

THE IMPACT OF HALAL CERTIFICATION AND PACKAGING INNOVATION ON IMPROVING THE ECONOMY OF REFILLED WATER MSMES IN LHOKSEUMAWE CITY

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Abstract

The purpose of this study is to examine the influence of awareness, halal certification, packaging innovation, on economic empowerment and the role of halal certification, packaging innovation as a mediating variable between the influence of awareness on economic empowerment in Lhokseumawe City. This research is a quantitative research. The sampling technique uses the sampling census technique (saturation sample) with a total of 37 respondents who are refilling water business in the Lhokseumawe city. The analysis test tool used is SmartPLS 3 with the SEM (Structural Equation Modeling) analysis method. The results of the study stated awareness has no positive and significant effect on halal certification, awareness has no positive and significant effect on packaging innovation, and economic empowerment, halal certification has no positive effect on economic empowerment, packaging innovation has a positive effect on economic empowerment. However, the halal certification variable does not mediate the influence of awareness on economic empowerment and the packaging innovation variable is able to mediate awareness of economic empowerment in refill water business in Lhokseumawe City.

Keywords: *Awareness, halal certification, Packing, Economic Empowerment*

INTRODUCTION

With the changing times, awareness of halal products has become a crucial factor in the global economy in many countries, including Indonesia. Halal certification is key to meeting consumer demand for halal products. Meanwhile, MSMEs have significant opportunities to grow and contribute to the economy, but they face challenges in implementing halal certification and innovating to meet increasingly competitive market demands. This aligns with government policies aimed at protecting consumers in Indonesia. Based on the JPH Law No. 33 of 2014 concerning halal product guarantees, all imported and exported products, as well as those traded in Indonesia, must have halal certification by 2024.(Fauziah, Diana and Diah Fakhriyyah, 2023)The obligation to be halal certified began to be implemented on October 17, 2019, with a gradual implementation. Initially focused on food and beverages, it was later expanded to include cosmetics, medicines, and medical devices. Over the next five years, the ministry will actively provide information and assistance to facilitate halal certification for businesses. Products that do not have halal certification will not be immediately subject to sanctions but will be given until October 17, 2024, to meet the certification requirements.(Faridah, 2019) Aceh Province has implemented Islamic law and established Aceh Qanun No. 8 of 2016 concerning the Halal Product Assurance System (SJPH). This regulation aims to provide comfort, security, safety, and legal protection for the people of Aceh and all Muslims regardless of origin and social class, as well as increase added value for business actors. Based on data obtained from the Lhokseumawe City Department of Industry and Trade (DISPERINDAG), there are 500,000 MSMEs in Lhokseumawe City, which are currently growing by 2023.

Table 1
Halal-certified MSME data

No.	Subdistrict	MSME Data from the Department of Industry and Trade	LPPOM MPU Aceh MSME Data
1.	Banda Sakti	32	3
2.	Blang Mangat	4	3
3.	Muara Satu	5	4
4.	Muara Dua	26	3
	Amount	67	13
Total number		80	

Source: Lhokseumawe Cooperative and MSME Service and MPU SJPH Aceh (Data processed, 2023)

Based on Table 1.1, only 80 MSMEs in Lhokseumawe City have halal certification, according to data from the Department of Industry and Trade and the Aceh Food and Drug Authority (LPPOM MPU) in 2023. This compares to very few MSMEs with halal certification out of a total of 500,000 MSMEs in Lhokseumawe City. This is due to MSME owners' reluctance to obtain halal certification for their products due to costs and a lack of understanding of the process. Previous empirical studies also stated that MSME actors are reluctant to take care of halal certification due to several factors, the lack of knowledge of MSME actors regarding halal certification is due to the lack of socialization of LPPOM MUI to MSME actors, the mindset of MSME actors regarding halal certification is lacking due to the lack of assistance provided by related parties to MSME actors. (Fuadi and Razali, 2023). The water refill business has grown significantly, particularly to meet the public's need for clean drinking water. The water refill business continues to grow in line with the growing demand for clean water. Many water refill businesses have opened in various cities, including Lhokseumawe, where people are increasingly interested in refilling water rather than cooking it at home. This has resulted in sustainable growth in the water refill business. (Kurniawan, Syahputra and ..., 2022) The existence of a refillable water business can open up new business opportunities, as can be seen from the development of refillable water businesses in the center of Lhokseumawe city.

Table 2
Refill Water Business Data

No.	Subdistrict	Amount
1.	Banda Sakti	22
2.	Blang Mangat	0
3.	Muara Satu	7
4.	Muara Dua	8
	Amount	37

Source: Lhokseumawe City Department of Industry and Trade (Data processed, 2023)

It can be concluded that the growth of refillable water businesses in Lhokseumawe city is very rapid with a total of 37 businesses from 4 sub-districts, namely, Banda Sakti, Muara Satu, Muara Dua, and Blang Mangat. An interesting fact is that refillable water businesses in Lhokseumawe city do not yet have halal certification. From the results of field observations found by researchers, only one refillable water business has been halal certified, the rest only have a sales permit and laboratory testing. The reason why refillable water businesses have not processed halal certification is because it is hampered by costs, understanding of halal certification for refillable water businesses is still minimal, because they assume that the water they sell is already clean. According to the head of cooperatives and MSMEs, Mr. Jafaruddin, SE, obtaining halal certification in major cities costs around 7 million rupiah. However, in Lhokseumawe, MSMEs can apply for halal certification for free, but they don't take advantage of it. They believe that in Aceh, a region that implements Sharia law, halal certification is unnecessary. This is different in cities like Bandung, Yogyakarta, and Bali, where tourists prefer establishments with halal certification because they believe the products are hygienic and the ingredients are guaranteed. While the cooperatives office provides funds for free halal certification registration, MSMEs remain reluctant to participate in the program. Lhokseumawe City is a city located in Aceh province, this city is right in the middle of the Sumatra route, located between Banda Aceh and Medan, making this city a vital distribution and trade route in Aceh. Therefore, it is very important to utilize halal-certified

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MSME products to improve and develop the economy, because this sector is one of the sources of the regional economy. MSMEs also play a vital role in the cooperative and people's economy, such as being key actors in economic activities, providing jobs, contributing to local economic development and community empowerment, being a source of innovation, creating new markets, and helping balance economic activities. The concept of awareness refers to the understanding and perception of an issue, which plays an important role in decision making. (Ambali and Bakar, 2014) The motivation for profit can be understood as how MSMEs assess the benefits of producing halal or halal-certified food. The benefits of producing halal food include increased market share and competitiveness, business growth, and business development. MSME consumers are highly aware of checking the halal status of products before purchasing. Halal certification for food products not only benefits producers but also provides certainty to Muslim consumers regarding the halal status of the products they consume. (Rofiullah, Shiddiqi and Safithri, 2021).

Empowering micro, small, and medium enterprises (MSMEs) has the potential to create new jobs and increase community income, even during times of crisis. The government actively supports the development of MSMEs to absorb more labor. Given the crucial role of MSMEs in growing into strong and independent businesses, the definition of empowerment in Constitution No. 20 of 2008 concerning MSMEs is a collaborative effort between regional governments, the business world, and the community to create a climate and support the development of MSMEs, thereby achieving independence and business resilience. (Sudrajat, 2018) Therefore, in order to remain competitive, companies and MSMEs must implement innovation. Innovation can increase product value and provide better solutions for consumers through the development of new products. (Pattipeilohy, 2018) If innovation in packaging design is successful, it will generate profits, increase market share, and have a positive impact on market performance. (Cyasmoro and Talumantak, 2021) This is key to maintaining sustainability by generating good business, meeting consumer needs, and driving economic growth. The obligation to halal certification regulated by UUJPH marks the emergence of a halal trend in products in Indonesia, with the aim of enabling these products to compete more favorably, especially compared to products that are not halal certified. (Ningrum, 2022). Competitive advantages that also reflect the importance of halal certification can be briefly grouped into several aspects, including, Authority, Confidence, competitive advantage, quality, and international acceptance and market identity. (Akim et al., 2019).

RESEARCH METHODOLOGY

The population in this study is 37 refillable water businesses in the city of Lhokseumawe according to data obtained from the Department of Industry and Trade in 2023. This study uses a quantitative approach where this study uses numbers in the analysis and drawing conclusions. The sample selection uses the census sampling method (saturated sample). Census sampling is a method of data collection when all elements of the population are investigated one by one. So the sample used in this study amounted to 37 refillable water businesses in the city of Lhokseumawe where the entire population is the sample. Data collection uses questionnaires or questionnaires and documentation, In the questionnaire given to respondents using a Likert scale. This study consists of three types of variables: one dependent variable, namely Awareness, one independent variable, namely Economic Empowerment, and two intervening variables, namely Halal Certification and Packaging Innovation. This research model uses a structural model, namely the equation statistical analysis technique of regression or path analysis. Which aims to test the direct and indirect relationships between variables. Instrument testing is carried out with validity and reliability tests. In this study, it was conducted with convergent validity. (Hair et al., 2014).

RESULTS AND DISCUSSION

Respondent Description

Table 3
Respondent Description

No	Business Actor Profile	Description	Amount	Percentage (%)
1	Gender	Man	31	84%
		Woman	6	16%
2	Age	20 - 30 Years	15	41%
		31 - 40 Years	5	14%
		41 - 50 Years	10	27%
		> 50 Years	7	19%
3	Level of education	Elementary School	2	5%
		JUNIOR HIGH SCHOOL	2	5%
		SENIOR HIGH SCHOOL	23	62%
		S1	10	27%
4	Monthly Income	500,000 - 1,000,000	1	3%
		1,100,000 - 2,000,000	5	14%
		2,100,000 - 3,000,000	11	30%
		3,100,000 - 4,000,000	14	38%
		>5,000,000	6	16%
5	Already Halal Certified	Yes	6	16%
		No	23	62%
		Process	8	22%

Based on table 3, the description of respondents is as follows:

1. Based on gender, refill water business actors are male (84%), while female (16%).
2. Based on the age of refill water business actors, they are from 20-30 years old (41%), refill water business actors are 31-40 years old (14%), refill water business actors are 41-50 years old (27%), and business actors are >50 years old (19%).
3. Based on the last education level of refill water business actors, elementary school level is (5%), junior high school level is (5%), high school level is (62%), and bachelor's level is (27%).
4. Based on the highest monthly income of IDR 3,000,000 – IDR 4,000,000 (38%) and the lowest IDR 500,000 – IDR 1,000,000 (3%) per month.
5. Most refill water business actors do not have halal certification, namely 23 businesses (62%).

Descriptive Statistics of Respondents

Table 4
Respondent Response Results

Variables	Item	Minimum	Maximum	Average	Average Per Variable
Awareness	A1	2	5	3,783	3,878
	A2	2	5	3,864	
	A3	2	5	3,945	
	A4	2	5	3,918	
Halal Certification	SH1	3	5	4,189	4,070
	SH2	2	5	4,162	
	SH3	2	5	4,216	
	SH4	2	5	4,054	
	SH5	2	5	3,729	
Packaging Innovation	IK1	2	5	3,621	3,506
	IK2	2	5	3,459	
	IK3	2	5	3,432	
	IK4	2	5	3,513	
Economic Empowerment	PE1	2	5	3,810	4.108
	PE2	2	5	4,081	
	PE3	3	5	4,270	
	PE4	3	5	4,270	

Based on table 2, the results of the respondents' responses are:

1. From the results of the respondents' responses to Awareness understanding with an average of 3,878 and the most dominant answer by item 3 with the answer strongly agreeing with the question "I am a refill water business actor who must apply Aceh Qanun No. 8 of 2016 concerning halal product guarantees (SJPH) on the products sold" with an average value of 3,945. And the lowest number of answers is dominated by item 1 with the answer disagreeing with the question "A business actor must understand halal certification because halal certification can guarantee that the products sold are safe to use" with an average value of 3,783.
2. From the results of the respondents' responses to the understanding of halal certification with an average of 4,070 and the most dominant answer by item 3 with the answer strongly agreeing with the question "Brushes, manganese or filters used must be made of halal materials and do not contain haram materials" with an average value of 4,216. And the lowest number of answers is dominated by item 5 with the answer disagreeing with the question "I am a refill water business actor, the halal logo is important for my business so that people are sure that the water I sell is safe and free from haram substances" with an average value of 3,729.
3. From the results of the respondents' responses to the understanding of packaging innovation with an average of 3,506 and the most dominant answer by item 1 with the answer strongly agree with the question "I, a refill water business actor, must maintain the durability of the packaging and the quality of the packaging used so that it is not easily damaged" with an average value of 3,621. And the lowest number of answers is dominated by item 3 with the answer disagree with the question "The color of the packaging used has an influence on each product, so don't just choose the color of the sameness if it is wrong it can have bad consequences." with an average value of 3,423.
4. From the results of the respondents' responses to the understanding of economic empowerment with an average of 4,108 and the most dominant answer by item 4 with the answer strongly agreeing with the question "Developing a halal-certified refill water business expands the market by offering trusted products for Muslim and non-Muslim consumers, increasing trust and business popularity" with an average value of 4,270. And the lowest number of answers is dominated by item 1 with the answer disagreeing with the question "Halal-certified refill water business is safer, because it can attract more customers, and give consumers confidence in the halal and quality of the product." with an average value of 3,810.

Research result

Data analysis is carried out through the application of a structural model which includes an outer model and an inner model.

Outer Model Measurement

The outer model is evaluated by looking at the validity and reliability values, including convergent validity and discriminant validity.

1. Convergent validity

The convergent validity of a measurement model with reflective indicators can be evaluated based on the correlation between item scores or construct indicators.

Table 5
Outer Loading Value

Item	A	IK	PE	SH	Conclusion
A1	0.702				Fulfilled
A2	0.757				Fulfilled
A3	0.683				Fulfilled
A4	0.699				Fulfilled
IK1		0.718			Fulfilled
IK2		0.921			Fulfilled
IK3		0.905			Fulfilled
PE1			0.890		Fulfilled
PE2			0.872		Fulfilled
SH2				0.612	Fulfilled
SH3				0.718	Fulfilled
SH4				0.839	Fulfilled
SH5				0.732	Fulfilled

Convergent validity testing can be performed by examining the values of each indicator, provided the outer loading value is >0.5 . Table 5 shows that no indicator has a value below 0.5, and this test meets the requirements for convergent validity.

2. Discriminant Validity

Discriminant validity testing is conducted to test latent variable indicators. To test discriminant validity, it is done by looking at the cross-loading value. If an indicator is declared to meet discriminant validity if the cross-loading value for each variable is greater than the other variables.

Table 6
HTML Value

Variables	A	IK	PE	SH	Information
Awareness (X)					Valid
Packaging Innovation (Z2)	0.571				Valid
Economic Empowerment (Y)	0.634	0.714			Valid
Halal Certification (Z1)	0.639	0.390	0.331		Valid

It can be concluded that Table 5 shows that all heterotrait-monotrait ratio of correlations (HTMT) values are less than 0.9 so that the entire construct is declared valid.

Table 7
Cross Loading Value

Item	A	IK	PE	SH	Information
A1	0.702	0.165	0.284	0.530	Valid
A2	0.757	0.361	0.353	0.148	Valid
A3	0.683	0.298	0.199	0.388	Valid
A4	0.699	0.488	0.410	0.254	Valid
IK1	0.165	0.718	0.332	0.245	Valid
IK2	0.454	0.921	0.560	0.200	Valid
IK3	0.496	0.905	0.510	0.304	Valid
PE1	0.359	0.539	0.89	0.242	Valid
PE2	0.432	0.455	0.872	0.193	Valid
SH2	0.175	0.220	0.155	0.612	Valid
SH3	0.331	0.009	0.092	0.718	Valid
SH4	0.410	0.206	0.201	0.839	Valid
SH5	0.381	0.367	0.251	0.732	Valid
A1	0.702	0.165	0.284	0.530	Valid

The data in Table 6 shows that each indicator has a high cross-loading value for each variable compared to the cross-loading values for the other variables. These results indicate that the cross-loading values obtained in this study have good discriminant validity for each variable.

Table 8
Composite Reliability Value and Cronbach's Alpha Value

	Cronbach's alpha	Composite reliability	Average Variance Extracted (AVE)	information
A	0.676	0.803	0.506	Highly Reliable
IK	0.817	0.888	0.728	Very high reliability
PE	0.711	0.874	0.776	Highly Reliable
SH	0.715	0.818	0.352	Highly Reliable

As can be seen in Table 7, all variable test values show that the composite reliability value is greater than 0.70 and Cronbach's alpha has a value greater than 0.40. Therefore, there are no problems with the unidimensionality/reliability test. Therefore, the data in this study can be said to be reliable/sufficiently reliable. And the composite validity test shows that each indicator obtained a value greater than 0.7, therefore it is declared reliable and can be measured.

Inner Model Measurement

Inner model measurement is a structural model used to measure interdependence between latent variables. To assess the inner model, path coefficients are evaluated. Path coefficients are used to show the extent of influence an independent variable has on a dependent variable.

R-Square Value

R-Square is used to assess the extent to which a structural model is able to predict latent variables. The R-Square value reveals the extent to which exogenous latent variables influence endogenous latent variables and measures the significance of these impacts. For example, R-Square values of 0.67, 0.33, and 0.19 indicate that the model has strong, moderate, and weak strength, respectively.

Table 9
R-square value

R Square	R Square	R Square Adjusted	information
Packaging Innovation (Z2)	0.223	0.201	Moderate
Economic Empowerment (Y)	0.362	0.304	Moderate
Halal certification (Z1)	0.218	0.195	Moderate

The R-square value in Table 8 shows that the R-square value is 0.223 for the Packaging Innovation variable, 0.362 for Economic Empowerment, and 0.218 for Halal Certification. This means that the percentage of the influence of Awareness is 22.3%, 36.2%, and 21.8%, respectively. The remainder is influenced by other variables outside this research variable.

Path Coefficient

The path coefficient indicates the direction of the relationship between variables in the model, with values ranging from -1 to 1. A value between 0 and 1 indicates a positive relationship, while a value between 0 and -1 indicates a negative relationship. To determine whether a hypothesis is accepted or rejected, we need to look at the significance values between constructs, the t-statistic, and the p-value. With this approach, measurement estimates and standard errors are no longer assumed statistically, but rather based on empirical observations. In the bootstrap resampling method used in this study, the hypothesis is accepted if the t-value exceeds 1.96 and/or the p-value is less than 0.05.

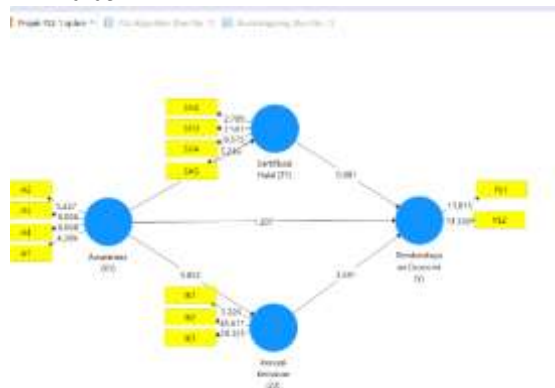


Figure 2 Smartpls Output

Displays the graphical output from SmartPLS depicting the path coefficient and determination coefficient values for each latent variable.

Table 10
Direct Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (IO/STDEV)	P Values
A (X)-> IK (Z2)	0.472	0.498	0.122	3,852	0.000
A (X)-> SH (Z1)	0.227	0.240	0.188	1,207	0.228
A (X)-> PE (Y)	0.466	0.515	0.133	3,520	0.000
IK (Z2)-> PE (Y)	0.455	0.449	0.140	3,241	0.001
SH (Z1)-> PE (Y)	0.012	0.021	0.145	0.081	0.936

1. The Awareness variable (X) has a t-statistic value of 1.207 < 1.96 with a known p value of 0.228 > 0.05 therefore the first hypothesis is rejected because there is no positive and significant influence between awareness of halal certification in Muara Satu, Muara Dua, Banda Sakti, and Blang Mangat, Lhokseumawe City. The results of this study are inversely proportional to previous research conducted by (Anindya Fauziah, Nur Diana, Dewi Diah Fakhriyyah, 2023) Based on the results of the test, the halal awareness variable (X1) has a positive effect on halal certification compliance.

2. The Awareness variable (X) has a t-statistic value of $3.852 > 1.96$ and a p-value of $0.000 < 0.05$, therefore the second hypothesis is accepted. There is a positive and significant influence between awareness and packaging innovation in Muara Satu, Muara Dua, Banda Sakti, and Blang Mangat, Lhokseumawe City. The results of this study are in accordance with previous research conducted by (Putri Fatmawati, Firman Setiawan, Khoirun Nasik, 2023). Based on the variable of halal awareness through behavioral intention, halal certification has a significant influence. While other variables do not have a significant influence on product halal certification.
3. The Awareness variable (X) has a t-statistic value of $3.520 > 1.96$ and a p-value of $0.000 < 0.05$, therefore the third hypothesis is accepted. There is a positive and significant influence between awareness on economic empowerment in the Muara Satu, Muara Dua, Banda Sakti, and Blang Mangat Districts of Lhokseumawe City. The results of this study are inversely proportional to previous research conducted by (Unung Triana, 2023) based on the Halal awareness variable which is stated to be insignificant on purchasing interest because its significance value is 0.726.
4. The Halal Certification variable (Z1) has a t-statistic value of $0.081 < 1.96$ and a p-value of $0.936 > 0.05$. Therefore, the fourth hypothesis is rejected because there is no positive and significant influence between halal certification and economic empowerment in Muara Satu, Muara Dua, Banda Sakti, and Blang Mangat Districts, Lhokseumawe City. The results of this study contradict previous research conducted by (Fuadi, Andri Soemitra, Zuhri M. Nawawi, 2023). To support the development of MSEs, BPJPH and related agencies conduct outreach and assistance regarding halal certification. Obstacles such as limited information and high certification costs affect the progress of MSEs in Indonesia. Therefore, government support in the form of assistance and facilities is needed to facilitate the halal certification process for MSEs.
5. The packaging innovation variable (Z2) has a t-statistic value of $3.241 > 1.96$ and a p-value of $0.001 < 0.05$, therefore the fifth hypothesis is accepted, there is a positive and significant influence between packaging innovation on economic empowerment in Muara Satu, Muara Dua, Banda Sakti, and Blang Mangat Districts, Lhokseumawe City. The results of this study are in accordance with previous research conducted by (Zahrina Keumala Zahusa, Ikhsan, 2021) based on the test results in this study, the influence of religiosity variables, halal certification procedures, and halal certification regulations simultaneously has a significant effect on interest in halal certification in the city of Banda Aceh.

Table 11
Specific Indirect Effects

	Original Sample (O)	Men's Sample (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
A=IK=					
PE	0.215	0.218	0.028	2,632	0.009
A=SH=PE	0.005	0.005	0.082	2,067	0.947

It can be seen that the relationship between awareness and economic empowerment is mediated by packaging innovation with a t-statistic value of $2.632 > 1.96$ and a p-value of $0.009 < 0.05$. The packaging innovation variable plays a role in mediating the significant influence of awareness on economic empowerment. The results of this study contradict previous research conducted by (Mochamad Reza Adiyanto, Evaliati Amaniyah, 2023). Thus, it can be explained that the attitude of MSEs does not play a role in mediating the influence of MSEs' literacy abilities on their interest in MSEs on Madura Island towards halal certification ownership. And the relationship between awareness and economic empowerment mediated by halal certification with a t-statistic value of $2.067 > 1.96$ and a p-value of $0.947 > 0.05$. The halal certification variable does not play a role in mediating the significant influence of awareness on economic empowerment in the Districts of Muara Satu, Muara Dua, Banda Sakti, and Blang Mangat, Lhokseumawe City. The results of this study are in accordance with previous research conducted by (Rizki Tanta, 2023) based on the results of data testing showing that literacy, socialization, and entrepreneurial mentoring together have a positive influence of 65.9% on halal certification, with an F count of 36.097 ($p < 0.05$). By rejecting H_0 and accepting H_a , it can be concluded that these factors significantly influence halal certification.

CONCLUSION

Based on the results of data analysis in hypothesis testing that has been carried out in the context of the discussion entitled "Analysis of Awareness of MSME Actors Regarding Halal Certification and Packaging Innovation to Increase Economic Empowerment (Case Study of Refill Water Business in Lhokseumawe City)" then in general it can be concluded that Awareness does not have a positive and significant effect on halal certification, Awareness has a positive and significant effect on packaging innovation and economic empowerment, Halal Certification does not have a positive effect on Economic Empowerment, packaging innovation has a positive effect on Economic Empowerment. However, the Halal Certification variable does not mediate the effect of Awareness on Economic Empowerment and the Packaging Innovation variable is able to mediate Awareness on Economic Empowerment in refill water business actors in Lhokseumawe City.

This study provides recommendations to refill water business actors Refill water business actors need to improve their understanding of halal certification and take care of the certification for their business. This is important to ensure that the water sold is safe and can increase sales. They must also comply with the regulations stipulated in Qanun Aceh No. 8 of 2016 and UU JPH No. 33 of 2014 concerning halal product assurance. The researcher also provides recommendations for the Lhokseumawe city government to further increase counseling and socialization for MSMEs in Lhokseumawe city regarding Qanun No. 8 of 2016 and UU No. 33 of 2014 concerning halal product assurance, and must continue to collaborate with the LPPOM MUI Aceh and to intensively socialize in the University environment in the Lhokseumawe city area to foster youth awareness of the importance of halal awareness.

It is recommended that future research focus on the analysis of halal certification, packaging innovation, and economic empowerment in the refillable water business, including ready-to-eat food, cosmetics, MSMEs, and other sectors. Furthermore, it is necessary to develop and test this research using other independent or intervening variables, as well as applying different data processing and research models to produce more diverse and varied results. This research was only conducted in the districts of Muara Satu, Muara Dua, Banda Sakti, and Blang Mangat, Lhokseumawe City. Therefore, this research is recommended for future researchers to examine the refillable water business throughout Aceh province.

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THE IMPACT OF HALAL CERTIFICATION AND PACKAGING INNOVATION ON IMPROVING THE ECONOMY OF REFILLED WATER MSMES IN LHOKESEUMAWE CITY

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