



DA'WAH STRATEGIES OF THE HALAL PRODUCT GUARANTEE AGENCY (BPJPH) IN PROMOTING HALAL CERTIFICATION FOR FOOD AND BEVERAGE PRODUCTS IN DAIRI REGENCY

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Abstract

This study systematically investigates the da'wah (Islamic outreach) strategies implemented by the Halal Product Guarantee Agency (BPJPH) to promote halal certification of food and beverage commodities in Dairi Regency. This region was intentionally chosen for its distinctive demographic profile, marked by a Muslim minority, which introduces specific sociological and administrative challenges for religious outreach. Utilizing a robust qualitative methodology, this research triangulates empirical data collected through in-depth interviews, participatory observation, and comprehensive document analysis. The results reveal a collaborative framework in which BPJPH works closely with the Islamic Guidance Section of the Ministry of Religious Affairs and Halal Product Process Facilitators (P3H). These entities jointly implement multifaceted da'wah strategies that include formal regulatory policies, such as the mandatory halal certification directive, as well as community-based initiatives like sermons at local religious study circles, targeted Ramadan outreach programs, and focused interpersonal engagements. Furthermore, the integration of da'wah principles is accomplished by aligning the theological requirements of Sharia law with practical economic incentives for Micro, Small, and Medium Enterprises (MSMEs). Despite significant technical and spatial challenges, this comprehensive approach has demonstrated considerable effectiveness. It enhances regulatory literacy, increases consumer confidence in product integrity, and raises awareness among regional business operators about the commercial and ethical significance of obtaining formal halal accreditation.

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A. INTRODUCTION

The halal status of food and beverage products constitutes a fundamental requirement for the majority of Indonesia's Muslim population, extending beyond personal preference to represent compliance with Islamic law (Mustafa Hadi & Prasetyo, 2023, pp. 159–172). Amid the rapid expansion of trade and the growing diversity of food and beverage products, halal certification has emerged as both a marker of consumer trust and a critical prerequisite for businesses seeking access to broader markets.

A halal product is one that has been declared halal in accordance with Islamic law. To ensure a product's halal status, a formal guarantee is required; the Halal Product Guarantee (JPH) serves as legal assurance, as evidenced by the issuance of a halal certificate. The Halal Product Guarantee Agency (BPJPH), established by the government, is responsible for administering the JPH. In fulfilling its mandate, BPJPH collaborates with relevant ministries and agencies, Halal Inspection Agencies (LPH), and the Indonesian Ulema Council (MUI) (Badan Penyelenggara Jaminan Produk Halal (BPJPH), 2025).

BPJPH also participates in international cooperation related to Halal Product Certification. The government may engage in such cooperation in accordance with applicable laws and regulations. International collaboration may include the development of Halal Product Assurance, conformity assessment, and recognition of Halal Certificates (Badan Penyelenggara Jaminan Produk Halal (BPJPH), 2025). These efforts facilitate the import and export of products from both foreign and domestic sources.

BPJPH (Halal Product Guarantee Agency) is a Non-Ministerial Government Agency (LPNK) reporting directly to the President of the Republic of Indonesia. Under Law No. 33 of 2014, BPJPH is authorized to formulate and establish JPH policies, set norms, standards, procedures, and criteria, issue and revoke Halal Certificates and Labels, register Halal Certificates for foreign products, conduct outreach and education, accredit Halal Certification Bodies (LPH), register Halal Auditors, oversee the certification system, provide guidance to auditors, and collaborate with domestic and international institutions in Halal Product Certification. Prior to the enactment of Law No. 33 of 2014, LPPOM MUI held administrative authority over halal certification; currently, MUI's role is limited to

issuing halal fatwas in cooperation with BPJPH for the implementation of the Halal Product Certification System (JPH).

The implementation of JPH necessitates a da'wah strategy aimed at educating the public and promoting the consumption of halal food. Al Bayanuni defines a da'wah strategy as a set of guidelines and plans formulated for da'wah activities (Aziz, 2019). According to Al Bayanuni's theoretical framework, da'wah strategies encompass three aspects: the emotional strategy (Al-Manhaj al-thifi), the rational strategy (Al-Manhaj al-aqli), and the sensory strategy (Al-Manhaj al-hissi) (AL-Bayanuni Al-Fath Abu, 2021).

Efforts to educate and raise public awareness target both producers, to emphasize the importance of consistently producing halal products, and consumers, to encourage greater caution in food consumption (Wahyuningrum et al., 2015, pp. 186–206). The Halal Product Guarantee seeks to provide comfort, security, safety, and certainty regarding the availability of halal products for consumers, while also enhancing the added value for businesses engaged in the production and sale of halal products (Al-Mustaqim, 2023, pp. 54–67).

Halal certification provides proof and assurance that a product is both safe and halal for Muslim consumers globally. Possession of a halal certificate enables manufacturers to demonstrate compliance with halal requirements and to assure consumers of product safety and suitability (Bastomi Diana et al., 2024, pp. 202–210).

BPJPH's efforts to strengthen halal product assurance services at the regional level are producing tangible outcomes. The establishment of Technical Implementation Units (UPI), such as Provincial Halal Product Assurance Offices, enables direct and strategic coordination with BPJPH to enhance services across regions. The Functional Position of Halal Product Assurance Supervisor (PJPH) is responsible for technical supervision activities. These supervisors are civil servants tasked with overseeing Halal Product Assurance supervision (Birokrasi Reformasi dan Negara Aparatur Peningkatan, 2023).

In Dairi Regency, a Halal Product Assurance Supervisor (PJPH) has been appointed to oversee the Halal Product Assurance (JPH) program. Currently, the PJPH is based at the Dairi Regency Office of the Ministry of Religious Affairs and will later be relocated to the Provincial Halal Product Assurance Office. Despite

significant potential for local food and beverage production in Dairi Regency, the proportion of halal-certified products remains minimal relative to the total number of businesses.

Previous research examined the da'wah strategies of LPPOM MUI as a religious institution when it held full authority over halal certification. In contrast, the present study investigates BPJPH as a government bureaucratic institution following the enactment of Law No. 33 of 2014, employing a formal regulatory approach that includes mandatory halal certification. Additionally, while prior research was conducted in Central Java, a Muslim-majority region, this study provides a novel perspective by focusing on Dairi Regency, where the Muslim population is a minority and faces more complex sociological challenges and heightened risks of product contamination.

The primary rationale for examining this phenomenon is the urgent need to understand how BPJPH in Dairi Regency addresses the gap in halal certification through its da'wah strategies. By conducting an in-depth analysis of BPJPH's strategies for promoting halal certification of food and beverages in Dairi Regency, where Muslims constitute a minority, and by integrating regulatory and institutional perspectives, this study seeks to offer both conceptual and practical contributions to BPJPH as the agency responsible for issuing halal certificates in Indonesia.

B. METHODS

This study employed a qualitative approach, as the issues to be examined are social and complex in nature (Sugiyono, 2013). The focus of the study is on the BPJPH's da'wah strategies for promoting halal certification for food and beverages in Dairi Regency, with a particular emphasis on aspects of these da'wah strategies, including programs, methods, media, and activities carried out to promote halal certification. This study aims to gain an in-depth understanding of how the BPJPH can promote halal certification to the public and small and medium-sized enterprise (SME) operators. This study will be conducted at the Dairi Regency Office of the Ministry of Religious Affairs, as the BPJPH has established a partnership with the Dairi Regency Office of the Ministry of Religious Affairs, both as a point of contact for PJPH matters and as a venue for other outreach activities targeting the promotion of halal certification in Dairi Regency. The timeline for the study will be

adjusted according to data collection needs in order to obtain accurate and factual information.

Data collection was conducted using several techniques, namely in-depth interviews, participatory observation, and documentation (Rahmadi, 2011). Interviews were conducted with key informants to obtain detailed perspectives on strategies in da'wah activities; observation was used to directly observe the implementation of activities; and documentation was used to supplement the data through notes, activity reports, or physical evidence of da'wah activities (Salim & Syahrur, 2007). Research data sources were obtained from the Halal Product Assurance Supervisor directly involved in the implementation of halal certification outreach; the Islamic Guidance Section of the Ministry of Religious Affairs in Dairi Regency, which collaborated with the Halal Product Assurance Supervisor on outreach; and Halal Product Process Facilitators.

Analysis of data was conducted qualitatively through the stages of data reduction, data presentation, and verification/drawing of conclusions, with reference to thematic patterns and the categorization of da'wah strategies that emerged from interviews, observations, and documentation. To ensure data validity, source triangulation was employed (comparing the same information from various sources). Methodological triangulation was also used (employing different data collection methods for the same data; for example, comparing interview results regarding strategy implementation with field observation results).

C. RESULTS AND DISCUSSION

Peran PJPH, PPPH, dan Bimas Islam Kemenag dalam Sosialisasi Sertifikat Halal di Kabupaten Dairi

A JPH Supervisor is a position with duties and a scope of work that involve carrying out technical activities in the field of JPH supervision. A JPH Supervisor Functional Officer, hereinafter referred to as a JPH Supervisor, is a civil servant with duties and a scope of work that involve carrying out technical activities in the field of JPH supervision (Birokrasi Reformasi dan Negara Aparatur Pendayagunaan, 2023). In addition to the Halal Product Guarantee Supervisors (PJPH), the BPJPH under the Ministry of Religious Affairs of the Republic of Indonesia has also established a unit called the Halal Task Force, abbreviated as

Satgas Halal, at the provincial and regency/city levels. In Dairi Regency, the Halal Task Force is based at the Dairi Regency Ministry of Religious Affairs office, alongside the PJPH, which is currently also stationed at the Dairi Regency Ministry of Religious Affairs office. The PJPH and the Halal Task Force work in synergy to oversee halal product certification in Dairi Regency.

As based on the interview conducted with Ms. Miftah, “In accordance with PERMENPANRB No. 12 of 2023, the role and duties of JPH Supervisors include identifying, verifying, mapping, collecting, processing, and reporting data related to JPH supervision and inspection.” Before the establishment of the BPJPH as the authority overseeing JPH, the Ministry of Religious Affairs and LPPOM MUI were responsible for halal certification. “Since the PJPH is temporarily stationed at the Dairi Regency Office of the Ministry of Religious Affairs, the PJPH continues to collaborate with the Ministry of Religious Affairs’ Islamic Affairs Division in promoting halal certification” (Miftahul, PJPH, Interview, 2026). The Islamic Affairs Division serves as the coordinator and driving force behind the halal certification program at the regional level. Before the BPJPH officially assigned the PJPH at the regency level in January 2026, the outreach function was carried out by the Islamic Guidance Division of the Ministry of Religious Affairs. In the context of da’wah, Islamic religious counselors served as the primary driving force in educating the public about the sharia requirements for the consumption of halal products. Based on an interview with Mr. Romagustoni, he explained:

“I am here as an administrative staff member in the Islamic Community Guidance Section of the Ministry of Religious Affairs in Dairi Regency. However, before I was assigned here, I had already been working in the halal certification division at the provincial level. And in the past, before functional positions such as halal supervisors like Ms. Miftah (PJPH) were established, each regency had what was called a Regency Task Force, and at the provincial level there was a Provincial Task Force. But since the BPJPH was established as an independent agency, and a BPJPH office was also established for North Sumatra Province, once the office became official, all civil servant halal supervisors were automatically assigned to that office” (Mr. Romagustoni, Executive Staff, Islamic Guidance Section, Ministry of Religious Affairs, Interview, 2026).

Before the existence of specialized officers (PJPH), the Islamic Affairs Division (Bimas Islam), through its Islamic religious counselors, was the first to go out into the field to educate the public. Coinciding with the month of Ramadan,

Bimas Islam collaborated with the Indonesian Food and Drug Administration (BPOM) to conduct on-site product inspections, such as testing food samples (takjil) in Sidikalang to ensure their safety and halal status. It also mobilized all religious counselors in every subdistrict to actively provide information to residents regarding the requirement for halal certification.

In direct socialization to business operators and the public, the involvement of a Halal Product Process Facilitator (PPPH) is necessary. Through the PPPH, business operators and the public can gain a clearer understanding of the halal certification process, right up to the issuance of the halal certificate. Based on an interview with Ms. Samrahwati, a PPPH, she explained that:

“Usually, the role of the PPPH is to assist businesses in obtaining halal certification. This process begins with creating an account, obtaining a business license, followed by an on-site inspection to determine whether the product meets the requirements, then verification, and finally validation of whether the product is eligible to receive halal certification”.

Figure 1. Halal Self Declare Certification Flow



Source: Indah. (2022). This is the requirement for a list of free halal certification in the "self declare" category. MINISTRY OF RELIGION. Retrieved 10 June 2026.(Indah, 2022).

Figure 2. Regular Halal Certification Flow



Source: Diskominfo of East Kotawaringin Regency. (2022). Halal Certification Process Flow. Retrieved 10 June 2026. (“Alur Proses Sertifikasi Halal,” 2026).

Strategi Dakwah BPJPH dalam Mensosialisasikan Sertifikat Halal Makanan dan Minuman di Kabupaten Dairi

For Muslims, consuming food that is halal and good (toyyib) is a manifestation of obedience and piety toward Allah. This is related to Allah’s command to humankind, as Allah states in Surah Al-Ma’idah, verse 88:

Eat of what Allah has provided for you as lawful and good sustenance, and fear Allah, in Whom alone -Him you believe (The Committee of Translators and Exegetes of the Qur’an (1967)/The Qur’an Translation Revision Team (2016–2019), 2019).

Based on an interview with Ms. Miftah, she explained: “The implementation of da’wah values in promoting halal certification in Dairi Regency is carried out by emphasizing that consuming and producing halal products is an obligation for Muslims. Although Muslims in the region are a minority, the essence of halal is universal because it prioritizes the principles of cleanliness and the common good

for the entire community; thus, non-Muslim business owners are also provided with the same services as long as they meet the existing requirements. To address the concerns of those in the micro, small, and medium enterprises (UMKM) sector who view the process as complicated, the interviewee highlighted practical benefits such as increased product value, expanded market appeal, and greater consumer trust in the products. In addition, information regarding the registration process was simplified, and emphasis was placed on the government's free quota program, which incurs no fees; consequently, the program's success now depends largely on the willingness of the business owners themselves.

The purpose of halal certification for food, medicine, cosmetics, and other products is to provide certainty regarding their halal status, thereby giving consumers peace of mind when consuming them. In line with this statement, an interview with Mr. Romagustoni revealed:

"In several halal certification outreach sessions that my colleagues and I have conducted, we have always emphasized that if one wants clarity regarding a product, they must obtain a halal certificate. The halal certification process also applies to non-Muslim business owners, provided they meet the halal certification procedures, and serves to safeguard the religious beliefs of Muslims. We also explain that halal certification is not only about complying with Islamic law but also about providing product clarity and alleviating consumer doubts regarding products offered by non-Muslim business owners. We emphasize this to ensure that our outreach efforts remain acceptable to both Muslim and non-Muslim business owners in Dairi Regency."

This study supports the findings of Muiz, Damayanti, Indra, & Marlina (2023), who found that halal certification has a significant impact on increasing sales revenue for businesses in the halal food sector. This is because when halal certification is present on products from small and medium-sized enterprises (small businesses), it boosts consumer confidence and encourages purchases, ensuring that the public is confident the products are free from items that are haram and prohibited under Islamic law (Muiz Nurul et al., 2023, pp. 156–170). Based on the interview results, Ms. Samrahwati, a PPPH representative, added:

"The integration of da'wah values into the promotion of halal certification is achieved by raising awareness about the importance of legal certainty under both state law and Islamic law for consumers, given that the sellers' personal beliefs alone are not sufficient to guarantee buyers' trust in regions with Muslim minorities, such as Dairi Regency. There are differing responses among entrepreneurs, with non-Muslim merchants tending to be more enthusiastic

about obtaining halal certification to expand their product's market reach and dispel buyers' doubts, while Muslim entrepreneurs sometimes feel that certification is unnecessary because their identity as Muslims is already considered a guarantee of halal status. To address this, I emphasize the practical benefits of halal certification for business sustainability, such as its mandatory requirement for entry into modern retail chains (Indomaret or supermarkets), the separation of halal and non-halal products on store shelves, and its role as a prerequisite for micro, small, and medium enterprise (UMKM) members to receive government training or assistance."

The strategy of da'wah, according to Al Bayanuni, consists of the guidelines and plans formulated for da'wah activities (Aziz Ali, 2019). This strategy encompasses systematic steps that govern how the message of Islam is conveyed in a targeted, efficient manner that exerts a strong influence on the recipients of da'wah. This ensures that every da'wah activity has a clear and sustainable direction, so that the primary goal of da'wah, which is to bring about positive change for both individuals and society, can be optimally achieved.

In relation to the previous definition of da'wah strategy, a prior study by Novita, Puspitasari, & Faristiana (2023) explains that a da'wah strategy is a process that organizes, directs, and determines the methods and efforts to engage the public in specific situations or conditions so that the desired goals of da'wah can be achieved to the fullest extent (Novita et al., 2023, pp. 14–27). Essentially, this da'wah strategy serves as a tactical framework that ensures messages conveying religious values are not merely conveyed but are also effectively absorbed by a diverse audience. Through the PJPJH and other parties involved in promoting halal certification, it is hoped that the objectives of this da'wah strategy can be realized. According to an interview with Ms. Miftah, Supervisor of Halal Product Assurance, she explained:

"Since I am currently the sole person responsible for administering halal product certification in this regency, I rely heavily on the assistance and collaboration of Islamic religious counselors from the Ministry of Religious Affairs' Directorate General of Islamic Guidance (Bimas Islam). So, the first da'wah strategy we implemented was to organize da'wah activities through religious study sessions, followed by a Ramadan Safari event; through these, we continue to raise awareness about halal products and halal certification. Second, some time ago, we had planned a 'Mandatory Halal' (Wajib Halal) event for October 2024. However, because the Head of the BPJPH still has more pressing matters to attend to, the event has been postponed for now. It is now scheduled to take place in June of this year. The "Mandatory Halal" campaign is carried out by going directly into the

field to conduct outreach directly to the public and business owners. Third, the campaign also involves Islamic religious counselors who distribute flyers and brochures about the initiative. We are also recruiting Halal Advisors to work directly with us so that anyone wishing to register their products can do so right at the outreach locations.”

The BPJPH's large-scale da'wah strategy leverages the PJPH as the spearhead of education and as a Halal Product Process Companion (PPPH) for business operators. The PJPH's strategy to promote halal certification in Dairi Regency involves, first, scheduling regular weekly religious study sessions at various locations that directly engage the community. Second, conducting outreach through social media platforms such as Instagram, TikTok, Facebook, and other social media channels to make the content more engaging and expand its reach. Third, the PJPH, in collaboration with the Ministry of Religious Affairs' Islamic Guidance Division (Bimas Islam), organizes Ramadan outreach activities featuring religious talks on halal products during the holy month. Fourth, in 2025, the BPJPH launched the SEHATI (Free Halal Certification) program to assist Micro and Small Enterprises (UMK) in obtaining halal certification free of charge through a self-declaration scheme. This aims to protect consumers while enhancing the competitiveness of UMKM products. The central BPJPH has also planned a “Mandatory Halal” program in response to a regulation requiring all food and beverage products produced by MSMEs to be halal-certified by 2024. However, this program has been postponed to October 2026, and prior to that, an awareness campaign for “Mandatory Halal October 2026” was conducted simultaneously across Indonesia at 1,621 locations, including in Dairi Regency (Badan Penyelenggara Jaminan Produk Halal (BPJPH), 2026).

In response to the PJPH's explanation, Mr. Romagustoni (Executive Staff of the Islamic Religious Guidance Section at the Ministry of Religious Affairs) added during an interview:

“The Ministry of Religious Affairs employs Islamic religious counselors who already have established communities they serve to promote halal certification. These counselors incorporate information on halal certification into their sermons and activities. The da'wah strategy used in this outreach involves delivering sermons directly to the community or congregations within their respective areas of responsibility. The Islamic Guidance Division consistently coordinates and collaborates with the Halal Services Task Force, Halal Supervisors, and Halal Product Process Facilitators (P3H) to oversee the halal campaign

program. The Ministry of Religious Affairs' Islamic Guidance Division also provides direct services and guidance to members of the public seeking information regarding halal certification. To support this strategy, social media (such as Instagram) and communication groups (such as WhatsApp) are used as platforms for rapid interaction between business owners, facilitators, and Ministry of Religious Affairs officials regarding the latest information”.

Figure 3. Socialization Through Lectures by PJPH and the Implementing Staff of Bimas Islam



Source: KEMENAG DAIRI. (2026). Strengthening Halal Literacy for SMEs, JPH Supervisor of the Ministry of Religion Contents Tausyiah at the Bukber PLUT Expo Dairi Regency. Retrieved June 10, 2026. (Kemenag Dairi, 2026).

Figure 4. Direct Socialization to Business Actors by PJPH



Source: KEMENAG DAIRI. (2026). Strengthening Halal Certification Services, JPH Supervisor of the Ministry of Religion Dairi Accompanies Traditional Medicine Business Actors. (Badan Penyelenggara Jaminan Produk Halal (BPJPH), 2026).

From the strategies described by the PJPH and the Ministry of Religious Affairs' Islamic Affairs Staff, P3H has adopted a different approach, though its goal remains the same: to raise awareness about halal certification for food and beverage products. Ms. Samrahwati, as a PPPH representative, explained:

“Socialization is carried out strategically through an interpersonal approach. It is conducted with people who are already known to the organization. This is considered the most effective way to build trust before explaining the urgency of halal certification. Information is disseminated gradually from one person to another within the community. It also helps people understand that by 2026, all products must have a halal certificate.”

P3H has provided direct assistance to business owners who need help with the administrative process of obtaining halal certification. Since Dairi Regency is a region with a Muslim minority, P3H focuses on identifying and engaging the limited number of Muslim business owners among the majority of non-Muslim business owners so that their products can reach a wider market once they have obtained halal certification.

Challenges and Obstacles in Socializing Halal Certificates in Dairi Regency

In implementing a da'wah strategy for the promotion of halal certification, there are inevitably some challenges and obstacles. These challenges and obstacles will help improve this outreach effort in the future. Previous research conducted by Hikmah, Fadillah, Intan, and Yunus (2025) indicates that Indonesia still faces significant challenges, particularly regarding outreach, costs, and understanding of regulations (Hikmah et al., 2025, pp. 78–89). A lack of information and education regarding the importance of halal certification leads to low levels of compliance and participation among business operators, and the perceived complexity of the process is also a major obstacle. The challenges of halal certification for microenterprises are not merely technical in nature, but are also closely tied to cultural and religious perceptions. Some business owners feel that because they are Muslim and have already applied halal principles in their traditional production processes, halal certification is not particularly important. This attitude indicates a gap in understanding between halal as defined by Islamic law (*syar'i*) and the formal legal definition of halal established by the state. Therefore, an approach is needed that can integrate religious values with legal and regulatory frameworks. Interactive dialogue among religious leaders, business owners, and halal regulators is essential to build a collective awareness that halal certification impacts not only religious practices but also the economy and business sustainability. In an interview, Ms. Miftah, a Halal Product Assurance Supervisor, explained:

"The main challenges in promoting halal certification in Dairi Regency, which is a region with a Muslim minority, include technical obstacles at the MSME level and regarding public facilities. Micro-business owners often struggle to meet the requirements because they lack a halal supervisor (a Muslim employee) and are reluctant to separate production kitchens from personal kitchens, as this is considered too complicated. On the other hand, slaughterhouses face sterility issues, where unsanitary slaughtering areas and distribution routes that still pass through non-halal meat sales areas increase the risk of cross-contamination. Although outreach via social media has provided technical assistance, low public awareness and limited information reach pose additional obstacles."

The challenges and obstacles encountered vary depending on the location of outreach efforts and the differing responses from business operators. Based on an interview with Ms. Samrahwati, a Halal Product Process Facilitator, she explained:

“The challenge I often encounter is the discrepancy between the ingredients registered (administratively) and those actually used at the business location. This requires even more thorough verification and guidance, necessitating repeated inspections of the ingredients used by business operators. Furthermore, as a P3H, the challenges include travel distances and stricter procedures effective in 2025. P3Hs are required to visit the location in person to take photos with the business operator and their products. This poses a major challenge, especially for businesses located outside the subdistrict, which are far away. As for obstacles, some business owners may find the numerous questions and detailed inspections regarding the brands of raw materials (such as salt or cooking oil) burdensome or complicated. This sometimes causes business owners to delay the halal certification process, even though they were initially eager to pursue it; however, due to these factors, they end up postponing it.”

In the context of existing challenges and obstacles, more intensive outreach efforts are needed to convince business owners and the public that halal certification has a positive correlation with increased consumer trust and the economic value of products (i.e., product sales). Additionally, these efforts aim to enhance small and medium-sized enterprises' (small business owners) understanding of the technical registration procedures, which are often perceived as complex by the general public. The outreach strategy implemented by BPJPH through PJPH, the Ministry of Religious Affairs' Islamic Guidance Division (Bimas Islam), and P3H in Dairi Regency continues to address these challenges and obstacles through ongoing education, so that halal certification is not viewed merely as an administrative burden, but rather as a moral responsibility and a business opportunity for the benefit of business owners and the public.

D. CONCLUSION

Dakwah strategy implemented by the Halal Product Guarantee Agency (BPJPH) in Dairi Regency serves not merely as a means of fulfilling formal bureaucratic requirements, but as a genuine manifestation of integrated dakwah through both words and deeds. Amid the sociological reality of Dairi Regency, which is religious yet places Muslims in a minority position, the BPJPH has succeeded in reinforcing the essence of Islamic da'wah as a universal blessing (rahmatan lil 'alamin). Strong institutional synergy between the Halal Product Assurance Supervisor (PJPH), the Halal Task Force/Islamic Community Guidance Section, and the Halal Product Process Facilitators (PPPH) serves as the main pillar

in disseminating Allah SWT's command in Surah Al-Ma'idah, verse 88, to consume food that is both halal and wholesome (*thayyib*). The values of this *da'wah* are extensively embedded into the cultural fabric of society through sermons at weekly religious study sessions, Ramadan outreach programs, and heart-to-heart interpersonal interactions by halal advisors—all aimed at raising public awareness of the importance of safeguarding one's faith through the consumption of food that is pure and free from doubt.

These *da'wah* activities also serve to harmonize theological considerations with practical economic benefits for owners of small and medium-sized enterprises (UMKM) and micro-enterprises. The BPJPH has successfully shifted the perception that halal product certification is not merely an administrative burden on the state, but rather a form of moral responsibility that producers owe to consumers. Halal certificates, whether issued through the self-declaration (SEHATI) scheme or the regular certification process, serve as tangible evidence of this structural *da'wah*, providing legal certainty, reassuring Muslim consumers, and enhancing market value and consumer confidence. Interestingly, this outreach has also resonated with non-Muslim business owners, who have welcomed halal certification as a means to expand their market reach, reflecting that the values of Islamic goodness are universally accepted.

Nevertheless, the spread of Islam in these minority regions continues to face the challenges of cultural resistance and fairly complex geographical obstacles. There remains a gap in understanding, as some Muslim business owners feel that their personal Islamic identity automatically guarantees the halal status of their products, rendering formal certification unnecessary. Technical obstacles such as reluctance to separate private production kitchens and the risk of cross-contamination in public facilities (RPH) also pose a unique challenge to the purity of halal products. Therefore, the long-term success of implementing "Mandatory Halal" in Dairi Regency ultimately depends heavily on the consistent "jihad" of education and sustained *da'wah* from halal advocates, which must be balanced by the growing collective spiritual awareness among business owners to honor the Muslim community through products with guaranteed halal status.

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