



Implementation halal product certification through self-declare program for MSEs products in Cirebon Regency

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ARTICLE INFO	ABSTRACT
<p>Article history Received: 2023-02-09 Revised: 2023-05-22 Accepted: 2023-05-22 Published: 2023-06-27</p> <p>Keywords Halal Product Assurance System Halal product Halal certificate Micro and Small Enterprises Cirebon</p>	<p>Cirebon is one of the regions of West Java which has around 54,306 MSMEs. However, currently, there are still many MSEs actors who don't understand the urgency of halal certification and incomprehensible how to apply for a halal certificate for their products. This community service activity aims to socialize and assist in applying for halal product certification for MSEs through the self-declaration program. The research method is Community Education through training and counselling conducted in the Pasaleman and Beber area with the category of food and beverage products. The data were used descriptive analysis. The results show that the mentoring participants gave a positive response to these activities, and MSEs received assistance in the practice of submitting halal products to the SIHALAL application. Some MSEs actors were able to apply for halal certification with the verification application status completed by National Fatwa Committee, LP3H, some were still in the draft submission and some had not yet submitted because business actors were more focused on product sales, so the time to complete the submission documents was limited. Furthermore, the community service team evaluates activities and monitors tracking periodically after submitting halal certification until release certificate halal product.</p>
<p>Kata kunci Cirebon Produk Halal Sertifikat Halal Sistem Jaminan Produk Halal Usaha Mikro dan Kecil</p>	<p>Implementasi sertifikasi produk halal melalui program self-declare terhadap produk UMK di Kabupaten Cirebon. Cirebon merupakan salah satu daerah di Jawa Barat yang memiliki sekitar 54.306 UMKM. Namun, saat ini masih banyak pelaku UMK yang belum memahami urgensi sertifikasi halal dan belum paham bagaimana cara mengajukan sertifikat halal untuk produknya. Tujuan kegiatan pengabdian kepada masyarakat ini adalah melakukan sosialisasi dan pendampingan proses sertifikasi halal bagi pelaku UMK, UMK mampu memahami tata cara pengajuan sertifikasi produk halal melalui program <i>Self-Declare</i>. Metode penelitian adalah Edukasi Masyarakat melalui pelatihan dan penyuluhan yang dilakukan di wilayah Pasaleman dan Beber terhadap UMK kategori <i>Self-Declare</i> produk makanan dan minuman. Data dianalisis secara deskriptif. Hasil pengabdian masyarakat menunjukkan bahwa peserta pendampingan memberikan respon positif terhadap kegiatan tersebut, pelaku UMK mendapat pendampingan dalam praktik submit produk halal ke aplikasi SIHALAL. Beberapa pelaku UMK mampu mengajukan sertifikasi halal dengan status permohonan verifikasi selesai oleh Komite Fatwa, LP3H, beberapa yang masih dalam draf pengajuan dan ada juga yang belum menyerahkan karena pelaku usaha lebih fokus pada penjualan produk sehingga waktu untuk melengkapi dokumen pengajuan terbatas. Selanjutnya, tim pengabdian masyarakat melakukan evaluasi kegiatan dan monitoring tracking permohonan secara berkala setelah pengajuan sertifikasi halal hingga terbit sertifikat halal produk.</p> <p style="text-align: right;">Copyright © 2023, Umami et al This is an open access article under the CC-BY-SA license</p> <div style="text-align: right;">  </div>

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INTRODUCTION

Indonesia is one of the biggest Muslim countries in the world. One of them is the West Java region, of the 48.27 million inhabitants of West Java, 88.23% are Muslim residents (<https://jabar.bps.go.id/>). The Cirebon region is one of the areas that has thousands of the Micro, Small and Medium Enterprises (MSMEs) which jointly develop the regional economy. As one of the tourist destination cities, the existence of MSEs really supports the existence of tourist cities. MSMEs actors, especially the food sector as an integral part of tourist cities, must be able to guarantee the quality of the products they produce, including guarantees for halal products, so that consumers are guaranteed protection from various kinds of food that are considered inappropriate according to Islamic law. However, the reality is that there are still many MSEs, especially the food sector in the City and Regency of Cirebon, which do not yet have halal product certificates, so that this has become one of the government's focuses in supporting the recovery of the economic sector after the pandemic.

Halālan ṭayyiban product is a concept that includes *syara'* compliance and food quality. The aspect of *ṭayyib* is not only aimed at aspects of quality, safety and cleanliness, but also looks at aspects of health and suitability of food for the body consumers especially the Muslim community (Ariefiara et al., 2022). The concept of *Halalan-Tayyiban* adopts sustainable development which is a concern of the world which is embedded in every field of human life covering economic, environmental, and social aspects. Halal Islamic economic sectors include halal food, modest fashion, media and creation, Muslim-friendly travel, halal pharmaceuticals, halal cosmetics, and Islamic finance. Tourism is one of the main areas of many economies where sustainability is of increasing concern. Halal tourism or Islamic tourism or Muslim-friendly tourism is a new concept in the world of tourism industries that open up new and exciting opportunities to boost economic growth. The halal industry actually discusses several things seventeen Sustainable Development Goals (SDGs) and can make a significant contribution to sustainability (Azam et al., 2019; Idris et al., 2022). Therefore, it is important to socialize the implementation of Halal Product Assurance System or SJPH in halal certificate process of products to MSMEs in one of the efforts to improve the nation's economy. This community service activity presents an important role certificate halal product that clarify the relationship between halal industry through MSEs actors based on halal entrepreneurship and SDGs.

The Halal Certificate is an acknowledgment of the halal of a product issued by BPJPH based on a written Halal Fatwa issued by the MUI. The purpose of halal certification is to provide certainty about the halal status of a product as a form of fulfilling consumer rights. Consumer confidence in the Halal of a product will affect the amount of consumer purchases of the product. In the past, applications for halal certification by producers were still voluntary. However, after the enactment of Law of the Republic of Indonesia Number 33 of 2014 concerning Guarantees for Halal Products and Government Regulation of the Republic of Indonesia Number 39 of 2021 concerning Implementation of the Field of Halal Product Guarantees, applications for halal certification by producers are mandatory. The provisions regarding the mandatory halal certification for all these products are contained in article 4 which states that: "Products that enter, circulate, and are enforced in the territory of Indonesia must be halal certified" (Law No. 33 of 2014 on Halal Product Certification). Based on the Laws and Government Regulations above, the mandatory implementation of halal certification for all products in Indonesia must be halal certified. This is the basis of the government's responsibility in providing guarantees of protection, justice, legal certainty, transparency, and professionalism so that products are fit for sale in the community (Ulfin et al., 2022).

Labeling of packaged food aims to ensure that the public obtains correct and clear information on each packaged food product, both regarding origin, safety, quality, nutritional content, and other necessary information. Specifically, the inclusion of the halal label is intended to protect the Muslim community from consuming non-halal food products. With the existence of halal labeling, it can be used as a sign that makes it easier for consumers to choose food products to be consumed (Chairunnisyah, 2017). Product knowledge and Halal brand awareness of products have a positive relationship and have a significant effect on consumers in making decisions to buy products. Many consumers believe that halal food products follow more stringent safety, health and quality standards than non-halal products (Rachmawati et al., 2022; Rezai et al., 2012). In addition, it can increase the competitiveness of MSMEs products both nationally and internationally (Wahyuni et al., 2022).

Based on the results of the initial observations with several Micro, and Small Enterprises (MSEs) actors, especially the food sector around the Cirebon area, that there are still many MSEs actors who have not halal product certification. That's because they are not understand an essential of halal product certification and positive impact on MSEs actors. MSEs actors choose to delay processing it as a consequence MSEs actors suppose the process of applying for halal certification to be extremely complicated and long period. The majority of MSEs actors have an enthusiastic to develop a higher quality business including guaranteed halal products, so that their products market expansion, and can be marketed in outlets that always demand product quality assurance. However, due to the limited capabilities of MSEs actors, efforts to improve halal product quality have stalled. Therefore, it is necessary to have a program from universities to socialize, provide assistance and guidance to MSEs actors in Cirebon, West Java regarding improving the quality of halal product guarantees through assistance with product halal certification. Regarding this issue, we focus on serving on assisting the implementation of the Halal Product Assurance System and halal product certification for MSMEs actors in the Cirebon regency. Hopefully, the MSEs actors are able to understand the importance of halal product certification and are able to

carry out procedures for submitting halal product certification so as to increase consumers believe to buy halal product and to rise business prospects nationally and even internationally. Therefore, it is important to create benefits and incentives for both entrepreneurs and customers to produce and buy sustainable products.

This activity aims not only to eradicate extreme poverty, but also to combine and balance the three principles of Sustainable Development Goals (SDGs) namely economic, social and environmental for a complete global vision (Dahri & Omri, 2018; Malecki, 2018; Salaheldeen et al., 2019). The SDGs are an essential reference point for the Islamic economy sector as they cover many of the related *Maqasid al-shariah* concern and reflect the beneficiary needs of the world community (Abdullah, 2018; Salaheldeen et al., 2019). Improving the quality of halal products through halal product certification is in line with the SDGs principles in the economic aspect, namely ensuring a healthy life and promoting prosperity, as well as developing a reliable and sustainable supply chain infrastructure that will help economic growth. So that entrepreneurs or MSMEs actors have greater opportunities in realizing sustainable development goals especially in the economic aspect. From an economic perspective, halal food producing often seeks to optimize business processes, maximize operational efficiency, and try to control and minimize costs throughout the supply chain. Environmental issues are also important especially when the food industry plays a role in the development of environmentally friendly food ecosystems (Salleh & Harun, 2022). The relationship between Halal entrepreneurship and sustainable development turns strongly positive in the presence of high levels of innovation and institutional quality (Youssef et al., 2018). Hence, halal entrepreneurs or MSEs actors can realized sustainable development goals through certificate halal product programs.

METHOD

The community service program uses community education methods through training and counseling (Morelli, 2015). Furthermore, the data were used descriptive analysis. The community service strategies that will be carried out are classified into several stages, namely the phase I (preparation), phase II (training or workshops), and phase III (practice and evaluation stage).

Phase I: Community Service Preparation: Phase I includes survey and data collection activities for MSMEs that are scattered around the Cirebon area, especially around IAIN Syekh Nurjati Cirebon. After the survey and MSMEs data are obtained, then carry out post-survey follow-up to MSMEs actors who are committed to participating in the entire halal product certification training.

Phase II: Training and Practice of SJPH document: The second stage is halal product certification training which is held in the form of workshop activities attended by MSMEs actors, speaker from the chairman and representatives of LP3H IAIN Syekh Nurjati Cirebon, this second stage also involves assisting students during the training process so that trainees can more easily understand and directly practice the process of filling SJPH document for submitting halal product. The training materials include Introduction to Halal Certification, Halal Product Assurance System (SJPH); and Procedures for completing the required documents during the halal certification process. Participants are expected to understand well and be aware of the importance of halal certification for the products sold.

Phase III: Community Service Evaluation: This phase III is a post-event activity, in this case the goal is to control and provide assistance to MSEs who are interested in carrying out halal certification. This phase III, MSEs who fulfilling halal certification document were applying through SIHALAL application assists a coordinator. This stage was hoped that the participants were capable to implement the knowledge gained in the training materials and ensure that the products sold by the related MSEs products are certified quickly and easily so that there will be no more anxiety for the people who want to consume these products. In addition, this phase was evaluated during service activities, and questionnaire was distributed to know the response of MSEs actors while participating in socialization and assistance activities about halal product certification. The sustainability that was expected from this community service is the existence of regular assistance to the community and it is hoped that in the future all MSEs actors in the Cirebon area will obtain halal certification so that product quality can be guaranteed as *Halalan Thayyiban*.

Indicators of success of community service activities

The indicator of the success of this program is that participants (MSEs actors) understand the concept halal product and are able to implement SJPH for submitting document halal product certification through SIHALAL application. This activity refers to several literature relevant to community service activities that have been carried out by various community service activity before (Djakfar & Isnaliana, 2021; Gunawan et al., 2020; Pardiansyah et al., 2022; Sekarwati & Hidayah, 2022).

RESULTS AND DISCUSSION

Micro, Small and Medium Enterprises (MSMEs) are growing a lot in West Java, especially in the Cirebon area. Based on data from the Cirebon City Industry and Trade Office, there are around 54,306 MSMEs with various products divided into various fields including culinary, fashion, education, automotive, agribusiness, internet technology and other fields. The majority MSMEs in Cirebon area are were engaged in the food sector such as Empal gentong, various wet cakes, drinks, chips, processed milkfish, beef or chicken and other products (Figure 1). However, many MSMEs products still do not have a halal certification label so it is important to socialize and assist in applying for product halal certification. In addition, free

halal certification (SEHATI) program through Self Declare with an easy procedure increases the interest of Micro and Small Enterprises (MSEs) actors in following and applying for halal certification program of their products. SEHATI as a free halal certification program through the self-declare from MSEs actors. The SEHATI program is a government program whose implementation costs use from the budget of DIPA BPJPH (Nur & Istikomah, 2021). MSEs actors that register themselves as recipients of the SEHATI program are productive businesses that have business capital or have annual sales proceeds in accordance with statutory provisions with limitations namely the product is not at risk or uses materials whose halal status has been confirmed; and the production process is guaranteed to be halal and simple (Article 81, paragraph 2 of PP No. 39 of 2021). The SEHATI program, it is hoped that many MSEs actors will receive improve product quality, be able to drive the global halal market and compete with other modern products.



Figure 1. Sample MSEs products from the Pasaleman and Beber, Cirebon Regency – West Java

Based on the result of observations, the preliminary conditions for MSEs actors who will receive community service assistance have the following conditions: a) MSEs actors do not yet understand the importance of halal certification and its positive impact on MSEs actors; b) MSEs actors still experience difficulties regarding the procedure for submitting halal certificates for their products; c) MSEs actors do not yet understand the urgency of using halal certification, so they choose to postpone processing it; and d) MSEs actors consider the process of applying for halal certification to be very complicated and long period.

Knowledge of MSEs actors regarding the halal certification program is still low. This information can be used in planning service achievement targets so that they are right on target and have optimal benefit values for the service subject (Figure 2). MSEs actors realize the essential of socialization and assistance in applying for halal product certification. Several MSEs actors are of the opinion that cost is needed in submitting certification and the complexity of processing applications for halal product certification so that there are still many MSEs products. This activity is crucial part in providing solutions to MSEs actors in applying for halal certification with simple, easy and free procedure through self-declaration program (SEHATI) from BPJPH. According to Moerad et al. (2022), with the understanding of business actors regarding the positive impact of halal certification for their products, one of the benefits to be gained is that the products will be distributed legally and formally. When halal product manufacturers use product knowledge and consumer product involvement to develop appropriate competitive strategies, it can easily win and encourage consumers on purchase decision-making halal food products, that's significant influences consumer behavior in buying halal products or services especially in Indonesia as the largest Muslim country in the world (Bashir, 2019).

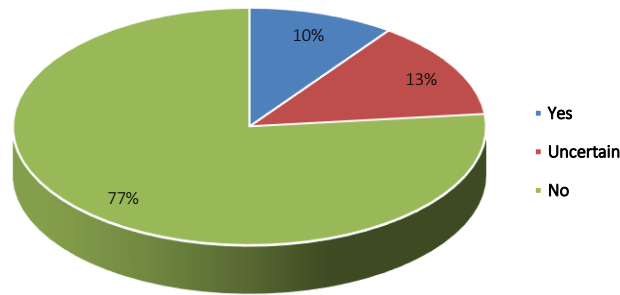


Figure 2. Preliminary assessment of knowledge halal product certification on MSMEs actors in Cirebon Regency

The stage of implementing the service for the implementation of the Halal Product Assurance system (SJPH) for MSEs actors in Cirebon for 3 (three) activities based on the survey results are respondents of MSEs actors with details of the activities as follows:

I. The community service 1st activity:

- a. Refresher socialization materials. At this stage, refresher material and discussions were delivered on Halal Certification, Halal Certification Procedure and Halal Product Assurance Systems; and Procedures for applying Halal Products;
- b. The Halal Product Assurance System (SJPH) document was distributed and assisted in filling them out as one of the required documents for submitting halal certification. The SJPH document that has been filled in by the participants is then stored and the results of the corrections are distributed again to the participants to be used in the practice of submitting halal certification through the SIHALAL application in the second activity.

The 1st activity was not significant obstacles to the implementation of the first day's activities. The activity was carried out well with extraordinary enthusiasm and attention from the mentoring participants in listening to the presentation material from the speaker. Likewise with a series of other activities on the first day of filling out the SJPH document (Figure 3).



Figure 3. The MSEs actors are filling out the SJPH document in the community service activity

In the community service 1st activity, MSEs actors are given socialization and assistance related to the Halal certification program, preparation for submission of halal product certification; and procedures for completing the required documents during the halal certification process. Through this training the participants or MSEs actors can better understand and realize the importance of halal certification for products sold to costumers. So that there is no more anxiety for customers who want to consume these products (Figure 4). Though education and assistance activity about the implementation of the Halal Product Guarantee Act for business actors, it is hoped that Indonesia will be able to shift from a consumer country for halal products to a producing country in the future (Fathoni & Syahputri, 2020).



Figure 4. Documentation of training and assistance Halal Product Certification for MSEs actors in Cirebon Regency

II. The community service 2nd activity:

- a. Presentation of material and discussion regarding SIHALAL's application for submission of halal product certification.
- b. The practice of filling in applications for halal certificates through the SIHALAL application is carried out by participants who are able to use computers, while participants who are unable to use computers due to age and educational limitations are assisted by MSEs assisted coordinators. Participants fill out and upload the required documents for submitting halal product certification, then they will be checked by the appointed Halal Product Process (PPH) assistants (Figure 5).

The implementation of the second activity went smoothly like the first activity. Even though there are minor problems related to the technical practice of uploading documents, the submission requirements and signals are sometimes unstable. This is possible due to the rainy location and weather conditions and some have not carried out the transportation of each material used in their products. However, these obstacles can be overcome by uploading documents in stages and intensive coaching from both the presenters and the service team. So that these problems can be resolved properly until the process of applying for halal certification is successfully carried out.

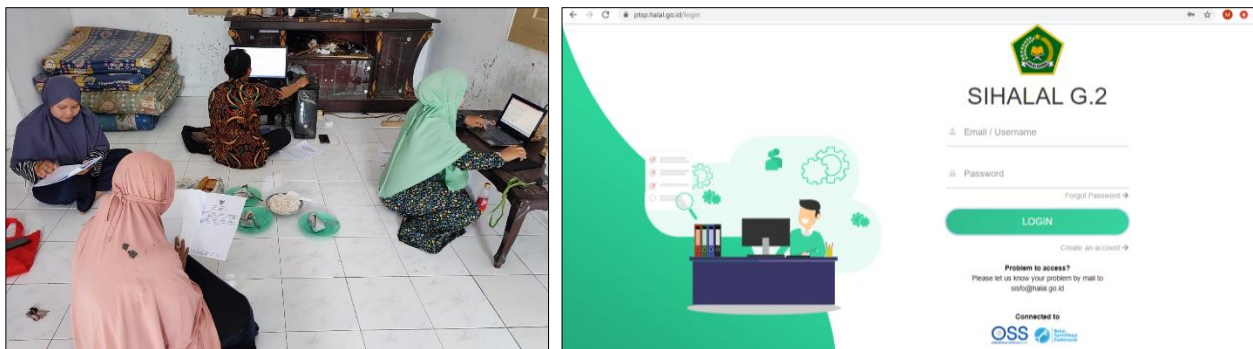


Figure 5. Submission of document halal product and monitoring regularly through the SIHALAL application

Based on the activities that have been carried out, there are MSEs actors in the Pasaleman and Beber who have received socialization, training on the implementation of SJPH and assistant to submit halal products show that several MSEs actors submitted for halal product certification with the status of verification and validation completed from LP3H IAIN Syekh Nurjati Cirebon. Furthermore, regularly monitoring is carried out to find out the tracking of SIHALAL application (Figure 6).

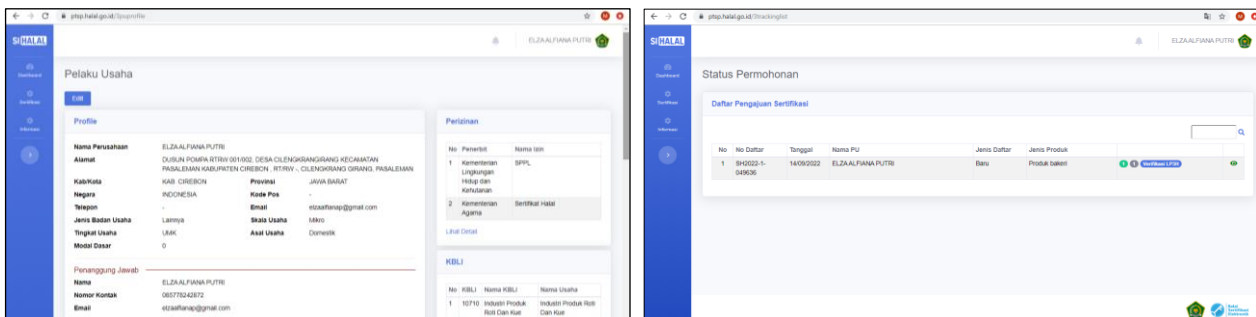


Figure 6. Sample of MSEs actors have submitted document halal product via SIHALAL application

III. The community service 3rd activity:

In the post-implementation stage, an evaluation of activities is carried out that gathers information related to several aspects of the implementation of the Halal Product Assurance System (SJPH) assistance service to Business Actors in Cirebon. Apart from that, it is also to control post-submission of halal product certification by MSME actors. Based on the post-activity evaluation questionnaire, it showed that 90% of respondents stated they were satisfied and 10% of respondents each stated that they were quite satisfied with the socialization activities and assistance with halal certification. This indicates the confidence that has been built in understanding the procedures for submitting halal product certification so that it is hoped that the participants will be able to implement the knowledge gained in the training material and ensure that the products sold by the related MSEs are certified quickly and easily so that there is no more anxiety for people who want to consume them. the product. In addition to evaluating the several aspects previously described, information related to testimonials and expectations for further assistance activities for MSEs actors is regarding packaging rules and product marketing strategies in an effort to increase the economic value of a product.

Halal certification by BPJH plays an important role because it is defined as inspection of certain production processes and meets the hygienic, sanitary and safety requirements. The halal certificate is a guarantee that a particular product has been thoroughly tested and declared compliant with sharia law. Product halal which is indicate the halal logo has a positive influence on consumers purchase intention among the Muslim and non-Muslim consumers and encourage purchase making-decision to buy the product (Ismail et al., 2016). That's can improve the halal industry ecosystem which has an effect on improving the economy national. The growth of the halal industry can realize the Sustainable Development Goals (SDGs) program for the period 2016 -2030, that focus on a strong economic sector, encouraging the wider halal industry, to present various halal businesses. The development of the halal industry contributes to reducing poverty, opening up employment opportunities to reduce hunger, and trigger to innovations in many halal products. The growing halal industry is not exclusive but inclusive for all parties, and friendly, and provides easier access (Hikmatul, 2022; Trimulato et al., 2022).

CONCLUSION

The community service for MSEs actors in Pasaleman and Beber area gave a positive response to the activity and then provided assistance for practicing submit halal product to the SIHALAL application. Several MSEs actors have applied for halal certification with the status of verification completed by National Fatwa Committee, LP3H IAIN Syekh Nurjati Cirebon, some are still in the draft submission and some others have not yet submitted because the business actors are more focused on trading so that the time to complete the submission documents is hampered and some are not ready to complete the documents submission. Subsequently, community service team monitor the submission tracking regularly after submitting for halal certification until release certificate halal product. The community service activity is sustainable and hoped that in the future more MSEs actors will apply for halal certification, especially in West Java especially in the Cirebon, Indramayu, Majalengka, and Kuningan (Ciayumajakuning) regions that take part in halal certification program so that can enhance quality products that comply with government standards and legality cased legally recognized by the Halal Product Assurance Organizing Agency (BPJPH).

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