



Assistance in Making Halal Certificates for Apem Putih MSMEs Kadubungbang Village, Pandeglang

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Abstrak

Desa Kadubungbang, Pandeglang memiliki pelaku usaha UMKM berupa pangan khas, salah satunya apem putih. Kegiatan sosialisasi dan pendampingan sertifikasi halal dilaksanakan di Desa Kadubungbang, Kecamatan Cimanuk, Kabupaten Pandeglang, Provinsi Banten. Tahapan yang dilakukan meliputi Pembuatan NPWB dan NIB, Registrasi Akun di aplikasi SIHALAL, Pengisian data yang dipandu oleh pendamping PPH, Pengajuan Aplikasi Sertifikat Halal. Kegiatan ini hanya dapat dilaksanakan sampai dengan penyerahan sertifikat halal, karena keterbatasan waktu dan juga proses selanjutnya memakan waktu yang lama.

Kata kunci: Sertifikat Halal, Self Declare, UMKM

Abstract

Kadubungbang Village, Pandeglang has MSME business actors in the form of special foods, one of which is white apem. Halal certification socialization and assistance activities were carried out in Kadubungbang Village, Cimanuk District, Pandeglang Regency, Banten Province. The stages carried out include Making NPWB and NIB, Account registration in the SIHALAL application, Filling in data guided by PPH companions, Submitting a Halal Certificate Application. This activity can only be carried out until the submission of a halal certificate, due to time limitations and also the next process takes a long time.

Keywords : *Halal Certificate, Self Declare, MSMEs*

Introduction

Indonesia is a country with a majority Muslim population, so the halal status of a product, especially food products, is one of the factors that greatly affects its sales. With the existence of a halal certificate, it confirms the legality status of the product's halalness. The government issued a policy on halal product assurance contained in Law Number 33 of 2014 concerning Halal Product Assurance (JPH) to support economic development in micro, small and medium enterprises (MSMEs). All products that enter, circulate and trade in Indonesia are required to have a halal certificate regulated in the Law.

The government hopes that the halal certification program will have a positive impact on economic development, especially in the MSME sector. With halal certification, it will increase consumer confidence in the products produced by



business actors. And for consumers, the existence of a halal certificate provides protection, guarantees, information and also legality of halal products in circulation.

The government implements a program for Free Halal Certification (Sehati) through the Halal Product Assurance Agency (BPJPH). Halal certification can be done through self-declaration, where the registration process, product inspection, determination and issuance of halal certificates online are accompanied by halal product process assistants (PPH Companions) through the Halal Product Process Assistance Agency (LPPPH). The self-declare assistance program for halal certification is aimed at helping MSME business actors have halal certificates for products traded. Halal certification can be carried out by business actors who meet the criteria and in the process are accompanied by a PPH Companion. The requirements that must be met include products that do not pose risks, the materials used are halal-certified, and the manufacturing process that meets the halal aspect and the process is simple (Indah, 2022).

Kadubungbang Village, Pandeglang has MSME business actors in the form of special foods, one of which is white apem. However, based on interviews with business actors, many of them do not have halal certificates for the white apem product. This is not in line with the government's policy in Law Number 33 of 2014, namely food and beverage products circulating in Indonesia must be halal certified.

MSME business actors in Kadubungbang Village admitted that they did not know how to get a halal certificate. As a form of community service, Group 37 Untirta Real Work Lectures (KKN) in 2023 and Two PPH Assistants held a halal certification socialization and assistance program in Kadubungbang Village on August 19, 2023.

Implementation Method

Halal certification socialization and assistance activities were carried out in Kadubungbang Village, Cimanuk District, Pandeglang Regency, Banten Province. This activity was carried out by methods in the form of presentations, questions and answers and practicum on the halal certification process. The implementation of this activity is divided into three stages, namely the preparation stage, the socialization stage and the implementation stage.

Preparation

This preparation stage is coordinated by the 37 Untirta KKN group in 2023 by collecting data and initial socialization regarding the obligation to have halal certification to business actors in Kadubungbang Village. Furthermore, giving invitations to business actors.

Socialization

This socialization activity was held on August 19, 2023. The material presented in this socialization is about the importance of halal certification for a product, things that need to be prepared such as files, and explains the stages carried out for halal certification, starting from registration to the issuance of halal certificates.

Implementation of Halal Certification Assistance

At this stage of implementation, business actors do it themselves in practice accompanied by PPH Companions to start the halal certification process. Before starting the halal certification process in the SIHALAL (ptsp.halal.go.id) application. MSME business actors are required to have a Taxpayer Identification Number (NPWP) and Business Identification Number (NIB). If business actors do not have an NPWP and NIB, they will be assisted in making them online.

Furthermore, business actors are accompanied to register by creating an account on the SIHALAL application and filling in complete data. The PPH companion then verifies and validates the business carried out.

A Document Receipt Letter (STTD) will be sent to business actors when it is declared "Passed verification." STTD can be downloaded through the SIHALAL application. Furthermore, an inspection will be carried out by the Halal Inspection Agency (LPH) which will then be forwarded to the Indonesian Ulema Council to be reviewed and determine the halalness of the product.

Results and Discussion

This halal certification socialization and assistance activity is one of the forms of community service carried out by Group 37 KKN Untirta in 2023 and PPH UI Halal Center assistants. With the realization of the implementation of this activity, it is hoped that the community, especially MSME business actors in Kadubungbang Village, will get information, knowledge, good understanding and awareness about the importance of halal certificates in a product, especially food products. As well as having knowledge of the process of how to obtain a halal certificate for the products being traded. In addition, this activity shows that through the SEHATI (Free Halal Certificate) program, the government has concern and responsibility in realizing the mandate of the JPH Law.

Data Collection and Initial Socialization

The Untirta 37 KKN Group in 2023 collected data on MSME business actors in Kadubungbang Village who do not yet have halal certificates for their products. Various factors make these MSME business actors do not have halal certificates. MSME business actors consider the making of halal certification as a troublesome thing, a long and long process, and will require a lot of money for the process. Business actors with small capital are certainly reluctant to take care of halal certificates. This assumption comes due to the lack of information and knowledge of MSME business actors regarding halal certification and the SEHATI program launched by the government.

Not only collecting data and looking for the causative factors that are the problem for MSME business actors in Kadubungbang Village who do not have a halal certificate, the Untirta 37 KKN group also conducted socialization about the importance of halal certificates. That way, the actors have an awareness that their assumptions are wrong about the current halal certification process. The results can be seen from the enthusiastic MSME business actors who came to fulfill the invitation of the Untirta 37 KKN group in 2023 to attend the main event of socialization and assistance for halal certification.

Socialization and Assistance for Halal Certification

The socialization and assistance of halal certification was opened with remarks delivered by the Head of Kadubungbang Village. Then continued with the presentation of socialization material.

This socialization material was presented by Muhammad Abduhh, S.Sy., M.H. as a resource person and representative of the PPH UI Halal Center Assistant, providing initial material about halal products and the importance of halal certificates. Then continued to explain regulations related to halal certification, including the Law on Halal Product Assurance Law Number 33 of 2014, as well as the Regulation on Halal Product Assurance Providers contained in the Regulation of the Minister of Religion (PMA) Number 26 of 2019, Government Regulation (PP) concerning the Implementation of the Halal Product Assurance Field as explained in Government

Regulation Number 39 of 2021 and Halal certification for Micro and Small Business Actors which is contained in PMA Number 20 of 2021. In addition, the resource person also explained the importance of having a halal certificate for business actors and the benefits that may be obtained from the existence of a halal certificate, one of the benefits of a halal certificate is to provide legality or clarity of legal status on the halal predicate of a product.



Figure 1. Presentation of Halal Certificate Socialization and Assistance Materials

The next material presented was the presentation of the steps in the process of making halal certification. According to the Institute for the Assessment of Food, Drugs and Cosmetics of the Indonesian Ulema Council (LPPOM MUI), there are three principles in halal certification. First, ensuring that halal requirements are met for the ingredients used for a product. Second, ensuring that the production process is not contaminated with non-halal materials, both from the equipment used for production, the production environment and the workers. Third, ensuring that the halal production process can be sustainable. In addition, it was also explained about the documents that need to be prepared during the halal certification process, as well as the stages of the process. The elaboration of the material gives an overview of business actors in making halal certificates.

The activity continued at the practicum for making halal certificates, where the making was accompanied by PPH companions. The stages carried out include:

1. Making NPWB and NIB
2. Account registration in the SIHALAL application
3. Filling in data guided by PPH companions
4. Submitting a Halal Certificate Application



Figure 2. Halal Certification Assistance

Conclusion

Halal certification socialization and assistance activities are a form of community service carried out in collaboration with the Untirta 37 Thematic KKN Group in 2023 and PPH companions. The results of this activity include:

1. MSME business actors have knowledge and understanding as well as awareness of the importance of halal certificates for food products.
2. MSME business actors have knowledge and understanding of the free halal certification program launched by the government through *self-declaration*.
3. MSME business actors have knowledge and are able to understand the procedures and stages in the process of applying for a halal certificate.

This activity can only be carried out until the submission of a halal certificate, due to time limitations and also the next process takes a long time.

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