

## ABSTRACT

Government Regulation No. 39 of 2021 states that the inclusion of halal labels on MSMEs can currently be done in 2 ways, namely self-declare and regular. However, the results of the pre-survey show that 29 out of 50 MSMEs in Semarang still do not have a halal certificate. The presence of PP No. 39 of 2021 is relatively new because the policy has been running for approximately one year. As far as the author's knowledge and observations, research on ownership preferences for the inclusion of halal labels is still very limited because research related to halal labels is usually carried out from the consumer side. Therefore, this study aims to analyze the influence of religiosity factors, halal awareness, economic motives, brand image, and management procedures on producer decisions in the inclusion of halal labels on processed food products.

The population in this study is the perpetrators of MSMEs processed food products in the city of Semarang. The sampling technique of non-probability sampling is purposive sampling, for samples from the population that meet the requirements. This research was conducted by distributing questionnaires to 100 respondents of MSMEs in processed food products in the city of Semarang. The research method uses binary logistic regression analysis.

The results of the study partially show that the variables of religiosity, halal awareness, economic motives, and brand image have a positive effect on the decision to include halal labels with the self declare method, the brand image variable has the strongest effect compared to other variables. The results of the study simultaneously showed that there was an influence on the decision of the MSME actors for processed food products to include halal labels.

*Keywords:* Halal label, MSME actors, self declare, regular, religiosity, halal awareness, economic motives, brand image, management procedures.

