

## The assistance of MSMEs in Halal Licensing Certification to Improve Consumer Trust and Health in Cimahi City

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### Abstract

The purpose of this Service Activity is to provide knowledge, understanding, and assistance about the importance of halal certification and licensing for Micro, Small, and Medium Enterprises (MSMEs), especially in Cimahi City. The method used in this Community Service is to conduct face-to-face training (offline) by taking into account the Health protocol. This training activity is not only providing knowledge but also provides assistance for offline registration of halal product guarantee certification for MSME actors engaged in the food sector. The purpose of this training is to provide knowledge, and understanding, of the importance of applying for halal certification, and procedures for submitting halal certification offline. With this training and assistance in the halal certification process, the problem of how to apply for a halal certificate which is considered complicated can be resolved and can be an example for other MSME actors around the City of Cimahi.

**Keywords:** Certification, Licensing, Small Business

### INTRODUCTION

During the Covid-19 pandemic, maintaining physical health is a necessity that cannot be postponed any longer. Maintaining a healthy body is a part of worship so that it can carry out obligations to Allah SWT and at this time is also a human effort to avoid the spread of the corona virus which is endemic. In addition, maintaining a healthy body is part of a form of gratitude to Allah SWT who has given the gift of enjoying a healthy body so that it must be maintained and cared for.

There are many ways to maintain and care for the body, such as maintaining cleanliness, exercising, getting enough rest, not stressing, and eating halal and thoyyib food. These ways have been ordered by Allah SWT, for example in terms of maintaining cleanliness.

The halal industry is currently the center of attention in Indonesia which is a trend in its development. Indonesia is one of the countries with the largest Muslim population in the world which has different characteristics from other countries. This fact can be seen in the Muslim population in the world, from data obtained by *The Pew Forum on Religion & Public Life*, Indonesia is the largest adherent of Islam, 87.2 percent of the total data obtained from LPPOM MUI. State life in Indonesia is heavily influenced by dogma-Islam which is actualized in people's lives, without neglecting the interests of non-Muslim communities. One of the aspects of people's lives regulated by the dogma of Islamic law is the enactment of Law Number 33 of 2014 concerning Guaranteed Halal Products (UU JPH). Law Number 33 of 2014 as a legal basis provides legal protection for Muslim consumers against the uncertainty of the use of various halal food and beverage products in the form of goods and services in accordance with Islamic legal obligations.

Based on data from the Majelis Ulama Indonesia (MUI) as an institution that is still authorized to issue halal certification in the 2018-2023 period, a national halal certificate has been issued for 69,985 culinary business actors (MSMEs) and MSMEs, which means that there are still many MSMEs that have not implemented halal certification. Therefore, the government must be able to maximize the issuance of halal certificates for MSMEs in order to increase the income of the halal industry in Indonesia, especially from the halal food sector. This is intended to keep food safe, hygienic, of good quality, and nutritious, and does not conflict with the religion, beliefs, and culture of the community. Likewise, it is intended to prevent biological, chemical, and other harmful pollution.

With some data that describes the development of business actors, currently, in the city of Bandung, its development is seen and will continue to grow if the indicators for the application of

Halal Labeling are always considered, as well as in the process between business actors and consumers are expected to give each other a sense of trust through efforts to guarantee halal products produced or consumed, as a form of development of business actors who are also Halal & Thayyiban.

Based on the description above, it is very interesting to carry out community service activities by setting the title "MSME assistance in halal certification and licensing to increase consumer trust and health in the city of Cimahi".

### **Problem Solution**

Based on the data and information obtained, it can be seen that MSME actors in Cimahi City who are the target audience in this activity still have low knowledge about halal certification and licensing. Therefore, to overcome these problems, MSME actors in Cimahi City need to be more empowered through training activities regarding halal certification and assistance in submitting the halal certification.

Based on the problems that have been described previously, the solutions that can be submitted in Community Service activities are as follows:

- Provide training, coaching, and even assistance related to halal certification.
- Provide knowledge and information about HIP (Household Industrial Products)
- Cooperating through associations, cooperatives, and so on, regarding halal certification.
- Encouraging the expansion of the halal assurance system, the government has also provided halal certification facilities
- Encouraging the government to develop research and innovation of technology-based halal products.

### **Steps in implementing solutions to partner problems**

The steps in implementing solutions for solving partner problems are conducting training at the Cimahi City Technopark.

This training is a method used to provide an understanding of knowledge and skills in MSME Assistance (Culinary) regarding Halal Certification and Licensing in order to maintain the physical and spiritual health of the people of Cimahi City.

### **METHOD**

The implementation method in Community Service activities in implementing the solutions offered to overcome problems contains the following:

- The parties involved in Community Service activities.
- The parties involved in Community Service activities consist of MSMEs in Cimahi City, the Center for MSMEs in Cimahi City, the MSME Community in Cimahi City, Cimahi City Chamber of Commerce and Industry, and Lecturers of the Faculty of Medicine Unjani.
- Methods and stages in community service activities, starting from identifying community needs, designing, manufacturing, testing operations, and operational assistance, to disseminating the results of the research/technology to the community/partners.

Based on the problems that exist with partners, this PKM is carried out to provide information and understanding related to MSME assistance training in halal licensing certification to increase consumer trust and health in Cimahi City.

The method used in this Community Service is to conduct face-to-face training (*offline*) by paying attention to the Health protocol which is then followed by assistance for offline registration of halal product guarantee certification for MSME actors engaged in the food sector.

Training is a method used to provide an understanding of science and skills, especially in this training is to provide knowledge, understanding, the importance of filing for halal certification, and procedures for submitting halal certification.

### **RESULTS**

The implementation of MSME assistance activities in halal certification licensing is carried out to increase consumer confidence and health in Cimahi City. The following is an explanation of the implementation of MSME Assistance in halal certification and licensing to increase consumer trust and health in the city of Cimahi.

Micro, Small, and Medium Enterprises (MSMEs) in Cimahi City have a variety of unique types of business activities, both actual and potential. However, there are specific problems in providing understanding regarding the experience of entrepreneurship through digital media during this crisis, providing an understanding of how to create/cultivate a strong mentality as a successful entrepreneur even in the midst of a crisis, providing knowledge and information about assisting MSMEs in halal certification licensing to increase trust and health. consumers in Cimahi City.

Based on the problems that exist with partners, this Community Service Implementation activity aims to increase knowledge and understanding of MSMEs in Cimahi City regarding the halal certification and how to apply for offline halal certification licensing procedures.

The stages carried out in order to provide solutions for solving this partner's problem are conducting offline training which is then followed by assistance in applying for halal certification.

This training is a method that is carried out to provide benefits for MSMEs in Cimahi City, target audiences, and related parties, especially in terms of Halal certificates for MSMEs as an added value to expand the market, activities for MSMEs in Cimahi City, Halal certificates are expected to increase the competitiveness of MSME products. With halal certification, consumers will have more confidence in the products offered, because it is certain that the quality of the product is guaranteed. Halal certificates can increase the competitiveness of MSME products from the smallest market area coverage to a wider area.

The training activity involved three main resource persons consisting of one resource person from academia and two resource persons from MSME practitioners where the activity lasted for approximately three hours providing real information related to the current condition of MSME development, especially in Cimahi City. The participants of the webinar are MSME actors in Cimahi City who are also very active in providing responses and sharing information related to their business conditions during the pandemic, so this activity becomes a forum for sharing information and strategies to maintain business during this Covid-19 pandemic.

### **CONCLUSION**

Community service activities carried out by Lecturers of the Faculty of Medicine, Jenderal Achmad Yani University, entitled Assistance of SMEs in halal certification and licensing to increase consumer trust and health in the city of Cimahi where the topic is adapted to the field of medical science. The information summarized in the video is information that is considered necessary by MSME actors, especially during the Covid-19 pandemic.

The feedback generated by the training participants in this activity is very good. Most of the participants who were respondents stated that the theme and content of the material as well as information and assistance for MSMEs during the training could add information for them to maintain and develop their business during the Covid-19 pandemic. The training presented is in accordance with the information needs of MSME actors in Cimahi City in facing the challenges of business development during the pandemic. So that in the future it is hoped that similar activities can be held that can be a forum for MSME actors in sharing information and knowledge related to business development.

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Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises Chapter VI Article 20

APPENDIX



Figure 1. Documentation of community service