

Literacy Education of Halal Products to Forming Youth Entrepreneurs at The Sirojul Huda Islamic Boarding School, Bogor, West Java

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Abstract

Islamic boarding schools are Islamic educational institutions that seek to educate their students to always live by following Islamic law. Based on Law No. 18 of 2019 concerning Islamic boarding schools, Islamic boarding schools function as educational institutions, da'wah, and community empowerment. Islamic boarding schools, as Islamic educational institutions, offer good opportunities to take advantage of the momentum in increasing the market trend of halal products by increasing entrepreneurship-based curricula and being able to collaborate with world industries. Halal product literacy is an important issue in entrepreneurship activities so that Muslim communities become safe and comfortable in consuming products, especially food and beverages as primary needs. This community service activity was carried out by UPN Veteran Jakarta academics and the Sirojul Huda Bogor Islamic Boarding School as partners. The target of this activity is students who are currently studying at the senior high school level at the Sirojul Huda Bogor Islamic Boarding School. The main problem is that the literacy level of Islamic boarding school students is still low, even though they have provided material about halal and haram law in Islam. The objectives of this PKM are (1) to provide education about the world of entrepreneurship by following the concept of Islamic sharia; (2) to provide education and socialization of the mechanism of halal-certified products; (3) increasing motivation and foster an entrepreneurial spirit by following the guidance of the Qur'an and Al Hadith; (4) preparing the students so that after graduation they can live competitively in society independently. The activity method used lectures and Focus Group Discussion (FGD). The results of these activities show that there is an increase in literacy of halal products and the concept of entrepreneurship by following Islamic law after socialization and education. These have to be carried out sustainably with collaboration and synergy between academics, boarding schools, and the world industry.

Keywords: Literacy, Halal Products, Entrepreneurship, Islamic Boarding Schools.

INTRODUCTION

Indonesia is a country with the largest Muslim population in the world. The need for halal products certainly cannot be denied by the Indonesian Muslim community, but not all Muslim communities adopt an Islamic lifestyle. There are still a lot of Muslims in Indonesia who do not care about halal products. Based on a Bank Indonesia survey in 2022, the level of literacy in halal and Islamic finance in the Indonesian Muslim community is still low, namely 23.3% (Kominfo.go.id, 2023). The low literacy of halal products causes public awareness of halal products to be low. As a result, the industry is also not too concerned about this halal issue. Food producers in Indonesia still underestimate this issue of permitting halal products, despite knowing that the majority of Indonesia's population is Muslim, due to the low demand for halal-certified products themselves. These can be seen from the small number of halal-certified products in Indonesia.

Based on the records of the Assessment Institute for Food, Drugs, and Cosmetics Indonesian Council of Ulama (LPPOM-MUI), only about 10 percent of the products in circulation are halal certified, or 688 thousand of products (Petriella, 2019). Therefore, education on halal product literacy is important. The essence of halal literacy is to educate the

public and raise halal awareness. Therefore, there are two important things for halal literacy education, namely consumer literacy education, and literacy education for producers. Literacy for consumers, of course, so that consumers can choose and sort out which products are halal and which are non-halal. As for halal literacy for producers, it is intended that producers are responsible for presenting products that are guaranteed to be halal (Mashuri et al., 2022).

As of January 2022, according to data from the Ministry of Religious Affairs, there were 26,975 Islamic boarding schools, known as Pesantren, in Indonesia spread from Sabang to Merauke, but along with technological advances, there are other problems that must be addressed by them. One of the pressing issues is to develop a Pesantren curriculum that includes entrepreneurship education for students, so that after students complete their education, they will have an entrepreneurial character to prepare them to enter the world of work and be able to compete in society.

Based on Law No. 18 of 2019 concerning Islamic boarding schools, Islamic boarding schools function as educational institutions, da'wah, and community empowerment. Islamic boarding schools are Islamic educational institutions that seek to educate their students to always prioritize living by following Islamic law. The students at the Sirojul Huda Islamic Boarding School already know the laws of halal and haram, but it is necessary to know the types of ingredients contained in products that are included in haram goods. Therefore, it is necessary to hold Halal Lifestyle Movement activities in that place as a form of community service. Students at the Sirojul Huda Islamic Boarding School does not yet have good literacy related to halal products. Halal literacy refers to a person's or society's knowledge and understanding of a product they will consume.

Islamic boarding schools, as Islamic educational institutions, offer good opportunities to take advantage of the momentum of increasing market trends for halal products by promoting entrepreneurship curricula and being able to collaborate with the industrial world. To prepare and form a Muslim entrepreneurial spirit, it is necessary to carry out literacy socialization and education activities around entrepreneurship and halal products. The purpose of this community service is (1) to provide education about the world of entrepreneurship by following the concept of Islamic sharia; (2) to provide education and socialization of the mechanism of halal-certified products; (3) increasing motivation and foster an entrepreneurial spirit by following the guidance of the Qur'an and Al Hadith (4) preparing students after graduation so they can live competitively in society independently. The target of this community service activity is the students who study at the senior high school at Sirojul Huda Islamic Boarding School, Bogor, West Java. The presence of entrepreneurship in Sirojul Huda Islamic Boarding School is to develop a spirit of innovation and to create new business opportunities. With an entrepreneurship curriculum, you are also able to learn how to manage finances, produce, and market products (Kusjuniati, 2020).

METHODS

Preparation Stages

Identification of problems

At this stage, an initial survey was carried out with partners to obtain deeper information about partner problems, especially regarding knowledge of halal products and entrepreneurship. This stage is important to support the determination of socialization material and determine the topic of discussion.

Development of Achievement Concepts and Indicators

The preparation of socialization materials was prepared based on the results of the survey so that the socialization is expected to be in accordance with the needs of partners. Outcome indicators of socialization result to measure and compare the level of knowledge of students regarding halal products before and after socialization. Achievement indicators are made by providing Pre-Test and Post Test questions.

Activity Planning Stages

At this stage, planning activities at the partner's place. Plannings are determining implementation schedules, themes, material preparation, rundown, and other activity requirements.

Activity Implementation Stages

The method used in the socialization is the provision of material using the lecture method and Focus Group Discussion (FGD) so that between the student participants and resource person there is an interactive discussion so that the expected goals can be achieved.

Monitoring and Evaluation Stages

The monitoring and evaluation stages are carried out as follows:

- Monitoring through achievement indicators in each community service activity.
- Evaluation is carried out based on the achievement of indicators. The team will see and measure the level of success of the service program based on these results by giving questionnaires before and after the implementation of community service activities.

As illustrated in the flowchart below:

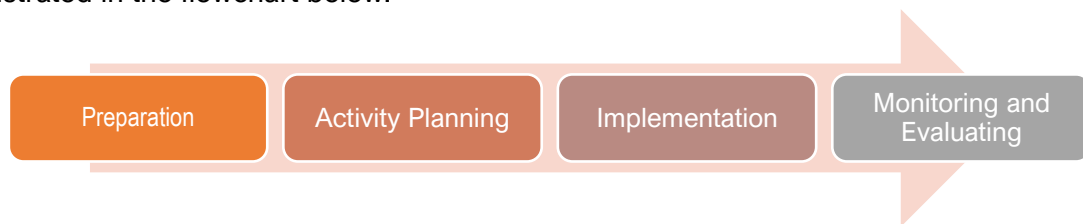


Figure 1. Methods

RESULTS AND DISCUSSION

Student Profile

The Sirojul Huda Islamic Boarding School is located in Bogor Regency, West Java, with a total of 481 students, 184 high school students, 77 high school students, and 220 vocational high school students. The method of carrying out learning activities at the Islamic boarding school is not all boarding at Islamic boarding school, but some who live close to the Islamic boarding school are allowed to commute. These was done considering the limited facilities and infrastructure owned by Islamic boarding schools and also the economic problems of student guardians. The interesting thing about Islamic boarding schools is that students who come from underprivileged economic conditions can study at Islamic boarding schools for free by applying for cross-subsidies from donors, parents, guardians of students, and the local community.

The number of students who took part in this activity was 30 people from the high school and vocational level categories. A total of 17 students were in class XI at the senior high school level and 13 people were in class X at the vocational high school level. A total of 16 boys and 14 girls, as shown in table 1.

Table 1. Profile of Community Service Participating Students

Characteristics	Students	Percentage
1. Gender		
a. Boy	16	53 %
b. Girl	14	47%
Total	30	100%
2. Class		
a. Class X	13	43%
b. Class XI	17	57%

Characteristics	Students	Percentage
Total	30	100%
3. Grade		
a. Senior high school	17	57%
b. Vocational high school	13	43%
Total	30	100%

Source: processed data (2023)

Based on Table 1. the profiles of the students participating in this activity show that among the participants at the Sirajul Huda Bogor Islamic Boarding School, the majority were boys with a portion of 53%, and girls as much as 47%. The highest percentage for classes is in class XI with 57% and for class X as much as 13%. As for education, the majority came from High School with a portion of 57%, and for Vocational School 43%.

RESULTS

The implementation of socialization and educational activities on halal products and entrepreneurship at the Sirojul Huda Islamic Boarding School located in Bogor Regency, West Java, was carried out on May 18 2023 which took place in the Islamic Boarding School hall. The number of students who took part in the activity was 30 students. In the first stage of the activity, students were given pre-test questionnaires about knowledge of halal products and about entrepreneurship to find out the literacy level of students before being given socialization and educational material. The second stage is the provision of material using the lecture method and Focus Group Discussion (FGD). The third stage was carried out by simulating and giving quizzes (post-test) to see the development of students' literacy levels after socialization.



Figure 3. Outreach and Educational Materials

Based on the results of the Pre-Test and Post-Test questionnaires conducted on students, it showed an increase. Can be seen in Table 2 Pre-Test and Table 3 Post-Test.

The number of students who took part in this activity was 30 students based on the selection from the school management. However, only 23 students filled out the questionnaire. Based on the results of the pre-test, showed that students' attitudes towards halal products and entrepreneurship were neutral by 37 points (Table.3), meaning that students showed categories between understanding and not understanding related to the material. However, after being given education and simulations, it showed a very significant increase, namely the attitude of students in the very understanding category of 54 points (Table.3) and can also be seen in figure (2) which shows an increase in student literacy after socialization and education of Sirojul Islamic Boarding School students shows a very significant.

Table 2. Pre-Test

No	Question	Indicators					Total
		SD	D	N	A	SA	
1	Knowledge of Halal Products	6	2	9	5	1	23
2	Understanding of Halal Products	4	3	10	6		23
3	Convenience of Using Halal Products	6	9	5	2	1	23
4	Knowledge of Entrepreneurship	5	4	8	3	3	23
5	Understanding of Business in Islamic Business	2	3	5	12	1	23
	Total	23	21	37	28	6	

Source: processed data (2023)

Table 3. Post-Test

No	Question	Indicators					Total
		SD	D	N	A	SA	
1	Knowledge of Halal Products	0	0	3	7	13	23
2	Understanding of Halal Products	0	0	3	12	8	23
3	Convenience of Using Halal Products	0	0	3	7	13	23
4	Knowledge of Entrepreneurship	0	0	6	11	6	23
5	Understanding of Business in Islamic Business	0	0	3	6	14	23
	Total	0	0	18	43	54	

Source: processed data (2023)

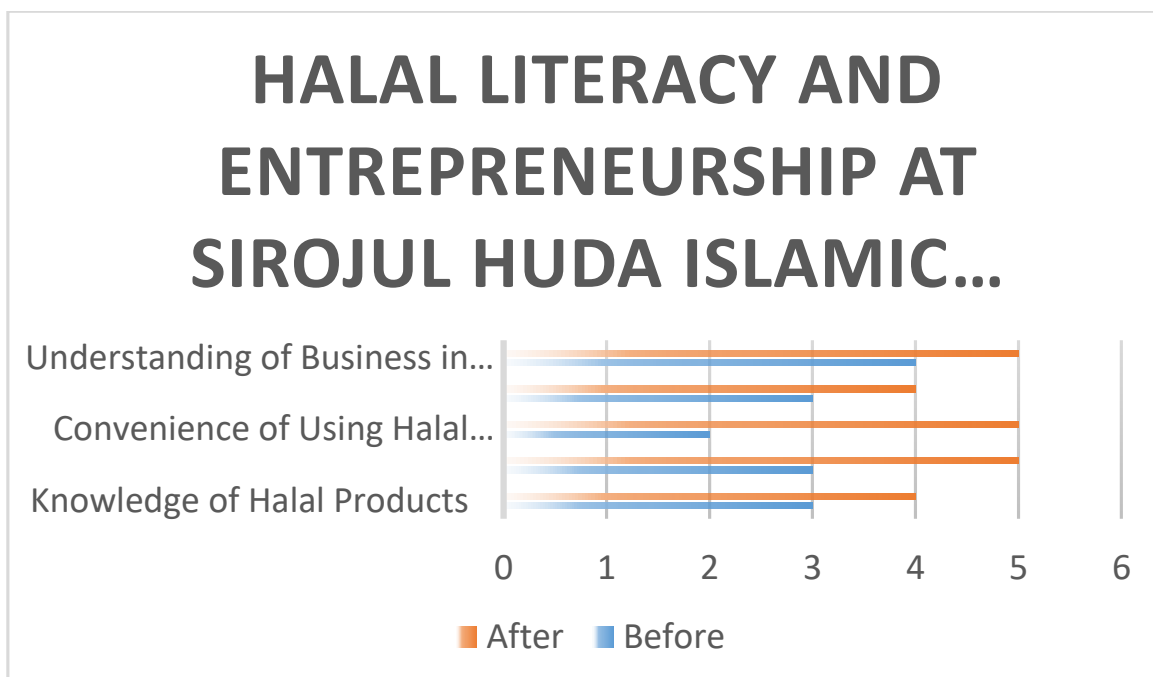


Figure 4. Monitoring and Evaluation Results (2023)

Description:

- Strongly Disagree (SD)
- Disagree (D)
- Neutral (N)
- Agree (A)

▪ Strongly Agree (SA)

This is very important for Islamic boarding schools to do because the existence of an entrepreneurship-based pesantren curriculum can prepare students after graduation to innovate and be creative and live economically independently and participate in empowering the community's economy.

CONCLUSION

The implementation of community service in the form of socialization and education about halal product literacy in preparing students to become young entrepreneurs at the Sirojul Huda Bogor Islamic Boarding School runs effectively. However, there are several things need to be considered in further socialization and education activities, namely:

- The importance of continuous socialization and education for all students
- There needs to be a change in the entrepreneurship-based Islamic Boarding School curriculum so that it can produce graduates who have an entrepreneurial spirit and can live competitively independently.
- There needs to be mutually integrated cooperation between Islamic boarding schools, universities, and the industrial world. Islamic boarding schools as partners, universities as owners of academic resources, and the industrial world as a source of funds and management.

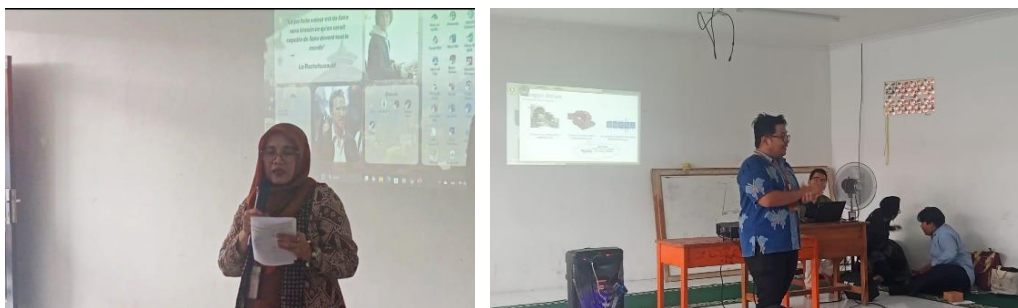
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APPENDIX



Figure 5. Location Survey at Sirojul Huda Islamic Boarding School



(a)

(b)

Figure 6(a) dan (b). Socialization and Education



Figure 7. Photo Team with Students and Board of Islamic Boarding School



Figure 6. Photo Team