HALAL CERTIFICATION ASSISTANCE FOR SMALL MICRO ENTERPRISES IN THE COLOMBO MARKET, CONDONGCATUR, DEPOK, SLEMAN, DIY

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Abstract - *The government is making various efforts to encourage the halal industry and increase exports of Indonesian halal products in the global market. One of the efforts is to provide easy access, especially Micro and Small Enterprises, so they can obtain a halal certificate for free by submitting a "Self Declare" halal certification. The aim of this activity is so that MSEs can process halal certification of their products easily and affordably, accompanied by a PPH assistant in order to realize a halal industry, so that it is safe for consumption by consumers. The target in this article is MSEs at the Colombo Yogyakarta Market. The problem currently faced is the lack of market products that has been halal certified and business actors' ignorance about the importance of halal certificates. The methods is socializing and assisting with the mechanism for applying for halal certification through Self Declare. With this program public will gain understanding and support for the importance of halal certification and can take advantage of the Free Halal Certification Program (SEHATI) where MSEs can register their products to be halal certified for free.*

Keywords: *Halal Self-declaration, Colombo Market, Halal Products; Free Halal Certification, Micro Small Businesses.*

1. INTRODUCTION

Indonesia is a country whose majority population is Muslim with a percentage of 87.18%. Islam has teachings that regulate halal and haram components, one of which is food, so that halal is an important thing that is very much considered in Islam (Faridah, 2019). One of the problems that is quite visible in Muslim communities is the flood of processed food and drink products, medicines and cosmetics in circulation, most of which are not yet halal certified so they are not fully able to provide a sense of security to consumers, especially Muslims (Syafrida, 2014). Coupled with the increasing circulation of food and beverage products which not only come from local business actors but also from abroad (Harahap, 2018).

The issue of halal food is starting to be discussed again in industry circles. Currently, halal consumption is not a way of life, but an obligation for Muslims to practice it. Islam has provided guidelines for food that is halal to consume and everything that is haram to consume as stated in the QS. Al-Baqarah: 168 and 173 and QS. Al-Ma'idah: 3. This verse describes food that is halal and that is haram for consumption, including carrion, blood, pork, and animals that are slaughtered without mentioning Allah's name are considered haram for consumption.

Basically, everything on earth can be consumed unless there is a reason that prohibits it. Whether a product is halal or haram is not only halal from its substance but also halal from how it is obtained. For example, like chicken, Muslims are legally allowed to consume it, but if the method of slaughtering it does not comply with the Shari'a then the chicken is haram for consumption. Likewise, raw materials from other processed foods must be clearly halal.

Even though halal industries has been an increase, there are still many small industries, especially MSEs, that have not been halal certified (Nukeriana, 2018). Increased consumer awareness of halal consumption should be accompanied by awareness of business actors in realizing a halal industry. For medium and large business actors, halal certified halal production is not an obstacle, this is different from MSEs which experience problems, especially in financing and administrative complexity in applying for halal certification (Nuraini & Sucipto, 2021).

In line with this, Muslim consumers want the products they consume to be guaranteed to be halal. In Law Number 33 of 2014, it is stated that products that are required to be halal certified are goods or services related to food, drinks, medicines, cosmetics, chemical products, biological products, genetically engineered products and consumer goods that are used or utilized by the public (Harahap, 2018). Issuing halal product certificates has an important role in maintaining consumer confidence in the products they consume. Halal certification is a business policy that should be implemented by business actors as a halal guarantee for consumers. Apart from that, the halal label can provide economic benefits for business actors because it can increase consumer confidence (halal is guaranteed),

The results of observations and communication with MSEs in Colombo Market, Condongcatur, Depok, Sleman, DIY, the obstacles faced regarding halal product certification include business actors not clearly understanding the procedures for applying for halal certification for their products, business actors not understanding the importance of halal certification and its impacts. towards MSEs, and business actors consider the process of applying for halal certification to be very complicated and long. Therefore, this mentoring activity aims to provide understanding and support for the importance of halal certification with the aim of increasing productivity, trust, satisfaction and product sales, as well as being able to take advantage of the Free Halal Certification Program (SEHATI) where MSEs can register their products to be halal certified automatically free (Ramlan & Nahrowi, 2014).

2. METHOD

A. Tools and Materials

The implementation of halal certification assistance activities for MSEs of Colombo Market assistance in this activity starts from socializing halal self-declaration certification and making an NIB, registering and making an NIB to getting a certificate with a halal logo. Other than that, we do interviews with MSEs, survei on site and documentation. Secondary data is library data that includes legislation, literature books, scientific works, articles, and documents related to research materials.

B. Work Procedures

This service program method is carried out using the following work procedures :

1. Coordinate with relevant stakeholders, such as: Ibu Dukuh and the Colombo Market MSEs group.

2. Carrying out Halal Self-Declaration Certification Socialization activities and NIB Making Socialization activities in one of the residents' homes.

3. Carry out business account registration and create a Business Identification Number (NIB).

4. Carrying out MSE assistance activities at each business actor's production location.

5. Input data in Sihalal website and submit the submission with "Self Declare" program and then waiting until Halal Fatwa MUI published to halal certificates.

6. Carry out the distribution of Halal Certificates and Business Registration Number Certificates.

7. Carry out evaluations of the implementation of service activities for MSEs, especially after obtaining a halal certificate.

8. Carry out video recording and documentation of all activities carried out.

3. RESULTS AND DISCUSSION

The results of the implementation of this halal certification assistance include:

3.1. Socialization

The socialization was carried out twice, the first was held on Thursday, June 15 2023 at 16.00 WIB at the residence of Mrs. Dewi Kartika Padi at a meeting of the PKK heads of each RT Padukuhan Joho. The Conversion KKN Team provides an understanding of the urgency of halal product certification, especially food and beverage products, what the halal certification mechanism is, and the requirements needed when undertaking halal certification. The second socialization was held on Saturday, June 17 2023 at 15.30 WIB at Dw Kenanga Block 3 at Mrs. Suharsono's residence. On that day, an event took place for PKK women from each RT in Padukuhan Joho. The KKN Conversion Team provides an understanding of the urgency of NIB, the mechanism for making NIB, and the requirements needed when making NIB.

(a)

(b)

Figure 1. (a) Socialization of Halal Product Process. (b) Socialization of the NIB Making Process (Source: Personal documentation)

3.2. Making NIB

NIB (Business Identification Number) is an important part of supporting business actors in Indonesia. NIB is a single identification given to every business actor operating in Indonesia. In the context of investing and doing business in Indonesia, NIB is a very important first step in the Halal Certificate registration process. Creating an NIB is part of the stages or aspects of business licensing and regulation, therefore having an NIB will help business actors run their business more smoothly and gain access to various benefits provided by the government.

This stage was carried out after the socialization of the Halal Product Process (PPH) by the KKN Team in the previous activity. And also record and prepare the process of making NIB for MSE business actors. The implementation of NIB creation for business actors is carried out in 2 stages. The first stage was carried out simultaneously, namely by being facilitated at the house/residence of Joho Hamlet by inviting all business actors who were willing to make an NIB, then the UIN Sunan Kalijaga KKN Conversion Team divided into teams to make the NIB. Then the second stage was realized full time, namely online, providing information via WhatsApp to the public relations team of KKN Konversi UIN Sunan Kalijaga. This is an effort to facilitate business actors who were not present during the implementation of the NIB creation in the first stage.

**Figure 2.** Making NIB (Source: Personal documentation)

3.3. Submission of Data and Registration of Business Actors

The Halal Product Process (PPH) is crucial in applying for a halal certificate. Therefore, it is necessary to carry out careful and appropriate recording in the field. The data that needs to be recorded is starting from the type of business, product, materials and production process, this is done so that there is no miscommunication

and the data that will be submitted to the MUI Fatwa Committee can be accounted for.

Recording of business types, products, materials and production processes is carried out using two methods, namely offline and online. The first method is the face-to-face or offline method on June 20 2023, at the Dukuh Joho residence/residence to coincide with the simultaneous creation of the NIB. At this stage the recording team conducts interviews starting from the type of business, the product you want to propose, ingredients and brands (for critical materials) including packaging and cleaning agents, to the production process. The recording team also asked several questions to business actors regarding PPH and sources of contamination, whether from foreign objects, animals or other unclean sources. There are things that are still in doubt in the PPH that have been written and will be confirmed again at the verification and validation stage.

The second method is carried out online via WA to improve recording, especially for business people who have not had time to take part in material recording interviews due to busy schedules. Online recording is also carried out to make it easier to send product photos and to give business actors the opportunity to add or reduce the products they wish to submit. So if business actors want to add products, the PPH recording process can be done via chat, telephone and video call. The results of business actors' product submissions are as follows:
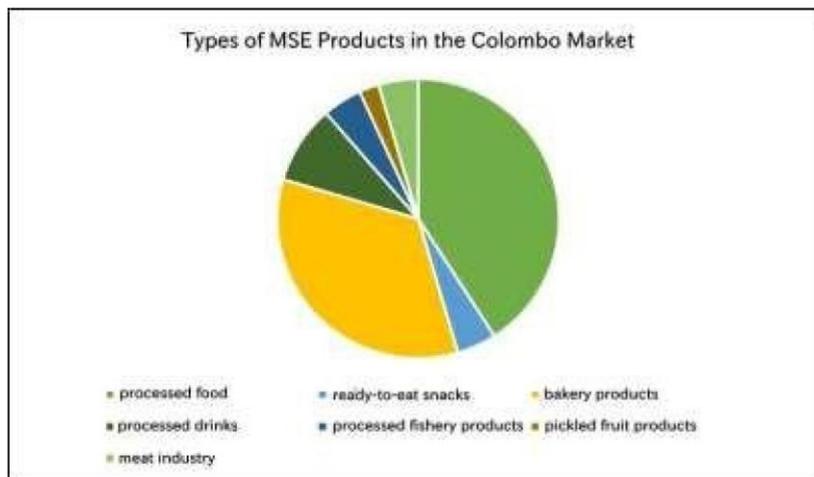
Figure 3. Percentage of Colombo Market MSE product types

Based on the data obtained, it can be seen that there are several types of MSE products in the Colombo Market, including processed food products, processed drinks, meat industry, ready-to-eat snacks, processed fishery products, bakery products, and pickled fruit products. Most business actors register types of processed food products and bakery products so that these two products have a fairly high percentage.

There were 20 business actors who registered for the NIB and Halal Certification program, consisting of 18 business actors who registered for the NIB and Halal Certificate, while 2 business actors registered for the NIB only. The

following is a list of names of business actors who registered as participants in the KKN Conversion program in the context of making NIB and Halal Certification.

Table 1. List of Names of Business Actors

No.	Nama	Submission
1.	Marwiyah	NIB and Halal Certification
2.	Jenjem Gunawan	NIB and Halal Certification
3.	Ida Bagus Sustisna	NIB and Halal Certification
4.	Arshy Arsih	NIB and Halal Certification
5.	Sarjiyem	NIB and Halal Certification
6.	Indah Pangestuningsih	NIB and Halal Certification
7.	Ari Suci Wulandari	NIB and Halal Certification
8.	Sri Ratminah	NIB and Halal Certification
9.	Mutiatul Hasanah	NIB and Halal Certification
10.	Nur Hasanah	NIB and Halal Certification
11.	Marsih	NIB and Halal Certification
12.	Zuliati	NIB and Halal Certification
13.	Yosephine Hari Pancawati	NIB and Halal Certification
14.	Lucia Kurnia Candrawati	NIB and Halal Certification
15.	Arya Surya Pratama	NIB and Halal Certification
16.	Amin Ridho Purnomo	NIB and Halal Certification
17.	Suprihatin	NIB and Halal Certification
18.	Narsiti	NIB and Halal Certification
19.	Nurudin	NIB
20.	Partinem	NIB

3.4. Assistance with the Halal Product Process in accordance with the Criteria for the Halal Product Guarantee System (SJPH) using the Self- Declare Method

MSEs that apply for halal certification by Self Declare must complete the halal certification application documents using an online self- declaration mechanism via the SIHALAL website. The following files must be prepared:

1. Letter of application for halal certification registration by business actor.
2. Business actors promise that the products used are halal.
3. Purchase documents starting from materials, storage of materials used as well as production process flow, packaging, storage and distribution.
4. Statement of willingness to be accompanied by a Halal Product Process (PPH) companion.

5. Halal supervisors in the form of a copy of KTP, curriculum vitae and letter of appointment as halal supervisor.
6. Latest photos/videos during the production process. MSMEs that apply for halal certification by Self Declare must complete the halal certification application documents using an online self-declaration mechanism via the SIHALAL website.

The above requirements should be filled in directly by business actors on the SIHALAL website, however, the limited use of technology by business actors means that halal certificate registration takes longer and is even prone to being rejected by the fatwa committee. Thus, the KKN team is fully responsible for being a facilitator for business actors in registering their products. Therefore, the use of the SIHALAL account is completely controlled by the KKN TEAM.

After all the required documents are met, MSMEs can visit the website https://ptsp.halal.go.id/ to register online and submit a Self Declare. Then the mentoring process will be carried out by the KKN Team who are the PPH Companions.

The KKN team carries out field verification and validation at the locations of business actors who propose their products by looking at the production kitchen and water sources used for production. Look at the condition of the production environment, whether it is clean enough, neat enough or not. Processing, packaging and storage places are close to toilets or not so that safety can be observed from dirty toilet contamination. The surrounding environment is also observed to see whether it is free from non-halal products and materials such as pork and its derivatives so that products are safe from non-halal contamination and water sources are also observed whether they comply with SJPH or not.

After the kitchen and water source are declared suitable for production in accordance with the "SJPH" Halal Product Guarantee System, then the materials used in production are checked to see whether they have all been certified halal or not for materials other than those included in the positive list. The ingredients used are adjusted to the provisions of the "SJPH" Halal Product Guarantee System. The materials used in the proposed product must be halal certified for materials that are categorized as critical.

Next, look at the production process for the proposed product. It was also observed to be related to packaging. For the proposed product, does it comply with "Decree of the Head of BPJPH Number 57 of 2021 concerning Criteria for the Halal Product Guarantee System" namely using packaging materials that are not made or contain non-halal ingredients. It was also observed how the production equipment was cleaned, cleaning was carried out using water and washing soap which came from.

Figure 4. Field Verification and Validation (Source: Personal documentation)

When the field verification and validation process has been carried out, the KKN team can then input data into the business actor's SIHALAL account obtained from the field verification and validation process. If the data entered has been verified by the PPH assistant, the data will be sent by the PPH assistant to the Fatwa Committee for further fatwa hearings. Fatwa trials are held to determine the halalness of a product. With a written halal fatwa from the MUI, BPJPH will then issue a halal certificate. The process to obtain a halal certificate takes 30-60 working days. However, the very strict data selection by the fatwa committee resulted in several documents being returned to the business actor's account to make revisions or changes to the data.

Of the entire mechanism that has been implemented, there are two business actors who have revised data on materials and production processes, including:

1. Revision of Data on Materials and Production Processes for Business Actors, Ari Suci Wulandari

   In the "Youtari_Kitchen" Dessert Drink product, Buko Pandan Variant, Mango Sago Variant, and Avocado Sago Variant, there is a revision by the PPH Facilitator that the sago pearl material which previously did not have SH must be replaced with one with SH and then replaced with one that has been treated with SH. SH namely "Eternal Torch" Sago Pearls produced by CV. Shining Pearls

2. Revision of Material and Production Process Data for Indah
   Pangestuningsih Business Actors

Mrs. Indah's Buko Pandan product was returned by the Fatwa Committee because it contained ingredients of questionable halal quality, namely sago pearls. The pearl sago does not include a brand that has SH, so the brand that has SH has been replaced. The name of the product used is still general, namely a drink with processing, so the name has been replaced with a more specific name.

After the data has been replaced, the data is verified by the PPH assistant and can be resent from the business actor's account to the fatwa committee. The final result of this community service activity is an increase in knowledge of MSEs regarding halal products and the certification process. MSEs are able to apply the SJPH criteria and have applied for a halal certificate through the Self Declare route to obtain a halal certificate as follows:

Table 2. Data of Business Actors Whose Halal Certificates Have Been Published.

No	PU Name	Types of Products	Halal Certificate ID No	Date of Issue
1.	Jenjem Gunawan Indi Wiranto	Providing Food and Drinks with processing => Blondo Grilled Chicken	ID34110006258460 723	July 26, 2023
2	Ida Bagus Sustisna	Ready-to-eat snacks => 1. Yogyarasa Kenikir Chips 2. Yogyarasa Lung Chips	ID34110006822300 723	August 9, 2023
3	Arshy Arsih	Bakery products => 1. Brownies 2. Eclairs 3. fruit pie	ID34110007138740 723	August 17, 2023
4	Sarjiyem	Providing food and drinks with processing => 1. Mak Sar Pecel Rice 2. Megono Mak Sar Rice 3. Soto Mak Sar	ID34110007319050 723	August 21, 2023
5	Indah Pangestuningsih	Drinks with processing => Beautiful Creamy Pandan Buko	ID34110007153770 723	August 17, 2023
6	Sri Ratminah	Providing food and drinks with processing => 1. Vegetable Lodeh Bu Sri 2. Oseng Dong Kates Bu Sri 3. Bu Sri's Fried Noodles 4. Tahu Bacem Bu Sri 5. Tempe Bacem Bu Sri	ID34110007399800 723	August 23, 2023
7	Mutiatul Hasanah	Bakery products => 1. Yayo Bakery Chocolate Filled Bread 2. Yayo Bakery Cheese Stuffed Bread 3. Yayo Bakery Coffee Bread 4. Cinnamon Roll Yayo Bakery 5. Yayo Bakery Comb Bread 6. Yayo Bakery Donuts	ID34110007406410 723	August 23, 2023

8	Nur Hasanah	Providing food and drinks with Processing => 1. Chicken with spices 2. Chicken Katsu 3. creamy chicken 4. Grilled chicken 5. Gudeg Godong Kates 6. Jangan lombok 7. Sambal Fried potatoes and krecek 8. Mustofa Potatoes 9. Dry Tempe	ID34110007311320 723	August 2023	21,
9	Marsih	Bakery products=> 1. Omah Catering Refined Sugar Donuts 2. Donut Meses Omah Catering 3. Omah Catering Banana Bread	ID34110007476460 723	August 2023	24,
10	Zuliati	Bakery products => DONUT	ID34110007570090 723	August 2023	27,
11	Yosephine Hari Pancawati	Bakery products => Dried Bread	ID34110007541910 723	August 2023	26,
12	Lucia Kurnia Candrawati	Bakery products => Bakpia	ID34110007595260 723	August 2023	27,
13	Suprihatin	Fish and fishery products, including mollusks, crustaceans, and echinoderms with processing and the addition of food additives => Larasati Frozen Food 1. Tilapia Uncovered with Spices 2. Lele Uncovered with Spices	ID34110007482930 723	August 2023	25,
14	Ari Suci Wulandari	Soft Drink Industry => 1. "Youtari_Kitchen" Dessert Drink Buko Pandan Variant 2. "Youtari_Kitchen" Mango Sago Variant Dessert Drink 3. "Youtari_Kitchen" Sago Avocado	ID34110007876440 723	04 September 2023	

		Variant Dessert Drink		
15	Ari Suci Wulandari	Fruit and Vegetable Salting Industry => Pickled Lemon Sauce	ID34110007267770723	August 20, 2023
16	Ari Suci Wulandari	Lumatan and Surimi Meat Based Industry => 1. Pempek "Youtari_Kitchen" Lenjer Variant 2. Pempek "Youtari_Kitchen" Egg Variant	ID34110007994050823	07 September 2023
17.	Marwiyah	Providing Food and Drinks with Processing => Gudeg Mak Mar	ID34110007869080723	04 September 2023

Table 3. Data of Business Actors Whose Halal Certificates Have Not Been Published.

No	Pu name	Types of products	Status
1.	Narsiti	Providing food and drinks with processing => Lotek	Submission, Not Yet Published
2.	Amon Ridho Purnomo	Providing food and drinks with processing => 1. 1. Ridho's Chicken Porridge 2. Chicken Intestine Satay 3. Chicken Liver Satay 4. Chicken Gizzard Satay 5. Chicken Egg Satay	Submission, Not Yet Published
3.	Arya Surya Pratama	Bakery products => 1. Chocolate Sweet Bread 2. Strawberry Sweet Bread 3. Cheese Sweet Bread	Submission, Not Yet Published

4. CONCLUSION

Based on the results of this service, students are able to apply and practice directly to the community the material they have learned in lectures. People who own businesses are also helped by this KKN program, as well as easy information regarding halal certificates. Students participate in the success of the government program, namely the Free Halal Certificate Program (SEHATI). Apart from that, students also develop their soft skills, including communicating, collaborating especially with business people, designing plans, and practicing precision when inputting data and verifying in the field.

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