

Empowering Micro and Small Enterprises Legal for Halal Certification in Tajungan Village Kamal Bangkalan

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Abstract

Based on the survey , it was found that most of the Micro, Small and Medium Enterprises in Tajungan Village, Kamal District, Bangkalan Regency have not been certified halal. The community service program aims to increase awareness of micro and small businesses registering halal certificates for their products. The method used in this activity is to empower micro and small businesses to actively register their halal product certificates through education and training on halal product assurance and assistance in the halal product process. The instruments used in this activity are pre and post-checklists with awareness indicators and to desire of participants in efforts to issue halal certificates. The target of this activity is the economic community group of 15 participants. The result of this activity is that 99% of micro and small business actors who attended the training increased their legal awareness to complete the documents needed to register the legality of their products and obtain halal certificates in the Sehat program (free halal certificate). This condition increased by 10% after the assistance of the halal product process, where 66% of training participants successfully registered for product legality and halal certificates in the Sehat program. Conclusion: Empowerment with education and assistance increases legal awareness of micro and small business actors at service locations to take care of halal certificates voluntarily

Keywords: Empowering; halal certificate; legal awareness; micro and small enterprises

Abstrak

Berdasarkan survey didapatkan bahwa sebagian besar Usaha Mikro Kecil Menengah di Desa Tajungan Kecamatan Kamal Kabupaten Bangkalan yang belum bersertifikat halal. Program pengabdian masyarakat bertujuan untuk meningkatkan kesadaran pelaku usaha mikro dan kecil mendaftarkan sertifikat halal produknya. Metode yang digunakan dalam kegiatan ini adalah memberdayakan pelaku usaha mikro dan kecil untuk aktif mendaftarkan sertifikat halal produknya melalui pendidikan dan pelatihan jaminan produk halal serta pendampingan proses produk halal. Instrument yang digunakan dalam kegiatan ini adalah ceklist pre dan post dengan indikator kesadaran serta peran aktif peserta dalam upaya penerbitan sertifikaat halal. Target sasaran kegiatan ini adalah kelompok masyarakat economic yang berjumlah 15 peserta. Hasil kegiatan ini adalah dari 99 % dari pelaku usaha mikro dan kecil yang mengikuti pelatihan

meningkatkan kesadarannya untuk melengkapi dokumen-dokumen yang diperlukan untuk mendaftarkan legalitas produknya dan memperoleh sertifikat halal dalam program Sehati (Sertifikat halal gratis). Kondisi ini meningkat 10% setelah dilakukan pendampingan proses produk halal, di mana 66% peserta pelatihan berhasil didaftarkan legalitas produk serta sertifikat halalnya dalam program Sehati. Kesimpulan: Pemberdayaan dengan pendidikan dan pendampingan meningkatkan kesadaran hukum pelaku usaha mikro dan kecil di lokasi pengabdian untuk mengurus sertifikat halal secara sukarela

Kata Kunci: Pemberdayaan; sertifikat halal; kesadaran hukum; pelaku usaha mikro dan kecil

INTRODUCTION

Halal products are the need for Muslims' consumers as their obedience to the prohibition to consume *haram* (forbidden) material stated in Quran and hadith. Maharadika et.al stressed on the *halal* guarantee is importance because the processing of food products can appear a critical point of its production. The critical point of halal food production is a stage of food production where there is a possibility for a product to become *haram* (forbidden), both in terms of materials, production processes, storage and transportation (Mahardika, Nahara and Gunawan, 2022). Therefore, *halal* protection is urgent to make sure the status of the products enables to be consumed or not. The guarantee of *halal* products in Indonesia is carried out through regulation of *halal* certification obligations in the Law of the Republic of Indonesia Number 33 of 2014 concerning Guarantees for Halal Products (*Undang-undang Jaminan Produk Halal*, here after abbreviated as JPH Law). This law emphasizes the obligation of halal certification for all products that enter and circulate in Indonesia. This halal guarantee is carried out through a halal guarantee system that is controlled by the Halal Product Guarantee Government Agency, in Indonesian term called as *Badan Penyelenggaran Jaminan Produk Halal* abbreviated as BPJPH. The Government agency has authorities to the *halal* guarantee system including to issue *halal* certificate and *halal* label after being audited by *Halal* Auditor and stated as *Halal* by *Majelis Ulama Indonesia* (Indonesia Ulama Council)

Hidayatullah stated that *halal* certification and labeling is a form of transparency for business actors regarding the *halal* of their products and protection for consumers, especially Muslim consumers. The *halal* label will make Muslim consumers easier to choose and to distinguish products which one is permissible or forbidden to be consumed in accordance with Islamic teaching (Hidayatullah, 2020). Wardo and Samsuri also explained the implication of *halal* certificate for the producers. It was one of the points for gaining competitiveness in global trade. *Halal* certification could increase the trust and satisfaction of Muslim consumers, improve the image and competitiveness of a company as well as expand the marketing area (Wardo and Samsuri, 2020).

Considering the urgency of *halal* guarantees, JPH Law regulates that all products which are distributed in Indonesia must be completed with *halal* certificate and *halal* label, including for Micro and Small Enterprises (hereinafter abbreviated as MSE) products. The MSE products follows a self-declaration mechanism for halal guarantee. The self-declaration mechanism is simpler than the regular mechanism. According to Istihanah and Gemala Dewi, this self-

declaration mechanism is conducted for supporting the achievement of MSE to accomplish the obligation of halal products guarantee, especially in the food sector. They described that the simplification regulations were made for MSE convenience to obtain their permits establishment of their business and *halal* certification of their products. (Istianah and Dewi, 2022). Halal certification for MSE is significant not only for Muslim Consumers' protection but also to enhance the MSE products globally achieved thus Puspita et. al held the community services program for *halal* certification counseling on "Socolat" product of MSE Islamic Boarding School Sumber Daya At-Takwa (Puspita et al., 2021). The implementation of the obligation on *halal* certification regulated in JPH Law needs supports from the whole community, especially universities. In fact, limited access of information on the mandatory of *halal* certification impacts to the lack of consumers' awareness of considering the *halal* logo before consuming the products and to the business actors to apply for halal certificate for their products. Therefore, a service program that focused on MSE education and counseling on registratering MSE products legally and halal guarantees was urgent. This service activity took place in Tajungan Village Kamal District, Bangkalan Regency. This location was chosen on the basis of having the potential for MSE which can be carried out education on halal product guarantees. Tajungan Village Area is a coastal area that has the potential for processed fishery products, especially all kinds of fish crackers. The majority of the village's population work as fishermen. As the village in coastal areas, it has the potential for processed products that need to receive education, counseling as well as assistance related to Halal Product Guarantee for MSE in the village area. The community groups to be addressed are the crackers processing MSE in Tajungan Village. However, even there are a lot of fisheries MSE in the location, none of them are halal certified. Whereas, The Islamic cultural society has not yet affected to the consideration to administer halal certificate. The situations motivated to conduct the community service program to improve legal awareness of MSE in that location to be register in the *Sehati* (Free of Charge Halal Certification) Program.

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS, AND TARGET SOLUTIONS

General description

The target of the community service program is Micro and Small Enterprisers in Tajungan Village, Kamal District, Bangkalan Regency. Similar to other community program held by Yuyun et. al in Randusari Village, Tajungan Village has identical geographical condition and its potencies in fisheries product. (Yuyun, Idris and Vebrianti, 2022) Mostly, the enterprisers are women. As in general coastal area, the majorities of the demography of Tajungan Village are fisherman. Therefore, the women have a talented to create fisheries products, mostly in form of crackers. As the majority of Maduris are Muslim, the women enterprisers are actually aware of halal in their food processing products. Unfortunately they commonly less formal educated, traditional enterprisers, outdated, lack of motivation to grow up their business, lack of information and mordernization access.

Problem

Lack of knowledge, digital technology management skills and low business income.

Target solution

The target of this community service program is Micro Small Enterprisers in Tajungan Village to register them for obtaining *halal* certification of their products amount 15 participant.

METHOD

The community services program uses empowering methods through education and training. First, the educations of the importance of the halal certification were trained into 24 (twenty four) Universitas Trunojoyo Madura students who involve in this program by giving training for advocating *Halal* Products Processing for Micro and Small Enterprisers. They will be certified of *Halal* Products Processing Counselors. Secondly, empowering Micro and Small Enterprisers and village officers by holding Halal Products Guarantee education and Training, which emphasized on the mandatory of halal certification in Tajungan Village Office. Third, Empowering the Micro and Small to be active for submitting the legal documentation of their business, to make documentation of the halal production process, volutarily submit the requirements to administer halal certificate, to be cooperative for giving information for their products. Forth, empowering by advocating them directly in the process of the verification and validation from the data submitted and the direct observation in the production process. Monitoring them to make sure the implementation of halal standard.

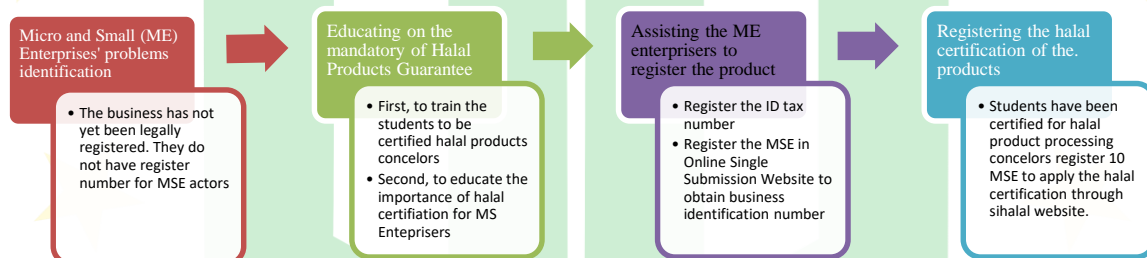


Chart 1 The Implementation Result of The Community Service Method



Picture 1 Halal Cancellors Training and Direct Interview to the Head of the Village

RESULTS AND DISCUSSION

Tabel 1 Result Pre And Post Activity

No	Indicators	Quanty	Result			
			Pre	Persen	Post	Persen
1	Awareness	15	2	13	15	99%
2	Halal legality registration	15	0	0	10	66%

That service program aimed to instill user awareness of the importance of product *halal* labels. The program focused on the introducing of *halal* certificates to MSME (Micro, Small and Middle) business actors in Pati Regency to improve their products quality (Hasana *et al.*, 2021). Other community service program on *Halal* Certification Training was held for UNUSA students who have start-up business. The training purposed to increase their understanding on the importance of *halal* certification for customer satisfactory (Mardlotillah *et al.*, 2022). Those community services also used education method. Meanwhile, this community service program had identical theme, aim, target and applied the same method with them. As the previous explanation mentioned the methods used in this activity, the result of the method describes briefly in the chart below.

The community service program was begun by identifying Micro and Small Enterprisers' problems in Tajungan Village. The preliminary situations in the location of the community program were identified that the village did not have valid data concerning the total number of the existing MSE in this surrounding area. The estimation was almost seventy MSE existed there and none of MSE legally registered and halal certified due to lack of information on the obligation of halal certification and the *Sehati* Program.

The students then conducted direct observation and informal interviews to the head of Tajungan Village and several home enterprisers. The dialogues proved the preliminary assumption for the targeted community that most of MSE in the village has no legal status because of limited information of the legal procedure. They were very impressive when the community service team offered to facilitate the *halal* certification. They thought that getting *halal* certificate were costly.

Therefore, the team educate held training for that for Micro and Small Enterprisers' in Tajungan Village Office. The training aimed to socialize the mandatory of *halal* certification and the self-declare mechanism which is free of charge for MSE. Besides, the training targeted to persuade the Micro and Small Enterprisers to be registered their business and their products to obtain *halal* certificate. This training was attended by eleven women enterprisers (seven from Tajungan Village Kamal Bangkalan, eight from Tanjung Jati Village Kamal Bangkalan). It was estimated that the training was attended only 15% percent of the population of the MSE in the location. Their attendance was influenced by the supporting of legal apparatus who invited and persuaded them to join this program. Nevertheless, during the training, they were very enthusiastic to learn the training material. They also voluntarily had willingness to be registered their product legally and to get *halal* certification.

The training was continued by giving direct assistance for MSE to be legally registered. The students were collected the requirements namely, identity card, family card, marital act. They

begun registering their tax ID number and registering them in Online Single Submission (OSS) to obtain business identification number (usually abbreviated in Indonesian terminology as NIB). Having gotten the NIB, the students who has been certified as *Halal* Products Counselors, asked the data and documents for registering *halal* certification. The requirements consisted of the detail of the ingredients, the tools and the processing method. The counselors continued the process with registering the through the website *sihalal*. During the program, seven micro and small enterprisers from fifteen participants have been applied for getting *halal* certification. It meant 50 % (fifty percents) of the participants of the training joined the registration for Sehati (free of charge halal certification) program. They empower themselves to be active in administering halal certificate for their products by being active to submit the administrative requirements to halal counsellors, and being cooperative when the halal counsellors conducted in the verification and validation documents of the halal production process. During the monitoring of the process, it encouraged three other MSEs or 20 % (twenty percent) of the participant enroll the Sehati program. Thus, totally, 70% (seventy percents) of the participants voluntarily register their product legally to obtain halal certification in Sehati Program. The rest of 30% percent of the participants were still unwilling to join this program although persuasive approaches had been done by the village apparatus).

CONCLUSIONS AND SUGGESTIONS

The Community Services Program succeeded to socialize *halal* product guarantee and the mandatory of *halal* certification included for Micro and Small Enterprises' product in Tajungan Village, Kamal District, Bangkalan Regency. It had impacted to increase the enterprisers' awareness to apply for *halal* certificate. It was proven by even after the program held, other enterprisers were interested also to join be registered their business for getting *halal* certificate. Totally, ten enterprisers or 70 % (seventy percents) of the participants have been assisted for applying halal certificate. Therefore, the empowering method by training and educating succeeded to improve their legal awareness to register halal certification. Thus, it recommended that the training for the self-declaration mechanism for MSE halal certification products should be continued in another locations as they are possibly lack understanding that it is free of charge. By persuasive educating, it will build up their own willingness to join for *halal* certificate registration.

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