

Research Article

Halal Certification and Product Rebranding: A Strategy to Increase Sales at the Halal Chicken Soto Center of Tamanan, Kediri

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Abstract: This study presents a comprehensive analysis of the synergistic impact of halal certification and product rebranding efforts on increasing sales at the Halal Chicken Soto Center of Tamanan, Kediri. Using a case study approach, the research examines how the implementation of halal certification—initially perceived as a form of religious compliance and consumer protection—has evolved into a strategic competitive advantage. When combined with rebranding initiatives, including visual improvements and enhanced communication, halal status becomes an attractive value proposition for consumers. The findings indicate that the integration of these two strategies not only strengthens consumer trust and expands market reach but also makes a tangible contribution to increased sales. This demonstrates that for culinary Micro, Small, and Medium Enterprises (MSMEs), halal certification supported by effective rebranding can serve as a strategic approach to optimizing sales growth potential, while simultaneously contributing to the development of Indonesia's Islamic economic ecosystem.

Keywords: Consumer Trust; Halal Certification; Micro Enterprises; Product Rebranding; Sales.

1. Introduction

Indonesia, as a country with a Muslim-majority population reaching approximately 87.18% of its total population, inherently has a very large demand for halal products. For Muslim consumers in Indonesia, the need for halal assurance is not merely a matter of preference but a fundamental religious obligation. This condition positions Indonesia as a highly significant and strategic domestic market within the global halal industry. The assurance of halal products functions not only as a form of consumer protection but also as a determinant of trust and purchasing decisions in everyday consumption, especially in the food and beverage sector (Warto & Samsuri, 2020; Marzuki & Hanafi, 2015).

At the global level, the halal industry continues to experience rapid growth. Projections indicate that global halal food and beverage consumption is expected to reach approximately USD 1.38 trillion by the end of 2024. Within this global market, Indonesia holds a crucial position as one of the largest consumers, with consumption values reaching around USD 173 million. This figure highlights not only the vast domestic market potential that has yet to be fully optimized, but also the significant economic opportunities available for business actors in Indonesia. The large Muslim population, combined with the steady expansion of the global halal industry, makes halal certification not merely a matter of regulatory compliance, but a powerful economic driver and a strategic necessity for Micro, Small, and Medium Enterprises (MSMEs). In this context, halal certification transforms compliance into a market-access and growth strategy that supports both national economic development and individual business sustainability (Ilham, 2022; Japar et al., 2024).

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MSMEs constitute the backbone of the Indonesian economy, contributing approximately 60% to the national Gross Domestic Product (GDP) and playing a vital role in employment creation. In an increasingly dynamic and digitalized market environment, the ability of MSMEs to adapt and innovate is essential for maintaining competitiveness and ensuring long-term business sustainability. Engagement in halal standards allows MSMEs to directly tap into an existing and continuously growing market while simultaneously aligning economic development with religious and ethical values. Consequently, halal certification emerges as a fundamental business strategy that enhances market relevance, strengthens consumer confidence, and supports inclusive economic growth (Warto & Samsuri, 2020).

In today's highly competitive market, consumers are faced with a wide range of product choices. Food, as a basic human need, is closely linked to perceptions of safety, quality, and satisfaction. A sense of comfort and peace often arises when consumers are confident that the food they consume is fully guaranteed in terms of ingredients, processing, and halal status. In Indonesia, discussions surrounding halal assurance in food consumption remain highly relevant and urgent, given that the majority of the population is Muslim. Substantively, however, the principles of halal and quality food are not exclusive to Muslim consumers but are universally applicable, benefiting society as a whole by ensuring safety, hygiene, and ethical production standards (Marzuki & Hanafi, 2015).

Responding to these developments, Indonesia has taken increasingly concrete steps to implement halal certification across a wide range of products. Initially focused on food and beverages, halal certification has expanded to include pharmaceuticals, cosmetics, and other consumer goods. Government oversight of both domestically produced and imported products continues to be strengthened to ensure compliance with halal standards. These efforts reflect the growing recognition of halal certification as an integral component of consumer protection, market regulation, and economic strategy at the national level (Japar et al., 2024).

From a business perspective, sales performance is influenced by both internal and external factors. Internal factors include a firm's ability to manage products, pricing and promotion policies, and the selection of distribution intermediaries. External factors, which are beyond the direct control of businesses, encompass national and global economic conditions, government policies in trade and monetary affairs, and the overall competitive market environment. Within this framework, strategies such as halal certification and rebranding become critical tools for MSMEs to strengthen their internal capabilities while responding effectively to external market pressures (Cahyaningrum & Nurtjahjadi, 2024; Arifin et al., 2024).

Against this backdrop, the Halal Soto Ayam Tamanan Center in Kediri represents a compelling case study. As part of local initiatives responding to the dynamics of the halal industry, the Soto Ayam Bok Ijo Tamanan culinary center was officially designated as the first halal culinary destination in East Java in September 2023. This designation marked a significant milestone in the development of a regional halal ecosystem. The center consists of 68 members organized under a community association, with nine food stalls operating within the central area and the remaining members spread across Mojoroto District, Kediri City, and Pesantren District. In 2023, the Kediri City Government, in collaboration with Bank Indonesia and academic institutions, launched the Halal, Safe, and Healthy Culinary Zone (Kawasan Halal, Aman, dan Sehat/KHAS). As part of this initiative, halal labels were installed on the vendors' food carts, signaling that all stages—from raw material selection and slaughtering processes to food preparation and serving—comply with halal standards (Website Resmi Pemerintah Kota Kediri, 2025).

The provision of halal labels at the Soto Ayam Tamanan Center offers comprehensive assurance to consumers by covering the entire production chain. This assurance strengthens consumer trust and reinforces the perception of quality and safety associated with the product. Importantly, this initiative is not the result of isolated efforts but rather a strong multi-stakeholder collaboration involving the Kediri City Government, Bank Indonesia Kediri, the Soto Tamanan Association, and Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. Such collaboration reflects an integrated support model for MSMEs and illustrates a shift from individual product certification toward a localized "halal ecosystem" approach. This collective strategy has the potential to reduce individual certification barriers faced by fragmented MSMEs and serves as a best-practice model that can be replicated in other regions (Japar et al., 2024).

Within this ecosystem framework, rebranding plays a complementary role by enhancing visual identity, communication strategies, and consumer perception. Rebranding efforts,

particularly when aligned with halal certification, can significantly influence consumer trust, brand image, and purchase intention. Prior studies have demonstrated that rebranding, product innovation, and improved packaging design positively affect consumer perception and repurchase interest, thereby strengthening overall sales performance (Agung et al., 2022; Cahyaningrum & Nurtjahjadi, 2024; Arifin et al., 2024).

Accordingly, the primary objective of this study is to analyze in depth how halal certification and product rebranding strategies can synergistically enhance sales performance among culinary MSMEs, using the Halal Soto Ayam Tamanan Center in Kediri as a representative case. The expected benefits of this research are multifold. Practically, it aims to provide applicable strategic guidance for culinary MSMEs across Indonesia. From a policy perspective, it offers constructive recommendations for local governments and related stakeholders in supporting the development of halal-oriented MSMEs. Academically, this study contributes to the literature on halal certification, rebranding, and MSME development by providing empirical insights into the integration of religious compliance, branding strategy, and market performance within the context of Indonesia's growing halal economy.

2. Research Method

This study examines in depth the role of halal certification and product rebranding in increasing sales at Soto Tamanan, Kediri City. The research adopts a qualitative approach in order to provide a richer and more comprehensive understanding of the phenomenon under investigation. Qualitative data are utilized to capture perceptions, experiences, and meanings related to halal certification and rebranding strategies from the perspectives of various stakeholders.

The type of research employed is a case study approach. This approach is chosen to explain the causal relationships between variables while simultaneously offering a holistic and detailed portrayal of the specific research object, namely Soto Tamanan in Kediri City. Through the case study method, the research seeks to explore how halal certification and rebranding interact within a real-world business context and how this interaction influences sales performance.

The research design consists of several interrelated stages. The first stage involves a preliminary study and conceptual exploration, including an extensive literature review on halal certification, rebranding, consumer behavior, and the culinary industry. Initial interviews are conducted with the owners or association members of Soto Tamanan, as well as several potential consumers, to obtain an initial overview of the phenomenon and to formulate preliminary assumptions. The second stage focuses on data collection through consumer surveys aimed at measuring perceptions of halal certification, brand image after rebranding, and purchase intentions. In addition, in-depth interviews are conducted with the owners or managers of Soto Tamanan, marketing personnel (if available), representatives of halal certification institutions, and selected consumers in order to explore their experiences, motivations, challenges, and personal perceptions. Participatory observation at the business location is also carried out to gain contextual insights into daily operational practices. The third stage involves data analysis and interpretation, in which the collected data are systematically analyzed and integrated to generate comprehensive conclusions.

The qualitative population in this study includes the owners or managers of Soto Tamanan, representatives of halal certification institutions (such as MUI Kediri or BPJPH), and consumers who have experience related to halal certification and product rebranding. Primary data are obtained directly from informants through interviews and observations, while secondary data are sourced from literature reviews, scientific journals, news articles, and data published by relevant institutions.

3. Results and Discussion

Halal Certification as a Pillar of Trust and Market Access

Halal certification constitutes a formal process through which a product or service is officially recognized as complying with halal standards set by authorized institutions. This process involves a comprehensive audit of the entire production chain, encompassing the selection of raw materials, production methods, storage, and distribution of the final product, while also ensuring cleanliness, safety, and compliance with Islamic legal principles. In the context of Indonesia, the urgency of halal certification is exceptionally high due to the Muslim-majority population and the constitutional mandate for the state to protect the rights

of Muslim consumers to access halal-assured products. Since 17 October 2019, halal certification has been legally mandated for business actors producing, importing, or distributing products in Indonesia, with full enforcement for food and beverage products effective from 17 October 2024. Non-compliance may result in administrative sanctions, including written warnings, fines, and product withdrawal from the market. This regulatory shift has fundamentally transformed halal certification from a voluntary marketing attribute into a critical legal and operational requirement for food and beverage MSMEs, positioning compliance not only as a growth strategy but also as a prerequisite for business survival and sustained market access (Adiwijaya, 2019; Ilham, 2022).

The legal foundation governing halal product assurance in Indonesia is primarily established through Law No. 33 of 2014 on Halal Product Assurance, which is further reinforced by Government Regulation No. 31 of 2019 and Minister of Religious Affairs Regulation No. 26 of 2019. These regulations provide detailed technical and procedural guidelines for the implementation of halal certification nationwide. The Badan Penyelenggara Jaminan Produk Halal (BPJPH), established in October 2017 under the Ministry of Religious Affairs, serves as the central authority responsible for managing the halal assurance system. BPJPH holds comprehensive authority, including policy formulation, standard setting, issuance and revocation of halal certificates, and supervision of halal compliance. In executing these responsibilities, BPJPH collaborates with the Majelis Ulama Indonesia (MUI) and Halal Inspection Bodies (Lembaga Pemeriksa Halal/LPH), such as LPPOM MUI. Within this tripartite framework, BPJPH functions as the administrator, LPH conducts technical audits and inspections, and MUI—through its Fatwa Commission—issues religious rulings on product halal status. Although this multi-stakeholder structure may appear complex, it is designed to ensure comprehensive oversight and legitimacy across administrative, technical, and religious dimensions, thereby strengthening consumer trust and institutional credibility when effectively coordinated and transparently implemented (BPJPH, 2025; Adiwijaya, 2019).

Beyond domestic coordination, BPJPH actively engages in inter-ministerial collaboration with agencies such as the Ministry of Industry, the Ministry of Trade, and the Ministry of Health to reinforce halal assurance implementation. BPJPH also participates in international cooperation on halal assurance, reflecting Indonesia's strategic ambition to position itself as a global halal product hub. This institutional commitment enhances the credibility of Indonesia's halal ecosystem while opening broader market opportunities for MSMEs seeking to expand beyond domestic boundaries (BPJPH, 2025).

For culinary MSMEs, the halal certification process requires the prior implementation of a Halal Assurance System (Sistem Jaminan Halal/SJH) in accordance with HAS 23000 criteria. This system ensures that all production processes and inputs consistently comply with halal standards. The certification procedure generally begins with the submission of an application and supporting documents to BPJPH, which can now be completed online through the official halal portal. Business actors then select an accredited LPH, such as LPPOM MUI, to conduct halal inspections and audits. Required documentation includes the SJH manual, production flowcharts, business legality documents, evidence of halal management team competence, and records of internal SJH audits. Upon document verification, the LPH conducts an on-site halal audit to assess compliance with halal requirements, including ingredient verification and hygiene standards. Audit results are forwarded to the MUI Fatwa Commission for a halal determination, after which BPJPH issues the official halal certificate based on the fatwa decision (Septina et al., 2015; Ilham, 2022).

Empirical findings from previous studies indicate that halal certification significantly enhances consumer trust, improves supply chain transparency, and optimizes operational performance. Halal certification not only assures consumers of product compliance with religious requirements but also signals quality, safety, and ethical production practices, which collectively influence purchasing decisions. For MSMEs, particularly in the culinary sector, halal certification has been shown to positively affect brand credibility and market acceptance, ultimately contributing to increased sales performance and business sustainability (Halik et al., 2025; Adhari, 2021). In this sense, halal certification operates as both a compliance mechanism and a strategic asset, enabling MSMEs to strengthen their competitive position while aligning business practices with religious values and national regulatory frameworks.

Taken together, these findings underscore that halal certification in Indonesia functions as a foundational pillar for building consumer trust and expanding market access. When supported by effective institutional coordination and clear procedural guidance, halal certification empowers culinary MSMEs to transform regulatory compliance into a source of

strategic advantage. This transformation is particularly relevant within a rapidly growing halal economy, where trust, legitimacy, and standardized assurance increasingly determine market success and long-term business resilience.



Government Support for MSMEs in Halal Certification

The Indonesian government has demonstrated strong commitment to supporting Micro, Small, and Medium Enterprises (MSMEs) in the halal certification process. Special attention is given to MSMEs producing low-risk products with simple production processes through the self-declare mechanism, which allows business actors to declare product halal status under supervision. This mechanism is facilitated by Halal Product Process Assistants (Pendamping Proses Produk Halal / PPH), who guide MSMEs to ensure compliance with halal requirements. In addition, the government has introduced a free halal certification program known as Sehati, specifically targeting MSMEs that meet certain criteria, such as possessing a Business Identification Number (Nomor Induk Berusaha / NIB) and producing low-risk products. The introduction of the self-declare pathway and the Sehati program reflects the government's recognition of the unique challenges faced by MSMEs, particularly financial constraints and procedural complexity. This policy direction indicates a strategic shift toward building an inclusive halal ecosystem by lowering compliance barriers and accelerating MSME participation, ultimately strengthening the national halal industry (Latifah et al., 2023; Ilham, 2022; Maksudi et al., 2023).

Product Rebranding: Building Image and Competitiveness

Rebranding is a strategic process involving changes or renewals in a brand's visual and/or corporate identity. These changes may include modifications to logos, color schemes, slogans, brand names, or even the company's vision and mission. The primary objective of rebranding is to reintroduce the brand to the public with a renewed image, creating a fresher, more relevant, and more positive perception among consumers. Companies engage in rebranding for several reasons, including updating outdated brand images to align with evolving market trends, expanding target markets to reach new customer segments, repairing damaged reputations, responding to mergers or acquisitions, and enhancing competitiveness in increasingly crowded markets by emphasizing unique value propositions (Cahyaningrum & Nurtjahjadi, 2024; Ratnawati & Herlina, 2015; Pattiwael, 2015).

Synergy between Halal Certification and Rebranding in Increasing Sales

Impact of Halal Certification on Sales and Consumer Trust

Halal certification has been empirically shown to exert a significant positive impact on sales performance, particularly for MSMEs operating in Muslim-majority countries such as Indonesia. Case-based evidence indicates that halal-certified MSMEs have experienced sales increases ranging from 10% to 40%, driven by heightened consumer confidence and expanded market reach. The primary mechanism underlying this impact is consumer trust. For Muslim consumers, halal certification serves as a formal assurance that products are safe, hygienic, and compliant with Islamic principles from raw material sourcing to production and serving processes. Modern consumers increasingly associate halal labels not only with religious compliance but also with higher quality and cleanliness standards, which in turn fosters repeat purchases and customer loyalty (Adhari, 2021; Maksudi et al., 2023; Diyah et al., 2022).

Beyond trust, halal certification also facilitates broader market access at both domestic and international levels. Certified products are more readily accepted in Muslim-majority markets such as Malaysia and Middle Eastern countries, thereby opening export opportunities and enhancing global competitiveness. As a result, halal certification functions as a value-adding attribute that strengthens brand image and differentiates products within highly competitive markets (Ibrahim & Fauziah, 2023).

Impact of Rebranding on Sales and Brand Perception

Rebranding, when strategically executed, also delivers substantial positive effects on sales growth and brand perception. Empirical studies demonstrate that successful rebranding initiatives can increase sales by more than 30%, reflected in higher transaction volumes and increased revenue shortly after implementation. Rebranding refreshes brand identity, making it appear more modern, attractive, and distinctive. Visual improvements such as memorable logos and appealing packaging play a critical role in differentiating products from competitors and capturing consumer attention. Moreover, rebranding contributes to reshaping public perception, particularly for brands burdened by outdated or negative images, and enhances emotional attachment between consumers and brands (Agung et al., 2022; Putri et al., 2024).

Rebranding also supports customer retention by reinforcing loyalty among existing consumers. By delivering improved brand experiences and consistent identity, rebranding strengthens consumer-brand relationships, encouraging repeat purchases and word-of-mouth promotion. Ultimately, successful rebranding not only boosts sales and profitability but also builds long-term brand equity and a distinctive market position (Putri et al., 2024; Cahyaningrum & Nurtjahjadi, 2024).

Strategic Integration at the Halal Soto Ayam Tamanan Center, Kediri

The integration of halal certification and product rebranding generates a powerful value proposition, particularly for culinary MSMEs. Halal certification establishes a strong foundation of trust and legitimacy while expanding market access, whereas rebranding enhances visual appeal, brand relevance, and differentiation. For the Halal Soto Ayam Tamanan Center in Kediri, the designation as a collective “halal culinary destination” already provides a substantial trust-based advantage. To further optimize sales growth, rebranding can be implemented at two interconnected levels.

At the collective level, rebranding the Halal Soto Ayam Tamanan Center as a whole can strengthen its image as a modern, comfortable, and attractive halal culinary destination through unified area branding, joint promotions, and improved public facilities. At the individual MSME level, each vendor can undertake product-level rebranding, such as updating cart logos, improving takeaway packaging designs, and utilizing social media to highlight product uniqueness and heritage. These efforts should be tailored to MSME characteristics, including limited capital, human resource constraints, and intense competition (Agung et al., 2022).

To address these challenges, several strategic measures are essential. MSMEs should actively leverage government support programs such as Sehati and the self-declare mechanism to reduce certification costs and administrative burdens. Digital marketing optimization offers a cost-effective promotional alternative, utilizing social media platforms and online food delivery services to enhance visibility. Emphasizing local heritage and culinary authenticity, particularly the legendary status of Soto Ayam Bok Ijo Tamanan, further differentiates the product. Continued multi-stakeholder collaboration among local government, financial institutions, universities, and MSME associations remains crucial for capacity building, training, and access to financing (Ilham, 2022; Maksudi et al., 2023).

Empirical observations at the Halal Soto Ayam Tamanan Center indicate that halal certification has significantly increased consumer confidence and purchasing intention. Consumers report greater assurance regarding hygiene, halal compliance, and product quality, aligning with the halal and thayyib principles valued by Muslim consumers. This trust has translated into higher customer loyalty, repeat purchases, and positive word-of-mouth recommendations. Rebranding initiatives have further amplified these effects by providing clearer brand identity, stronger emotional engagement, and improved customer satisfaction. Business owners report notable sales growth driven by both returning customers and new consumers attracted by the refreshed brand image. Collectively, the synergy between halal certification and rebranding has not only increased short-term sales but also laid a strong foundation for long-term growth and leadership within the halal culinary sector in Kediri (Adhari, 2021; Putri et al., 2024; Ibrahim & Fauziah, 2023).

4. Conclusion

Halal certification and product rebranding are two complementary business strategies with significant potential to increase sales, particularly for Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector. Halal certification, which has now become a legal obligation in Indonesia, serves as a central pillar in building trust among Muslim consumers, ensuring product quality throughout the entire value chain, and expanding access to broad domestic and international markets. It is no longer merely a competitive advantage, but a fundamental prerequisite for business sustainability.

On the other hand, product rebranding functions as a strategic tool to renew brand image, enhance visual appeal, and differentiate products within an increasingly competitive market. Effective rebranding can reshape consumer perceptions, attract new audiences, and strengthen customer loyalty. When these two strategies are integrated, they create a powerful value proposition: products that are not only guaranteed to be halal but also possess an appealing and relevant brand identity.

The case of the Halal Soto Ayam Tamanan Center in Kediri illustrates how collective initiatives in halal certification can form a strong foundation for business development. By leveraging its status as the first halal culinary destination in East Java, this center holds a unique opportunity to amplify its competitive advantage through well-planned rebranding strategies. Addressing MSME challenges such as limited capital and digital literacy through government support and the optimization of digital marketing will be key to the success of this synergy in driving sales growth and fostering the development of the Islamic economy in Kediri.

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