

FACILITATION OF HALAL CERTIFICATION THROUGH THE SELF-DECLARE MECHANISM FOR MSMEs/IKM IN WONOSOBO DISTRICT

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Abstract

Indonesia is a very promising area for the global market and instruments are needed to protect domestic products. So there needs to be a guarantee of comfort for consumers and producers. Through the strategy of facilitating halal certification activities by UHC, it was concluded: that the facilitation of halal certification through the self-declaring mechanism is a technical assistance activity for SMEs or IKM actors in the Wonosobo district to obtain halal certification, including business identification numbers (NIB). The output of this facilitation is beneficial for MSMEs/IKMs to increase awareness of the importance of halal and halal-certified products, as a step to protect consumers and better marketing branding, and have an impact on strengthening public trust.

Keywords: Facilitation, Halal Certification, Self-declare.

INTRODUCTION

Indonesia is a strategic region located between the world's trading centers, with the world's largest Muslim population of 216 million people (86.1%). Another supportive parameter is the largest expenditure from the food sector, which is 197 billion USD or about 18% of global food sector expenditure. Therefore, Indonesia is a very promising area for the global market, and instruments are needed to protect domestic products (Widayat et al, 2020).

Central Java has the potential of various MSMEs with the largest number of units in Indonesia. Based on statistical data from the Central Java Cooperatives and MSMEs Service in 2021, the number of MSMEs is 167.391 units, consisting of 57.527 Production/Non-Agricultural units, 62,083 Trade units, and 20.128 Service units (Dinkopjateng, 2021).

Judging from the data per district, the number of MSMEs in the Wonosobo Regency is 1439 units. Of these, it affects the employment of 2210 men and 234 women (PerSADA, 2022).

Ema Rachmawati (2022) Head of the Central Java SME Cooperatives Office (Dinkop), said that MSME training and development will continue to be encouraged, starting from mentoring and facilitating marketing, helping with legal protection to licensing and so on, we continue to assist.

In addition, MSMEs also need to understand that Indonesia has rules regarding halal goods because it is a country with a majority Muslim population. The importance of halal certification has even become one of the requirements for some products, especially in the

food industry. Halal certification is proof that the food product does not contain ingredients that are prohibited by Islam (Friska, 2022).

So far, in the Wonosobo district, no institution accompanies entrepreneurs to obtain halal certificates, even though this is an urgent need. The Manpower and Transmigration Office, which assists small and medium-sized entrepreneurs in the field, does not have the authority to facilitate halal facilitation.

Al-Qur'an Science University which has been authorized as a Halal Inspection Agency (LPH) in 2018, through the Unsiq Halal Center (UHC) is moved to take on the role of services for halal certification for MSMEs or IKM in the community.

Therefore, Unsiq Halal Center tries to realize the wishes of these entrepreneurs, facilitating them to get halal certificates.

IMPLEMENTATION METHOD

The method used in this activity refers to the free halal certification facilitation service program (SEHATI) with the category of business actor statement (self declare), issued by the Halal Product Assurance Agency (BPJPH) of the Ministry of Religion of the Republic of Indonesia.

This service for providing halal certification is through a self-declaring mechanism for small and medium-sized business actors, carried out through a halal contract process carried out in front of the halal process companion (PPH) (BPJPH, 2022).

The halal certification facilitation strategy carried out by the Unsiq Halal Center (UHC) can be mapped in stages as a method as follows:

Table 1. Methods of Facilitating UHC Halal Certification for MSMEs/IKM

No	Strategy	Activity
1	Strategy 1	Cooperation with Related Departments
2	Strategy 2	Halal Process Facilitator Training
3	Strategy 3	Outreach to MSMEs/IKM
4	Strategy 4	Determination of assisted MSMEs/IKMs
5	Strategy 5	MSME/IKM technical guidance

The Unsiq Halal Center (UHC) facilitation activity strategy for MSMEs/IKM in Wonosobo Regency towards Halal Certification is detailed as follows:

The first strategy, of Unsiq Halal Center, is to collaborate with related agencies in the field of MSMEs/IKM. The agency in question is the Office of Manpower, Industry, and Transmigration of Wonosobo Regency. This step is to make it easier to find out data and the condition of MSMEs/IKMs in the district.

The second strategy. One of the conditions for a halal provider service is to have a Halal Process Officer. then the Unsiq Halal Center held recruitment of prospective Halal assistant officers (PPH). After the personnel is determined, they are given material training related to their duties as PPH.

The fourth strategy is holding socialization of activities to MSMEs/IKMs that do not yet

have Halal Certification. This step is taken to build their interest in joining the program.

The fourth strategy is to determine MSMEs/IKMs that will be accompanied by the Unsiq Halal Center by providing information on the fulfillment of the requirements needed.

The fifth strategy is technical guidance for MSMEs/IKMs to obtain Halal certification to completion.

RESULTS AND DISCUSSION

a. Results

The University of Al Quran Science (Unsiq) Central Java facilitates halal certification for SME and IKM products with a self-declare scheme. One of the goals is to support Wonosobo Regency to develop religious tourism destinations. Several important requirements must be owned by SME or IKM actors to get a halal certification, including a business registration number (NIB).

A total of 225 SME and IKM actors in Wonosobo will be facilitated in obtaining halal certification. This program is a collaboration between Unsiq and the Department of Manpower, Industry, and Transmigration. This is also Unsiq's commitment to helping SMEs and entrepreneurs so that their products are competitive.

Cooperation with related agencies is an effort to ensure that products produced by business actors in Wonosobo are certified halal. In addition to obtaining blessings, it is believed that this will produce wider benefits for entrepreneurs and the community.

It is hoped that after halal certification, SME and IKM products in Wonosobo will be more developed and competitive. So that later the reach will be even wider, and of course able to compete with products outside.

More than that, this effort is Unsiq's support for Wonosobo Regency which is developing religious tourism destinations. As is known, many tourists from outside the city make pilgrimages to several religious leaders in Wonosobo.

This religious tourism must be accompanied by SME products that are halal-certified. Therefore, we will assist them until they get the halal label (Sukawi, 2022).

According to Prayitno (2022), most of the small and medium industries in Wonosobo are engaged in food processing. So it is necessary to encourage these SMEs to get halal certification.

Most of the food and beverage industries are agricultural products, dominated by the car, coffee, and dry food industries. So, accompanied by UHC, they know that they have obtained certification, then the correct process in production goes to packaging so that it will add value to the sale.

To get halal certification, several requirements must be met, including a business identification number (NIB). In addition to including the product, the process after the file is complete they wait for a halal certificate from the central Ministry of Religion, with a target of 90 days.

So far, not many small entrepreneurs, especially in the Wonosobo district, know how to get halal certification. Therefore, UHC assists SMEs and SMEs with a self-declare scheme, for those who have raw materials are not at risk. For example, from crops and beverages.

In this technical guidance activity, all MSMEs/IKMs WILL be assisted, especially in preparing the necessary documents. If the document is complete, UHC will upload it to the

system provided by the Halal Product Assurance Administration Agency (BPJPH) of the Ministry of Religion of the Republic of Indonesia. If the documents are correct, then the MSMEs/IKMs just have to wait for the halal certificate, if it is not done, another verification will be carried out (Junaedi, 2022).

Before business actors apply for halal certificates for their products, they are required to prepare a halal guarantee from business actors regarding the following matters (KAN, 2021):

- 1) Business actors prepare a Halal guarantee system.
- 2) The Halal assurance system must be documented in a clear and detailed manner and is part of the company's policy.
- 3) In its implementation, this Halal assurance system is described in the form of halal guidelines.
- 4) Business actors prepare standard implementation procedures to supervise every critical process so that the halalness of their products can be guaranteed.
- 5) Both the halal guidelines and the standard implementation procedures that have been prepared must be socialized in advance and tested in the company environment, so that all levels, from the board of directors to employees, fully understand how to produce halal and good products.
- 6) Business actors carry out internal inspections and evaluate whether the Halal guarantee system that guarantees the halalness of this product is carried out properly.
- 7) To carry out internal inspections and evaluate whether the Halal assurance system that guarantees the halalness of this product is carried out properly, business actors must appoint at least an Internal Halal Auditor who is Muslim and comes from the section related to halal production.

After the existence of a halal guarantee from this business actor, the steps that must be taken by business actors if they want to obtain a halal certificate are as follows (Republic of Indonesia, 2014):

- 1) Submission of Application
 - a) Business Actor Data;
 - b) Name and type of Product;
 - c) List of Products and Materials used; and
 - d) Product processing
- 2) Determination of Halal Inspection Agency
 - a) BPJPH determines LPH to carry out inspection and/or testing of product halalness.
 - b) Determination of LPH is carried out within a maximum period of 5 working days from the date the application documents are declared complete
- 3) Inspection and Testing
 - a) Inspection and/or testing of product halalness is carried out by a Halal Auditor.
 - b) Inspection of Products is carried out at the business location during the production process.
 - c) If the product inspection contains ingredients of doubtful halalness, it can be tested in the laboratory.

- d) In inspecting the business location, the Business Actor is required to provide information to the Halal Auditor
- e) LPH submits the results of the inspection and/or testing of product halalness to BPJPH.
- f) BPJPH submits the results of the inspection and/or testing of the Halalness of the Product to MUI to obtain a determination of the Halalness of the Product.

In verifying the UHC document, referring to the regulations set by the Ministry of Religion (2022), the following is a complete list of free halal certification requirements for small business actors in the self-declare category:

- a) The product is not risky or uses ingredients that have been confirmed to be halal.
- b) The production process is guaranteed to be halal and simple.
- c) Have annual sales results (turnover) of a maximum of IDR 500 million as evidenced by an independent statement.
- d) Have a Business Identification Number (NIB).
- e) Have a separate location, place, and tool for processing halal products (PPH) from locations, places, and tools for processing non-halal products.
- f) Having or not having a distribution permit (PIRT/MD/UMOT/UKOT). Sanitation Hygiene Eligibility Certificate (SLHS) for food/beverage products with a shelf life of fewer than seven days or other industrial permits for products produced from the relevant agencies/agencies.
- g) Have outlets and/or production facilities at most 1 (one) location.
- h) Has been actively producing for one year before the application for halal certification.
- i) The resulting product is in the form of goods (not services).
- j) The ingredients used have been confirmed to be halal.
- k) Do not use hazardous materials.
- l) It has been verified as halal by PPH.
- m) Types of products/product groups that are certified as halal do not contain elements of slaughtered animals unless they come from producers who are already halal-certified.
- n) Using production equipment with simple technology or manually and/or semi-automatically (home business not factory).
- o) The preservation process of the resulting product does not use radiation techniques, genetic engineering, the use of ozone (ozonization), and a combination of several preservation methods.
- p) Complete the application document for halal certification using an online statement of business actors through SIHALAL.

The Halal Certification facilitation activity from UHC was attended by 225 MSMEs/IKM. This amount can be seen in the table and the figure shows the activity information as follows:

Table 2. Number of Participants of Technical Guidance for Halal Certification Facilitation MSMEs/IKM in Wonosobo Regency

No	District Name	Number of Participants/Unit
1	Garung	13
2	Kalibawang	11
3	Kalikajar	18
4	Kaliwiro	11
5	Kalikajar	17
6	Kepil	23
7	Kertek	16
8	Leksono	14
9	Mojotengah	17
10	Sapuran	12
11	Selomerto	12
12	Sukoharjo	14
13	Wadaslintang	16
14	Wonosobo	15
15	Watumalang	16
	Jumlah	225

Source. (Documentation of Halal Certification Facilitation Activities, 2022)



Figure 1. Technical Guidance for Facilitating MSME/IKM Halal Certification throughout Wonosobo Regency

Source. (Documentation of Halal Certification Facilitation Activities, 2022)

b. Discussion

Halal is all objects or activities that are permitted to be used or carried out, in Islam. This term in everyday vocabulary is often used to indicate the food and drink that is permitted to be consumed according to Islam, according to the type of food and how to obtain it. The halal pair is *thayyib* which means 'good'. Food and drink are not only halal, but must be *thayyib*; whether it is suitable for consumption or not, or is it beneficial for health. The opposite of halal is haram (Halalguide, 2022).

Al-Qur'an, a religious guide for Muslims, commands that they consume halal food, at least 27 places are found that indicate food, including in the letter al-Baqarah verse 168,

O mankind, eat what is lawful and good from what is on the earth, and do not follow the steps of the devil; for verily the devil is a real enemy to you. (RI, 2019)

The verse is a signal that humans are given the freedom to consume anything on earth, which has been bestowed by God in the form of wealth, natural resources, or shelter (home). However, keep in mind, some conditions must be considered, namely halal and good value (Shihab, 2014).

In addition, religion regulates efforts to obtain and make it lawfully as well. Sustenance obtained by unlawful means such as clothing, food, and shelter, will become unlawful even though it is lawful, as stated by the Prophet (Dahlan, 2003):

"A body that is raised from food that is haram, both how to get it, and the type of food itself, then hell is better for him." (H.R. Tirmidzi).

The hadith contains an understanding of the method used, in broad words, the technology used to obtain or produce food, it is necessary to pay attention to the elements that are permissible in Islam, for example not mixing haram ingredients in the production process, not cheating by packaging haram elements into halal food.

Given the urgency of halal consumption for humans, the government regulates halal regulations for a product in Indonesia. Ministerial Regulation Number 102 of 2000 concerning National Standardization, Article 1 Number 11 states that:

"Certification is a series of activities for issuing certificates for goods and or services".

Food quality certification is a requirement that must be met in the food quality control process, the implementation of which can be in a laboratory or other way according to technological advances. Quality certification is applied to guarantee the public that the food purchased meets certain quality standards, without reducing the responsibility of the food producer.

To be able to carry out certification, business actors must first implement standardization. Article 1 Number 2 Government Regulation Number 102 of 2000 concerning National Standardization states that:

"Standardization is the process of formulating, setting, implementing and revising standards, which are carried out in an orderly manner and cooperation with all parties".

If formulated in another form, standardization is related to the process of setting and applying standards that are carried out in an orderly manner in a collaboration involving all parties (Wahyuni, 2003).

In Indonesia, the halal certification of food and beverage products is overseen by the Indonesian Ulema Council (MUI), specifically the Food, Food and Cosmetics Institute, the Indonesian Ulema Council, and the Halal Product Guarantee Agency (BPJPH).

BPJPH is one of the supporting elements in the Ministry of Religion and is responsible to the Minister of Religion, tasked with implementing the implementation of halal product guarantees by the provisions of the legislation. The Agency for Policy Assessment and Development is led by the Head of the Agency (Perpres, 2017).

The Halal Product Guarantee Agency (BPJPH) is an agency formed under the auspices of the Ministry of Religion. Law No. 33 of 2014 concerning Halal Product Assurance mandates that Halal products circulating in Indonesia are guaranteed. Therefore, the Halal Product Assurance Organizing Body has the duty and function to guarantee the halalness of products that enter, circulate, and trade in Indonesia.

The Halal Product Guarantee Agency is also supported by the duties and functions as mandated by Law no. 33 of 2014 concerning Halal Registration, Halal Certification, Halal Verification, Conducting guidance and supervision of product halalness, Cooperation with relevant stakeholders, and setting halal standards for a product through an independent declaration program (self-declare).

SMEs are categorized as 'can do self-certification for halal certification, which is then known as self-declare. The self-declared category includes several special criteria, including the products being simple and not risky and the production process using ingredients that meet ingredients can be confirmed as halal (Kompas, 2022).

This halal certificate is a requirement to include a halal label. A halal certificate is a written fatwa from MUI which states the halalness of a product by Islamic law. The purpose of implementing a halal certificate is to provide certainty about the halalness of a product so that it can determine the mind that consumes it.

The halal labeling step will show consumers that the food that has the halal label has indeed been checked for halal and is guaranteed to be halal by the institution that inspects it (Bisma, 2019).

Islamic teachings not only regulate rituals or spirituality, but also all aspects of Muslim life. In contrast to worship, Muslim relations in social activities (muamalat) refer to the principle that everything is permissible unless there is a shar'i argument or evidence that states otherwise. This includes the concept of halal.

In the food sector, in the past, Muslim business actors could guarantee the halalness of their products with a reputation that was well known to the public. This has changed since the 1970s when various international foods, especially fast food from the West, began to enter the Muslim market. Many of these restaurants do not apply Islamic standards to their food production, causing concern for the Muslim community.

In Malaysia, ethnic Chinese and Indians who were brought by the British colonials as workers made Malaysia a plural society. The concept of halal labeling sticks out as an agreement to guarantee a product can be consumed by Muslims.

Because of this, Malaysia established the world's first halal certification regulation in 1975. This situation is getting more complex with the high level of globalization that is happening, even in non-urban areas of Indonesia. Halal labeling can also encourage the Indonesian export industry because halal has become an internationally recognized standard.

The halal logo guarantees that Indonesian products can be consumed by the market of Muslim-majority countries which have great demand and dominate the market in Muslim-minority countries because the supply of halal products is still relatively low. In addition,

international-scale investments can be obtained with the existence of halal industries, such as tourism, pharmaceuticals, or cosmetics (Al Anshory, 2022).

UNS economist Agus Trihatmoko (2022) said, in theory, halal certification for MSME actors has a very good goal because it will protect consumers who are predominantly Muslim. He saw that the awareness of MSME actors about halal or non-halal products so far is quite high. Considering that the majority of MSME actors themselves are Muslim, he considers this urgency side to be unfulfilled because it is almost impossible for MSME actors to create products that deviate from the halal element.

Data from the National Sharia Finance Committee (KNKS) states that the total Global Islamic Finance Market of US\$ 2.438 trillion in 2017 is predicted to continue to increase to US\$ 3.809 trillion (up 56%) in 2023. Meanwhile, the Global Islamic Commercial Banking Market sector was recorded at US\$ 1.721 trillion in 2017 and is expected to reach US\$ 2.441 trillion in 2023 (up 41.8%) (KNKS, 2019).

The Global Islamic Economy Report 2016/2017 shows the value of spending on halal food and lifestyle in the world reached US\$ 1.9 trillion in 2015 and is predicted to increase to US\$ 3 trillion in 2021. Seeing this great potential, Muslim and non-Muslim countries Muslims are competing to work on sharia-based businesses (Dinarstandard, 2022).

This increase is in line with the increasing population and distribution of the Muslim population in the world, which amounts to around 1.8 billion people. With the increasing population and distribution of Muslims, there is also an increase in the need for halal-labeled products or services. Of course, this development was also triggered by the increased motivation and public confidence in halal-labeled products. In addition, the public also believes in the quality of halal products, which are known to be better in terms of ethics, health, safety, and eco-friendly.

On the other hand, data from the KNKS also shows that the needs of the Muslim community continue to grow along with the increase in the Muslim middle class, which automatically has higher purchasing power. This high purchasing power is because the largest portion of the Muslim population is of productive age. They have high mobility so the need for halal products needed to be present in all regions.

The existence of productive-age Muslims raises the characteristics of a more advanced modern lifestyle, but they still carry out their beliefs to use products labeled halal to meet their needs. This is also a trigger for the development of halal products.

CONCLUSION

After the discussion above has been presented, it is concluded: that the facilitation of halal certification through the self-declaring mechanism is a technical assistance activity for UKMM or IKM actors in the Wonosobo district to obtain halal certification, including a business identification number (NIB). The output of this facilitation is beneficial for MSMEs/IKMs to increase awareness of the importance of halal products and halal certification, as a step to protect consumers and better marketing branding, and have an impact on strengthening public trust.

Thus, it becomes clear that halal certification is important for business actors, especially Micro and Small Enterprises (UMK). This certification is a form of halal assurance as well as an added value for both products to be highly competitive.

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