

Assistance in Obtaining Halal Certification (Self-Declaration) for Sweet Hony Canteen at Mulawarman University

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Abstract

Halal food has become a major concern in the modern era, not only for Muslims but also for non-Muslims due to its guarantees of cleanliness and health. Halal standardization, including halal certification, is an essential requirement regulated under Law No. 33 of 2014 on Halal Product Assurance. Halal certification plays a vital role in gaining consumer trust, expanding markets, and increasing company sales. Therefore, halal certification is crucial for Micro, Small, and Medium Enterprises (MSMEs), particularly for food stalls, as it not only maintains consumer trust but also impacts MSME revenue. This community service activity was conducted to assist MSMEs, specifically the Sweet Hony canteen, in obtaining halal certification. The methods used included socialization, interviews, and document preparation for the halal certification application. The assistance was provided by students with the support of Field Supervising Lecturers (FSL) and the Halal Research Center, Research and Community Service Institute, Mulawarman University. This assistance has resulted in the issuance of a Business Identification Number (BIN) and the ongoing process of applying for a halal certificate.

Keywords: Certification; Food stall; Halal; MSMEs

INTRODUCTION

In modern times, halal food is developing rapidly because not only Muslims are happy with halal food but also non-Muslims because halal food is guaranteed in terms of hygiene and health. The invasion of imported food is quite a challenge, especially since Indonesia is a country where most of the population is Muslim, other countries will compete to reach consumers to achieve the profits of their companies (Peristiwa, 2019). Fulfillment of halal standardization One of the requirements needed is halal certification, so a law was issued to support the implementation of halal standards. Based on Law Number 33 of 2014 concerning Halal Product Assurance, Article 4 states that halal certification of products is mandatory. The provision of mandatory halal certification for business actors who produce food or import food into Indonesia for trade must state that the food in question is halal for Muslims. The explanation of the Halal Product Assurance Law

states that halal information for a product is very important for the people of Indonesia, the majority of whom embrace Islam. The guarantee of the implementation of halal products also aims to provide comfort, security, safety and certainty of the availability of halal products for the public in consuming and using products.

Based on a report by the Ministry of Finance in 2021, Indonesia has around 65 million Micro, Small, and Medium Enterprises (MSMEs), but only about 1% or around 650,000 MSMEs have obtained halal certification. The lack of awareness of MSMEs on the importance of obtaining halal certification is due to the lack of socialization and understanding of the procedures needed in applying for the certification (Mulyaningsih et al., 2021). This is justified by the situation in the field, in general the problems faced by MSME actors will be described in several points, as follows: (1) lack of information about the importance of halal certification for a product and the impact of halal certification, (2) lack of a strong desire to

increase the guarantee of MSME products, (3) a lot of MSME actors do not know how to apply for halal certification, (4) some MSME actors do not even have BIN as the main requirement before applying for halal certification. From this description, it is hypothesized that MSME actors do not know about the importance of halal certification. At this time, halal certification of food products is a top priority that aims to protect consumers, not only for those who are Muslims but also for all consumers who are increasingly concerned about food hygiene and its impact on health (Akmad Salindal et al., 2018; Viverita & Ratih, 2017). Halal certificates play an important role in winning consumer trust, expanding market reach, and increasing company sales (Mohamed Yunus et al., 2014). More than that, halal certification is a strategic step for companies to retain customers, differentiate themselves from competitors, and provide added value to products (Akmad Salindal et al., 2018). Study by Perdana et al. (2018) shows that the halal label has a positive impact on increasing the company's profits due to the increase in consumer confidence with the existence of the halal label on the product. Therefore, it can be concluded that halal certification plays a very important role for MSMEs, especially for food stalls (Damayanti et al., 2023; Istanti et al., 2019). In addition to maintaining consumer trust, halal certification also affects the income or turnover of an MSME

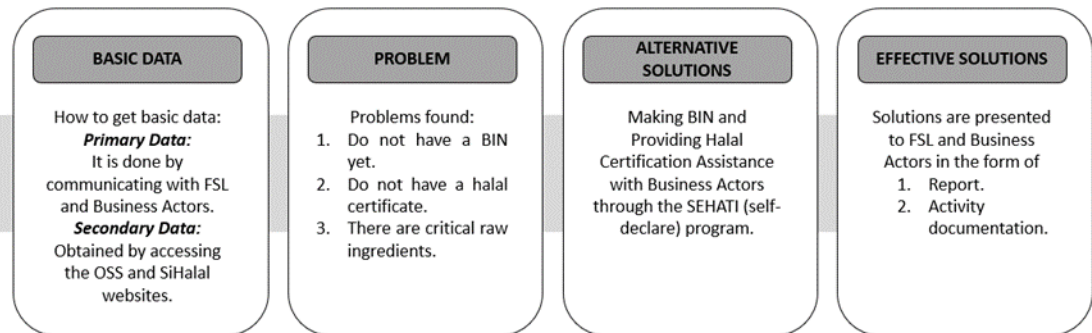
MATERIAL AND METHOD

Materials and Tools: The materials and tools used in this assistance program are as follows: a) materials: Indonesian Identity Card, Business Identification Number (BIN), name and type of product, product photos, list of product raw materials, and processing process of Kanti Sweet

Hony products. While b) tools: Lcd Projector, Questionnaire, Laptop, and Mobile Phone.

Research Design: The method used in this halal certification assistance activity (self-declare) is a modified from Utoro et al. (2023) and Wicaksono et al. (2021) and Participatory Action Research (PAR) method by Rahmat & Mirnawati (2020) and Utoro, et al. (2023) (Gambar 1). The first step is to collect basic data and find problems. The activities carried out were socialization with business actors, field supervisors lecture (FSL), speakers from the the Halal Research Center, Research and Community Service Institute, Mulawarman University, and the Samarinda City Health Office. At this stage, interviews are also conducted to explore information from business actors (primary data). Meanwhile, secondary data was obtained from Online Single Submission (OSS) Systems and SiHalal. The business location review activity is to observe the environmental conditions, production space, with the aim of providing an overview of the initial condition of MSMEs and to obtain information in more depth. The second step is to formulate the problem. Based on the results of observations, there are three problems, namely: not having an BIN, not having a halal certificate, and there are critical raw materials. The next stage is to formulate alternative solutions. At this stage, the solution to the previously found problem through the solution was determined, namely: making BIN and assisting with halal certification through the SEHATI (Self Declare) program. This stage includes the preparation of documents for the creation of BIN and the fulfillment of the requirements for applying for a free halal certificate which can be accessed through the website <https://ptsp.halal.go.id/> or using the SiHalal application. The solution is then submitted in the form of a report submitted to the DPL and Business Actors.

Figure 1. Problem-solving approach chart



Research Stage

Socialization and Initial Information Collection: At this stage, socialization is carried out and initial information is explored to business actors. The socialization was delivered by the FSL, representatives of the Halal Research Center, Research and Community Service Institute, Mulawarman University, and the Samarinda City Health Office. **Mentoring Process:** Mentoring is carried out by collaboration between companions, Halal Product Process Assistants, and FSL. This activity began by collecting information from Business Actors about the required documents for the SEHATI (self-declare) program.

Implementation of Mentoring: Mentoring activities begin by conducting observations and interviews by directly reviewing the location of the place of business and conducting interviews with business actors to obtain information related to documents, data, conditions and production processes at the Sweet Hony Canteen. This activity has been carried out starting from December 6, 2023.

RESULT AND DISCUSSION

The first step begins with socialization and interviews with business actors with direct meetings. The socialization was carried out on December 2 and 9, 2023. This activity was attended by DPL, students and business actors, speaker from the Samarinda City Health Office, speaker from the LP2M Halal Center of Mulawarman University. This socialization was

carried out directly at the Prof. Rachmat Hernadi Building, Faculty of Agriculture. The material presented included food safety, waste handling, hygiene and sanitation, food safety extension (to obtain Food Safety Counseling certificates), and halal product processes.



Figure 2. Socialization from speakers

This discussion and socialization activity uses the lecture method, namely the delivery of material directly and involves two-way discussion and communication from resource persons and participants. This method is an effective way to explain and transfer knowledge and experience both directly and indirectly from the resource person. This method has provided evidence in the success of training and community service activities (Septiani et al., 2021; Utoro et al., 2023; Wasludin, 2017). After the presentation of material from related resource persons in a series of socialization, additional information and insights were obtained for the participants, both from students and business actors. Especially supporting materials for the implementation of hygiene and sanitation, waste management from food processing, and the implementation of registration and preparation of

documents to obtain free halal certification (SEHATI) with a self-declare model. In this activity, there was also a questionnaire filled out by business actors assisted by accompanying students to get basic data related to the conditions of the business being run.



Figure 3. Documentation of interviews with business actors

Based on the results of interviews that have been conducted with business actors, a number of data about the Sweet Hony Canteen such as a list of ingredients used and production processes, as well as documents used for submitting halal certification and making NIB. Furthermore, the third step is to prepare data and documents for business actors to submit NIB and halal certification through the SEHATI program. The registration process requires several required documents that must be prepared and met. The required documents are then uploaded online via the link <https://oss.go.id/> for the creation of NIB and <https://ptsp.halal.go.id/> for SEHATI registration. The required requirements and documents are presented in Tables 1 and 2.

The process of applying for halal certification and data input is carried out through the SiHalal website. The fulfillment of data and documents is carried out by communicating directly with business actors. Before fulfilling other documents that are requirements, it is first necessary to make a NIB. This process is carried out by business actors accompanied by accompanying students. With the guidance and coordination between the accompanying students and the FSL, the Sweet Hony Canteen BIN can be issued (Figure 4). Meanwhile, the data input on the SiHalal website was accompanied by accompanying students. The

flow of the halal certification process through the SEHATI self-declare program is presented in Figure 5. In the process of applying for a Halal Certificate, verification, and validation (VERVAL) is carried out by the companion. The role of the companion is as a Halal Product Process Companion which comes from Halal Research Center, Research and Community Service Institute, Mulawarman University which is one of the official Halal Product Process Assistance Institutions and is registered as a Halal Product Assurance Organizing Agency partner. The Halal Product Process Companion acts as a witness/guarantor who can prove the statement of the business actor who has met the requirements and is responsible for vervaling the halal of the product. The material verval process is carried out for the inspection of the material documents used, and the material compilation request. Meanwhile, the halal product verval process includes: verification of Halal Product Process documents, the implementation of the Halal Product Process system, and direct field verification. The process of issuing a Halal Certificate takes approximately 1-2 months.



Figure 4. Business Identification Number (BIN) Sweet Hony Canteen



Figure 5. Flow of Submission for Halal Certification of the SEHATI Program (K. Abdul, 2023).

Table 1. Required Documents for NIB Creation

No	Requirement	Document
1.	Business actor data	<ul style="list-style-type: none"> • Copy of Indonesian Identity Card. • Taxpayer Identification Number (if any).
2.	Submission data	<ul style="list-style-type: none"> • Type of service, business name, product. • Location selection.

Table 2. Required Documents for Halal Certification Application

No	Requirement	Document
1	Business actor data	<ul style="list-style-type: none"> • Copy of Indonesian Identity Card. • BIN of business actor.
2	Halal supervisor data	<ul style="list-style-type: none"> • Copy of Indonesian Identity Card of Halal supervisor. • Decree on the Determination of Halal Supervisors. • Halal Supervisor Certification (if any).
3	Submission data	<ul style="list-style-type: none"> • Type of service, business name, marketing area. • Location selection.
4	Canteens and outlate	<ul style="list-style-type: none"> • Suitability of production and sales locations.
5	Ingredients	<ul style="list-style-type: none"> • List of ingredients. • Cleaning Agent (waterr, soap, etc).
6	Product	<ul style="list-style-type: none"> • Product classification, name, brand, product photos, number of materials used in the production process.
7	Halal Product Process	<ul style="list-style-type: none"> • Product classification, name, brand, product photos, number of materials used in the production process.

A summary of the process of community service activities at the Sweet Hony Canteen is presented in Table 3. The sequence of steps based on the 4 W's (What, When, Who and Where), coupled with Result and Outcome are keywords that help for the implementation of this activity. Broadly speaking, this activity ran smoothly, but there were still several obstacles that arose such as: equalization of meeting schedules between accompanying students, business actors and Halal Product Process Supervisor, consultation and discussion time with FSL, and improvement of

data to submit on the SiHalal account. Halal certification plays an important role in supporting product assurance according to Islamic sharia. Many service activities have been carried out to support the assurance of the halal production process through socialization, mentoring, and community service activities. Several examples of socialization and mentoring activities have been carried out by Faza et al. (2024), Mesta et al. (2022), Nabila et al. (2023), Oktaviany (2024), and Tutik et al. (2023).

Table 3. Summary of the Results of Community Service Implementation at Sweet Hony Canteen

Parameter	Step 1	Step 2	Step 3
<i>WHAT</i>	Conducting socialization with Business Actors, FSL and Companion Students.	Conducting visits and interviews with Business Actors regarding materials, production processes.	Prepare documents and make BIN and submit halal certificates.
<i>WHEN</i>	December 2 and 9, 2023	December 6, 2023	February 8, 2024
<i>WHO</i>	Companion Students, FSL, and Business Actors.	Companion Students and Business Actors.	Companion Students, Halal Product Process Supervisor, FSL, and Business Actors.
<i>WHERE</i>	Prof. Rachmat Hernadi Building, 2nd Floor, Faculty of Agriculture.	Sweet Hony Canteen.	It is done online.
<i>RESULT</i>	Knowing the location of MSMEs and knowing the identity of Business Actors.	Knowing the data of MSMEs and the identity of Business Actors.	Fill in on the OSS website to obtain NIB and fill in on the SiHalal website for applying for halal certification.

The obstacles that have arisen have been resolved, such as corrections given by the Fatwa

Commission of the Halal Product Assurance Agency. Improvements that must be made are in the display

of joint product photos between business actors and P3H, for example, the product must be seen more clearly. Then the second correction is that the completeness of the raw materials used must have a halal certificate. The repair is then sent back through the SiHalal account on the link page <https://ptsp.halal.go.id/>. For now, it is still waiting to get a quota.

IMPACT OF ACTIVITIES

Through the socialization and assistance activities provided, business actors gain insight into the fulfillment of halal certification, especially in food stalls. Increased enthusiasm and willingness from business actors to get certification. One of them is the fulfillment of initial requirements that require business actors to have a NIB. This assistance helps business actors to be able to understand the processes to obtain halal certification systematically and in accordance with applicable rules.

CONCLUSION

The Community Service Program for halal certification assistance through the SEHATI self-declare program has been implemented well with cooperation between accompanying students, FSL, Halal Product Process Supervisor, and Business Actors. This assistance resulted in BIN that has been issued and also submitted for the halal certification process (still waiting for the SEHATI quota). The existence of a halal certificate for business actors will add legality and assurance to the product in terms of food safety, hygiene and sanitation. It is hoped that the activities that have been carried out can be applied continuously for the consistency of halal-certified products.

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