

Halal Certification of Food and Beverage MSME's Products in the Pacarkeling Area, Surabaya

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ABSTRACT

This article is based on the Community Service (Kuliah Kerja Nyata / KKN) program, which was held to help solve the problems faced by MSMEs (micro, small, and medium enterprises) from the aspect of halal products certification, especially in the Pacarkeling area, Surabaya. In this program, we assist MSMEs in carrying out certification and completing documents so that MSMEs can apply for halal certification. Activities in this program begin with assistant training, follow-up on MSMEs, training of prospective supervisors, creating SJPH (Sistem Jaminan Produk Halal) documents, inputting data to SIHALAL, verification and validation, and finally, creating reports and documentation. In this paper, the case study of the MSME assisted in this program is Canda, which runs in the food and beverage sector and sells ready-to-consume beverage products. The KKN team in this program intensively assists the MSMEs from the preparation stage until the announcement of halal certification. This KKN activity is documented in the form of news, digital documentation, articles, and videos of community community service. The result of this KKN activity is the Halal certification of the MSMEs in the Pacarkeling area, Surabaya.

Keywords: *community service, processing of halal product, halal certification, SIHALAL, MSMEs*

INTRODUCTION

Based on Government Regulation (*Peraturan Pemerintah / PP*) number 39 of 2021 concerning the management of Halal Products' Guarantee (*Jaminan Produk Halal / JPH*), by 2024, all Micro, Small and Medium Enterprises (MSMEs) in Indonesia must have halal certification to distribute the product to consumer (Kementerian Hukum dan Hak Asasi Manusia, 2021; Muhlisin, 2021). The transition process for MSMEs that run in the *food & beverage* sector has 5 years, starting from 2019. The government expects that after the transition period is finished, all MSMEs in Indonesia will have halal certification for their products.

Halal certification is a process for obtaining a halal certificate using various stages of examination and verification to ensure that materials, processes, and production are in accordance with the Halal Product

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Guarantee Agency (*Badan Penjamin Jaminan Produk Halal* / BPJPH). The goal of this halal certification is to give certainty for halal products as fulfillment rights for consumers (Agustina et al., 2019). From various studies, halal certification can increase product marketing in MSMEs (Aditi, 2018; Arifin et al., 2020; Armiani et al., 2021; Dzikriyah, 2019; Ismunandar et al., 2021; Khairunnisa et al., 2020; Muhlisin, 2021; Puspaningtyas et al., 2020; Sadli et al., 2020; Singarimbun, 2021; Suprpto & Azizi, 2020; Wahyuni et al., 2013). The professionalism of halal certification management is demonstrated by the shift in role from the Indonesian Ulema Council (*Majelis Ulama Indonesia* / MUI) to BPJPH, which is a government agency under the Ministry of Religion (Ali, 2022). On the other hand, MSME actors in the field of daily necessities must also have a sense of responsibility for the products they will produce and distribute, starting with the health and halalness of the product itself. Users also have the right to know and obtain clear information about the basic ingredients of each product they will buy and consume. This information is related to ingredients, quality, nutritional content, and other information that may be needed so that the public can make decisions appropriately and accurately based on the information available. With the policies that have been explained previously, many MSME actors in the Pacarkeling area, Surabaya still do not know about information about the halal policy that will be implemented by the government. However, information on how to obtain halal certificates has not been widely distributed, and many MSME actors are often left behind in technological literacy, so they have difficulty accessing information that may actually already be on the internet.

In the implementation of JPH, the government has formed the BPJPH as the organizer in the halal certification process, starting from registration, certification, and verification of halal products for all businesses in Indonesia (Arifin et al., 2020; Ridwan et al., 2020). In its implementation, BPJPH will be assisted by the Halal Inspection Institution (*Lembaga Pemeriksa Halal* / LPH) to help MSMEs carry out the halal certification process. With the policies that have been explained previously, many MSMEs in the Pacarkeling area, Surabaya, still do not know about the information regarding the halal policies that will be implemented by the government. After knowing the problems experienced by these MSME actors, as LPH, the Halal Study Center (*Pusat Kajian Halal* / PKH) of the Institut Teknologi Sepuluh Nopember (ITS) held a program to help these MSME actors in the form of supervising. The supervising was also attended by ITS students as one of the Community Service (*Kuliah Kerja Nyata* / KKN) programs. Students will be provided with materials to become supervisors, such as Halal policy and

regulation materials, Sharia and MUI Fatwas, and Halal Production Materials. Furthermore, students will take a test to get a halal supervisor certificate so that it is recognized by the government as a halal supervisor. After getting a supervisor certificate, students will immediately supervise the MSMEs that have been designated by Halal ITS. The obligation of these supervisors is to help MSMEs certify and complete documents so that MSMEs can apply for halal certification.

METHODS

The MSME that was used as the case study in this article is MSME Canda, which is a food & beverage MSME that produces ready-to-consume packaged drinks in the form of traditional drinks such as green bean juice and turmeric tamarind. The production process at UMKM Canda is mostly done manually. Canda has been operating for about a year but does not yet have a halal certificate for its products, even though the ingredients used in its products are on the positive list, such as green beans, tamarind turmeric, granulated sugar, water, etc. The example of the UMKM Canda product is shown in Figure 1.

Although the materials used in the production stage are materials that are guaranteed to be halal so that the process of applying for halal certification is actually easy, there are obstacles that business owners lack information and are still lagging behind in technological literacy so that until now UMKM Canda does not have a permit or certification at all. This results in the halal certification process at UMKM Canda having to start from the beginning, especially when making the necessary files for halal certification registration.

Based on the results of observations by KKN group members, recommendations were made for activities in the form of assistance for halal certification assessments by conducting socialization and assistance to assist MSMEs in Halal Product Process (*Proses Produk Halal / PPH*) activities. With the problem that there are still many food & beverage MSMEs in the Pacarkeling area, Surabaya, that have not carried out halal certification on their products due to lack of information and many business owners who are still lagging behind in technological literacy, a solution was provided by conducting socialization and assistance to help MSMEs in the Halal Product Process (PPH) activities. This activity aims to help business actors obtain halal certification for their products before the transition period set by the government ends.



Figure 1. Example of UMKM Canda product (Sari Kacang Hijau drink)

KKN was carried out through PPH activities, assisting MSMEs in conducting halal certification of their products. In Figure 2, a series of activities carried out in KKN were mentioned, and all KKN participants followed them. KKN participants will become assistants to assist MSMEs in inputting data on SIHALAL and validating the data entered by MSMEs. The SIHALAL application itself is an application that is a service for halal certification where the application is web-based and developed by BPJPH with the aim of providing halal certification services that can be accessed anytime, anywhere, and by anyone (Chusna et al., 2022; Gunawan et al., 2020, 2021).

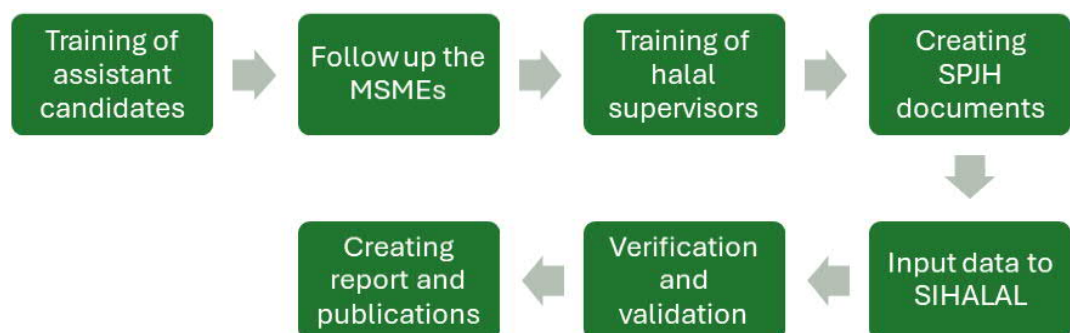


Figure 2. The Flow of the KKN activities

In PP No. 39 of 2021, it is stated that PPH assistants must first be registered as assistants in order to be able to provide assistance to MSMEs that will carry out halal certification for their products. For this reason, before carrying out PPH assistance activities, all KKN participants were given halal assistant training to provide provisions for prospective assistants in carrying out PPH assistance and obtaining certification as halal process assistants.

The PPH activity took a case study from MSME food & beverage, especially MSMEs

that sell beverages, such as Sari Kacang Hijau, in Pacarkeling, Surabaya. In order to apply for halal certification, MSMEs must have a supervisor to monitor the consistency of production carried out by MSMEs. A supervisor in a business must have a supervisor certificate. In the case of micro and small businesses, business owners can be supervisors, but several requirements must be met by prospective supervisors in order to obtain certification as halal supervisors, one of which is to take training as a supervisor.

In the implementation of PPH activities in this case study, there is still no supervisor in the business being run. Therefore, LPH ITS holds training for prospective supervisors so that MSMEs who apply for halal certification have a certified supervisor. For this KKN activity, certification for MSME supervisors was assisted by funding by LPH at ITS, namely the ITS Halal Study Center.

RESULTS AND DISCUSSION

To apply for halal certification, business owners must create a Halal Product Assurance System (*Sistem Jaminan Produk Halal / SJPH*) manual document where the SJPH created will be a guideline for MSMEs in implementing SJPH to maintain the sustainability of halal production in accordance with the certification requirements set by BPJPH. To be able to compile the SJPH manual, MSMEs must have a Business Registration Number (*Nomor Induk Berusaha / NIB*) that has been integrated into the Electronically Integrated Business Licensing System (*Sistem Perizinan Berusaha Terintegrasi Secara Elektronik / OSS*) (Pamungkas et al., 2024). If MSMEs do not yet have an NIB, then halal assistants can assist them in creating the NIB. Figure 3 shows the *screenshot* of the SIHALAL website in inputting the NIB data.

Pelaku Usaha

Edit

Profile

Nama Perusahaan		Provinsi	JAWA TIMUR
Alamat		Kode Pos	-
Kab/Kota		Email	
Negara		Skala Usaha	Mikro
Telepon		Asal Usaha	Domestik
Jenis Badan Usaha			
Tingkat Usaha			
Modal Dasar	0		

Penanggung Jawab

Nama	
Nomor Kontak	
Email	

Aspek Legal

No	Jenis	No Dokumen	Tanggal	Masa Berlaku	Instansi Penerbit
1	NTPWP				DITJEN PAJAK
2	NIB				BKPM

Perizinan

No	Penerbit	Nama Izin
1	Badan Koordinasi Penanaman Modal	NIB
2	Kementerian Perindustrian	Sertifikat Standar
3	Badan Koordinasi Penanaman Modal	Tembusan
4	Badan Koordinasi Penanaman Modal	Tembusan

Unit Usaha

No	KBLI	Nama KBLI	Nama Usaha
1	11040	Industri Minuman Ringan	Industri Minuman Ringan
2	10750	Industri Makanan dan Masakan Olahan	Industri Makanan dan Masakan Olahan

Figure 3. Screenshot of SIHALAL website in inputting the NIB data

After the business owner has created the SJPH manual, the business owner must then submit all data and required documents on the SIHALAL website to apply for halal certification of MSME products. Inputting data on the SIHALAL website, the halal process assistant, can help the assisted MSME input data on the website if the assisted MSME has difficulty inputting data and documents on the SIHALAL website.

In this UMKM, the halal certification application process is carried out by submitting a self-declare, whereas in this application, the business owner will independently submit and check the materials used for production. The self-declared application itself is a certification application aimed at micro and small businesses, and it has never submitted a halal certification for its products before. Halal certification with a self-declared application is a halal certification process where the halal statement is made by the business actor and supervised by the LPH (Maesyaroh et al., 2022). The data that needs to be inputted on the SIHALAL website for submitting halal certification includes UMKM data, business owners, and data on materials used for production according to what is filled in the SJPH manual that has been created.

In the submission of self-declare, the main role of the halal assistant is to verify and validate the data entered by the business owner in the submission that has been made on the SIHALAL website. The assistant will verify the production material data by checking the materials used and whether the materials are truly halal or not. Not only checking the materials, the assistant must also validate all documents that have been sent, such as the SJPH manual, to check whether the SJPH made is appropriate. If there is data that is still not appropriate, the submission will be returned to the business owner so that the data or documents that need to be sent for the halal certification submission can be corrected. In addition, the halal assistant must also conduct a field survey and re-check the accuracy of the data provided.

If all data and documents submitted by the business owner have been verified and are valid, the assistant can send the application from the business owner to the fatwa commission to conduct a hearing on the MSME whether the application determines whether the product to be certified halal is worthy of receiving the certification. Applicant can track their progress on SIHALAL, as shown in Figure 4. Figure 5 shows the screenshot of the proof that the halal certification application has been received.

With this KKN activity, the MSMEs participating in the activity will get several benefits, including:

- a. MSMEs get information about the importance of halal certification for products

- distributed from the counseling and training that have been provided.
- The legality of product distribution by MSMEs will be increasingly valid with the existence of a business permit (NIB) that has been made if the MSME does not have a business permit before.
 - MSME owners get a supervisor certificate that can be used by the owner to apply for or extend halal certification for their products.
 - MSMEs have completed their obligations during the halal transition period, including the completion of the halal certification process that has been carried out by MSMEs.

This KKN activity can be carried out with the participation of micro and small business owners in the halal certification application process. Socialization and counseling for business owners are very necessary to broaden horizons and raise awareness of the importance of halal certification for MSME products.

In this case study, the food & beverage Canda UMKM, which sells fruit juice products in the Pacarkeling area, Surabaya, has successfully completed the PPH to the veri-



Figure 4. Tracking submission progress

**BADAN PENYELENGGARA
JAMINAN PRODUK HALAL
KEMENTERIAN AGAMA RI**

Nomor Pendaftaran : [REDACTED]
Tgl Pendaftaran : [REDACTED]

FR-TTD

**TANDA TERIMA DOKUMEN
PERMOHONAN SERTIFIKAT HALAL**

Telah diterima dokumen dari:

Nama Perusahaan : [REDACTED]
Status Pendaftaran : Baru
Skala Usaha : Mikro
Alamat Pabrik : [REDACTED]
Area Pemasaran : Nasional
Jenis Produk : [REDACTED]
Nama LPH : LPPOM MUI
Surat Permohonan : [REDACTED]

Berupa :
- Surat Permohonan
- Dokumen Penyelia Halal
- Proses Pengolahan Produk
- Formulir Pendaftaran
- Daftar Nama Produk dan Bahan/Menu/Sarang
- Sistem Jaminan Halal (SJH)

Telah diperiksa dan dinyatakan lengkap memenuhi persyaratan dalam permohonan sertikat halal.
Dokumen ini sebagai persyaratan untuk dapat dilakukan pemeriksaan dan / atau pengujian produk halal oleh LPH.

Figure 5. Screenshot of the proof that the halal certification application has been received

fication and validation stage. From the results of the verification and validation that have been carried out, all data and documents submitted, UMKM has provided valid data in accordance with the conditions of the UMKM, and the data on materials used by the UMKM has been verified as halal. UMKM itself can actively cooperate with the assistants and has successfully completed the entire series of halal certification processes for its products.

This KKN activity can be continued by assisting more MSMEs in obtaining halal certification. In addition, further monitoring and assistance can be provided to MSMEs that have been halal certified to help them increase their product sales through other strategies, such as using digital marketing (Nurjanah et al., 2022) and communicative physical evidence (Wisesa et al., 2023).

CONCLUSION

The Halal Process initiated by BPJPH is a step in facilitating the product process of obtaining a halal label in Indonesia, where all processes can be done online. One of the submission processes that can make it easier is the self-declare submission, which is a process for business actors to submit and check the materials used for production independently.

In the certification that has been carried out on MSME food & beverage located in Pacarkeling area, Surabaya, the results are shown where the JPH process has been carried out until the end, and MSME has sent a certification application to the BPJPH institution for a fatwa hearing. The PPH process has also been carried out and runs smoothly because the business owner is quite cooperative in implementing it.

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