

ABSTRACT

This study aims to analyze the effectiveness of the Walisongo Halal Center Semarang Halal Product Process Assistance Institution (LP3H) in supporting the self-declare halal certification program for Micro and Small Enterprises (MSEs) in Semarang City within the halal ecosystem framework. The research focuses on three indicators of organizational effectiveness as defined by Steers: goal attainment, integration, and adaptation. This study is significant because the success of halal certification is determined not only by the number of certificates issued but also by the LP3H's institutional capacity to foster connections among stakeholders, coordinate assistance, and adapt to the dynamics of the halal ecosystem.

This research employs a descriptive qualitative approach using a case study method. Data were collected through semi-structured interviews, observation, and documentation. Informants included the secretary of the Walisongo Halal Center Semarang LP3H, halal product process assistants (P3H), MSE owners, and relevant officials from the Semarang City Food Security Agency, the Cooperative and MSE Agency, and the Industry Agency. Data analysis was conducted interactively through data reduction, data display, and conclusion drawing, with data validity verified via method triangulation.

The results indicate that the Walisongo Halal Center Semarang LP3H is relatively effective in achieving its goals and adapting to field needs through the provision of assistance, the use of support systems, and the strengthening of the assistant legitimacy. Within the halal ecosystem, the LP3H acts as a connecting node among the Halal Product Assurance Organizing Agency (BPJPH), P3H personnel, local government, and MSEs, facilitating a more coordinated halal certification process. However, regarding cross-sector integration, challenges remain specifically suboptimal coordination, sectoral ego, and trust issues with certain external parties. Overall, the Walisongo Halal Center Semarang LP3H is considered effective, yet it requires strengthened external coordination to optimize its role within the halal ecosystem.

Keywords: organizational effectiveness, LP3H, self-declare halal certification, halal ecosystem, MSEs.