights and information relevant to the research topic. Data Analysis The data collected is analyzed using qualitative techniques, such as thematic analysis and content analysis, to identify key themes, trends, and strategies related to enhancing the competitiveness of Indonesian MSMEs in the global market through the development of halal products. Limitations The study is primarily based on a review of existing literature, which may not capture the full breadth of practical experiences and challenges faced by MSMEs in Indonesia.

The findings of this research highlight the significant opportunities for Indonesian MSMEs to enhance their competitiveness in the global market through the development of halal products. The global halal industry is projected to reach a value of \$3.2 trillion by 2024, presenting a substantial opportunity for Indonesian MSMEs to tap into this lucrative market. (Astuti, 2020). The key strategies identified for improving the competitiveness of Indonesian MSMEs in the global halal market include: (a) Product Development Strategy: Focusing on innovation and the development of halal products that cater to the preferences of global consumers. (Kristiana et al., 2020) (Supandi et al., 2022); (b) Operational Efficiency: Improving operational efficiency through the use of technology, automation, and process standardization to reduce production costs and enhance product quality; (c) Digital Marketing and Branding: Leveraging digital marketing and branding strategies to effectively promote halal products in the global marketplace; (d) Quality and Certification: Ensuring that MSME products meet global quality, safety, and halal standards through international certification.

With the implementation of these strategies, Indonesian MSMEs can enhance their competitiveness in the global market, particularly through the development of halal products that have significant growth potential in the international market.

4. RESULTS

4.1. Identification of Determinants of MSME Competitiveness

Based on the literature review, there are several main factors that affect the competitiveness of Indonesian MSMEs in the global market, especially in the development of halal products, namely

- a. Product Quality: The ability of MSMEs to produce products that meet globally recognized quality, safety and halal standards (Dzikrulloh et al., 2022).
- b. Innovation: The capacity of MSMEs to develop innovative, creative products, and in accordance with global consumer preferences (Kristiana et al., 2020).
- c. Operational Efficiency: The ability of MSMEs to improve operational efficiency through the use of technology, automation, and process standardization (Handini & Sukesi, 2019).
- d. Access to Financing: The availability of financing sources that support MSMEs in developing halal businesses and products (Rizal et al., 2021).
- e. Halal Certification: Adequate halal certification process to meet global market requirements (Ahmad & Shariff, 2016).
- f. HR Capacity: Competence and expertise of human resources in MSMEs to manage and develop halal businesses (Astuti, 2020).

These factors are key for Indonesian MSMEs in increasing competitiveness in the global market, especially in the development of halal products which have great potential.

4.2. Strategies to Increase Competitiveness of Indonesian MSMEs in the Global Market

Based on literature analysis, several strategies that can be implemented by Indonesian MSMEs to increase competitiveness in the global market through halal product development include:

- a. Halal Product Development: MSMEs must focus on innovation and development of halal products that suit the preferences and lifestyles of global consumers. Thus, MSMEs can meet the needs of a growing market (Kristiana et al., 2020) (Astuti, 2020).

- b. Increased Operational Efficiency: MSMEs need to improve operational efficiency through the use of technology, automation, and process standardization to reduce production costs and improve product quality (Charina & Charisma, 2023).
- c. Digital Marketing and Branding Strategies: MSMEs should utilize effective digital marketing and branding strategies to promote halal products in the global market (Nasution et al., 2022).
- d. Halal Assurance System and Certification: MSMEs must ensure their products meet globally recognized quality, safety, and halal standards through international halal certification (Astuti, 2020).

The implementation of these strategies will assist Indonesian MSMEs in increasing competitiveness in the global market, especially in the development of halal products which have great potential for growth and expansion.

4.3. Effect of Government Policy on MSMEs

The Indonesian government has taken important steps to support the development of MSME halal products, including through the establishment of the National Sharia Finance Committee (Gunawan et al., 2021). This committee is expected to help overcome the various challenges faced by MSMEs in meeting halal certification requirements (Astuti, 2020). In addition, the government has also issued regulations regarding the obligation of halal certification for products circulating in Indonesia. This creates an opportunity for MSMEs to expand their market share by producing halal products that comply with global market preferences.

Based on the research results, it can be concluded that the development of halal products has great potential in increasing the competitiveness of Indonesian MSMEs in the global market. However, MSMEs face several challenges, such as limited understanding of halal certification regulations and requirements, as well as financing constraints. Government support through policies that support MSMEs in meeting halal requirements can be a solution to overcome these challenges (Kristiana et al., 2020). Global Halal Market Opportunities for Indonesian MSMEs, the global halal industry is projected to reach a value of \$3.2 trillion by 2024 (Gunawan et al., 2021). This figure shows the large potential of the global halal market that can be utilized by Indonesian MSMEs (Astuti, 2020). With the largest Muslim population in the world, Indonesia has a comparative advantage in producing and marketing halal products. In addition, increasing global awareness of the halal lifestyle opens up opportunities for Indonesian MSMEs to develop and market halal products in the international market (Kristiana et al., 2020).

Effective halal product development strategies can help Indonesian MSMEs increase competitiveness in the global market and expand their market share. This is supported by the projected rapid growth of the global halal industry, as well as the huge potential of the halal market that can be utilized by Indonesian MSMEs.

5. DISCUSSION

Halal product development is an important strategy for Indonesian MSMEs to increase competitiveness in the global market. Through efforts to improve quality, innovation, operational efficiency, halal certification, and effective marketing strategies, Indonesian MSMEs can increase their competitiveness and take advantage of the huge opportunities in the global halal market. In addition, government support through policies that support MSMEs in developing halal products, such as ease of certification and access to financing, can be a catalyst for MSMEs in growing (Astuti, 2020) (Kristiana et al., 2020). With the right strategy and adequate support, Indonesian

MSMEs have great potential to become key players in the global halal industry, and contribute significantly to national economic growth.

The results of this study are in line with previous studies, such as those discussed in “Halal Supply Chain Management in Optimizing the Implementation of MSME Halal Certification” (Kristiana et al., 2020). The study also emphasizes the importance of halal certification for MSMEs in entering the global market, as well as the huge potential of the halal product market for Indonesian MSMEs. In addition, the findings of this study also strengthen the argument of “The Potential of Halal Industry In Indonesia To Support Economic Growth”, which states that Indonesia has a great opportunity to develop the halal industry to encourage economic growth. This research provides a deeper insight into specific strategies that can be implemented by Indonesian MSMEs in developing halal products and increasing their competitiveness in the global market.

6. CONCLUSION AND LIMITATION

In order to increase the competitiveness of Indonesian MSMEs in the global market, halal product development strategies are very important. Through innovation, operational efficiency, halal certification, and effective marketing strategies, Indonesian MSMEs can take advantage of the huge opportunities in the growing global halal industry. Government support through policies that support MSMEs in developing halal products will also be key to success. By implementing a comprehensive strategy, Indonesian MSMEs have great potential to become key players in the global halal industry and increase their contribution to national economic growth. Next, some recommendations for Indonesian MSMEs in developing halal products and increasing competitiveness in the global market:

- a. Build a network of strategic partnerships with global halal industry players, including international importers, distributors and retailers, to expand market access.
- b. Increase investment in research and development to create halal product innovations that suit global market preferences.
- c. Implement an efficient halal supply chain management system to ensure the quality and consistency of halal products.
- d. Increase collaboration with the government and related institutions to obtain support in terms of financing, training, and halal certification facilities.
- e. By implementing these strategies, Indonesian MSMEs are expected to increase their competitiveness in the global market and become key players in the international halal industry. By implementing these strategies, Indonesian MSMEs are expected to increase their competitiveness in the global market and become key players in the international halal industry.

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