

MEMBANGUN UMKM

BERBASIS SOCIOPRENEUR
DAN HALAL BRANDING

Prof. Dr. H. Rudy Haryanto, M.M
Anni Muslimah Purnamawati, M.E
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MEMBANGUN UMKM BERBASIS SOCIOPRENEUR DAN HALAL BRANDING

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KATA PENGANTAR

Puji syukur ke hadirat Allah SWT atas rahmat dan karunia-Nya, sehingga buku yang berjudul “**MEMBANGUN UMKM BERBASIS SOCIOPRENEUR DAN HALAL BRANDING**” ini dapat disusun dan disajikan kepada pembaca. Buku ini lahir dari keprihatinan sekaligus harapan terhadap peran strategis Usaha Mikro, Kecil, dan Menengah (UMKM) sebagai tulang punggung perekonomian nasional, khususnya dalam menghadapi dinamika global, perubahan perilaku konsumen, serta tuntutan nilai keberlanjutan dan kehalalan produk.

UMKM tidak lagi cukup hanya berorientasi pada keuntungan ekonomi semata. Diperlukan pendekatan baru yang mengintegrasikan nilai sosial melalui konsep **sociopreneur**, di mana aktivitas usaha mampu memberikan dampak sosial yang nyata bagi masyarakat. Di sisi lain, meningkatnya kesadaran konsumen terhadap produk halal menjadikan **halal branding** sebagai strategi penting untuk membangun kepercayaan, daya saing, dan keberlanjutan usaha, baik di pasar domestik maupun global.

Buku ini disusun untuk memberikan pemahaman konseptual sekaligus panduan praktis mengenai pengembangan UMKM berbasis sociopreneur dan halal branding. Pembahasan dalam buku ini mencakup landasan teoritis, strategi implementasi, hingga contoh penerapan yang relevan dengan konteks UMKM di Indonesia. Harapannya, buku ini dapat menjadi referensi bagi pelaku UMKM, akademisi, mahasiswa, pendamping usaha, serta pemangku kebijakan dalam mendorong UMKM yang berdaya saing, beretika, dan berorientasi pada kemaslahatan bersama.

Penulis menyadari bahwa buku ini masih memiliki keterbatasan. Oleh karena itu, kritik dan saran yang konstruktif sangat diharapkan demi penyempurnaan di masa mendatang. Akhir kata, semoga buku ini dapat memberikan manfaat dan kontribusi nyata dalam upaya membangun UMKM yang kuat, berkelanjutan, dan bernilai sosial.

Penulis

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