

HALAL AWARE LITERACY AND HALAL CERTIFICATION ASSISTANCE WITH BUSINESS DECLARATION SCHEME (SELF DECLARE) FOR SMALL AND MICRO BUSINESSES IN TANGERANG DISTRICT, BANTEN

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Abstrak

Government policies related to the acceleration of halal certification for 10 million SMEs in 2024 will work well only if business actors, especially small and micro enterprises (SMEs), understand the importance of halal certification for their products, understand the procedures for applying for halal certificates, and business actors comply requirements in registering its products for halal certification. In fact, the importance of halal certification has not become knowledge that can be accepted by business actors. In addition, the halal certification procedure has not been well socialized among micro and small business actors. For this reason, community service related to halal awareness literacy and the dissemination of halal certification by the self-declare scheme of business actors among small and micro business actors is very important to do. The service team from the School of Strategic and Global UI Studies and the UI Halal Center have carried out community service with halal-aware literacy activities, socialization of submitting halal certificates through the siHalal application and assistance in the process of halal products as a procedure for submitting halal certificates for small and micro business actors in Tangerang Banten district

Kata Kunci: Halal Conscious, Sertifikat Self Declare, UKM, Tangerang.

INTRODUCTION

Micro and Small Enterprises (UMK) have a very large contribution to the Indonesian economy. The MSE network is spread to various corners of the country and revives economic potential, as well as being life support for middle to lower-income groups. The Ministry of Cooperatives and Small and Medium Enterprises noted that the number of MSEs had reached 65.47 million units in 2019, an increase of 1.98% compared to the previous year. This amount reaches 99.99% of businesses in Indonesia. In detail, as many as 64.6 million units are micro businesses (Umi) equivalent to 98.67% of the total MSMEs throughout Indonesia, and as many as 798,679 units are small businesses (Uk) equivalent to 1.22% of the total MSMEs in the country. medium enterprises (Um) are only 65,465 units or the equivalent of 0.1% of the total MSMEs in

Indonesia, while large-scale businesses are only 5,637 units or the equivalent of 0.01% of the total businesses in Indonesia. The proportion of MSEs dominates 99.99% of the number of businesses in Indonesia (Bayu, 2022).¹

However, in contrast to its very large proportion, the contribution made by this sector to GDP only reaches 61.1 percent. This shows that the sales turnover generated by each MSE is relatively small. The obligation to apply halal certification to food and beverage products which will take effect from 17 October 2024² considered burdensome for UMK. Apart from that, the existence of certification requirements and procedures also adds to the complexity and complications that business actors should avoid as much as possible. Coupled with the lack of public awareness regarding the provisions for halal product guarantees that apply in Indonesia, the halal certification process is not a priority for SMEs. The reluctance of MSEs to certify their products has the potential to fail to enforce SJPH as mandated in Law No. 33 of 2014.

To anticipate this, the government issued PP No. 39 of 2021 concerning the Implementation of the Halal Product Assurance Sector introducing a new scheme known as "self-declaring" as a breakthrough that can be relied upon to solve problems faced by MSEs in terms of certification. Based on the new regulation, the certification process is simpler, shorter, and cheaper. It's simpler because MSEs that meet product categories and processing are not at risk can directly declare their halal status without going through an inspection from the Halal Inspection Agency. It is shorter because, in the new scheme, the certification process goes through a shorter path so it takes less time than the regular scheme which can take up to 21 days, it is also cheaper because, for MSEs, the fee charged during the certification process is IDR 0 (borne by the government as long as the quota is sufficient). However, the convenience provided by the new regulation needs support from the community in various circles. To certify MSEs in very large numbers requires the support of several companions. Referring to the matters mentioned above, we from UIHC offer your institution to support Halal Product Process Assistance Training (PPH).

Indonesia has the largest Muslim population in the world, namely 231.06 million people. This number is equivalent to 86.7% of the total population of Indonesia. The proportion of Indonesia's Muslim population reaches 11.92% of the total world Muslim population. This potential should make Indonesia the world's halal center. Based on the State of the Global Islamic Economy Report 2020/2021, Indonesia's halal food index is ranked fourth with a score of 71.5 points. While the first rank is still occupied by Malaysia with a score of 209.8. In terms of consumption, Indonesia is the largest market for halal food products in the world with a value of US\$ 144 billion or Rp. 2,046 trillion (exchange rate of Rp. 14,208).³ The large market for halal food products in Indonesia is an opportunity to increase halal food production. Not only to meet the domestic market, but also the international market which is increasing every year.

One area that has the potential to make Indonesia a world halal center is Tangerang Regency. Based on data from the Office of Cooperatives and UKM Kab. Tangerang, Kab. Tangerang has 70

¹ Kementerian Koperasi dan UKM. <https://dataindonesia.id/sektor-riil/detail/berapa-jumlah-umkm-di-indonesia>

² https://www.kominfo.go.id/content/detail/22210/pemerintah-siap-selenggarakan-jaminan-produk-halal/0/artikel_gpr

³ <https://cdn.salaamgateway.com/reports/pdf/456642acf95a783db590e5b104cae94046047101.pdf>

thousand of MSMEs, but only 5533 MSMEs are included in the list of coaching under the Cooperatives and UKM Office. From this data, less than 1,000 MSMEs already have halal certificates. Even though a Halal Industrial Zone (KIH) has been inaugurated in Tangerang Regency, namely Modern Halal Valley Cikande, which is the largest halal industrial area in Indonesia, covering 500 hectares.

To increase participation in making Indonesia the center of world halal producers, the University of Indonesia community service team are members of the UI Halal Center proposes a community service program with the Community Partnership Program (PKM) Scheme entitled "Increasing Literacy and Assisting Halal Certification for Micro and Small and Medium Enterprises" (UMKM) through the Micro Entrepreneur Forum (FORSAMIK) in Tangerang Regency, Banten Province. The choice of FORSAMIK as a community service partner is because this institution already has members of 27 thousand of MSMEs spread across every District and Village in Kab. Tangerang. This facilitates direct empowerment so that it is right on target in educating and providing assistance for halal certification.

The target of this community service program is for MSMEs to understand and be aware of the importance of halal certification starting from the halal product process and the halal guarantee system so that later MSMEs can understand that halal certification is not just a label but quality, added value, global competitiveness as well as trust and guarantees for the consumer. The result is that people can register and obtain halal certificates for their products.

MSMES IN TANGERANG REGENCY AND THEIR PROBLEMS

Tangerang Regency is one of the areas in Banten Province which is geographically located in the eastern part of Banten Province at coordinates 106°20'–106°43' East Longitude and 6°00'-6°21' South Latitude with an area of 959.61 km² or 12.62% of the total area of Banten Province. The Tangerang district is bordered by the Java Sea to the north, Tangerang City and South Tangerang to the east, Lebak Regency and West Java Province to the south, and Serang Regency to the west. Tangerang Regency is divided into 29 sub-districts, 28 sub-districts, 246 villages, 8,409 RTs and 2,003 RWs

Part of the Tangerang district is lowland. In general, Kab. Tangerang is grouped into 3 growth areas, namely the Teluknaga growth center in the coastal area prioritizing the natural and marine tourism industry, the maritime industry, fisheries, aquaculture, and ports, the Balaraja and Tigaraksa growth centers in the western part focused on industrial centers, settlements, and the government center and growth center of Curug, Legok, Kelapa Dua and Pagedangan are in the eastern part focused as residential centers and business districts.

Based on data released by the Central Bureau of Statistics, the population of Tangerang Regency in 2019 amounted to 3,800,787 people with a growth rate of 2.93%, while according to data from the Population and Civil Registration Service the recorded population was 2,794,969 people consisting of 1,424,661 men -men and 1,370,308 women. The annual population growth rate in the last year was 2.43%.

Based on employment, the manufacturing sector is ranked first in employment absorption in Tangerang with a percentage of 44.89 percent. The industrial sector is the main economic sector to support the economy of Tangerang Regency. Followed by the trade sector which ranked second with a percentage of 23.01 percent, the service sector amounted to 13.12 percent, the agricultural sector amounted to 6.22 percent and other sectors besides the above sector amounted to 12.76 percent

During the 2015-2019 period, the economic structure of the people of Tangerang Regency was dominated by secondary business field groups as seen from the large increase/decrease in the role of each business field group in the formation of Tangerang Regency GRDP. In 2019, the secondary business field group contributed 53.41% which was a decrease compared to 2015 which was around 57.02%. The primary and tertiary business groups contributed 6.54 percent respectively in 2019, this figure was smaller than in 2015, which was 6.69 percent, while the tertiary business group experienced an increase in 2019, namely 40.05 percent compared to 2015 which was only 36.29 percent

There are 1131 processing industries (factories) operating in the district. Tangerang. this is what makes a large contribution to the district. Tangerang district. This potential can be further developed if 70 thousand MSMEs in the Tangerang district can be inventoried and empowered, starting from digitizing products for making NIB, and NPWP, improving the quality of production assistance with materials, tools, halal facilitation, as well as MSME capital and marketing.

UMKM actors in the Tangerang district have produced processed products in the form of food, drinks, handicrafts, spices, and various kinds of seafood, because in the district. Tangerang is crossed by several Tanjung Kait beaches, Cup Island, and others. The products produced by SMEs in the district. Tangerang has not fully obtained a halal certificate, out of 70 thousand MSMEs less than 1000 have received a halal certificate. For this reason, assistance is needed for the Halal Product Process (PPH) and the Halal Product Assurance System (SJPH) to guarantee product halalness which includes the provision of materials, processing, storage, packaging, distribution, sales, and product presentation. This assistance will be carried out by the University of Indonesia academic community by cooperating with the UI Halal Center which has obtained certification from the Halal Product Process (PPH) companion institution.

The problem faced by business actors in Tangerang Regency is the lack of literacy related to the importance of halal certification and understanding of the halal product process and the halal product guarantee system. In addition, the lack of the role of assistants in the halal product process (PPH) and halal inspection agencies (LPH) in assisting and empowering MSMEs in Kab. Tangerang, whereas if only 50% of the 70 thousand MSMEs can be certified, it will certainly accelerate Indonesia's dream of becoming the world's halal center.

MICRO BUSINESS FORUM (FORSAMIK) TANGERANG DISTRICT AS PARTNERS

Micro Entrepreneur Forum (FORSAMIK) Kab. Tangerang is an institution under the Department of Cooperatives and UMK Tangerang Regency. FORSAMIK was established in 2018 and immediately received an SK from the Tangerang Regent. FORSAMIK management no more than 3 years. First in 2018-2021 with general chairman Suhendra, S.E. and the second management for 2021-2024 will continue as chairman Suhendra, S.E with SK number No: 518/Kep.1711-Huk/2021. The presence of FORSAMIK in Kab. Tangerang as mandated by Regional Regulation No. 4 of 2016 concerning empowerment and development of micro-enterprises.

FORSAMIK has a structure from Kab. Tangerang, District to Village level. In January 2022 there were already 27 thousand MSMEs that had joined, until now FORSAMIK is still taking inventory and recording all MSMEs in the Kab, Tangerang area. FORSAMIK is here to provide assistance and development for business actors in Kab. Tangerang. This assistance and development include training, education, making NIB, making NPWP, sharing information, training, capital assistance, and raw material assistance to marketing, such as participating in bazaars and digitizing MSMEs through social media platforms.



FORSAMIK inauguration Tangerang (<https://tangerangnews.com/print/25503/Tempat-Wisata-Terbengkalai-Produk-UMKM-Kabupaten-Tangerang-Sulit-Dijual>)

MSMEs that are members of FORSAMIK are given empowerment so that these MSMEs continue to grow. The first step taken by FORSAMIK is to make NIB and NPWP for business actors who have just joined FORSAMIK.

PROBLEM SOLUTION

Tangerang Regency was chosen as the location for the Community Service Program with a priority to Increase Literacy and Certification Assistance because Tangerang Regency has the potential for man-made resources in the form of extraordinary agricultural, livestock, and fishery products. The activities of the Community Service Team at the School of Strategic and Global Studies at the University of Indonesia and the University of Indonesia Halal Center (UIHC) offer a solution to the lack of understanding about halal and the procedure for applying for a halal certificate. Activities that have been carried out are;

1. Halal awareness literacy aims to provide understanding to SMEs about the importance of halal certification for their products. Halal certificates besides guaranteeing the halalness of products are also useful for improving product quality to increase the competitiveness of SMEs and increase the selling value of products
2. Socialization of submission of halal certificates through the siHalal application. This activity makes it easy for SMEs to register for halal certificates for their products. In addition, the service team also facilitates business actors to apply for NIB (Business Identification Number) as one of the requirements for applying for halal certification.
3. Halal Product Process Assistance. The service team also provides PPH assistance for business actors who meet the criteria for applying for a halal certificate with a business actor statement scheme (Self Declare). Assistance is carried out by BPJPH-certified PPH assistants from the University of Indonesia Halal Center



The leader of the Service Team Prof. Dr. Muhammad Luthfi gave directions to the Halal Aware Literacy Socialization participants



The Head of the Service Team and Partner Joint Members from the Micro Entrepreneur Forum (Forsamik) Tangerang Regency with Socialization Participant Background



Participants of Halal Aware Literacy Socialization and Halal Self Declare Certification



The Service Team Explains the Submission of Halal Certification through the Application siHalal

CLOSING

The service team from the UI School of Strategic and Global Studies and the University of Indonesia Halal Center (UIHC) in collaboration with the Tangerang Regency Micro Business Forum (Forsamik) and Bank Syariah Indonesia provided free Halal Literacy and Certification training on a self-declaring scheme to hundreds of micro-business actors in Tangerang Regency. on Wednesday 2 November 2022. The Chairman of Forsamik for Tangerang Regency, Mr. Suhendra, Head of the UI Halal Center, who is also the head of the community service team at the School of Strategic and Global Studies at the University of Indonesia (SKSG UI) Prof. Dr. Muhammad Luthfi Zuhdi, and representatives of Bank Syariah Indonesia, Tangerang Regency.

In his remarks, the head of Forsamik for Tangerang Regency welcomed the community service activities carried out by the service team from SKSG UI because knowledge about halal awareness and the procedure for submitting halal certificates using the self-declaration scheme has not been well understood by small and micro business actors, especially in Tangerang Regency. The head of the service team and head of UIHC Prof. Muhammad Luthfi, stated the importance of halal literacy for SMEs so that they understand the importance of halal certification for the products they produce. In addition, assistance for halal certification for small and micro businesses is also a very urgent matter to succeed in the government's policy on accelerating halal certification for 10 million SMEs by October 2024. UIHC as the Halal Product Process Assistance Agency (LP3H) takes this responsibility by promoting SME assistance programs in obtaining halal

certification for the products they produce, especially food and beverages, through community service activities.

The activity which was attended by hundreds of small and micro-entrepreneurs from various sub-districts in Tangerang Regency also provided halal awareness literacy training given by a resource person from UIHC Dr. Shobichatul Aminah as head of the UIHC Research section and Soraya, S.T., M.Hum as head of the UIHC Assistance section. The two informants provided understanding to small and micro business actors about the criteria for SMEs that can apply for halal certification with a self-declared scheme and what halal criteria are examined so that a product can be halal certified. In addition, the procedure for submitting a self-declare halal certificate through the Si Halal application was also socialized by the UIHC secretary, Qiwamuddin, M.Hum.

In addition to receiving training on halal awareness and halal certification with a self-declared scheme, training participants also receive assistance facilities for making NIB as a condition for applying for halal certification through the Halal application. Participants also receive facilities for opening savings accounts and QRIS (Quick Response Code Indonesian Standard) from Bank Syariah Indonesia.

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