



Halal Certification Education with Halal Business Actor Statements (Self Declare) at Kelompok UMK Sahabat in Rasau Jaya West Kalimantan

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Abstract: This community service aims to increase the knowledge of MSE in Rasau Jaya, who are members of the “Kelompok UMK Sahabat (KUS)” regarding obtaining halal certification using a halal statement by business actors or Self Declare. The method stages carried out in this activity were identifying KUS profiles, consumer analysis, education, and evaluation. Evaluation was carried out using a questionnaire. The descriptive data obtained was presented in percentage form. The results of this activity showed that 92% of the products produced by KUS were snacks, 78% of KUS consumers stated that halal certification was a determinant in purchasing food products, educational media using brochures was considered to help understand the material provided, and this activity increases knowledge up to 71.43 %. Continuity of activities through assistance in submitting halal certification through the Self Declare was very necessary.

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Introduction

Republic of Indonesia government regulations in Law Number 33 of 2014 require products in circulation to be halal certified, including food products, medicines and cosmetics (Menteri Hukum dan Hak Asasi Manusia, 2014). The Halal Product Guarantee Organizing Agency (BPJPH) of the Ministry of Religion (Kemenag) stated that three groups of products must be halal certified by 2024, namely 1) Food and beverages; 2) Raw materials, food additives and auxiliary materials for food and beverage products; and 3) Slaughtered products and slaughtering services (Bramasta, 2023). These three groups will be subject to sanctions if they are not halal-certified by October 17, 2024. One method that can be utilized by MSEs is the Free Halal Certification (SEHATI) facility. This facility is open yearly for MSEs with a business actor halal declaration mechanism (Self Declare). One of these free facilities requires a certified halal companion in the application. The management also requires a KTP, NPWP and Business Identification Number (BIN).

Data on micro and small enterprises (MSE) in Kubu Raya Regency-West Kalimantan, especially in the culinary sector, reached 760 businesses based on 2019 data bank data. This data shows that the second largest number is in Rasau Jaya District (136), after Sungai Raya District (362) (MBC, 2019). 2018 MSE halal certification data shows the number of 20 MSE (MBC, 2018). This shows that there are still many MSE that do not have halal certification, especially in Rasau Jaya District. Halal certification is very necessary for business sustainability and can be an effort to increase income. Food and beverage products are



included in the group that is required to have halal certification in the first stage on October 17 2024 (Sup, 2023). Having halal certification can increase income up to 2.4 times with an Odds Ratio (OR) of 2.357 (Bakhri, 2020).

One of the food processing groups in Rasau Jaya District, West Kalimantan is the "Kelompok UMK Sahabat (KUS)". None of the products produced by its group members have been certified halal. This group produces processed food privately with a turnover of under five hundred million per year. Therefore, the solution that can be offered is to provide education on applying for halal certification with Self Declare.

The explanation above shows the urgency of education regarding halal certification for MSE, especially in Rasau Jaya, West Kalimantan. Based on this, this community service aims to increase the knowledge of MSE in Rasau Jaya, who are members of the "KUS" regarding obtaining halal certification using a halal statement by business actors or Self Declare.

Method

This Community Service was conducted at one of the MSE in Rasau Jaya District, Kubu Raya Regency, West Kalimantan, Indonesia, the "Kelompok UMK Sahabat (KUS)". None of the products produced by this group had a halal certificate, so this activity needs to be carried out. This community service activity was implemented in four stages: identification of the KUS profile, consumer analysis, education, and evaluation.

Identify the Profile of the "Kelompok UMK Sahabat (KUS)"

KUS profile identification is carried out using Focus Group Discussion (GFD). This activity also measures the readiness of documents related to applying for a halal certificate.

Consumer analysis

Consumer analysis was carried out by distributing questionnaires to consumers from KUS. This activity was carried out to measure the level of importance of halal certification and identify reasons for decisions when purchasing food products.

Education

Education is carried out by halal assistants (certificate number 24/IH/PH/HSC/2023) face-to-face, and questions and answers are directed to KUS. The presentation consisted of the requirements for applying for halal certification, steps for applying for halal certification, and assistance in applying for halal certification. The education carried out is also accompanied by the provision of brochures to make it easier to receive educational material.

Evaluation

Evaluation is carried out using a questionnaire to measure the education's level of success.

Data analysis

Data analysis was carried out descriptively by calculating the results obtained in the form of percentages (Lestari et al., 2021).

Result and Discussion

Profile of the Friends of the "Kelompok UMK Sahabat (KUS)"

The profile of KUS in Rasau Jaya, West Kalimantan is shown in Table 1. Business owners are dominated by women with more than one year in business, so they have met the criteria for applying for halal certification. One of the requirements before applying for Self-Declare halal certification is that it has been actively producing for 1 year. The largest percentage of products produced by MSEs are more than 4 (four) types of products, with a total of six product types. These food products are cassava chips, cheese sticks, cookies or



cookies, tempeh chips, sago crackers and ground coffee. Based on this, it shows that the dominant products marketed by KUS are snacks. Complete documents required for application include KTP, NPWP, and Business Permit (NIB). 71.43% of this MSE group still need an NPWP and BIN. BIN ownership is one of the limitations of MSE due to a lack of knowledge regarding its manufacture (Ilham, 2022). Based on this, education regarding obtaining NPWP and NIB needs to be carried out.

Tabel 1. Table of KUS profiles

No	Profile	Percentage (%)
1.	Gender:	
	a. Man	14.29
	b. Woman	85.71
2.	Length of business:	
	a. < 1 year	0
	b. > 1 year	100.00
3.	Number of products:	
	a. 1	14.00
	b. 2	14.00
	c. 3	29.00
	d. >4	43.00
4.	Types of products:	
	a. Cassava chips	34.00
	b. Tempeh chips	8.00
	c. Coffee powder	8.00
	d. Cookies	17.00
	e. Cheese stick	25.00
	f. Sago crackers	8.00
5.	Document:	
	a. KTP	100.00
	b. NPWP	28.57
	c. BIN	28.57

Consumer analysis

Consumer analysis was carried out to identify the decisions of MSE consumers in Rasau Jaya, especially KUS, in purchasing a food product. This decision was based on the general attributes listed on food packaging: brand, halal certification and composition. The results showed that the highest consumer decision to buy a product was with halal certification, namely 78%. Meanwhile, the brand and composition have the same percentage, namely 11% (Figure 1a). These results showed that halal certification of a product could influence the decision to buy the product. Measuring the level of importance of halal certification is very important (Figure 1b). Literature studies also showed that halal labels on food packaging had a significant relationship and partially influence purchasing food products (Edi Wibowo & Diah Madusari, 2018). These results showed that halal certification of a product can influence the decision to buy the product. Measuring the level of importance of halal certification is very important (Rifai et al., 2022). The results and literature studies show that it is very important to have halal certification for food products. This strengthens the urgency of providing education or even assistance with halal certification to MSE, especially KUS in Rasau Jaya, West Kalimantan.

This data can provide information and increase KUS's motivation to certify halal products. That is because, based on the results of a literature study, MSE awareness is still

quite low regarding halal certification (Nur, 2021). Apart from that, the certification of products produced by KUS can be an effort to increase income in line with increasing consumer buying interest. Having a halal certificate has a positive impact, one of which is an impact of 2.4 times increasing the income of business actors (Bakhri, 2020). Halal certification has positive implications for building a halal business climate in Indonesia; besides that, for consumers, it can be protection, guarantee, halal information, and an instrument of business ethics (Warto & Samsuri, 2020). Based on this, education about obtaining halal certification can be an effort to increase income for KUS.

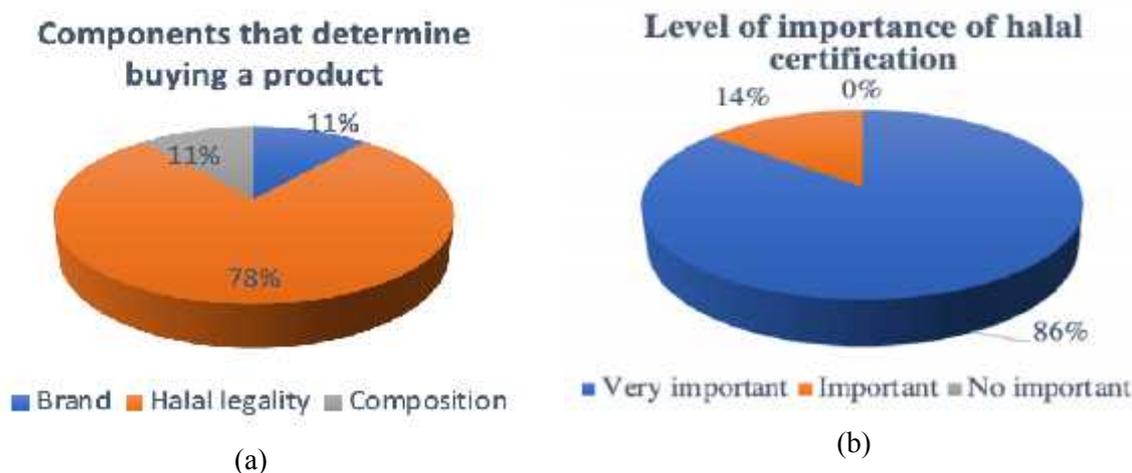


Figure 1. Results of consumer analysis

Education

Education is carried out with the help of brochures (Figure 2) as an effort to increase understanding of the material provided. The educational process with the help of brochure media can increase acceptance of the material provided (Manjilala et al., 2023; Nafiah & Jumino, 2019; Wulandari & Reba, 2022). The brochure consists of three main parts, namely an introduction about the importance of halal certification, making BIN, and preparation for submitting halal certification with a Self Declare (Figure 2a-c).

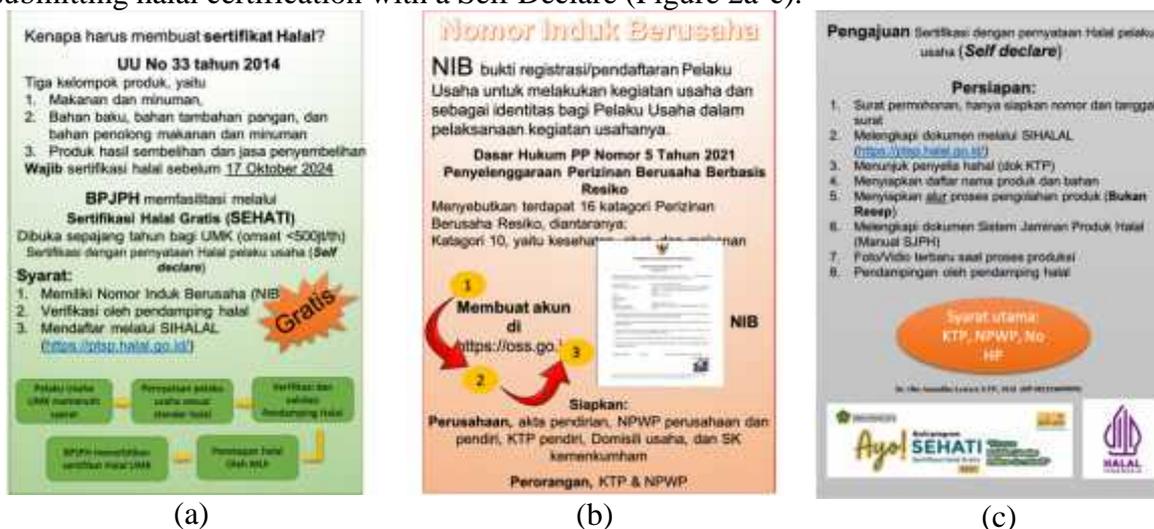


Figure 2. Brochure

This activity also supports the government to accelerate halal certification for food products. The government in Law No. 33 of 2014 concerning Halal Product Guarantees has



stipulated that there are three product groups that must be halal certified before 17 October 2024. These product groups are 1) Food and beverages; 2) Raw materials, food additives and auxiliary materials for food and beverages; and Slaughtered products and slaughtering services. BPJPH supports this program by facilitating it through Free Halal Certification known as SEHATI. This program is open throughout the year for MSE (or business actors with a turnover of 500 million per year) which is known as self-declare halal certification or certification with a halal statement for business actors. Documents that must be had in processing halal certification include KTP, NPWP, and Business Identification Number (BIN) which can also be created easily through the online system, as well as verification and validation carried out by Halal assistants. This activity provides material on how to apply for halal certification, along with the documents required.

Evaluation

The evaluation stage is carried out to measure the level of success of the activities and education carried out (Idrus, 2019; Lestari et al., 2018). The evaluation results of this activity are displayed in Table 2-4. The increase can see the success of this activity in NPWP document ownership, namely from 28.57% to 57.14%. Apart from that, 28.57% of MSEs are in the process of preparing to submit NIB. These results also show that document preparation education can be implemented well by MSE.

Table 2. Increasing the completeness of MSE documents

No	Document	Document Ownership before activities (%)	Ownership after activities (%)	Information
1.	KTP	100.00	100.00	-
2.	NPWP	28.57	57.14	-
3.	NIB	28.57	28.57	28,57% application stage

Activity evaluation was carried out using a questionnaire to assess the percentage increase in participants' knowledge (Table 3) and the activity's success (Table 4). The increase in knowledge can be seen in questions number 1 to 4 (Table 3), which shows that above 50% of participants did not know the material provided before the activity; if averaged (questions no. 1 - 4), those who did not know were 71.43%. The increase in participants' knowledge in this activity was 71.43%. After the activity, all participants thought the halal certification process was easy and were interested in taking care of it. (Table 3, questions no. 5 - 7).

Table 3. Evaluation of educational activities

No	Question	Answer Yes (%)	Answer No (%)
1.	Did you previously know that food products in circulation were required to be halal certified in October 2024?	28.57	71.43
2.	Did you previously know about the SEHATI program facilitated by BPJPH?	28.57	71.43
3.	Did you previously know about the existence of halal certification with self-declaration?	14.29	85.71
4.	Did you previously know how to make an NIB?	42.86	57.14
5.	Did anyone previously think that making halal certification difficult?	100.00	0.00



No	Question	Answer Yes (%)	Answer No (%)
6.	Do you think processing halal certification is difficult after the activity?	0.00	100.00
7.	Are you interested in applying for halal certification after the activity?	100.00	0.00

The level of activity achievement is measured based on the level of understanding, assessment of recency, and level of importance of the material as measured by activity participants (Table 4). The dominance of participants' assessments in carrying out halal certification for this activity was considered helpful, and the comprehensible material and brochures helped understand the material. Based on the evaluation results, it can be said that this activity can increase MSEs' knowledge about the halal certification process, there is an increase in the completeness of documents available for halal certification, and there are 2 MSE in the stage of preparing complete forms for halal certification applications.

Table 4. Assessment of the level of achievement of activities and media (brochures) used in activities (in percent)

No	Question	1*	2*	3*
1.	This activity helps understand how to halal certification	0.00	85.71	14.29
2.	The knowledge that has been given can be understood	0.00	100.00	0.00
3.	The brochures that have been distributed help understand the knowledge provided	0.00	57.14	42.86
4.	The brochures that have been distributed are easy to understand	0.00	71.43	28.57

*1=Don't agree, 2= agree, 3=Strongly agree

Based on the results of the activity, it shows that educational media using brochures can help in understanding the material. This has also been proven in other activities that the use of brochures can significantly help the educational process (Manjilala et al., 2023; Nafiah & Jumino, 2019; Wulandari & Reba, 2022). The use of education with brochure media can increase understanding, namely increasing knowledge by up to 84.4% (Nafiah & Jumino, 2019), and from initially having an average score of 74.79 to 84.48 (Wulandari & Reba, 2022).

The activity results show that business actors (KUS) are highly enthusiastic about halal certification. The assumption that halal certification is difficult turns out that after participating in the activity, it is easy and very possible. The reality is that business actors feel burdened and consider it difficult to carry out halal certification; this has become an obstacle and a big homework as a halal companion. This independent community service activity was well received, with participants responding that the material was understandable, the activities and brochures provided helped to understand, and the activities were considered important. This activity increased knowledge on average by 71.43%. Sustainability of activities continues by assisting in submitting halal certification with Self Declare.



Conclusion

The results of the activity show that 92% of the products produced by KUS are snacks, 78% of KUS consumers stated that halal certification is a determinant in purchasing food products, educational media using brochures is considered to help understand the material provided, and this activity increases knowledge up to 71.43 %. Continuity of activities through assistance in submitting halal certification through the Self Declare is necessary.

Recommendation

Related agencies are considered to be necessary to educate and assist the submission of halal Self Declare certification to MSEs businesses intensely.

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