

Verification of Business Actor's Statement for Halal Certification of Micro Enterprises in Sidoarjo Regency, East Java

Hana Catur Wahyuni^{1,a)}, Puspita Handayani²⁾, Ima Faizah³⁾

¹Industrial Engineering Study Program, University of Muhammadiyah Sidoarjo, Sidoarjo, Indonesia

²Management Study Program, University of Muhammadiyah Sidoarjo, Sidoarjo, Indonesia

³Accounting Study Program, University of Muhammadiyah Sidoarjo, Sidoarjo, Indonesia

^{a)}Corresponding Author: hanacatur@umsida.ac.id

Abstract

Micro and small businesses have an important role in the economic structure in Indonesia so the products produced need to be increased in selling value and competitiveness. One method to increase it is halal certified. This is necessary to provide a guarantee of product halalness to consumers amidst the risks that threaten to change the status of halal to non-halal. To facilitate the halal certification process to encourage more micro and small businesses to obtain halal certificates, the Government facilitates the submission of halal certification based on the statements of business actors as stated in the Decree of the Head of the Halal Product Assurance Agency No. 33 of 2022. This community service is to carry out halal verification by the halal product process assistant (PPH) who has been registered by the Halal Product Assurance Administration (BPJPH). The verification process was carried out on 4 (four) micro and small business actors in the Sidoarjo Regency, East Java. Verification by the PPH assistant is carried out online through the ptsp.halal.go.id system. The verification stage by the PPH assistant has carried out in 3 (three) stages, namely the administrative verification stage, field verification, and verification. The results of the verification activities in the 3 (three) stages indicate that micro and small business actors have met the requirements in applying for halal certification and obtained STTD (Document Receipt Letter).

Keywords: halal certification; halal product guarantee

INTRODUCTION

Eating halal food is an obligatory requirement for Muslims as in the Qur'an in Surah Al Baqarah: 168, namely: "O mankind, eat what is lawful and good from what is on earth, and do not follow the steps of the devil, for verily the devil is a real enemy to you." In the process, changing food from raw materials to finished products that are ready for consumption has the risk of changing its status from halal to non-halal (Sholichah et al. 2017; Wahyuni et al. 2020, 2021).

The potential risk of this change can occur in activities at suppliers, production processes, or transportation (Wahyuni et al. 2021). Therefore, to avoid this risk, it is necessary to carry out halal certification. This is important for business actors to do because, with halal certification, consumers will get legal protection and certainty that the products consumed are halal (Syafriada 2016).

Micro and small businesses as one of the pillars of the economy in Indonesia have various kinds of products that need to obtain halal certificates, especially for food products. Food products produced by micro and small businesses need to be equipped with halal certificates because they can increase people's buying interest in the products they produce so that they can encourage increased productivity and competitiveness (Agustina et al. 2019; Akim et al. 2018).

Referring to the importance of halal certification in micro and small businesses, on the other hand, there are limitations in the areas of the capital, human resources, and technology (Pujiyono, Setyowati, and Idris 2018) thus encouraging the Government to formulate provisions that can facilitate micro and small businesses to obtain halal certification easily, fast, while still guaranteeing the halalness of the product. The Government's policy is contained in the Decree

of the Head of the Halal Product Assurance Agency No. 33 of 2022 concerning Technical Guidelines for Assisting the Process of Halal Products in Determining the Obligation to Be Certified Halal for Micro and Small Business Actors Based on Statements by Business Actors.

According to these provisions, the criteria for micro and small businesses that can apply for a halal certificate through a statement by business actors are: (a) the product is not risky or uses ingredients that have been confirmed to be halal, and (b) a production process that is guaranteed to be halal and simple. Therefore, this community service activity is carried out to (1) verify the application for halal certification through a halal statement by business actors, and (2) provide STTD to business actors so that it can be submitted to the Fatwa Commission to obtain a halal certificate.

METHOD

Object and Location of Activity

The objects of this community service activity are micro and small businesses in the Sidoarjo Regency area. The resulting product is a food product. The criteria for the selected micro and small businesses are following the provisions of the Decree of the Head of the Halal Product Assurance Agency No. 33 of 2022. Following these provisions, 3 (three) small and micro businesses are used, namely: TSA, KR, MSJ, and ET.

Activity Stage

Administrative verification stage

This stage is carried out by implementing community service activities through the information system at ptsp.halal.go.id. The activity implementer is a PPH assistant who has been registered with the system. At this stage, an administrative check of the submissions made by business actors will be carried out.

Field verification stage

The field verification stage is carried out by conducting field visits. Field verification indicators are following those listed in the verification system. This stage is carried out to know the suitability of the documents submitted with the real conditions of business actors.

Verval stage

The verval stage is carried out by conducting verval on the system owned by the companion of the halal product process. At this stage, the facilitator will conduct an assessment based on the results of field verification and provide a report as stated in the system. Furthermore, when the assessment indicators have been filled in, the facilitator will send the results of the verification to the Fatwa Commission.

RESULTS AND DISCUSSION

Micro and Small Business Identity

Micro and small businesses that will be verified for submitting halal certification through a statement by business actors are:

Table 1. Identity of Micro and Small Enterprises

No	Name	Product	Address (District)
1	TSA	Coffee powder	Sukodono
2	KR	Pecel sauce	deal with it
3	ET	Ginger powder	Temple
4	MSJ	Cake	Sidoarjo

The locations of the four micro and small businesses are in the Sidoarjo Regency, East Java. The average time to run the business is 2-3 years with a national scale marketing area. Marketing is done through exhibitions held by various agencies and online marketing through social media.

Administrative verification stage

Administrative verification is carried out through the information system using an account that has been activated by the BPJPH.



Figure 1. Initial View of the Verification System

Through the system as shown in Figure 1, the author logs in and enters the system to examine the data for submitting halal certification one by one through the halal statement of business actors. Some of the data observed included the identity of business actors, business persons in charge, legal aspects, factories, outlets, halal supervisors, material lists, product lists, production processes, and required documents (marketing permits, Halal Product Assurance System). The data is examined one by one, and if there are any discrepancies, they will be returned to the perpetrators through the system. The return will be read through tracking on the account of the business actor as shown figure 2.

Stage	Date	Actor
Draft PU	28/03/2022	Ety listianawati
Submitted PU	25/04/2022	Ety listianawati
Dikembalikan	09/05/2022	Hana Catur Wahyuni

Figure 2. Submission Tracking Features

If there is a return, the business actor will repair it according to the notes from the PPH assistant. After the repair process is complete, it will be sent back to the companion account and will continue to the next process.

Field verification stage

If all the data submitted are following the provisions, then the process is continued by conducting field verification. This stage is carried out by visiting business actors to prove that the data submitted through the system is under real conditions. Some of the visiting documents are as follows:



Figure 3. Field Verification at TSA Business Actor



Figure 4. Field Verification of ET Business Actors

This field verification is also a stage of coaching from PPH assistants to business actors. During the visit, suggestions and ideas were conveyed to improve business productivity and product competitiveness of micro and small businesses.

Verval stage.

The verification stage is the final stage in the process of verifying the application for halal certification through a halal statement by business actors. This verification process is carried out by providing an assessment of each indicator contained in the companion account. Assessment will be given based on documents uploaded by business actors and field verification.

After the online verval is done through the system, the results of the verval can be downloaded in the form of a mentoring report and a verval result report as shown in the following image:

Table 2. Verval Hasil Result Report

Kategori	Uraian	Bukti	Verval	Manusuki
Pengantar Umum	Pengertian Produk Usaha	Dokumen skedulasi	Memeriksa kesesuaian dan kelengkapan dokumen skedulasi	Ti
Pengantar Umum	Merek atau Nama Produk	Foto produk	Memeriksa kesesuaian merk/desain, simbol, warna, dan kemasan produk dengan standar S-PH	Ti
Pengantar Umum	Grafik Bahan	Dokumen grafik bahan, sertifikat halal	Memeriksa kesesuaian grafik bahan dengan dokumen dan sertifikat halal yang tepat	Ti
Pengantar Umum	Proses Produk Halal	Survei PPH dalam bentuk format PPH secara digital atau foto	Memeriksa kesesuaian data PPH dengan nama yang tepat	Ti
Pengantar Umum	Manusul S-PH	Formulir (AM) formulir manusul S-PH	Memeriksa formulir S-PH lengkap dengan format dan template manusul S-PH Sub-Intansi	Ti
Pengantar Khusus	Kelengkapan Halal Kelengkapan halal telah ditetapkan sesuai standar			Ti
Pengantar Khusus	Kelengkapan Halal Kelengkapan halal telah ditetapkan ke semua pelaku			Ti
Pengantar Khusus	Kelengkapan Halal Pemilik Usaha atau orang yang bertanggung jawab dalam proses produk halal (Pemilik Halal) telah ditetapkan oleh pemilik usaha dengan tanggung jawab yang jelas			Ti
Pengantar Khusus	Kelengkapan Halal Prosedur telah dilaksanakan melalui jalur formal			Ti
Pengantar Khusus	Kelengkapan Halal Training tentang prosedur halal/standar dilakukan oleh semua pelaku			Ti
Pengantar Khusus	Bahan Bahan Bahan baku, bahan tambahan dan bahan penolong telah ditetapkan dokumen pendukung sesuai dengan standar bahan-bahan PPH			Ti
Pengantar Khusus	Bahan Prosedur telah penggunaan bahan-bahan untuk produk yang sudah ditetapkan oleh standar			Ti
Pengantar Khusus	Bahan Bahan penolong penunjang (bawang putih) merupakan bahan yang suci			Ti
Pengantar Khusus	Produk Adanya prosedur tertulis yang mengatur nama, bentuk dan rasa produk hasil manufaktur standar			Ti

LAPORAN HASIL PENDAMPINGAN PPH	
1. STTD	: SH2022-1-007803
2. Nama Perusahaan	: INDUSTRI MAKANAN DARI KEDELE DAN KACANG-KACANGAN LAINNYA BUKAN KECAP, TEMPE DAN TAHU
3. Alamat Perusahaan	: KEDUNGPELUK RT03 RW02 KEDUNGPELUK CANDI
4. Nama Personel UMK	: KHOLIFATUR ROSYIDAH
5. Jenis Produk	: Buah dan sayur dengan pengolahan dan penambahan bahan tambahan pangan
6. Tanggal Pendampingan	: 19/05/2022
7. Nama Pendamping	: Hana Catur Wahyuni
8. Lembaga Pendamping	: Universitas Muhammadiyah Sidoarjo
9. Nama Produk	: (1) Sambal Pecel "Lek Olek"

Figure 5. Mentoring Results Report

After this verification stage is carried out, the document will be sent by the facilitator to the Fatwa Commission for trial and a halal certificate will be issued. The tracking of this process can be seen through the tracking system as follows:

Tracking		
○	Draft PU TRI SENO ANJANARKO	14/05/2022
○	Submitted PU TRI SENO ANJANARKO	18/05/2022
○	Dikirim ke Komisi Fatwa Dikirim ke Komisi Fatwa	20/05/2022

Figure 6. Tracking System for the Process of Applying for Halal Certification

Along with the process of sending documents to the Fatwa Commission, an STTD (Surat Receipt of Documents) will be issued through the system by BPJPH.



**SADAN PENYELENGGARA
JAMINAN PRODUK HALAL
KEMENTERIAN AGAMA RI**

FR-TTD

Nomor Pendaftaran : SH2022-1-007803
Tgl STTD : 19 Mei 2022

**TANDA TERIMA DOKUMEN
PERMOHONAN SERTIFIKAT HALAL**

Telah diterima dokumen dari:

Nama Perusahaan	: KHOLIFATUR ROSYIDAH / INDUSTRI MAKANAN DARI KEDELE DAN KACANG-KACANGAN LAINNYA BUKAN KECAP, TEMPE DAN TAHU
Status Pendaftaran	: Baru
Skala Usaha	: Mikro
Alamat Pabrik	: Kedungpeluk, RT. 03/RW. 02, Kel. Kedungpeluk, Kec. Candi, Sidoarjo, Jawa Timur, 61271, INDONESIA
Arahan Pemasaran	: Nasional
Jenis Produk	: Buah dan sayur dengan pengolahan dan penambahan bahan tambahan pangan
Nama LPH	:
Surat Permohonan	: 001 / Tanggal : 21/04/2022

Bersama:

<ul style="list-style-type: none"> - Surat Permohonan - Daftar Nama Produk dan Bahan/Menu/Labeling - Sistem Jaminan Produk Halal (SJPH) 	<ul style="list-style-type: none"> - Dokumen Perizinan Halal - Proses Pengolahan Produk - Uji Kead (PPT/MC/MAL/MUKOTI) atau Uji Kead lainnya atau produk yang diizinkan dari distributor/retailer
--	--

Telah diperiksa dan dinyatakan lengkap memenuhi persyaratan dalam permohonan sertifikat halal.
Dokumen ini sebagai persyaratan untuk dapat dibuktikan pemenuhan dan / atau pengujian produk halal oleh LPH.

20 Mei 2022
Verifikator



Hana Catur Wahyuni

Figure 7. STTD of Business Actors

With the STTD, the inspection process has been carried out and is declared complete and meets the requirements in the application for a halal certificate.

The process of halal certification through the submission of a halal statement by business actors is relatively short in implementation, free of charge and simpler documents to prepare. With the halal certification process through a halal statement, it is hoped that more micro and small business products can be certified halal.

Products produced by micro and small business actors as drivers of the halal value chain (Gunawan et al. 2021) need to carry out halal certification because it is to expand the market considering that Indonesia has a large share in the trade of halal products in the world (Farhan 2018). In addition, halal certification for products of micro and small business actors can also increase the selling value and market competitiveness to be consumed by Muslim and non-Muslim consumers (Qomaro, Hammam, and Nasik 2019). Furthermore, to maintain sustainability and guarantee halal products for micro and small businesses, there needs to be a strong commitment from business actors to implement a halal assurance system (Widayat et al, 2020).

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Micro, small and medium enterprises have an important role in the Indonesian economy. To increase the competitiveness of micro and small business products, it is necessary to carry out halal certification to ensure the halalness of products from various risks that can change the status of halal to non-halal. On the other hand, the limitations of micro and small business actors in terms of funding, technology, and human resources encourage the Government to facilitate micro and small business actors in applying for halal certification.

This facility is stated in the Decree of the Head of the Halal Product Assurance Agency No. 33 of 2022. In this provision, it is stated that micro and small business actors can apply for halal certification based on a halal statement from business actors. With this policy, business actors get convenience through simplification of the process, speed of time, and the absence of financing for filing for halal certification.

Suggestion

Micro, small and medium enterprises in Sidoarjo are advised to take care of a halal certificate because it can increase business competitiveness in the market. Because consumers will be more confident in the product if it has been certified halal.

REFERENCES

- Agustina, Yuli, Heri Pratikto, Madziatul Churiyah, and Buyung Adi Dharma. 2019. "The Importance of Counseling on Halal Product Assurance Certification for Small and Medium Enterprises (SMEs)." *Journal of Graha Pengabdian* 1(2).
- Akim, Akim, Neneng Konety, Chandra Purnama, and Monita Hizma Adilla. 2018. "Understanding of Micro, Small and Medium Enterprises (MSMEs) in Jatinangor on the Obligation of Halal Certification in Food Products." *Kumawula: Journal of Community Service* 1(1).
- Farhan, Ahmad. 2018. "Pelaksanaan Sertifikasi Halal Lppom Mui Terhadap Produk Usaha Mikro, Kecil Dan Menengah (Umkm) (Studi Lppom Mui Provinsi Bengkulu)." *Manhaj: Jurnal Penelitian Dan Pengabdian Masyarakat* 7(1).
- Gunawan, Setiyo, Juwari Juwari, Hakun Wirawasista Aparamarta, Raden Darmawan, and Nur Aini Rakhmawati. 2021. "Pendampingan Berkelanjutan Sistem Jaminan Halal Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM)." *SEWAGATI* 5(1).
- Pujijono, Arif, Ro'fah Setyowati, and Idris. 2018. "Halal MSME Development Strategy in Central Java in Facing Global Competition." *Indonesian Journal of Halal* 1(1).
- Qomaro, Galuh Widitya, Hammam Hammam, and Khoirun Nasik. 2019. "Pemberdayaan Usaha

- Mikro Kecil Dan Menengah Bidang Pangan Dalam Meningkatkan Ekonomi Lokal Melalui Pendampingan Sertifikasi Halal Di Kecamatan Tragah Kabupaten Bangkalan.” Qomaro 5(2). Sholichah, Wildatus, Iwan Vanany, Adi Soeprijanto, Moch. Khoirul Anwar, and Lilik Fatmawati. 2017. “Analisis Risiko Makanan Halal Di Restoran Menggunakan Metode Failure Mode and Effect Analysis.” *Scientific Journal of Industrial Engineering* 16(1).
- Syafrida, Syafrida. 2016. “Sertifikat Halal Pada Produk Makanan Dan Minuman Memberikan Perlindungan Dan Kepastian Hukum Hak Konsumen Muslim.” *ADIL: Jurnal Hukum* 7(2).
- Wahyuni, Hana Catur, Boy Isma Putra, Puspista Handayani, and Wafika Urfa Maulidah. 2021. “Risk Assessment and Mitigation Strategy in The Halal Food Supply Chain in The Covid-19 Pandemic.” *Jurnal Ilmiah Teknik Industri* 20(1):1–8.
- Wahyuni, Hana Catur, Iwan Vanany, Udisubakti Ciptomulyono, and Jerry Dwi Trijoyo Purnomo. 2020. “Integrated Risk to Food Safety and Halal Using a Bayesian Network Model.” *Supply Chain Forum: An International Journal* 21(4).