

Implementation halal certification for creative economy business actors in the food and beverage sub-sector

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ABSTRACT

The term halal has been associated with Islam in various areas. The main focus of this service is halal certification and standards. The process involves verifying the authenticity of halal food and compliance with Islamic principles. Culture dominates creative economic businesses in Indonesia. Halal certification obtained by the APMMJ community can provide self-confidence in business, and the implementation of community service by involving the community will be very effective, they can also become intermediaries in other business actors to socialize the importance of halal certification and can become a companion for halal products to accelerate government programs on halal in the future. This service prioritizes facilitation by involving experienced cross-sectoral creative economy methods, the implementation of which includes assistance in making NIB, PIRT, Halal Certification, and more professional product photos, cross-sector creative assistance methods make the business community in APMMJ obtain a good business spirit both moral and material.

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1. INTRODUCTION

Indonesia is a Muslim-majority country, where 87.18 percent of the total population is Muslim (BPS, 2010). The demand for halal products is relatively high at this time (Faridah, 2019). Indonesia is a country that upholds the guarantee of religion and worships all its inhabitants. This is stated in Article 29 (2) of the 1945 Constitution which states "The state guarantees the freedom of every citizen to embrace their religion and to worship according to that religion and belief" (Faridah, 2019).

Halal is an Arabic word that literally means "permitted" or "permitted". Conventionally, halal signifies "pure food" concerning meat, especially with proper Islamic practices such as ritual slaughter and avoiding pork. In the modern world, halal is no longer an expression of esoteric forms of production, trade, and consumption but a part of a large and growing global market (Khalek, 2014). The term halal has been associated with Islam in various areas including services, foods, and products. One of the

main focuses of halal research is halal certification and standards. The certification process involves verification of the halal authenticity of the foods and adherence to Islamic principles (Pauzi et al., 2019).

Islamic teachings regulate human life as a whole. Islamic law was established with the goal is to realize human welfare both in this world and in the hereafter. Islam as the basis for full Sharia law. Islam is *rahman lil' alam* (a mercy to all the world) (Rahayuningsih & Ghozali, 2021). Islam regulates Halal and Haram in Al Quran and Hadith. So Halal is a very important point in Islam (Nasyi'ah, 2018). This is not only a relationship between people, but also a relationship with Allah SWT (Faridah, 2019).

Small, Micro, and Medium Enterprises play an important role in increasing the national economy. The Indonesian government has made efforts to improve halal certification for micro and small enterprises (Pardiansyah et al., 2022). The need for Muslims for halal products must be supported lawful guarantee. However, not all products circulating in Indonesia are Halal products. Muslim consumers are those who suffer from a large number of products without the Halal label or non-Halal information (Faridah, 2019).

The creative economic potential of the food and beverage sub-sector in Bojonegoro is very promising, moreover, the government has made many improvement programs in this sub-sector such as breaking the record for the muri traditional food in the area, previous research also shows that the food and beverage sub-sector in Bojonegoro is a dominant business (Wijoyo & Anitasari, 2021). this community service it is considered very suitable to be carried out to strengthen creative economic business actors in Bojonegoro, This is in line with the central government's efforts to increase halal tourism so that tourists come to Indonesia (Slamet et al., 2022).

The implementation of this community service was initiated by a lecturer at the Faculty of Economics, University of Bojonegoro, who collaborated with the nation's imagination community that is consistent in assisting the community, especially UMKM, then supported by the Nahdlatul Ulama Association (ISNU) which is a companion for halal products (PPH) from the Bojonegoro Ministry of Religion., the imagination of the nation's children invites UMKM actors who are members of the APMMJ community (accelerating East Java food and beverage producers) who need the facilitation of the halal program.

Halal products refer to all goods and/or services related to food, beverages, drugs, cosmetics, chemical products, biological products, genetically engineered products, and goods used, used, or used by the public according to Islamic law deemed halal (Sekarwati & Hidayah, 2022). Halal food permitted according to Islamic law is based on the guidelines of the Koran the holy book of Muslims and the Hadith a book that records the words and practice of Prophet Muhammad SAW (Nugraha et al., 2022). Islamic teachings regulate human life as a whole. Islamic Sharia was established to realize human welfare both in the world and in the world in the afterlife. Islam as the basis of full Sharia law (Nugraha et al., 2022).

Halal certification is a business ethic that must be implemented by producers as a guarantee of halalness for consumers (Briliana & Mursito, 2017). The halal label is not only a guarantee of halal for consumers, but also provides economic benefits for producers, such as: (1) Can increase consumer trust because it is guaranteed halal; (2) Has a unique selling proposition (USP); (3) Being able to penetrate the global halal market; (4) Increasing the selling power of products in the market; (5) Cheap compared to what can be achieved in terms of growth (Faridah, 2019). The daily life of a Muslim cannot be separated from the concept of halal, especially food. Indonesia is a country where the majority of the population is Muslim. Very careful in the selection of food circulating, because there is the Institute for Food, Drugs, and Cosmetics. The Indonesian Ulema Council, known as LPPOM MUI, is an institution that provides information on halal food products (Rakhmawati et al., 2021). Getting halal certificates in Bojonegoro is often perceived as difficult. Many business people still believe that obtaining halal certification is expensive. However, they may not be aware that there are currently waivers available and even opportunities to obtain them for free.

The purpose of this mentoring and socialization activity is to educate them about the importance of Halal certification while at the same time facilitating them in obtaining halal certification by inviting halal product assistants (PPH) from the Ministry of Religion, where the PPH is represented by the Nahdlatul Ulama Association (ISNU). This halal certification is to increase consumer satisfaction and trust. After participating in this activity, UMKM actors can register for Halal certification for the products they sell.

Find out the level of success in this service program, it is carried out by facilitating their products to get a certification, the organizers provide instructions on basic requirements to be brought along during the facilitation, and this assistance is carried out until certification comes out if there are obstacles such as a business actor not having a registration number (NIB) then the committee will facilitate it, as well as regarding PIRT and product photos, the length of time the process for issuing halal certification does not stop this assistance, the committee continues to assist until the certificate is issued.

2. METHODS

The implementation of this community service was carried out at the Bojonegoro Creative Hub (BCH) Auditorium, a place provided by the government for the development of the creative economy in Bojonegoro, the concept of this activity is carried out in the form of related workshop meetings socialization and assistance for registration of the free halal certification program (Sehati) through the scheme self-declare (Pardiansyah et al., 2022), which is given to UMKM in one of the sub-sectors of the creative economy, namely the food and beverage sub-sector. The business actors we choose are the community APMMJ (acceleration of East Java food and beverage producers) which is true and became a guided UMKM from the Faculty of Economics, University of Bojonegoro. Previously, the APMMJ community had been invited to meet some of the basic requirements for halal certification. Business actors have been identified as those who would participate in the mentoring process. The implementation of community service activities is divided into three stages.

Preparation Stage

This preparatory activity involved coordination with the Imagination Children of the Nation Foundation regarding facilitation support, and further coordination with the Halal Product Companion (PPH) from the Bojonegoro Ministry of Religion to facilitate our assisted UMKM. The community service team then conducted socialization and invitations to micro and small business actors at the service location.

Stage of Implementation and Delivery of Material

There are: (1) The importance of halal certification for micro and small businesses after the enactment of the JPH Law; (2) Free halal certification for micro and small businesses with schemes-self-declare. Implementation of the delivery of free halal certification materials (Sehati) which was attended by 21 participants from APMMJ members. In addition, this activity was also attended by the Bojonegoro creative economy committee. The workshop will be held offline on Monday, April 3, 2023, starting at 08.00 WIB - Finish.

Halal Certification Registration Stage is Free for Business Actors (PU)

This stage explains the requirements, documents, and steps that must be prepared by business actors (PU) to register for the free halal certification program on the ptsp.halal.go.id website. The pattern of implementing community service is reflected in Figure 1.

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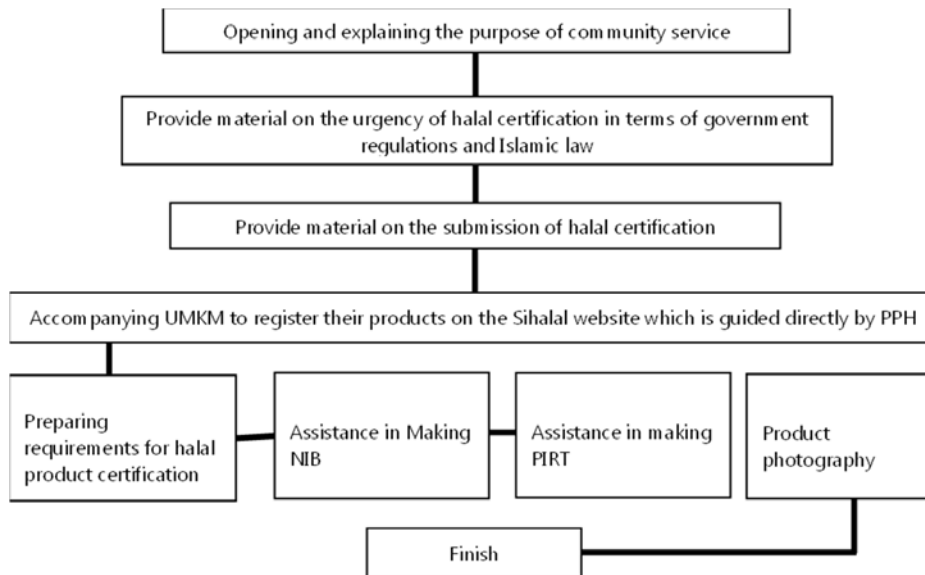


Figure 1. Mentoring models

3. RESULTS AND DISCUSSION

The Halal certificate is proof that the product being sold meets the Halal requirements of the MUI Fatwa. The growth of the middle-class population in Indonesia is a huge marketing potential. Especially Muslims, who make up 87% of the country's total population. Gradually, several product manufacturers began targeting direct marketing to the Muslim middle class (Warto & Samsuri, 2020). Halal products by the law of JPH products have legal certainty such as halal guarantees for products with proof of product halal certificates. However, the Koran indicates that drinking and food are illegal, such as carrion, blood, animal meat slaughtered without mentioning the name of Allah SWT, pork, liquor, khamr, anything in this world is legal except for what is mentioned in the Quran and Hadith. In 2001 there was an incident where Ajinomoto gave number (KMA) number 518 of 2001 concerning procedures for inspection and determination of Halal Food and MUI Legal product inspection executive body. They have to go through this process to be consumed daily (Rahayuningsih & Ghozali, 2021).

Based on the results of the discussions in this activity, it can be concluded that UMKM does not fully understand the importance of halal certification and its impact on their products, business actors also do not understand how to apply for halal certificates for their products, moreover, they do not understand the use of halal certification so they choose to postpone the processing and consider the process applying for halal certification is too complicated. From this case, we provide an understanding of the importance of halal certification for their products.

To get the certification, business actors required to prepare several application documents as described in Table 1.

In addition to preparing the documents described in table one, the team instructed to bring photocopies of the husband and wife's KTPs and if not married there is an alternative KTP of parents or siblings, this is intended as a condition for that person to become a responsible halal supervisor responsible for the process of halal products. Another thing is if the UMKM does not have licensing requirements

such as NIB and PIRT. The team also arranges for these two permits, in addition to this community service. The team from the imagination of the nation's children facilitates professional product photos as promotional material for UMKM sales so that they are more confident in marketing their products (Yousaf & Xiucheng, 2018). The halal certification policy has economic benefits and is very strategic to an optimize *captive market* (Khalek, 2014). The application of the mandatory halal certification for business actors by pocketing the halal certification of the products being sold unknowingly has a positive impact on economic development in Indonesia. Another positive implication of mandatory halal is the opening of new jobs. Because, with the obligation to be halal certified, the number of human resources needed to support the implementation of halal product guarantees (JPH) is certainly large (Warto & Samsuri, 2020). Birth of Law No. 33 of 2014 concerning Guarantees for Halal Products is a concrete form of the government order to protect the rights of Muslims in Indonesia to obtain everything in a halal condition.

Table 1. Free halal certificate application document

Information	Documents
Business Actor Data	Business Identification Number (NIB) Halal supervisor
Name and Type Product	The name and type of product must match the name and type of product to be certified as halal
List of Products and Materials used	Raw material Additional ingredients Auxiliary material
Product Processing Process	Purchasing, receiving, storing, materials used, processing, packaging, product storage, and distribution
Letter of application and letter statement of the perpetrator (self-declared)	Halal certificate application letter containing: Business Actor data; product name and type; list of products and materials used; Product processing; and a halal product guarantee system Letter of acknowledgment of business actor



Figure 2. Document institution IAB about Halal certification assistance and process product photos involving cross product photography communities on Monday 3 April 2023

This effort certainly must be supported by all parties, including the community. Socialization of the Law on Halal Product Assurance is very important to do. From this socialization, the public will understand the importance of Halal Certification so that they will be more selective in choosing and sorting products circulating in the community, on the other hand, if there are irregularities in products in circulation, the public can swiftly report this to the Government (Istikomah & Rofi, 2021).

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Figure 3. Results of product photos taken by the product photography community during halal certification on April 3, 2023

The submission of the urgency of halal product certification was attended by 21 members from the APMMJ community as described in Table 2.

Table 2. List of UMKM beneficiaries

Name	Address	Business Name
Sutikno	Ds. Bogo - Kapas	Tiga Putra Jaya
Retno Adwiyanna	Jl Wr Supratman Karangpacar	Break Take
Sumiatun	Tanjung Harjo	Keripik + Kue Basah
Hartatik	Ds Ngablak, Dander	Minuman
Abdul Rozak	Ds Margomulyo - Balen	Kemplang + Kue Kering
Rudi Catur P	Ledok Wetan	Kuker + Kue Basah
Retno Wulansari	Ds Wedi - Kapas	Ud Griya Shanum
Sutini	Jl Sersan Mulyono No 12	Galantin Bu Tien
Yuni Rizqi N	Jl Ade Irma Suryani No 15	Dapur Amih Finno
Nurliana Farahiyah	Wisma Indah Timur	Piscok By Fara
Bu Ati	Kedungadem	Keripik Sakkom
Yunita Nur Hasanah	Puri Dander Asri C3	Zatimah
Yuliana Qurotulaini	Ds Tulungagung - Malo	Kue Basah
Siswati Eka Rahayu	Ds Pilangsari - Kalitidu Bjn	Depot Kual
Dwy Lucy Novianti	Jl Rajekwesi - Tapelan Kapas	Coffee Gunung
Siti Nurochimah	Ds Plesungan Rt 03 Rw 01	Banana Chips Nianiu
Imam Muzaka	Ds Bareng - Ngasem Rt 10 Rw 03	Nasi Kuning
Moh Nanang Kafa N	Dukohkidul, Ngasem Rt 01 Rw02	Kripik Garut / Girut
Lismukrindun	Ds Begadon, Gayam Rt 05 Rw 03	Krupuk Ikan / Kripik Pisang
Tri W	Jl Wr Supratman No 14	Elsyday
Yeni Supriati	Ds Bareng - Ngasem	Pt Duaputra Enderese

Requirements to facilitate the process of assisting UMKM in providing information including NIB, PIRT mobile number, as well as bringing products to get product photos for free, while we do not include this data regarding the privacy of business actors, halal certification provides great benefits for consumers, producers, and the government. Some of these benefits include ensuring the safety of products consumed (Istikomah & Rofi, 2021). Having a unique selling point (USP), providing peace of mind for the community, providing comparative advantage, providing protection for domestic products from global competition, presenting better documentation and company administration system, being a ticket to gain access to global markets (Warto & Samsuri, 2020).

Strengthening products that have been certified halal have a promising supply chain (Kurniawati & Cakravastia, 2023). Considering that Muslims in Indonesia make up the majority of Indonesia's population, for this reason, the government has made regulations that emphasize that all products must be identified as halal (Kashim et al., 2023). Including processed food, cosmetics, pharmaceutical, and health products, this is a strategic ecosystem to guarantee the Indonesian Muslim community (Kashim et al., 2023). The presence of halal features in branding strengthens the product image APMMJ community in the eyes of the public and directly or indirectly, and can also influence consumer desires and purchasing decisions. The more public trust in UMKM products, the greater the interest in buying and in time can increase the sales volume of these UMKM products (Yuwana & Hasanah, 2021). Creative economy business actors will be guaranteed to start from business licenses, distribution permits, and the right to use the halal logo on each of their products (Putra et al., 2022). This community service provides the view that, in particular, business actors are very enthusiastic because they are more confident if their products have a halal label. Muslim consumers will have the emotion to be sure to buy if the product contains halal products (Nugraha et al., 2022).

Some of the inputs in the implementation of halal certification for MSMEs are input for future researchers, that in an effort to guarantee the halalness of products circulating for Muslim citizens, the government must work together with creative economy actors in the food and beverage sub-sector, then mobilize communities in this sub-sector to make it easier and accelerate domestic halal targets, during the implementation of activities that are required to be notified in advance in the invitation, collaborate with the creative community in supporting product sales, because basically many food and beverage business actors still consider halal certification to be complicated, so the event should need an agenda. In addition, it is not only halal certification, and finally, the implementation places business actors as objects fighting for the fate of their own businesses. The involvement of business actors is very necessary because they feel that with halal certification this is their future.

This assistance is not only at that time but other participants or UMKM can also participate at other times by simply sending the requirements to the Faculty of Economics, Bojonegoro University. With this program, UMKM that are included in our database will become an assisted cluster and receive assistance in increasing its capabilities in producing halal-certified products. The lack of up-to-date information about halal certificates can be overcome by establishing intensive communication between the campus and the community, because after this community assistance, UMKM become part of the campus' assistance. The success of this activity is based on communication between institutions that have the same goal, namely to encourage the development of UMKM.

The factors for implementing this halal product certification are as follows: Business actors who have obtained this certification have never received complete assistance before. This includes assistance with managing NIB, PIRT, and product photos for halal certificates. Even though some business actors already have these permits, they express gratitude after receiving direct benefits from this community service. While obtaining halal certificates still requires a process, they can now directly acquire product

photos for branding, which makes this assistance highly valuable. It is crucial to ensure the completeness of files for business actors to register their products on the sihalal website. Currently, there are issues with file completeness during the implementation of this service, despite it being clearly stated in the invitation letter. In the future, this process can be conducted online by initially sending the required files. The consumption of any product, whether food or cosmetics, must adhere to Shari'a principles, ensuring its suitability for daily use and its overall benefits in the afterlife. This allows for proper worship (Mundir & Rahayu, 2022). The enforcement of Halal Product Assurance in Indonesia is considered necessary to provide security, comfort, and safety, while ensuring the availability of halal products for all Indonesian people, especially Muslim citizens (Faridah, 2019).

Increasing awareness among Muslims around the world about their obligation to consume and use goods/services based on Islamic requirements has increased the demand for Halal products (Adinugraha & Sartika, 2019). Because a product has a halal label, of course, this has a huge impact on consumer trust and satisfaction in consuming the product. This is felt to be important for creative economy actors to have, of course, and being labeled halal can also increase the selling power of a product. Halal labeling is the addition of writing or the mention of Halal on product packaging to show that the product in question is Halal (Warto & Samsuri, 2020). In addition, very few foods from micro and small industries are halal-certified and apply for it. Because micro and small entrepreneurs still don't care about ensuring the halalness of their products (Mundir & Rahayu, 2022). The halal guarantee system requires the production process to follow halal and tayyib production procedures, which means correct and good starting from the delivery of raw materials to consumer consumption (Warto & Samsuri, 2020) and also Manufacturers need Halal certification so that their products penetrate the global market.

The purpose of giving halal labels to packaged food is for the public to obtain correct and clear information on each food product, regarding the origin, safety, quality, nutritional content, and other necessary information (Istikomah & Rofi, 2021).

4. CONCLUSION

The purpose of this mentoring and socialization activity is to educate them about the importance of Halal certification while at the same time facilitating them in obtaining halal certification. The implementation of mentoring prioritizes overall facilitation with the support of many people who are experienced and by the objectives, namely that all UMKM have registered for halal certification to be assisted until the results are out, besides that they receive assistance in making NIB, PIRT, and more professional product photos to strengthen business actors' products., the method of mentoring across creative sectors has made the business community in APMMJ obtain a business spirit both morally and materially.

The food and beverage or culinary sub-sector dominates creative economic businesses, with the halal certification obtained by the APMMJ community. They will be able to give them confidence in running their business. The implementation of community service by involving the business community will be very effective. They can also become intermediaries to other business actors to socialize the importance of halal certification. In the future, they could also become companions for halal products to accelerate government programs, Where currently there are still few companions for halal products, apart from the product guarantees that have been circulating to make Muslims in Indonesia feel comfortable and safe in shopping for food and beverage products, this also has an impact on halal tourist visits for foreign tourists.

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