

THE SOCIALIZATION AND IMPLEMENTATION OF SELF-DECLARE HALAL CERTIFICATION ASSISTANCE PROGRAM FOR MSE ACTIVITIES IN LAREN VILLAGE, BREBES TOWARDS INCREASING BUSINESS INCOME

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Abstrak: Artikel Pengabdian Masyarakat ini bertujuan untuk mendeskripsikan pelaksanaan sosialisasi dan implementasi program pendampingan sertifikasi halal mandiri (Self-Declare) di Desa Laren, Brebes. Metode yang digunakan dalam kegiatan ini berupa metode penelitian tindakan partisipatif. Temuan utama penelitian ini adalah pelaku usaha UMK terdorong mengajukan sertifikasi halal mandiri karena faktor religiusitas dan insentif pemerintah. Temuan selanjutnya adalah terdapat transformasi sosial berupa pemanfaatan teknologi tepat guna bagi pelaku UMK dalam pengurusan sertifikasi halal.

Kata Kunci: (pengabdian, sertifikasi, halal, mandiri, pendapatan, UMK)

Abstract:

The article aims to describe the socialization and implementation of a mentoring program for halal certification through a self-declare scheme in Laren Village, Brebes. The method using participatory action research. The main finding of this study is that MSEs are encouraged to apply for independent halal certification due to religious factors and government incentives. The following finding is that there is a social transformation in the form of the use of appropriate technology for MSEs in applying for halal certification.

Keywords: (dedication, certification, halal, self-declare, revenue, SME)

Introduction

Laren Village is one of the villages located in Bumiayu District, Brebes Regency. It has a fairly large area but various regional contours because it consists of lowlands and hills. Laren village has 14 hamlets including Krajan Traban, Dukuh Io, Teblok, Karang Gandong, Karanganyar, Tegong, Igit Batu, Brengkok, Pengasinan, Grengseng, Kretek, Karang Wuni, Tuban and Waringin. Due to the unequal topography of each hamlet, it sometimes has the potential for landslides. Now Laren has become a village whose area can be categorized as an urban area.

Table 1. Family Welfare Level in Bumiayu

Desa/Kelurahan	Keluarga Pra Sejahtera	Keluarga Sejaterah I	Keluarga Sejaterah II	Keluarga Sejaterah III	Keluarga Sejaterah III+
(1)	(2)	(3)	(4)	(5)	(6)
001. Pruwatan	504	2 040	775	-	-
002. Laren	101	880	265	-	-
003. Jatisawit	331	1 461	818	-	-
004. Negaradaha	312	658	423	-	-
005. Kalierang	375	1 750	749	-	-
006. Langkap	199	1 299	586	-	-
007. Adisana	195	1 294	975	-	-
008. Penggarutan	246	640	256	-	-
009. Dukuh Turi	879	1 287	737	-	-
010. Bumiayu	663	2 169	653	-	-
011. Kaliwadas	181	1 078	558	-	-
012. Pamijen	53	238	239	-	-
013. Kalisumur	28	462	236	-	-
014. Kalilangkap	76	901	346	-	-
015. Kalinusu	352	858	485	-	-
Jumlah 2020	4 495	17 015	8 101	-	-

Sumber: BPS: Bumiayu Dalam Angka. 2021

In terms of welfare, families in Laren are dominated by level 1 prosperous families as seen in table 1. The livelihood in the village is generally farmers and laborers. At the same time most people migrate to the city like Jakarta, Tangerang, Bogor, and surrounding areas as laborers in factories and traders. However, many people live in villages carrying out rural activities and as trans-centers for people who live in the city. It makes sense that the people of Laren Village become the cultural transition from town to village and vice versa, including the entrepreneurial culture.

With the capabilities, facilities, and participation of the local government in Laren Village, some of the Laren village community began to become entrepreneurs as the producer of various snacks. Some of the snacks they made are rengginang, dodol tape, sweet potato chips, banana chips, taro sticks, and taro chips as seen in Table 2. In addition, the distribution of snack products is usually marketed to local markets.

Table 2. Number of Micro and Small Snack and Culinary Business in Bumiayu

Desa/Kelurahan	Telur Asin	Tempe Tahu	Kerupuk dan sejenisnya	Lainnya
	(1)	(2)	(3)	(4)
001. Pruwatan	2	5	5	6
002. Laren	2	-	-	18
003. Jatisawit	2	2	1	1
004. Negaradaha	-	-	-	15
005. Kalierang	5	3	-	30
006. Langkap	2	2	1	-
007. Adisana	-	5	4	1
008. Penggarutan	2	2	-	-
009. Dukuh turi	1	-	3	-
010. Bumiayu	6	50	2	5
011. Kaliwadas	2	1	8	59
012. Pamijen	2	-	3	3
013. Kalisumur	2	2	2	-
014. Kalilangkap	3	3	-	1
015. Kalinusu	-	-	-	3
Jumlah 2020	31	75	29	142

Source: BPS (2021)

However, the snacks produced by Laren villagers generally do not include any information labels regarding the content of the ingredients used or their halal status. This situation in turn reduces consumer interest to buy snacks produced by Laren villagers. Considering the local culture of the people in the Bumiayu sub-district and other sub-districts around it were pesantren community is concerned about the snack halalness. Although some consumers buy their products, it is more because of the consideration of low prices and consumer tastes for snacks so that sales are limited to this group.

On the one hand, the product packaging method is still relatively simple. That is by buying plastic in the market and then gluing it with wax as a cover to ensure that no air circulates inside the packaging to maintain the shelf life of the food. So far, no one has complained about the packaging method, except in terms of product information which should also be included on the packaging. Thus there are problems in the marketing of snack products produced by Laren Village residents due to the lack of complete information on product packaging which makes potential consumers hesitate to buy.

Product information, especially the information of halal status is a classic problem faced by MSE businesses. This problem is because of micro and small businesses actor, if the snack food producers in Laren village have to take care of halal certification, they face the high cost of obtaining halal certificates. Not to mention the cost of managing food worthiness from the health aspect at BPOM. At the same time, information on the halalness of the product is needed by consumers in the Brebes district itself in particular and Indonesia in general, which is predominantly Muslim.

The issuance of PP no.39 of 2021 regarding guaranteeing halal products provides solutions to problems experienced by MSEs. That is about the ability of MSE business actors to independently declare halal free of charge as described in Article 79. The government is making some effort as an alternative to obtaining halal certification from an authorized institution to incur costs. However, the people in Laren Village, especially snack food businesses, do not yet know how to do the independent halal declaration. Moreover, the PP also stipulates that all MSE business actors, especially food and beverage, must be certified halal by 2024. If this time limit is passed, then MSE business activities must be stopped, until their business products get a halal certificate.

There are two problems to be addressed in this community service activity. First, to provide solutions to the problem of halal certification in Laren Village residents' business products through socialization and assistance for independent halal declarations for MSE business products in Laren Village, so that the micro and small business understand the procedures for making independent halal declarations to increase consumer confidence and also the community. on the halalness of the products sold. Second, to help market the products of micro and small businesses that have received halal certification.

Method

The culture of the santri community which is part of the lives of the Laren villagers shows the concentration of local community religious activities based on mosques. It can be said that every day the mosque in Laren village is filled with religious activities such as congregational prayers, recitation activities for mothers and fathers as well as mosque youth activities.

There is some potential to empower the mosque in Laren Village as a halal self-declare education center. Through various activities at the mosque, business actors can pledge the halalness of their business products to mosque congregations who function as witnesses and become a means of marketing word of mouth. Thus, Laren villagers who have businesses can take advantage of the momentum of activities at the village mosque as a stimulus to make independent halal declarations to improve quality and also increase marketing of their business products.

According to regulation no.39/2021, there is a requirement in the halal self-declare process through the presence of a halal supervisor appointed by the business enterprise. The supervisor is a guarantor that the product has met the halal requirements and is allowed to declare the halalness of his product independently without having to take care of a halal certificate.

Based on the regulations, parties who can become halal supervisors can come from state universities or Islamic private universities. Through this service activity, Peradaban University can take the initiative as a supervisor who guarantees as well as periodically inspects business actors who want to declare product halal as fostered business actors. So that university, the surrounding community, and consumers do not hesitate to buy products from business actors who have declared halal because Peradaban University guarantees them as a halal supervisor.

The method used in implementing this community service is a participatory action research method. One member takes certification at the UI Halal Center, another member takes a companion certification at the UIN Saizu Halal Center. Both of them have official certifications as companions so that they meet the requirements to assist the MSEs to make independent halal declarations.

The MSEs partners who have declared the halalness of their products guaranteed by the Peradaban University will be assisted in marketing their business products. This effort is carried out by carrying out social engineering by optimizing the role of students as agents/resellers of partner business products through entrepreneurship courses which are compulsory university courses. Thus, partnerships and sustainable development will be created between Peradaban University and MSEs partners who declare the halalness of their products, especially business actors in Laren village. The scheme to achieve this can be seen in Figure 1

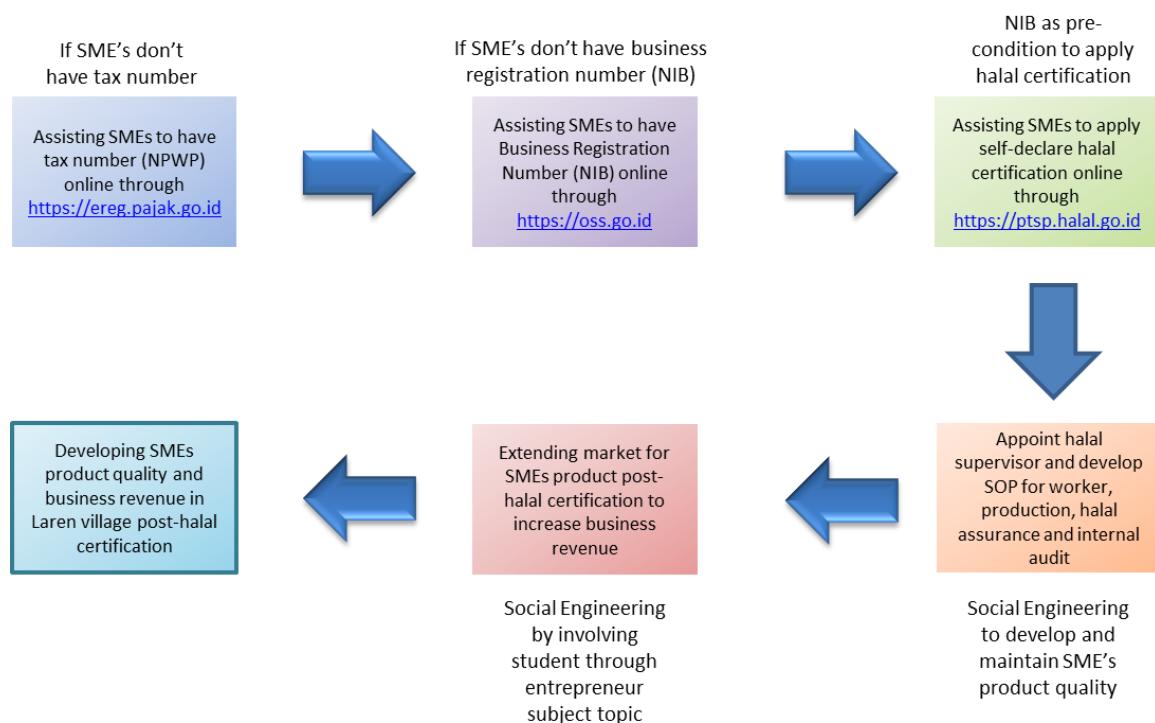


Figure 1. Halal Self-Declare Assistance to Increase MSE Performance

Result

The socialization of halal certification to MSEs has been carried out in August 2022, which is located at the Baiturrahim Mosque, Laren village. The implementation of activities takes place during the day after lunch. The time of day is chosen because business actors still have a busy day from morning to noon. The implementation of socialization activities can be seen in Figure 2



Figure 2. The Socialization of Halal Self-Declare to MSE in Laren Village

The activity was attended by 24 participants with a composition of 5 male participants and 19 female participants as can be seen in Figure 3.

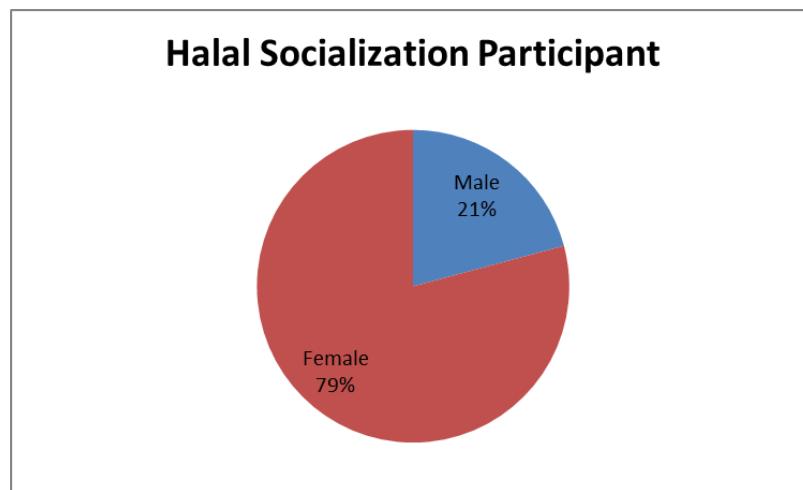


Figure 3. Participant of Halal Self-Declare Socialization

From the activity, nine business actors were interested to be assisted in self-declare halal certification as seen in Figure 4.

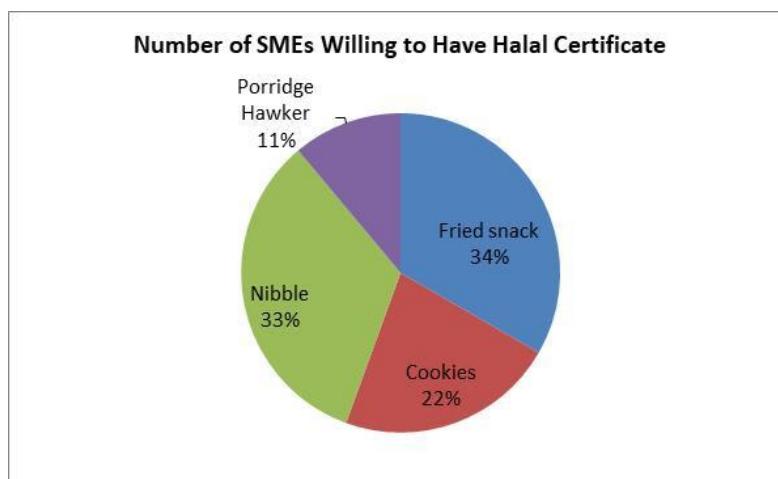


Figure 4. MSE who willed to have halal certification

Few people attended the socialization activity due to various limitations faced by MSEs in accessing information due to the unequal distribution of information, socialization, and education. So many MSEs do not know about the obligations referred to in the rules related to halal. This limitation is reasonable considering that only 1% of MSEs have been certified halal (kemenkeu.go.id, 2021).

Fauziah et.al (2020) stated that the insight of MSE business actors towards the obligation of halal certification is relatively low, however, business actors have high readiness to fulfill the obligation of halal certification if their main obstacle in conducting certification can be overcome, which is the cost to obtain the halal certificate.

The main factor that drives the interest of the business actors we accompany to apply for self-declare halal certification is the absence of levies. This is different from the regular halal certification scheme where MSE business actors have to pay 650 thousand rupiahs for each product for which they want to apply for a halal certificate. This opinion is in line with Fernando et al (2015) that regulator incentives can be a determinant of moderating variables that encourage business actors to adopt a halal food guarantee system.

From the 9 MSEs who want assistance with self-declare halal certification, only three (3) business actors have received assistance, as can be seen in Figure 5

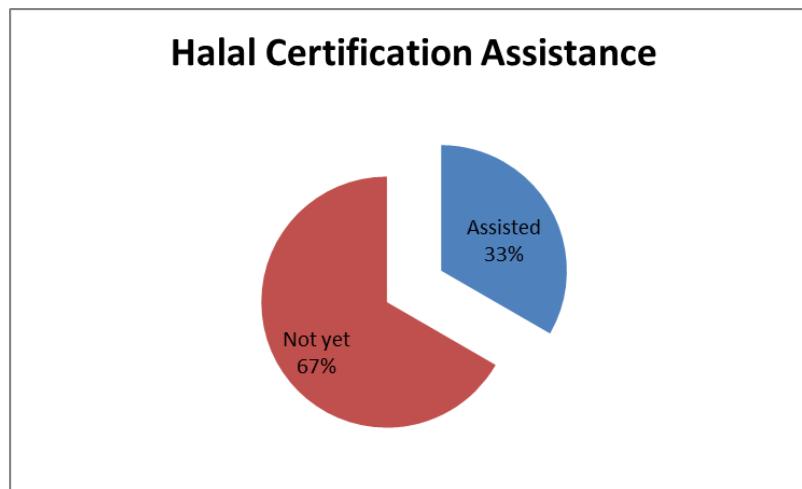


Figure 5. Number of MSEs who have and have not received assistance for halal certification

There are delays in the process of assisting halal certification to MSEs. This due to the process of assisting halal certification to each business actor to be carried out directly door to door, to the production location. The process of assisting with halal certification at the production site takes at least 4 hours for each location. The assistance activities are intended to verify and validate the data that is filled in by business actors in the Halal Product Assurance System (SJPH) manual document as a requirement for obtaining halal certification.

One of the rules the government sets for the facilitator is that the verification and validation process is carried out when business actors doing production activities. Thus, it is necessary to arrange an appointment that is not easy between the team that provides assistance and MSEs who want to be assisted with the halal certification process. The activity of assisting halal certification activities at MSE business locations can be seen in Figure 6



Figure 6. Halal Assistance in MSEs Factory

The Interesting thing found during certification assistance to MSEs was their eagerness to improve the quality of the production process through halal certification. Starting from the willingness to separate cooking utensils for production from equipment for personal

consumption, using gloves in the production process, changing the layout of tools and raw materials to avoid the potential for uncleanness and germs carried by insects to sterilizing the production room from puffs of cigarette smoke as part of maintaining product quality and hygiene.

Verification and validation of the halalness of raw materials used in the production process help MSEs to re-assure that all raw materials used in the manufacture of their products have met the halal criteria. This raises the awareness of these MSE actors to replace raw materials that are not halal, especially materials that contain a critical point of halal such as bulk cooking oil, granulated sugar, and so on. Including ensuring the expiration date of halal certification on certified raw materials.

After completing the verification and validation process, the next step is to enter the stage of uploading the SJPH document to the online system. For business actors who are still young, the process of assisting in uploading documents and filling in the required data into the online website system www.ptsp.halal.go.id is quite easy. This is because these business actors are quite able to take advantage of ICT, especially through their devices.

While for the MSE actor whose aged 40 years and over, it is rather difficult to use and fill in the required data on the online page. At this stage, the mentoring process may take longer than originally planned. The reason is that the service team as a companion must guide the business actor, step by step in the data entry process. Not infrequently business actors have not entered the validity period of the halal certificate from the raw materials used, so they must re-check the validity period. If the validity period of the halal certificate is not found on the packaging, the search process continues to the online page <http://info.halal.go.id>.

We found interesting findings when surfing the internet to search for the validity period of halal certificates on raw materials used by business actors. Sometimes the raw materials used by business actors are already labeled as halal, but when checked, they are not registered. There are also raw materials that have been labeled halal and registered, but it turns out that the validity period of the certification has expired for almost a year. This raises confusion among the business actors concerned, regarding having to think about finding substitute raw materials with valid halal certificates at prices that are not more expensive. If you only replace one raw material, it may not have much effect on production costs, but if you have to replace several raw materials, it will certainly affect the increase in production costs.

After completing the application for certification in the system, then waiting for the results of verification and validation by the facilitator to be sent to the MUI fatwa commission to obtain approval to obtain a self-declare halal certificate. The application documents that have been submitted to the fatwa commission will then wait for the trial period to determine the feasibility of obtaining a halal certificate. At this stage, both the team and the MSEs can only wait, for the announcement of the certification results from the MUI fatwa commission which is beyond our control. Based on the results of our monitoring on the www.sehati.halal.go.id, we can illustrate the waiting time for the announcement of the halal certification of accompanied business actors as can be seen in Figure 7

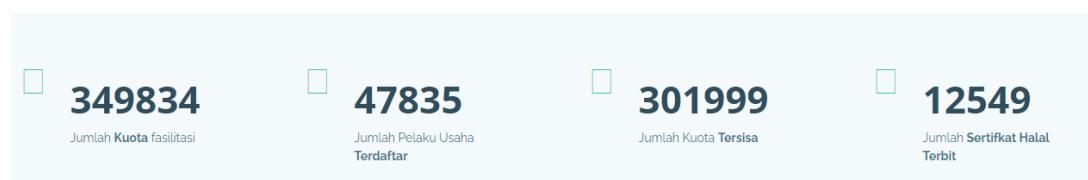


Figure 7. Quota Remaining for halal certification

Source : www.sehati.halal.go.id

While waiting for the announcement of the results of the certification, we carried out social engineering by changing the marketing communication strategy in the form of word of mouth to residents by involving the participation of students. Information disseminated by students to the public is that the business products of the business actors we are assisting are currently taking care of halal certification. We hope that there will be an increase in product sales if the public finds out that the products of the business actors being accompanied are in the process of obtaining halal certificates and currently waiting for the results of the MUI fatwa commission trial. The results of this strategy are then compared with product sales data obtained by MSEs.

Our findings show that there has been an increase in sales, although small, within a few weeks since the word of mouth was made by students to the public. This provides new information that business actors who are waiting for the results of halal certification can help increase public confidence in buying products sold by these business actors. Maybe the results will be better if the halal label and halal certification number are listed on the product packaging.

Discussion

Suryana (2014) explained that although Indonesian people can access food on a macro basis, they have not yet reached food of the desired quality. The halal certification process encourages the existence of product quality standards that the business actor must meet. This is shown through the Halal Food Assurance System (SJPH) document that must be fulfilled by business actors to be able to obtain a halal certificate. Thus, halal certification can help people reach quality food. Our findings show that there is a social transformation of business actors who have received assistance with halal certification to be more concerned with the product quality.

We have similar findings to the results conducted by Silalahi et al (2022), which state that the interest of MSEs in Indonesia to adopt halal practices through halal certification is influenced by religiosity factors and government support, compared to the interest in having certain comparative or competitive advantages related to with business competition. Thus, through community service activities, our findings support the above opinion.

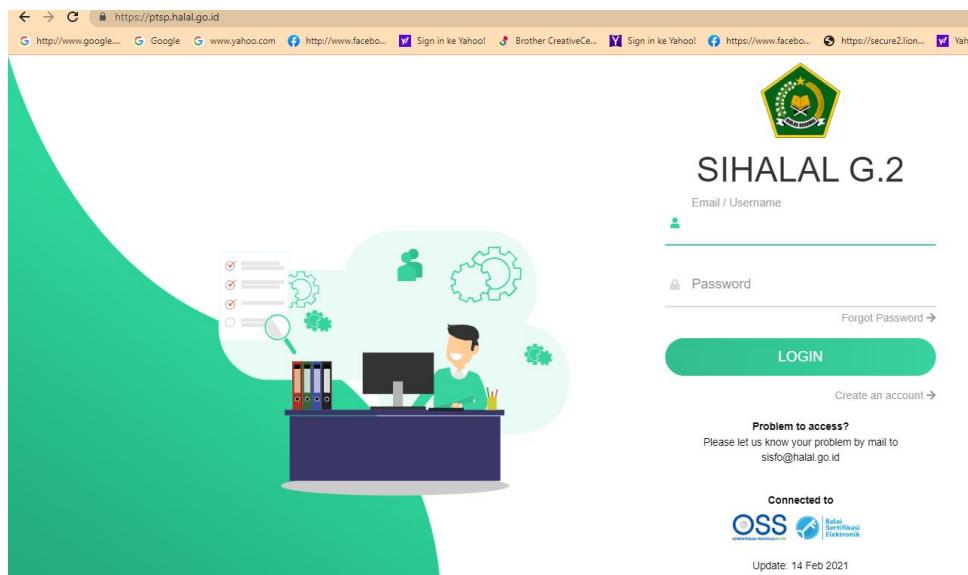
The marketing strategy carried out to anticipate the waiting time for the results of the announcement of halal certification by the MUI fatwa commission provides an increase in the business performance of the MSEs assisted. However, we agree with the results of research conducted by Talib et al. (2017) that an extensive study is needed to ensure that there is a

positive relationship between halal certification and improving the business performance of MSEs. This is related to Indonesia's efforts to become the world's halal production center in 2024 which encourages halal certification's obligation to business actors, especially MSEs until 2024.

Conclusion

Several conclusion can be drawn based on the results of the implementation of community service activities in the form of socialization and assistance for halal certification to MSEs in Laren village, several conclusions can be drawn.

1. Religiosity factors and incentives from the government in the form of free halal certification influence MSE's eagerness to apply for self-declare halal certification
2. There is a transformation in the MSE's in the form of appropriate technology for assisted business actors using ICT through the online page [www.ptsp.halal.go.id](https://ptsp.halal.go.id) for applying for self-declare halal certification. In addition, in the management of halal certification, business actors are integrated with assistance in managing the Business Identification Number (NIB), so that their business is officially registered with the Ministry of Trade.



3. Another form of appropriate technology is shown through the use of the <http://info.halal.go.id> to search for the validity period of halal certification on material products used by business actors in the production process. So that the certification registration process and the search for product halal information becomes easier and faster.

SIHALAL

Pencarian Sertifikat Halal

Temukan data dan informasi tentang sertifikat halal yang telah diterbitkan BPJPH. Pencarian dapat dilakukan dengan menggunakan beberapa filter untuk mempersempit pencarian

Filter			
[Semua Jenis Produk]	[nama pelaku usaha]	[nama produk]	[nomor sertifikat]
[Semua Provinsi]	[Semua Skala Usaha]		
<input type="button" value="Car"/>			
<input type="button" value=""/>			

Recommendation

Further research from this article that researchers can examine more deeply the link between obtaining halal certification and improving the business performance of MSEs.

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