

HALAL CERTIFICATION SOCIALIZATION AND UNDERSTANDING IN THE UTILIZATION OF THE FREE SIHALAL PROGRAM IN CHIPS MSMEs IN SOUTH SIBOLGA DISTRICT SIBOLGA CITY

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Abstract

One of Of the three main pillars (Tri Dharma) that must be implemented by lecturers in higher education, in addition to education and teaching as well as research and development, community service is an activity carried out by lecturers in collaboration with MSMEs in the Sibolga district of Sibolga city. The free SI HALAL program from the Halal Product Guarantee Agency (BPJPH) is a great opportunity for Micro and Small Enterprises (MSMEs) to obtain halal certificates at no cost. However, the lack of information and understanding of this certification process is a major obstacle among MSMEs, especially chili chip MSMEs in the South Sibolga District of Sibolga City. This community service activity aims to socialize the importance of halal certification and provide technical understanding in utilizing the free SI HALAL program. The method used is a participatory approach through counseling, interactive discussions, and technical assistance. The results show an increase in understanding and motivation of MSMEs to register their products in the halal certification system. This activity is expected to be the beginning of increasing the competitiveness and business desires of local MSMEs based on halal principles.

Keywords: *Halal Certification, SI HALAL, UMKM, Socialization, Sambal Chips*

A. INTRODUCTION

MSMEs also play a vital role in distributing income to rural communities. Furthermore, entrepreneurs can work by developing their own creativity in line with their current business sector in order to maintain and develop local characteristics and wisdom. Aerk Parombunan Village, located in the South Sibolga District, Sibolga City. Business legality is a form of official information regarding a related business, intended to facilitate the search for all types of data related to the business, such as identity and all other forms of information. Complete business legality is crucial for MSMEs to ensure their business is within established regulations, which can support performance and increase business competitiveness. If business legality is complete, it is possible for the business to grow and become a source of regional income. Furthermore, the development of MSMEs can open up new job opportunities for rural communities in general.

Halal certification is a process or procedure carried out to meet product standards. The benefit of halal certification is legal recognition that the product we produce meets the halal requirements in Indonesia. All MSME owners who wish to add a halal label to their products must first obtain a halal certificate. In Islam, the halal and haram status of food ingredients is crucial, encouraging consumers to be informed about the ingredients used in product manufacturing as a form of safety assurance for Muslims. This explanation demonstrates the importance of halal certification for business products. Halal Product Assurance (JPH) is a legal guarantee for the halal status of a product produced by a business. The manufacturing process, from the initial stages until the product reaches the consumer, must be guaranteed halal. This is also stipulated in Law No. 33 of 2014 concerning Halal Product

Assurance (JPH), which was amended by Law No. 11 of 2020 concerning Job Creation. An article prohibits micro and small businesses from obtaining halal certification for their processed products. Adding a halal label to a food product requires a guarantee to consumers that the product is halal. The benefits of Halal Certification from the Indonesian Ulema Council (MUI) are essentially essential for businesses, such as providing consumer reassurance about the products they sell and as a requirement for products to be sold in minimarkets or similar outlets, which can potentially increase MSME business turnover.

The Halal Product Assurance Agency (BPJPH), the Halal Product Assurance Agency (BPJPH), has developed a web-based certification service called SiHalal to facilitate halal certification for businesses. SiHalal can be easily accessed online via a smartphone or computer with internet access. BPJPH has developed a halal certification service that businesses can apply for online anytime and anywhere through the SiHalal system, in accordance with Government Regulation No. 39/2021, Article 148, which stipulates that the Halal Product Assurance (JPH) service system uses an integrated electronic service. SiHalal is intended to improve effectiveness and efficiency in facilitating and providing halal certification services according to the needs and expectations of all businesses. The implementation of the SiHalal system supports the implementation of halal certification services within a maximum of three weeks or 21 working days, as stipulated by JPH regulations.

The obstacles faced by MSMEs in South Sibolga District are their inability to properly implement government regulations due to a lack of understanding of the importance of halal certification for MSMEs. Furthermore, the majority of MSMEs in the district lack the time to apply for halal certification because most of their time is spent on production. There is also a lack of awareness of the importance of halal certification for their products. Therefore, this activity is expected to provide assistance and provide an understanding of the importance of halal certification for a product as a development effort for all MSMEs in South Sibolga District, Sibolga City. This socialization and assistance are expected to help MSMEs register halal certification for several products to be marketed so as to increase trust, satisfaction and marketing of their products.

As we know, halal products are not just a religious requirement but also a quality standard that adds value to products, particularly in the food industry. In the context of MSMEs in Indonesia, particularly food businesses like those operating in South Sibolga, understanding the importance of halal certification remains relatively low. However, since the launch of the Free Halal Certification (SEHATI) program by the BPJPH (Indonesian Food and Drug Authority) through the SI HALAL information system, the government has provided MSMEs with the opportunity to obtain halal certification free of charge. South Sibolga District is home to numerous food-based MSMEs, including chili chips, a local icon. Unfortunately, few businesses are halal-certified. Therefore, this activity aims to provide comprehensive understanding and technical assistance in the halal certification registration process through SI HALAL.

B. IMPLEMENTATION METHOD

The method we used in implementing this activity is a qualitative one, providing guidance in understanding and registering for halal certification. The mentoring activity for Micro, Small, and Medium Enterprises (MSMEs) in the Siboga Southan District is a community service activity carried out by lecturers as part of the Tridharma of Lecturers. The purpose of this activity is to support the halal certification process through the Free Halal Certification (SIHALAL) program, a collaborative and synergistic program between the BPJPH (Indonesian Food and Beverage Supervisory Agency) of the Ministry of Religious Affairs, ministries/institutions, local governments, agencies, and the private sector.

This community service activity is carried out in three main stages:

1. Preparation Stage

- Initial survey of several chili chip SMEs.
- Coordination with the Cooperatives and MSMEs Service and local halal instructors.
- Preparation of modules and socialization of materials.

2. Implementation Stages

- Counseling on the importance of halal certification and the role of BPJPH.
- Technical explanation of registration via the SI HALAL application.
- Question and answer discussion and participant obstacles.
- Direct assistance for business actors in creating SIHALAL accounts and completing document requirements.

3. Evaluation Stage

- Pre-test and post-test questionnaires to measure improvement in understanding.

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- Documentation and follow-up through online communication groups.

C. RESULTS AND DISCUSSION

Socialization activities were carried out by directly visiting the outlets of Keirpik Sambal Sibolga MSMEs by way of jemput bola as carried out by the Ministry of Religion of Sibolga City which was recently delegated the task by the MUI because it was very complicated in administration with the use of fees that would become an obstacle for MSMEs in registering MSME Products for halal certification. In the Digital Halal Certification registration, 2 MSME outlets of chili chips in South Sibolga District participated as samples in this community service, namely Outlets with the names of Briпка chili chips and Kangen chips. The pre-test results showed that 75% of participants were not aware of the free SI HALAL program and 85% had never tried to register. After the socialization and mentoring session, the post-test results showed that 90% of participants understood the registration procedures and the benefits of halal certification in increasing competitiveness and increasing consumer trust.

Some participants immediately filled out the SI HALAL with assistance, and 2 MSMEs successfully uploaded complete documents for the verification process. The response of the participants was very positive, and they stated that this assistance was very helpful because the process turned out to be easy if guided well. This Free Si Halal Program opened the eyes of MSMEs to register through Digital Syariah which had been introduced directly to them and they already understood the meaning and function of the Halal Certificate for the Chips MSMEs that they run which they had previously considered the halal certificate to be something that had no effect on their MSMEs, they even assumed that the Halal Certificate was a moral burden for their MSMEs like taxes which are expenses in their business processes which are mandatory in their payments and take a lot of time. One example of an MSME that has successfully registered its Outlet and Business for halal certification.

The image displays two official Indonesian government forms. The left form is a 'MURQAH LSHADAH AL-HALAL' (Halal Certificate) issued by the Ministry of Religion of the Republic of Indonesia. It is for a chili chip business and includes fields for the business name, address, and a QR code. The right form is a 'PERIZINAN BERUSAHA UNTUK MENUNJANG KEGIATAN USAHA' (Business License) issued by the Ministry of Industry of the Republic of Indonesia. It is for a food processing business and includes a list of business activities and a QR code. Both forms are in Indonesian and include the national emblem of Indonesia.

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1. Conclusion

2. Suggestions

- Published by
- Radja Publika**

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