

Counselling and assistance in submitting MUI halal certification for MSMEs members of the North Lombok 'Aisiyah regional leader

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Article Info

Article history:

Received March 10, 2023

Accepted May 2, 2023

Published August 1, 2023

Kata Kunci:

Free MUI Halal Certification

Halal tourism

Micro and small enterprises

ABSTRACT

Free MUI Halal Certification (SEHATI) is one of the government's programmes to increase the amount of halal-labelled MSME products that can be exported to Muslim countries around the world. The SEHATI programme has been implemented since March 2022 and will be intensified in 2023 to achieve the target of 10 million halal certificates in 2024. One of the obstacles in the implementation of the SEHATI programme is the lack of socialisation, especially in the regions, so there are still many MSEs that have not been touched by this programme, for example in NTB. Therefore, the purpose of this service activity is to socialise the importance of Halal labelling on MSE products and to assist partners in applying for MUI Halal certification through the SEHATI programme. The stages of this activity are: initial data collection from MSEs, socialisation activities (counselling on the urgency of halal certification) and assistance in applying for halal certification of partner MSE products. Apart from the lack of knowledge of the partner members in terms of online administration, the main obstacle we face is the large number of MSEs that only use PDAM water (not yet halal certified) as a means of washing or production, so that only 5 MSEs out of a total of 15 MSEs supported by this service programme can obtain halal certificates.



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1. PENDAHULUAN

According to the State of the Global Islamic Economy Report 2022, there is an increasing trend of the Muslim population being twice as large as non-Muslims and it is predicted that by 2030 young Muslims will make up 30% of the world's population [1]. The prospects for the halal industry are therefore very promising. Unfortunately, although Indonesia is the country with the largest Muslim population in the world (<https://worldpopulationreview.com/country-rankings/muslim-population-by-country>) and the number 2 importer of halal food in the world, it is only ranked number 7 as an exporter of halal food to the 57 member countries of the Organisation of Islamic Cooperation (OIC). 57 member countries of the Organisation of Islamic Cooperation (OIC). Ironically, the top 10 halal food exporting countries are dominated by non-member countries of the OIC (8 countries), such as Brazil, India, the United States, Russia, China and Argentina as the top six and Ukraine and France as 7th and 10th respectively [1].

The government has taken several steps to make Indonesia the number one halal food exporter in the

world, one of which is to speed up the halal certification process for food products, especially for micro and small enterprises (MSEs) through the Free Halal Certification Programme (SEHATI). Through this programme, MSEs are not only exempted from the process of product certification but also the process and documents to be completed are much simpler compared to the regular certification process, which costs between Rp 300,000 to IDR 5,000,000 per document. Legal basis Halal certification requirements for food and beverages include Law No. 33 of 2014 (Halal Product Guarantee), Government Regulation No. 39 of 2021 (Implementation of Halal Product Guarantee) and Minister of Religious Affairs Regulation No. 20 of 2021 (Halal Certification for MSEs) [2]. Although the Sehati programme has been in place since March 2022, there are still many MSEs that do not have halal certification for their food products. This is due to the lack of information received by the MSEs [3]. Therefore, the government reopened the SEHATI Programme Phase 2 in August 2022 with a free quota of 324,834 certificates and reopened it in 2023 with a quota of 1 million certificates.

NTB Province, as the winner of the Halal Tourism Destination in 2015 and 2016, has issued NTB Provincial Regulation No. 2 of 2016, which regulates Halal Tourism [4]. In, the concept of halal tourism must be supported by certified halal food products as one of the attractions for visiting travellers [5]. In 2018, there are about thousands of MSMEs (especially in the city of Mataram, the capital of NTB province), but only 20-25% of the products have obtained MUI halal certificates. On the other hand, the data for other regions in NTB have not been reported. Therefore, NTB Province still needs to promote the process of mentoring MUI Halal certification to as many MSE actors as possible. This will facilitate the realisation of an optimal halal tourism system and can improve the economy of NTB residents in particular.

In addition to being a guarantee of product quality and safety [6][7][8], the existence of a halal label has also been shown to be used as a strategy to increase sales [2], [9]. Based on the results of research by Khairunnisa et al. [10] on 40 MSMEs in Bogor City, there was a 32% increase in monthly sales after obtaining MUI Halal certification, while the results of research by Armiani, et al. [11] on MSMEs with non-Muslim owners in the NTB region showed that the MUI Halal label on their products succeeded in increasing sales by 60%. This shows that people are increasingly aware of the importance of halal certification of products [12], [13], especially food products produced or owned by non-Muslim entrepreneurs. In other words, interest and purchase decisions for MSME products in Indonesia are strongly influenced by halal labelling [5]. Unfortunately, the number of MSMEs that have obtained Halal certification for their products is still very low. As of November 2022, less than 1% of MSMEs nationwide have registered their product certification. The SEHATI programme, therefore, appears to accelerate the government's goal of becoming the global halal export hub by 2024.

There are a number of obstacles that contribute to the slow process of product certification for MSMEs in Indonesia. First of all, due to the lack of awareness among MSMEs about the importance of halal product certification [14][15][16]. This can happen because they assume that if the person making the product is a Muslim, then the product is automatically halal. In fact, there are many things that can change the status of a product made from halal raw materials to haram, one of which is that the process is not in accordance with Sharia rules. Secondly, there is a lack of information and understanding of the halal application process and the SEHATI programme [14][16][17]. Most people think that the process of applying for Halal products is very complicated, takes a long time and requires registration fees. In fact, by joining the SEHATI programme, the application process is simpler, shorter, guided by a Halal Facilitator and free of administrative costs. Thirdly, the role of related stakeholders has not yet been optimised and lastly, the halal product process assisting is not yet maximised [16]. Thus, this community service aimed to provide information regarding the SEHATI programme and assist the MSEs of the Regional Board of 'Ashiyyah of North Lombok member in applying for halal certification through the self-declaration scheme. The North Lombok 'Aisiyyah Regional Leadership was chosen as a partner for this activity because this organisation has many members who own micro businesses. In addition, North Lombok is one of the most popular tourist destinations in NTB, but its MSME players still need to be supported with various skills to increase their income, one of which is to help them obtain Halal certification for their products. This will enable them to market their products globally (export).

2. METODE

This activity consists of several main stages, namely: initial collection of data from partner MSEs (members of the Regional Board of 'Ashiyyah of North Lombok), counselling activities with the theme "The Urgency of MUI Halal Certification for MSME Actors", and Halal Product Process (HPP) support activities starting from registration of products to be certified through the SIHALAL account of the business actor and the verification and validation process (verval) by HPP assistants (conducted by the implementation team). The flowchart of service activities can be seen in [Figure 1](#). Meanwhile, the role (chairman) of the partner in

this service activity includes: communicating this service activity starting from socialisation activities to the halal certification assistance process to the partner member MSMEs, preparing a place for socialisation activities (consultation) and helping to provide feedback on the results of the implementation of this service activity.

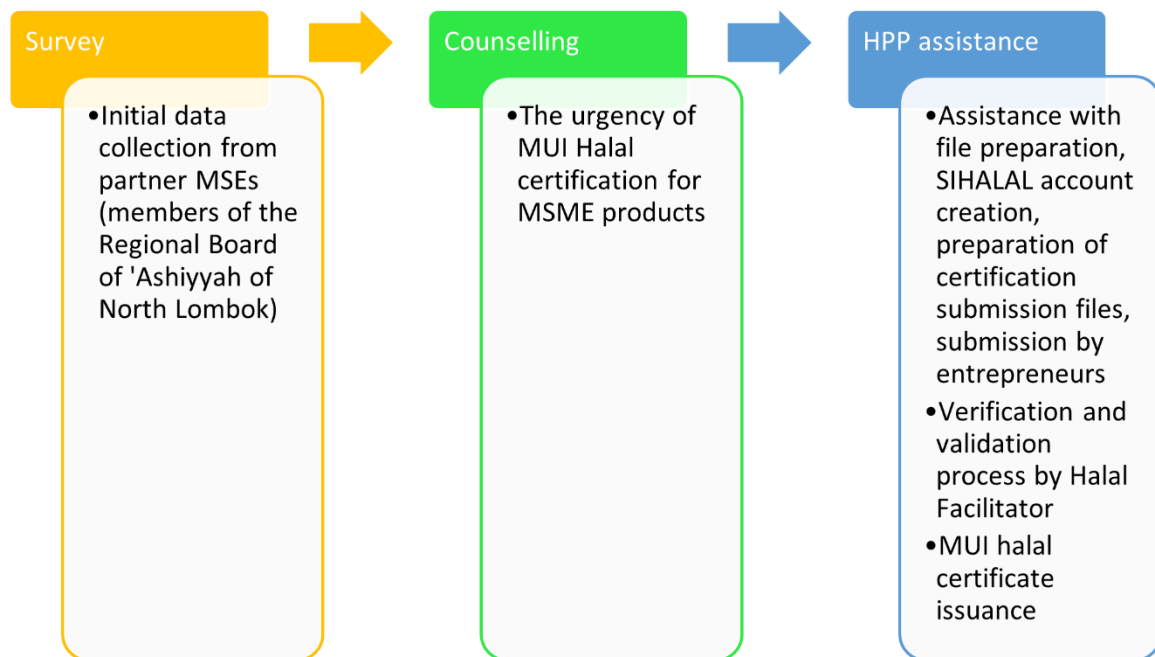


Figure 1. Flowchart of community service activities

Counselling activities need to be preceded by counselling activities so that business actors (MSMEs) understand the importance of halal certification for the food and beverage products they produce. There are at least three things that make halal certification very important for business actors: 1. The majority of Indonesia's population is Muslim and every Muslim is obliged to consume only halal and thoyyib food and beverages, so business actors are directly obliged to provide products that have been recognised as halal, 2. The government has made it mandatory for all business actors to obtain an MUI halal certificate from 17 October 2019, and 3. The existence of a halal product label has been shown to increase sales [18].

The HPP support activities obtained by the partners of this service activity are 1. Assistance in managing the files for applying for Halal certification (NPWP and NIB), 2. Assistance in the process of creating a SIHALAL account and product registration (including the preparation of supporting documents such as SJPH), and 3. Verification and validation of data of operators who have registered for Halal certification. Verval activities are carried out by HPP Assistants (an implementation team carrying a certificate) visiting MSME partners' production facilities to check whether the halal production process has been implemented or not. If it is not, then the implementation team (HPP facilitator) will guide the partner companies to meet all the required halal process standards so that all the partners succeed in obtaining MUI Halal Certificate. The flow of the HPP assistance process is shown in [Figure 2](#).

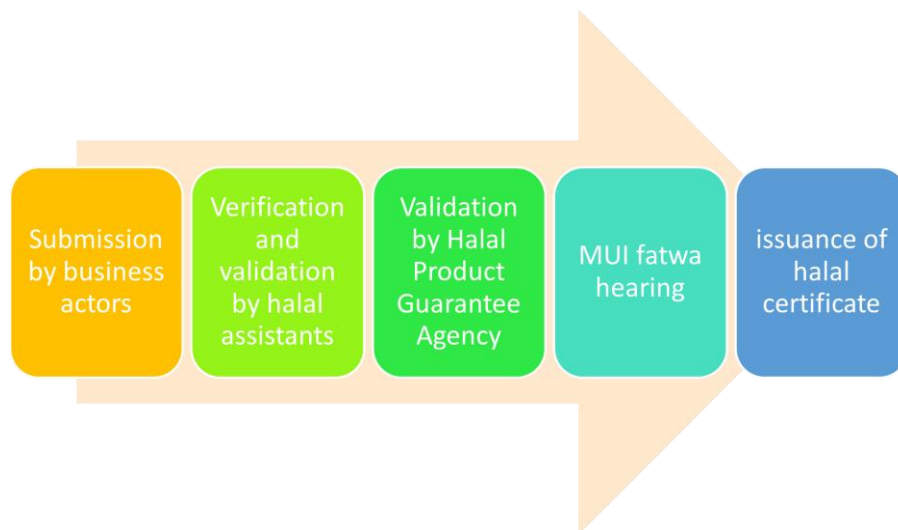


Figure 2. Flowchart of Halal Registration

3. HASIL DAN PEMBAHASAN

Out of a total of 30 participants in the community service activities (including the North Lombok PDA Board), only 15 MSEs have met the requirements to apply for Halal certification through the SEHATI programme; namely having a business that has been in operation for at least one year, having only one outlet, having business capital included in micro and small enterprises, and not including catering businesses. Unfortunately, out of the 15 MSEs, only 5 MSEs can proceed with the SEHATI application process due to constraining by the water source used for the production process and the washing equipment. All MSEs in the Gangga area (coastal area) use PDAM water as their only source of water, unfortunately PDAM in North Lombok has not yet obtained halal certification for its water treatment process. Therefore, for the 10 MSEs that cannot continue with the application process, we are postponing their application until the PDAM water they use is officially halal certified. The critical issue that causes PDAM water to be halal certified, even though the substance of the water itself is actually halal, is that the PDAM water has undergone a treatment process. During the water treatment process, one of them is the filtration process. In the filtration process, one of the chemicals used is activated carbon. In which, this activated carbon is the result of burning living things, including animal bones. If the carbon used comes from the burning of pig bones, for example, it automatically causes the PDAM water to change its law from Halal to Haram. This is why PDAM water has to be halal certified, because there is a treatment process that goes through so that it has a halal critical point. As for water sources that come from nature without any processing, such as waterfalls, well water, borehole water, etc., there is no need to add a halal label if we want to use it in the SEHATI submission process. Data on MSEs involved in halal support activities can be found in [Table 1](#).

Table 1. MSE data of partner members

No	Owner	Company name	Product	KBLI	Halal certificate
1	Denda Nining Supiyanti	Sate Tanjung Nining	Sate dan pepes ikan	10750	Issued
2	Dwi Suci Maghfirah	Pawon Mama Ummu	Cakar ayam	10710	Issued
3	Sahudin	Kopi Asli Barokah	Ground coffee	10761	Issued
4	Jumadil	KUB Due Bareng	Honey	10779	Issued
5	Siti Marisa	Srikandi Selelos	Ground coffee	10761	Issued
6	Peni Petandiani	UD Putra	Bakery	10710	Cannot be submitted
7	Murniati	Pawon Murni	Kue Serempong	10794	Cannot be submitted
8	Nafisah	UD Nafisah	Kue Serempong	10794	Cannot be submitted
9	Nur Maknah	Nur Maknah	Opak	10794	Cannot be submitted
10	Idayati	Reza Que	Moist cake	10792	Cannot be submitted
11	Husniati	Rina	Pastries	10710	Cannot be submitted
12	Atriani	Ican kerupuk	Chips	10794	Cannot be submitted
13	Sajaratul Laeli	Kue Basah Fasha	Moist cake	10792	Cannot be submitted
14	Saknah	Talita opak	Opak	10794	Cannot be submitted
15	Marlina	Jajanan Nak Lin	Moist cake	10792	Cannot be submitted

The counselling activity was carried out through presentations by the member of the implementation team. The first speaker was Mrs. Asmawati who presented the need for halal certification for MSMEs product. In which, halal certification is important not only because most of the people in Indonesia are moslem but also because it could increase the selling point. After this presentation, the attendee's awareness of the halal label on the food and beverage product is awakened. The second speaker was Mrs Dina Soes Putri (the team leader), who explained the flow of the Halal registration process since the preparation of the file to the issuance of the certificate. From this presentation, the participants learn on how to submit halal certification through self-declare scheme. The documentation of the counselling activity is depicts in [Figure 3](#).



Figure 3. Counselling activity

The second activity was the HPP assistance. In this activity, MSEs were directly guided to fill in some forms to get Taxpayer Identification Number (TIN) and Business Licence (BL) ID which are needed for completing the halal registration. Figure 4 illustrates the documentation of HPP support activities.



Figure 4. HPP assistance activity

There are at least 2 main obstacles we have encountered in implementing Halal certification support activities:

1. Most of the MSME owners of the partner members are simple mothers over 40 years of age, so almost all of them do not have their own mobile phones (generally do not have employees) and need to be guided directly during the file processing process (preparing TIN and BL). This slows down the mentoring process.
2. Obstacle that is significant enough to hinder the halal certification process for most of our partner members is that they only use PDAM water as a source of clean water for washing and production, while PDAM in

are members of the Regional Board of 'Ashiyyah of North Lombok. Out of a total of 15 MSEs who participated in this service activity, only 5 MSEs could be submitted for halal certification and all had received MUI halal certificates. The rest could not be submitted for certification due to restrictions on the source of water used, which does not yet have a halal certification process, but were supported until the Business Licence Number (NIB) was issued.

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