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ASSISTANCE AND SOCIALIZATION OF UMKM SELF-DECLARE HALAL CERTIFICATES IN KADIPATEN VILLAGE, BOYOLALI DISTRICT CENTRAL JAVA INDONESIA

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ABSTRACT

Halal certification is an important requirement for UMKM products to increase competitiveness in the global market. In Kadipaten Village, Andong District, Boyolali Regency, many UMKM do not fully understand the importance of halal certificates or find it difficult to obtain them. The self-declaration halal certification socialization program was carried out by the Semarang State University Physics community service team together with the LP3H Walisongo Halal Center, Walisongo State Islamic University Semarang, with the aim of providing understanding and practical guidance for UMKM regarding a simpler and more accessible halal certification process. This activity includes delivering material regarding halal provisions, creating a Business Identification Number (NIB), and a tutorial on applying for a halal certificate via the SIHALAL platform. The results of the activity show an increase in MSME players' understanding of the importance of halal certificates and make it easier for them in the registration process. It is hoped that this program can be implemented in other villages to support the development of UMKM and improve community welfare.

Keywords:
Halal Certification, Self-Declare, BPJPH

Introduction

Halal certification is an important program for products with halal genetics circulating in Indonesia, especially to meet the needs of predominantly Muslim consumers(Moerad *et al.,* 2023). Halal certification is not only a means of guaranteeing halal products according to sharia, but also a guarantee of consumer confidence in product cleanliness, safety and quality(Ulfin *et al.,* 2022 : Ilham, 2022). For Micro, Small and Medium Enterprises (UMKM), having a halal certificate is a basic requirement to increase product competitiveness in an increasingly competitive global market(Sekarwati *et al.,* 2022 : Qoni'ah, 2022).

The halal certification process is often considered something complicated and takes a lot of time and money, which is an obstacle for most UMKM (Pardiansyah *et al.,* 2022). Seeing these challenges, the government and related institutions have introduced an independent halal certification or self-declare mechanism, the application costs of which are fully borne by the government and several related private institutions(Purborini *et al.,* 2024). The self-declare mechanism allows business actors to declare their products halal themselves based on the regulations and criteria set by the Halal Product Guarantee Organizing Agency, Ministry of

Religion of the Republic of Indonesia, so that the certification process becomes easier, faster and more affordable (Bin Mahmud, 2023).

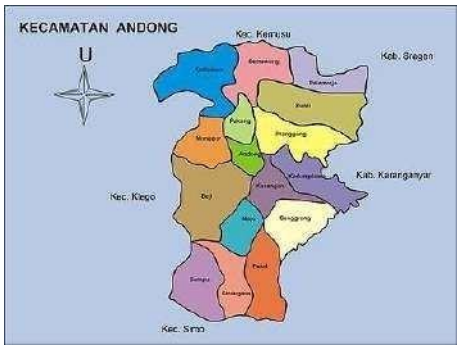


Figure 1. Map of Andong District, Boyolali Regency

Kadipaten Village is a village located in Andong sub-district, Boyolali Regency. Kadipaten Village has a lot of potential for UMKM that produce traditional food and beverage products, but none of them fully understand the importance of halal certificates or still find it very difficult to obtain halal certificates(Mustofa *et al.,* 2020). Therefore, the socialization program regarding applying for halal certificates through a self-declare mechanism is very important to increase their awareness and understanding of the simpler and easier halal certification process.

This socialization program aims to provide comprehensive information to UMKM actors in Kadipaten Village regarding procedures, benefits and practical steps in implementing the self-declare mechanism. This activity was held by the Semarang State University physics community service team in collaboration with the Walisongo State Islamic University Halal Product Process Assistance Institute (LP3H) Walisongo Halal Center (WHC). With this activity, it is hoped that MSME players will have a new perspective on the importance of halal certification and get free halal certificate facilities.

Through proper outreach, UMKM in Kadipaten Village can understand and make optimal use of the free self-declare halal certification program, which in time will encourage local economic growth and improve community welfare. It is hoped that similar programs can be implemented in other villages in an effort to develop the potential of UMKM through the free self-declare halal certification program.

Methods

This community service activity was carried out in Kadipaten Village, Andong District, Boyolali Regency. This activity uses the method of delivering material directly to participants, questions and answers, and face-to-face assistance in registering for a halal self-declaration certificate. The concept of this activity is in the form of delivering material regarding halal provisions according to sharia and halal product process provisions based on halal product guarantee provisions that have been determined by the Halal Product Guarantee Organizing Agency of the Ministry of Religion of the Republic of Indonesia. Then the registration guide continues via the registration form which has been distributed by the Semarang State University Physics community service team.

1. Preparation phase

Preparatory activities began by coordinating with the Semarang State University Physics community service team regarding the flow and mechanism for assistance and socialization of the halal product process for MSMEs in Kadipaten Village. The Semarang State University Physics Community service team coordinated with related village officials, then carried out outreach and invited micro and small business actors to the service location.

2. Implementation Stage Delivery of material

The delivery of free self-declaration halal certification material was attended by approximately 30 UMKM participants from Kadipaten Village. Apart from that, this activity was attended by the management of the FMIPA Physics Student Association, Semarang State University. The activity was carried out offline at Mr Abdul Wahab's house RT/RW 10/02 Kadipaten Village, Andong District, Boyolali Regency. The workshop was held on Saturday, 15 June 2024 at 18.30 – 20.30 WIB by Unnes Physics Students as well as Halal Product Process Assistants (P3H) at the Walisongo Halal Center, Walisongo State Islamic University, Semarang. Meanwhile, the materials provided during the socialization activities were:

a. Making NIB (Nomor Induk Berusaha)

b. Halal Product Guarantee Regulations Halal Certification Based on Halal Statements by UMKM Actors (Self Declare)

3. UMKM Data Collection Stage and Assistance Stage for Free Halal Certification Self-Declare Scheme

At this stage, data collection and visitation activities of UMKM actors' production sites are carried out starting from the time the socialization activities end until July 2024.

Results and Discussions

This community service activity is a form of concern from the Semarang State University Physics Community Service Team and the Uin Walisongo Semarang PPPH Halal Center Assistance Team to socialize the urgency of the free halal certification program for UMKM in Kadipaten Village, Kec. Andong, Kab. Boyolali. In general, this activity is expected to provide comprehensive knowledge and understanding of the importance of having a halal certificate for UMKM products in the District. Boyolali, especially in Kadipaten Village, through socialization activities and assistance with free halal certification in order to create halal thayyiban processed food and beverage products for the wider community. In the end, consumer confidence in UMKM products can increase. So that the relationship between UMKM and the community will remain good in order to improve the economy in the District. Boyolali includes intelligence regarding halal and haram products, the importance of free halal certificates (sehati) as a manifestation of the government's responsibility for the mandate of the JPH Law that food products, drinks, other industrial supporting materials products, halal genetic services circulating and marketed in the Indonesian territory must have halal certificate.

Registration Nomor Induk Berusaha (NIB)

The first material was delivered by Sony Hidayat as PPH Assistant for UIN Walisongo Semarang. In this first material, the important role of NIB as the main legality that must be owned by business actors is explained. This includes: (1) explanation and explanation regarding NIB,

which is the identity number of business actors. Business actors manage NIB in accordance with the business fields regulated in the 2020 Standard Classification of Indonesian Business Fields (KBLI). The identity number consists of thirteen digits/numbers which contain security and an electronic signature. The function of the NIB is not only as identity, but also as a Company Registration Certificate (TDP), Import Identification Number (API), and Customs Access for companies carrying out import-export activities. (2) Regarding the implementation of the Job Creation Law which emphasizes the role of the NIB to replace the Trading Business License (SIUP), Company Registration Certificate (TDP), and Business Certificate (SKU). (3) Classification of businesses based on the risks likely to arise from business activities and the turnover achieved within one year based on the Job Creation Law as stated in the table below.

	USAHA MIKRO	USAHA KECIL
UU Cipta Kerja	Maksimal Rp 1 Miliar	Lebih dari Rp 1 Miliar sampai dengan Rp 5 Miliar
Sebelum UU Cipta Kerja	Maksimal Rp 50 Juta	Lebih dari Rp 50 Juta sampai dengan Rp 500 Juta

Figure 2. Business Scale Classification Table





Figure 3. Delivery of Halal Certificate Socialization Materials in Kadipaten Village
Furthermore, the creation of the NIB is carried out through the oss.go.id platform, OSS (Online Single Submission) is a business licensing system that is integrated electronically with Ministries/Agencies (K/L) of the State Government and Regional Government to facilitate access to permits for the entire community business activist.



Figure 4. NIB Registration Process Via OSS

Submission of Halal Product Guarantee Regulatory Material for Halal Certification Based on Halal Statements from UKM Actors (Self Declare)

a. Halal Product Certificate

A Halal Certificate is a written fatwa from the Indonesian Ulema Council (MUI) or from the fatwa committee of the Ministry of Religion which states that a product is halal in accordance with Islamic law. This Halal Certificate is a requirement to obtain permission to include a HALAL LABEL on product packaging from the authorized government agency.

b. Benefits of Having a Halal Certificate

A halal certificate is not just a leaflet containing information and government recognition of the halalness of a product, but also has several benefits, namely: increasing consumer confidence, providing consumer guarantees and certainty, expanding the product distribution network, providing added value, the product will have a unique selling point, improve marketing capabilities, have the opportunity to reach the global halal market, halal certification is a guarantee to provide certainty regarding the halalness of a product traded or circulating in Indonesia.

c. Legal Basis for Halal Certification in Indonesia

In implementing the halal certification guarantee regulatory system in Indonesia, there are several laws and regulations that regulate the operation of the halal product process guarantee system, including Law no. 33 of 2014 concerning Halal Product Guarantees, Law no. 11 of 2020 concerning Job Creation, Law no. 11 of 2020 concerning Job Creation, Perpu 2 of 2022 concerning Job Creation.

d. Requirements for applying for halal certification

In applying for a free self-declared halal certificate (SEHATI), not all UMKM can apply, there are several special qualifications that must be met by business actors if they want to register for the free or one heart halal certification program. (1) business activities must run for approximately 3-12 months starting from planning until registering for the free halal certification program, (2) the scale of business activities is in the micro class according to the classification listed in the risk-based business registration number, (3) the perpetrator The

business has never registered its product in the SEHATI program in previous years, (4) the registered product is a food or beverage product with halal genetics and is classified as low risk industrial scale, (5) the business actor has a halal supervisor or production supervisor whose job is to supervise the production process In order to comply with the rules of Islamic Sharia, in this case the halal supervisor must be Muslim. (6) the raw materials used are materials of clear origin and clear halal origin.

Table 1. Halal certificate requirements documents

No	Information	Document
1	Business Actor Data	● ID ● Penyelia halal ● Factory data
2	Product Name and Type	● The name and type of product must be in accordance with the provisions and not violate Islamic law and not contain pornographic elements and not cause conflict between
3	List of Products and Materials Used	● Raw material ● Additional ingredients ● Auxiliary materials The origin of the ingredients must be clear and halal
4	Product Processing Process	● • Purchase, receipt, storage of materials used for production, management, packaging, storage of finished products and distribution.
5	Statement Letter and Application Letter	● The application letter is available automatically on the Sihalal website which contains business actor data, name and type of product, raw materials used, product processing process, halal product guarantee system ● Business actor statement letter

i. Halal in accordance with Islamic law

1. Halal food and thoyib

The term "halal" means the type of food that is permitted to be consumed and is not prohibited. The term "thoyib" means a type of food that can be enjoyed,

provides benefits because it meets health standards (nutrition, protein, hygiene, etc.), is not detrimental to physical and psychological health, and is obtained in a halal way.

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وَكُلُوا مِمَّا رَزَقَكُمُ اللهُ حَلٰلًا طَيِّبًا ۖ وَّاتَّقُوا اللهَ الَّذِيْٓ اَنْتُمْ بِهٖ مُؤْمِنُوْنَ ۝

Meaning: "And eat of what Allah has given you as lawful and good sustenance, and fear Allah in whom you believe." (Qs. al Maidah: 88)

2. Due to food uncleanness

An Najis, Al Mutanajis (unclean, unclean), like blood & food unclean, Al Kadar, al Khobats (dirty, disgusting), like cockroaches & maggots, Al Dhoror (harmful), like poison & formaldehyde, Al Iskar (damaging function of reason), such as khomr & drugs, Al Muftarisah (wild animals), such as wolves & eagles, Al Barma'iah (amphibious animals), such as frogs & caecilians.

ii. Product provisions, raw materials and production processes

Product name

• Do not use alcoholic beverages or eat names.
Example: root beer, rhum flavored ice
• Do not use the names of pigs and dogs and their derivatives
Example: beef bacon and hot dogs
• Does not conflict with Islamic beliefs
• Does not lead to things that give rise to disbelief/immorality.
• Do not use words that have erotic, vulgar or pornographic connotations
Example: flirty widow chips
Except for product names that are widely known and do not contain haram ingredients, they can be used (beer pletok, meatballs, noodles, bakpia, bakpao)

Product shape

- Do not use pig or dog shapes.
- Do not use product forms, packaging or labels that depict erotic, vulgar and pornographic characteristics.

Product packaging

- Must use packaging materials that are not made or contain materials that are not halal.
- Must design packaging, signs, symbols, logos, names and images that are not misleading and/or violate Islamic law.

Basic principles of PPH (Halal Product Process)

- Treatment of halal materials that are on the list of materials to be processed into products, ensuring that facilities (location, place and equipment) are used that are free from unclean and prohibited materials.

- Pay attention to other aspects that have the potential for unclean contamination and materials that are not expected in the product processing process and facilities (including potential contamination from animals and humans)
- Carry out the halal product process by implementing the PPH provisions contained in the SJPH manual (having previously established PPH procedures).

iii. Tutorial for applying for a halal certificate via the sihalal website

The SIHALAL application is a halal certification service application developed by BPJPH to support halal certification services. SIHALAL can be accessed online via a computer or smartphone with internet access. The tutorial for registering a halal certificate through SIHALAL for MSMEs is as follows:

1. Account registration stage

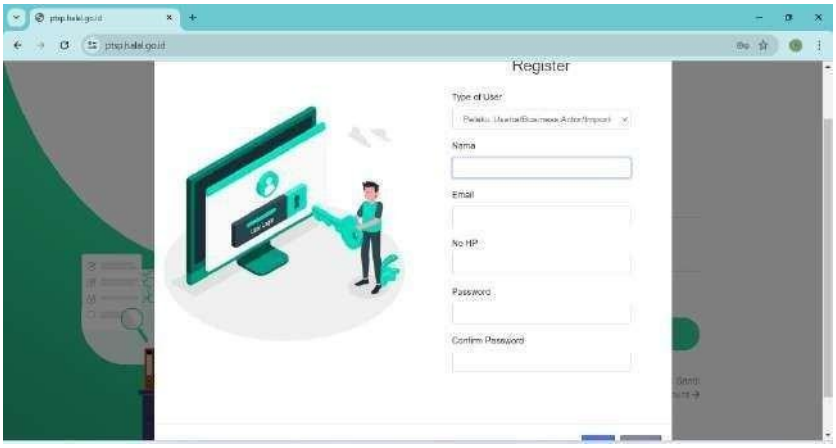


Figure 5. Account Registration

2. Pu account display after getting the OTP code from the Indonesian Ministry of Religion

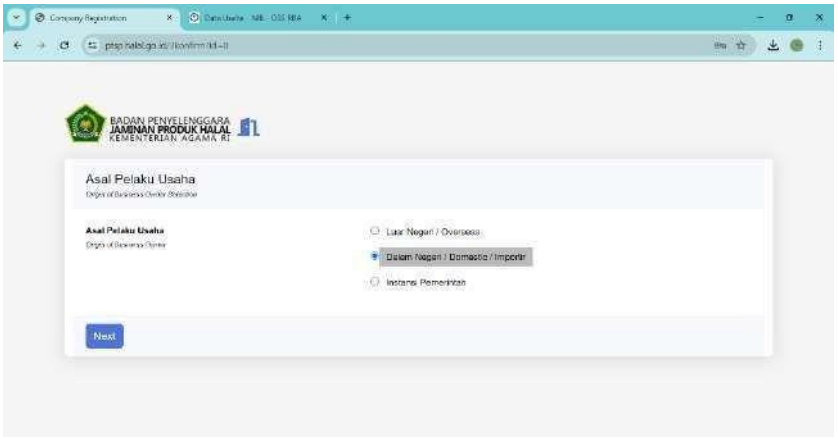


Figure 6. Selecting the Type of Business Actor

3. Next, enter the business registration number and click continue

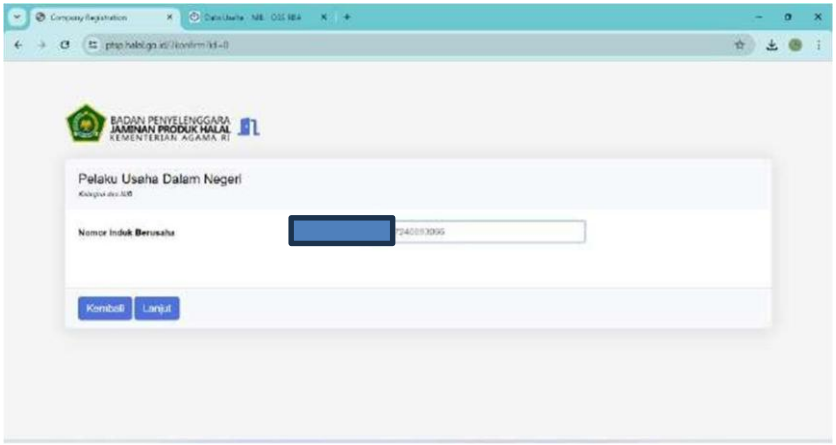


Figure 7. Entering the Business Identification Number

4. Go to the certification menu and select the business actor section, edit the perpetrator data

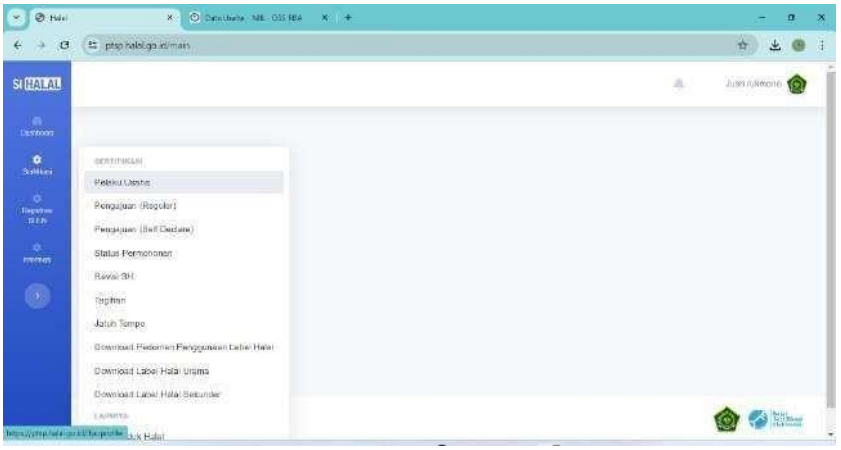


Figure 8. Filling in Business Actor Data

5. Fill in the sections for the person in charge, factory data and halal supervisor

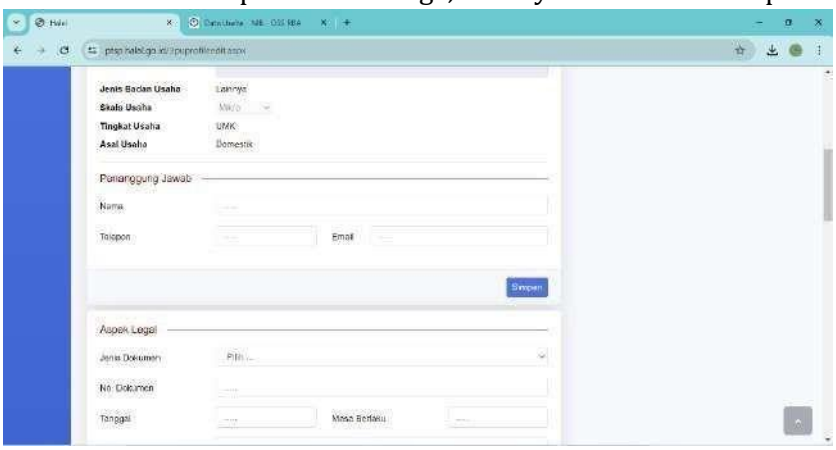
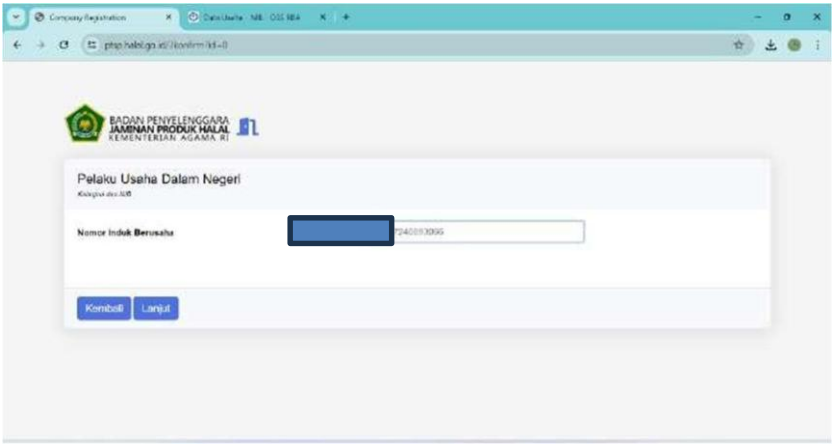


Figure 9. Filling in Business Actor Data, Factory and Supervisor Data

6. Then return to the certification menu and select the self-declaration application menu



Gambar 10. Menu Self-Declare

7. Fill in all the questionnaires, then continue to click register and make sure the business kbli code matches the product you want to register

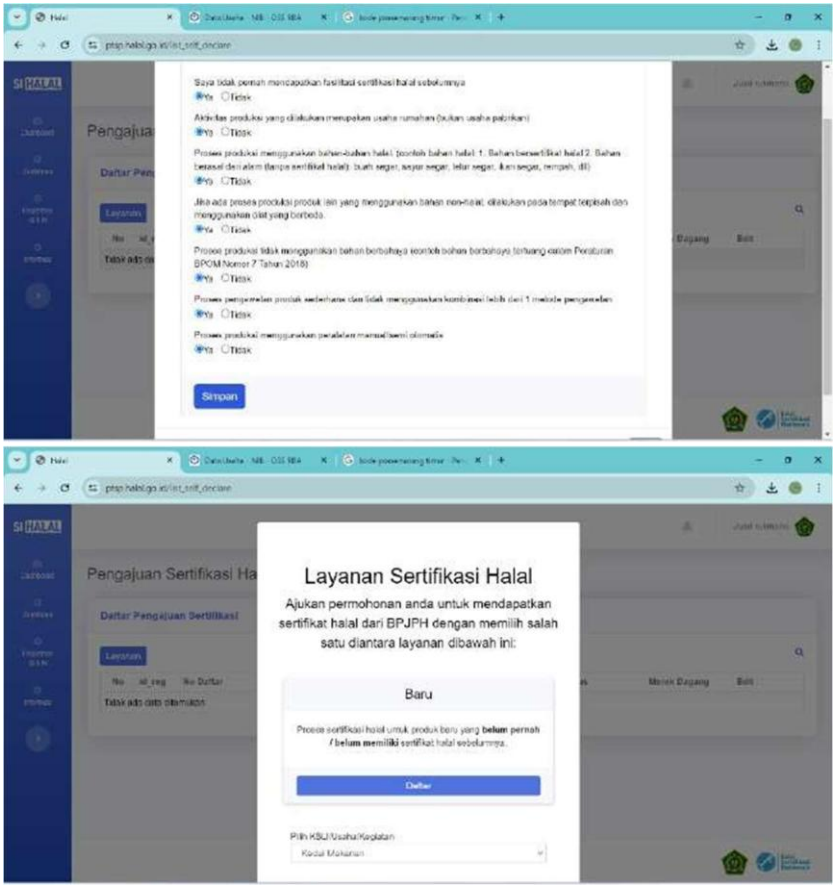


Figure 11. Self-Declare Certificate Service

8. After clicking register on the self-declare service menu, a menu like the one below will appear. After the page like the one below appears, you can click on the edit menu.

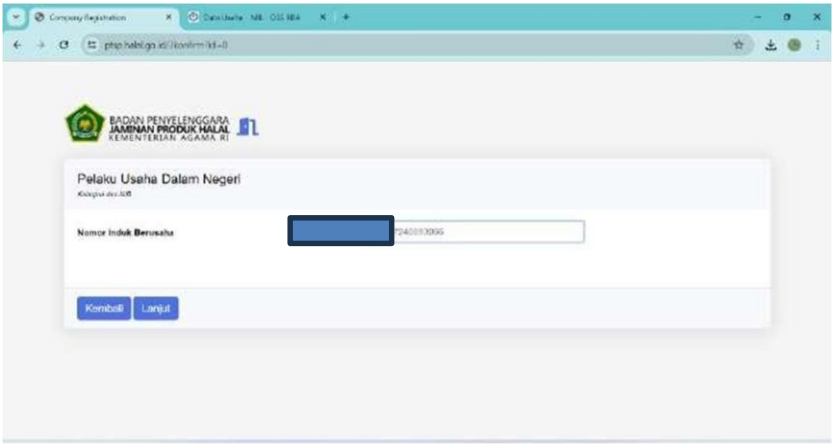


Figure 12. Self-Declare Service Editing Menu

9. Fill in the application menu and ensure that the facilitation data (SEHATI) for the certification program from BPJPH, Ministry of Religion of the Republic of Indonesia, ensure that the data for the accompanying and assisting institutions is correct

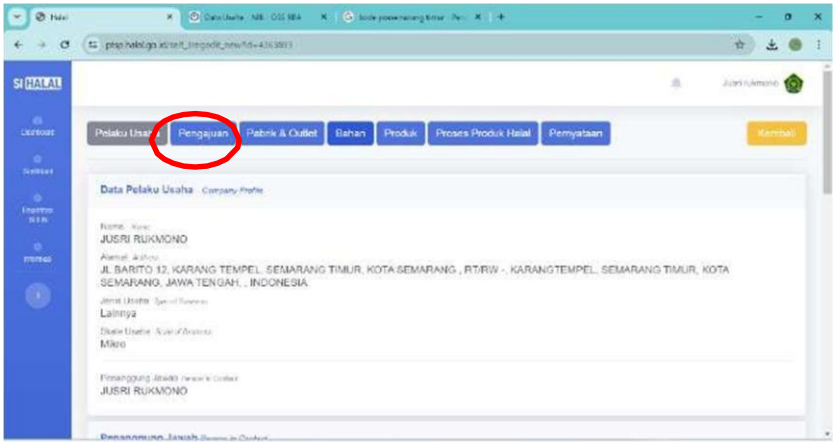


Figure 13. Submission Menu

10. Continue filling in the list of ingredients you want to use in the ingredients menu

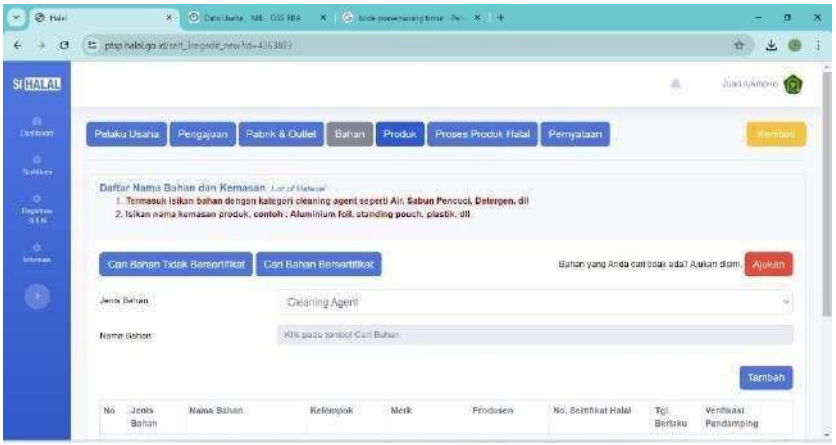


Figure 14. Material List Editing Menu

11. Fill in the product information which includes the name of the product, a photo of the product held by the business actor together with the Halal Product Process Assistant located at the place of business activity

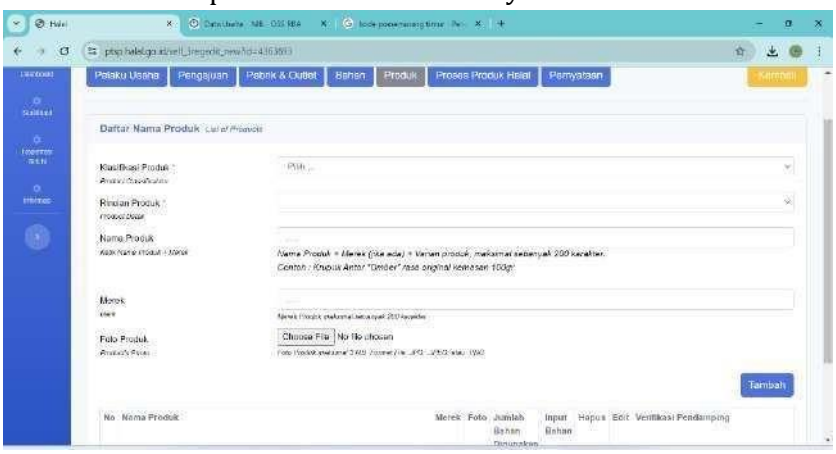


Figure 15. Product Menu

12. Add steps or procedures for making products to the halal product process menu

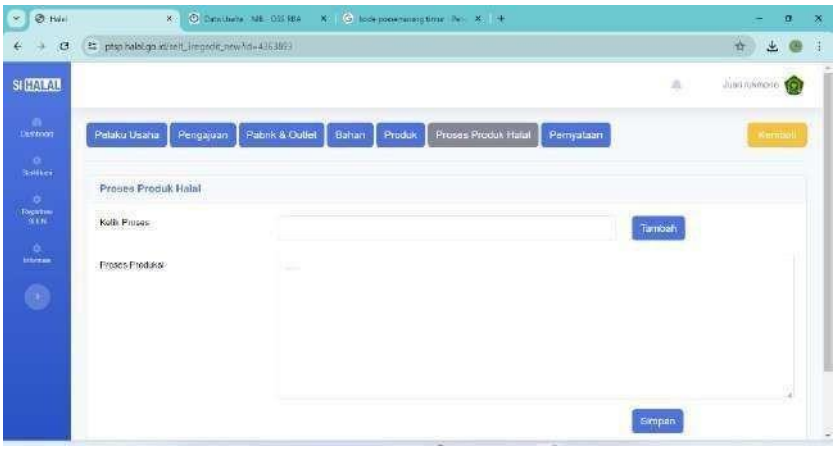


Figure 16. Halal Product Process Menu

13. Fill in the statement letter

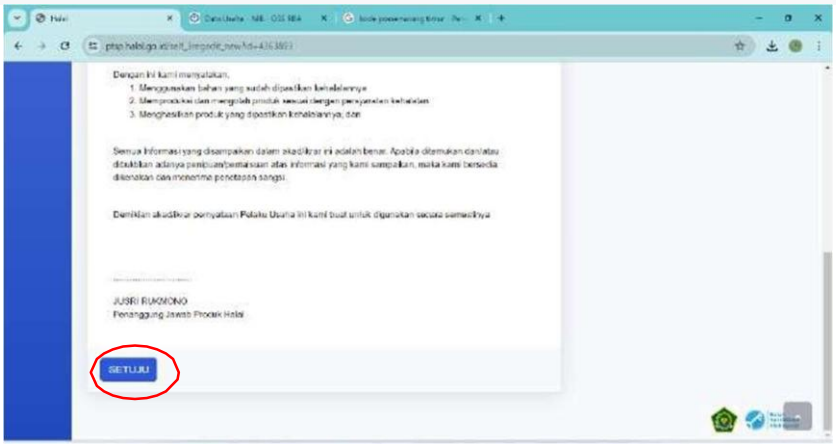


Figure 17. Statement Letter menu

14. Wait for verification by the companion, after being verified by the companion, you can return to the initial menu and click send, then wait for the results of the hearing from the fatwa committee

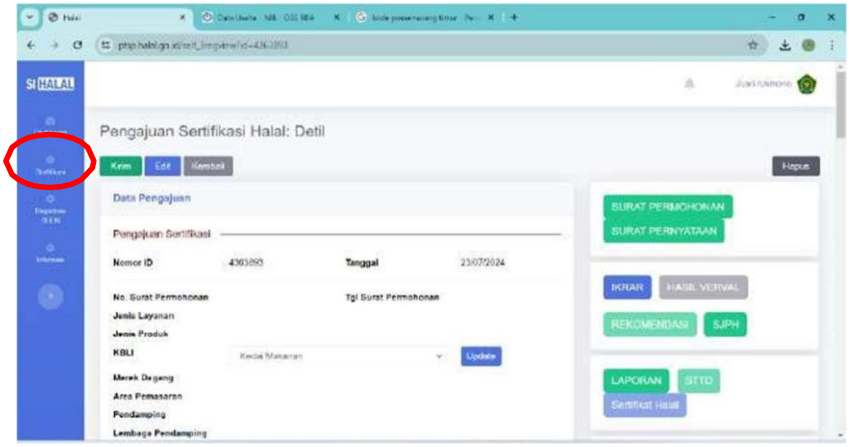


Figure 18. Send menu

Preliminary Data Collection on UMKM for Traditional Drinks in the Kadipaten Village in One of the Village Officials' Houses (Bayan)

After the Free Halal Certification (SEHATI) socialization activity was carried out at Mr Abdul Wahab's house on June 15 2024, data collection was then carried out on UMKM who applied for halal certificates, on July 1 2024 at Mr Maulani's house (pak bayan/local village official). Of the approximately 30 participants who took part in the socialization activity on June 15 2024, there were around 19 UMKM who were interested in taking part in the free halal certification program. The majority of registrants are UMKM that produce traditional drinks such as sour turmeric, kencur rice, sweet ginger, gebyur etc. Apart from traditional drink UMKM, data collection was also carried out among mobile Salome (typical Boyolali cilok) sellers in Kadipaten Village.



Figure 19. Data collection on MSMEs at Village Apparatus Houses (Bayan)

Assistance and verification activities (verification and validation) to several business locations



Figure 20. Assistance and Verval Activities to Business Actors' Locations

Conclusion

Halal certification is very important for UMKM in Indonesia to increase their competitiveness in the global market. The certification process, which is often considered complicated and expensive, is now made easier with an independent halal certification mechanism (self-declare) whose costs are borne by the government. This program allows business actors to declare their products halal in accordance with applicable regulations.

In Kadipaten Village, Andong District, Boyolali Regency, the Semarang State University Physics service team together with the LP3H Walisongo Halal Center carried out socialization on independent halal certification. This activity aims to increase awareness and understanding of UMKM players about the importance of halal certificates and guide them in the registration process.

This program is divided into three stages: preparation, delivery of material, and assistance and data collection on UMKM. The material presented includes creating an NIB, halal product guarantee regulations, and a tutorial for applying for a halal certificate via the SIHALAL website.

The results of the activity show success in increasing understanding of the importance of halal certificates for UMKM products. Initial data collection and registration assistance is carried

out to ensure that UMKM can make optimal use of this program. It is hoped that this program can be implemented in other villages to support the development of UMKM and improve community welfare.

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Alhamdulillah, on this occasion the author was able to complete the dedication article, may Allah give blessings and safety to all of us, and may Allah bless this article so that it can become the author's path to success in this world and the hereafter. In this case, the author would like to express his thanks to all parties who have supported the writing of this article. The author would like to express many thanks to the author's mother and father who have prayed for and supported the author, the author also expresses many thanks to all of the author's teachers from kindergarten until now. The author also conveys his thanks to all the author's friends.

Conflicts of interest

The authors declare that there are no conflicts of interest.

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