

DIGITALIZATION TRAINING AND GUIDANCE OF HALAL PRODUCT CERTIFICATION BASED ON LOCAL WISDOM AS AN EFFORT IMPROVING THE COMPETITIVENESS OF UMKM ANCHOR CHIPS IN DISTRICT SOUTH SIBOLGA

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Abstract

Community Service in the environment of Lecturers who have been Lecturer Certification where the implementation of this PKM is designed with offline meetings and direct field visits in order to reach a wider audience. Moreover, the theme raised is related to Digital Halal Certification and Halal Labels for MSME products. The selection of the South Sibolga sub-district area, in addition to being based on an agreement to provide assistance with the Sibolga City Ministry of Religion, is also based on the still less than optimal registration of digital halal certification and halal labels on MSME products in order to increase competitiveness outside the region and abroad, especially still not being able to compete with other regional products. The Community Service Program in partnership with the Ministry of Manpower, Trade Office, South Sibolga Traffic, is held offline and directly in the field. More specifically to independent small and medium business actors under the guidance of the Ministry of Home Affairs and Academics to the Creative Digital Halal Certification Registration Training Based on Local Wisdom to Increase the Competitiveness of MSME Products, Ministry of Religion of Sibolga City and the Perdanaganan Service, Sibolga City in 2023-2024. The implementation is carried out by delivering materials, discussions, to simulations of registration of Digital Halal Certificates packaged from local Sibolga culture adjusted to the products of each MSME. In its implementation, we found it difficult to simulate directly and see MSME products as participants directly. The implementation that we made in the Community Service program for independent small and medium enterprises (MSMEs) was fairly successful because it received a huge response from the MSME community.

Keywords: *Local Wisdom, Halal Certificate, SME Actors*

INTRODUCTION

Micro, Small and Medium Enterprises is one of the government programs in increasing economic growth in Indonesia. For that, our company's attention as academics in providing counseling to the UMKM community in increasing competitiveness against UMKM both nationally and in the international market. Often many MSMEs are running in Sibolga City with poor management carried out by the local community of Sibolga City by using traditional methods in developing their businesses. However, at this time an effort is needed to improve the quality and knowledge of MSME actors in Sibolga City which is still minimal, especially the problem of Digital Halal Certification or Halal Certificates which are currently being widely carried out by the government for the sustainability of MSMEs both at the Center and in the regions, namely one of them inviting the MSME community to use Halal Certificates for their MSME Products by providing knowledge and counseling on what the function of the Halal Certificate is for their products and how to get the Halal certificate. The Ministry of Religion of Sibolga City as the supervisor and holder of the Halal Certificate program known as Si-Halal is actively providing guidance on registering halal certificates to the MSME community without any fees and this is given free of charge

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to all MSMEs in the city of Sibolga, especially Food Product MSMEs and one of the MSMEs is Sibolga Anchovy Crackers. However, the author sees in the field that there are still many MSME owners in Sibolga City who do not care about the appeal and direction given by the government, especially the Ministry of Manpower of Sibolga City, in the use of this Digital Halal Certificate in their business, and this is because many MSME owners assume that the Digital Halal Certificate is a kind of regional tax that will burden their business later. For us as lecturers, we go into the field to provide direction and counseling about the importance of this Digital Halal Certificate directly to the field by visiting one or more owners of Sibolga Anchovy Chips UMKM which is the icon of Sibolga City which used to be Sibolga Salted Fish now changed to Sibolga Anchovy Chips, but so far the development of Sibolga Anchovy Chips UMKM has not yet developed outside the region and the development of the Sibolga Anchovy Chips UMKM is still in traditional ways so that their sales are only within the Sibolga City area and visitors who come from outside the region to Sibolga.

The Ministry of Religion is trying to help MSMEs in increasing competitiveness, especially outside the region, regarding consumer trust in the Anchovy Chips product by providing the use of the Halal label or certifying the product results with Digital Halal Certification. According to Suhaedi (2020), one way to increase product competitiveness in the MSME community is to use Halal Certification so that it is known outside the region and even abroad by providing consumer confidence in purchasing their products by providing Halal Certificates for their products. Assistance for Halal Certification of MSME products in Sibolga City, especially in South Sibolga District, does not seem to have received full attention from the government. In fact, in the content marketing approach, a marketing strategy is needed which is carried out by planning, creating and distributing content in order to get attention from the target market. According to Kotler & Keller (2009:27) Halal Certification is the activity of designing and producing containers or packaging labeled Halal as a product. is the activity of designing and producing packaging or wrapping for products. Usually the main function of the Halal label is to protect the product. According to Rangkuti (2010:132) currently the halal label is a fairly important factor as a marketing tool. As stated by the Ministry of Religion of Sibolga City, the halal label is an important part of the marketing strategy. Aryanto (2019) stated that it is not just a place to accommodate and protect, the product results are elements that influence consumer interest in a product which leads to the number of sales.

Assistance for MSME actors in South Sibolga District needs to be carried out. According to Hasiholan (2015), providing assistance to MSMEs is expected not only to get attention, but can be used as a medium for developing the marketing process for MSME products. More than that, it is hoped that people who were initially called the audience will develop into consumers and customers. According to Sumali *et al* (2021), the trend of small and medium businesses in various regions has tried to market online in several popular marketplaces in Indonesia or through one of the mobile application platforms such as Instagram. Their products can be food, others. Seeing this situation, we believe that MSME activists should be able to do the same thing to do and pay attention to the halal label for creative product packaging based on local wisdom.

Based on the results of direct observations and discussions with partners, several problems were found, namely: Lack of ability and knowledge about creative product labels based on local wisdom, specifically labels that can be used as part of marketing for MSMEs in South Sibolga District. Activity Objectives Increase competitiveness in creative product label packaging based on local wisdom that can be used as part of content marketing utilizing the digital platform for MSMEs at the Ministry of Religion. Based on the background in the previous section, conceptually, the solution that can be offered is to provide knowledge and assistance for free technical training for registering for Digital Halal Certification for MSMEs in Sibolga City and in order to eliminate the assumption of the Sibolga City MSME community, specifically for MSMEs in South Sibolga District. In this case, the concept developed is assistance through training for Halal certification registration and halal label packaging skills on products Based on Local Wisdom to Increase the Competitiveness of MSME Products.

Through the introduction of materials and short workshops, the targeted audience or participants can register their products with Halal certification by means of Digital Halal certification and local wisdom ideas that are in accordance with MSME products, and improve Halal-labeled packaging in increasing consumer trust in product results so that it can increase competitiveness which leads to increased income of MSMEs themselves. After conducting training, discussions, and simulations of the implementation of registration activities through Digitalization or Digital Halal Certificates, participants gain additional insight outside of their business production. Matters related to product labels will also discuss the appearance of product packaging, the contents of local wisdom of Sibolga City which are more promoted, a little observation of the Halal Product label, availability and

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creative team in the South Sibolga sub-district which is carried out directly to MSME Actors to the place or TKP according to the direction and data collection of the Sibolga City Ministry of Religion to MSMEs of Sibolga City Anchovy Chips Products.

METHOD

This Community Service is located in the Sibolga Selatan sub-district, Sibolga City and will be held directly in the field by visiting the Sibolga Anchovy Chips UMKM Outlets and practicing the registration process and providing counseling on the importance of Halal certificates which will become the Lahala label on the product packaging later. This activity was carried out in South Sibolga at the Sambal Kangen Chips and Samba Bripka chips business, which are communities that have small and medium businesses in the environment under the supervision of the Sibolga City Ministry of Religion, and the Sibolga City Department of Trade. The types of activities include counseling, direction and discussion on the registration of Digital Halal certification and its functions and eliminating suspicion of the use of halal certificates on their products which they have always considered as a tax that will be burdensome for Sibolga Anchovy Chips UMKM entrepreneurs. By providing training and discussion, it will be easier for Sibolga Anchovy Sambala Chips UMKM to understand the Haala certificate and how to register it.

The implementation of the Community Partnership Program is divided into three stages, namely preparation, implementation and evaluation. The preparation of the program is carried out by conducting data collection through the Ministry of Religion of Sibolga City. Exploring the needs of SMEs related to digital Halal certificates and the use of Halal Labels. Discussing the theme and form of activities. After knowing the existing problems and understanding what SMEs in the South Sibolga sub-district are complaining about, our team from community service made an analysis for the preparation of the Methodology and Scope of Activities as a reference in preparing the work plan for this activity as well as scheduling (time schedule). The next step is to prepare the activity module. The module includes the sequence of discussion themes, speakers/facilitators, and mentoring techniques. Preparation of facilities and infrastructure. Preparation includes the provision of facilities and infrastructure that can be provided by the Ministry of Religion of Sibolga City, location, and number of SMEs as participants in the activity.

RESULTS & DISCUSSION

The training activity, which directly visited the owners of the Sibolga City Anchovy Chips Business, was held offline. Located at the Anchovy Chips Outlet "Kangen" and Suaha "Bripka" Jalan SM. Raja Sibolga Selatan and accompanied by the Head of the Local Environment according to data obtained from the Sibolga City Ministry of Religion. UMKM and speakers from academics who carry out community service and representatives and also representatives from the Sibolga City Ministry of Religion.

The first step taken by the service team was to dig up information from participants, the businesses being run, in the use of Free Halal certificates by means of digital halal certification that was carried out, the marketing media that had been run. Furthermore, the service team asked about future development targets. Obstacles to the use of halal certification with halal certificate labels faced by MSMEs so far and direction from one of the Ministry of Religion Staff. We also reviewed the training that had been received previously and explored the variety of products from MSME participants in this training. Digital Halal Certification.

Their business description is still focused on production, for Instagram and Facebook ownership, some have named it with the name of the product, some still name it with the name of the owner. As well as their difficulty in targeting the market, because their Instagram followers or friends on Facebook have not become potential consumers. Their target is to increase sales, especially now, to be able to survive and be able to make variants of the product and have Halal packaging in increasing competitiveness.



Figure 2.Community Service Activities
Source: Activity documentation, 2024



Figure 3.Discussed UMKM Product Packaging
Source: Activity documentation, 2024

Some of the topics of discussion during training activities include:

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1. The nature of the product is food, not durable. For product suggestions from Siboga Haris Anchovy Chips, it has a Digital Halal Certification that has been registered with the Ministry of Religion of Sibolga City as a driving force in increasing and developing the Sibolga Anchovy Chips business in the future.
2. The packaging format of Sibolga anchovy chips is good and in accordance with the reference. Onion Image Design and halal certification label, Digital Halal Certification Letter from the Ministry of Religion of Sibolga City, and Digital Halal Certification Letter which was directly issued by the MUI and the Ministry of Religion.
3. For the producers of Sibolga anchovy chips, creative products in the form of packaging are not only made of plastic but also of aluminum oil which makes the product more hygienic and lasts longer if marketed outside the region, including to foreign countries which provide high demand to reach the market.
4. The elements in the packaging that need to be considered are the clarity of the Digital Halal Certification information of Business Owners and the Halal Label of the product, safety, protecting its products. Packaging function: giving consumers confidence in the results of Sibolga anchovy chips products that can increase competitiveness to achieve increased income and sales.

Regarding the Digital Halal Certification and Halal Label of MSME product packaging in Sibolga Selatan District which is monitored by the Sibolga City Ministry of Religion, and the Academy as a Community Service Team already has safe primary packaging. Direct packaging to accommodate the product has been made. From the analysis side, the use of digital Halal Certification and Halal Labels in the packaging of Sibolga Anchovy Chips products can be directed to become a superior product of Sibolga Kuhsus, South Sibolga District.

Meanwhile, from the traditions in society, clothing, materials used and mixed images of product results in the form of images of onions and crafts, home layout and life concepts are also recommended for use as tag lines / slogans on packaging. In general, participants were enthusiastic and satisfied with the community service activities carried out. Feedback in the form of discussions about halal labels and packaging suggestions for MSME products. It is hoped that in the future this activity can be continued with direct assistance on the registration of Digital Halal Certification, the design of Halal labels on packaging is more attractive and competitive in the market.

CONCLUSION

The Community Service Program in partnership with the Ministry of Manpower of Sibolga City is held directly, more specifically to independent small and medium enterprises (MSMEs) under the guidance of the Ministry of Manpower in registering for halal certification using the Si Halal program in a strict and monitored manner and licensed to use the halal label on the results of Sibolga Anchovy Chips products, which focuses on Registration Training and guidance on the function of Halal Certification for MSMEs and education on what this halal certification actually is and eliminates the assumption that Digital Halal certification is not a tax for MSMEs but is a free registration with the Si-Halal Program. And thus the Digital Halal Certification Registration is a data collection on MSMEs that can use the halal label on their products, Creative Packaging Based on Local Wisdom to Increase the Competitiveness of MSME Products Fostered by the Ministry of Religion and the Sibolgan City Trade Center. The implementation is carried out by delivering materials, discussions, to simulations about the registration of Digital Halal certification and the Use of Halal Labels in Lebak and local culture adjusted to the products of each MSME. In its implementation, we found it difficult to simulate directly and see MSME products as participants directly, namely the lack of knowledge of the MSME community in the use of Digital Technology. The implementation that we made in the Community Service program for independent small and medium enterprises (MSMEs) was fairly successful because it received a huge response from MSMEs.

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