

(PKM) Assistance with Submitting Halal Certification for Small and Medium Enterprises (UKM) in Karanganyar Paiton Village

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Abstract— *Smes in booth villages are in number and are capable of creating a variety of products, but smes pay little attention to the supply of products that are cannot be distributed in modern markets. The standoff of the products is very important, the Muslim republic of indonesia must be concerned with the distribution of products, whenter food or other equipment. Attachment to the product can affect sales and limit unevenly distributed. We, therefore, as students and teachers at nurul jadid university will make available independent efforts in the area of randutatah and karanganyar, and should be expected that, with their share of these kodaal products, they will be able to help people achieve an honest certification of their products so that the product will be distributed is unquestionably unique and can increase the sales of smes in the villages of karanganyar..*

Keywords— *small middle-class businesses, Halal certificates*

1 Introduction

Small and Medium Enterprises (SMEs) have an important role that is quite strong in building or improving the economy in Indonesia and is considered as the driving force of the economy in a region. This is evidenced by the events in 1998 when the monetary crisis hit Indonesia, SME groups were able to survive when companies experienced bankruptcy and considerable losses.

The definition of SMEs is contained in Law Number 20 of 2008 concerning MSMEs (Micro, Small and Medium Enterprises) is a productive business owned by individuals or individual business entities that meet the criteria for Micro, Small and Medium Enterprises.

Small and Medium Enterprises are productive economic businesses that stand alone, run by individuals or business entities that are not subsidiaries owned directly or indirectly with the condition that they meet the criteria for small and medium enterprises which are marked by Total annual net worth of Rp. 50,000,000 (five Pulu Million Rupiah) including annual turnover of Rp. 300,000,000 (three hundred million rupiah) as stipulated in the Law Article 6 paragraph 1 letter a, letter b. and ayar 2 letter a, letter b.

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Small and Medium Enterprises have an influence on economic growth, especially in remote villages, SMEs contributed 2.1 billion GDP in 2007-2012, this shows that SMEs have an important role in advancing the national economy.

SME products are goods or services in the form of food and beverages consumed to meet human needs such as Snacks, Crackers, Chips with Fish Ingredients, vegetables, ice cane drinks, boba drinks (contemporary) minuman tea and others.

Halal products are in the form of food and beverages that have met halal criteria such as not containing pork, dogs and animals that live in two habitat. And it has been guaranteed and identified as halal by BPJPH (Halal Product Assurance Organizing Agency) with evidenced by a letter in the form of a halal certificate issued by BPJPH approved by the Indonesian Ulema Council.

Based on the Decree of the Minister of Religion of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Assurance Article 4 it is stated that products that enter and circulate and are traded in the territory of Indonesia must be halal certified, as it is well known that SMEs are a group of business actors as the implementation is carried out simply. The implementation of mandatory halal certification rules applies to all food and beverage products including those produced by Small and Medium Enterprises.

The benefits of halal products for Small and Medium Enterprises are that they can increase consumer confidence and increase attractiveness for consumers to buy these products, and can increase global market share, and increase business competitiveness. By having halal certification, products produced by SMEs can be accepted by the market, especially among Muslim consumers who need halal products. Halal certification can be owned through conducting halal certification at the Halal Center which has been inaugurated by BPJPH.

Halal center is one of the institutions to play an active role in the implementation of Halal product guarantee. Karanganyar Village is one of the areas located in Paiton District, Probolinggo Regency with an area of 538,080 ha. Which consists of 4 hamlets, among others, Tanjung lor Hamlet, Karang ganom, Krajan, Tanjung Kidul. Karanganyar Village has 15 Community Pillars, and 25 Household Pillars. With a total population of 6,648 people.

6	No	Nama Pemilik	NIK	Jenis Produk	Nama Produk	Dusun	Alamat	
7							RT/RT	Desa
8	1	Siti Aminah	351312641280001	Krupuk	Nirna Jaya	Kramat	003/001	Randutatah
9	2	Solihati	3513124809770003	Bak Pau	Kue Basah	Krajan	015/007	Karang Anyar
10	3	Sutipa	3513125509680003	Kripik	Kripik Pisang Coklat	Kaliyanyar 1	002/001	Sidodadi
11	4	Muhibbatul Afifah	3513125308950001	Mie	Mie Pedas	Tanjung Kidul	023/011	Karang Anyar
12				Makanan	Resmayo			
13	5	Nining Yunia Artanti	3521096806860004	Tahu	Tahu Krispi	Karang Anom	012/006	Karang Anyar
14				Martabak	Martabak Telur			
15				Roti	Roti Karamel			
16	6	Muhammad Afif Ridho	3513120705980004	Kripik	Kripik Pisang Coklat	Karang Anom	012/006	Karang Anyar
17	7	Enik Wahyuni	3512124101880005	Minuman	Boba	Togur	023/008	Kalikajar Wetan
18	8	Ahmad Zainullah	3513121507000003	Tahu	Tahu Wvalek	Padukuhan	001/001	Rondokuning
19	9	Suhaibatul Jannah	3513126307870002	Tahu	Tahu Goreng	Kramat	002/001	Karang Anyar
20	10	Rifka	3513124101790007	Minuman	Serbuk Sari	Tanjung Lor	003/002	Karang Anyar
21	11	Susmiyati	3513124107800078	Es	Es Tebu	Tanjung Lor	004/002	Karang Anyar
22				Ikan	Rengginang			
23	12	Sulastri	3513126804670001	Ikan	Kripik kancur	Karang Anom	012/006	Karang Anyar
24				Ikan	Kerupuk Ikan			
25				Ikan	Kripik kancur	Karang Anom	012/006	Karang Anyar
26				Ikan	Cilok			
27	13	Sunarmi	3513124107760101	Onde-onde	Onde-onde	Krajan	014/007	Karang Anyar
28	14	Cholifah	3513124809670001	Kripik	Kripik Sukun	Krajan	014/007	Karang Anyar
29	15	Habibah Uli Firdausyiyah	3513125404930002	Es	Es Dawet	Krajan	014/007	Karang Anyar
30	16	Sholehah	3513124910750001	Pentok	Pentok Cilok	Krajan	014/007	Karang Anyar
31	17	Siti Maryam	3513124107800115	Es	Es Tebu	Krajan	014/007	Karang Anyar
32	18	M. Hosen	3513121012790001	Sembako	Sayuran	Krajan	014/007	Karang Anyar
33	19	Iin Masruroh	3513124810970004	Sembako	Sayuran	Krajan	014/007	Karang Anyar
34	20	Hadi Buyanto	3513122509730001	Ikan Laut	Ikan Laut	Kramat	003/001	Randutatah
35	21	Sonya Riskiyah	3513124107020036	Ayam	Ayam Geprek	Tanjung Kidul	023/011	Karang Anyar
36	22	Maimuna	3513126011780003	Makanan	Makanan	Krajan	014/007	Karang Anyar
37	23	Arif Lugasnaif	3513121311880001	Ayam	Ayam Geprek	Tanjung Lor	006/003	Karang Anyar
38	24	Musyaroفا	3513125306970001	Mie	Mie Ayam	Karang Anom	010/005	Karang Anyar
39	25	Lenny Septiana, SH	3578155309920002	Sembako	Sembako	Tanjung Lor	007/004	Karang Anyar
40	26	Sumawi	3529200107700026	Sembako	Sembako	Jambur	001/003	Jambur

Figure 1. Results of Data Acquisition of SMEs in Karanganyar Village carried out by the Nurul Jadid University KKN Student Service team

2 Method

Devotion Approach

This service uses a partnership approach (community based participatory research) involving Small Business actors and SMEs). In this service, the partner communities involved were 32 participants consisting of 1 Village Head, 1 lecturer, 26 SMEs and 4 students. All partners contribute their expertise and energy in the implementation of this service program. Village heads contribute to this, lecturers contribute to various knowledge on how to apply for halal certification, SMEs contribute to providing products that will be submitted for halal products, and students as companions for SMEs in submitting halal products.

Location of Service

This service activity will be carried out from September 1 to November 20, 2023 in Karanganyar Village, Paiton District, Probolinggo Regency with the target of SMEs who already have products. The location of the activity was at Karanganyar Village Hall, Paiton district, Probolinggo district, East Java Province.

Stage of Service

This service activity is carried out in four stages, namely,

- observation stage,
- the level of data of the UKM perpetrators,

- c) socialization stage,
- d) level of companionship of the product forwarding.

In the first stage, it is to observe or check field conditions by asking for data on Small and medium enterprises to the village apparatus (BUMDES) so that students will visit each business actor to ensure actual field conditions. Then the Second Stage Students will conduct Data Collection on small and medium enterprises accompanied by village officials In the third stage, socialization will be held for SMEs by bringing in the Head of the Halal Center Nurul Jadid as a Speaker with the hope that the community is aware of the importance of halal certification. Then in the fourth stage, the verification of products that are eligible for halal certification will be carried out by PPH (Halal Poduk Companion) and the fifth stage will be submitted for the halal certification application process which will be carried out by PPH (Halal Product Companion) which will then be deposited through the Halal Center of Nurul Jadid University. The following is a table of service implementation plans

<i>Stage Plan</i>	<i>Parties involved</i>	<i>Attainment indicators</i>	<i>Execution time</i>	<i>Method</i>
<i>Field survey</i>	<i>Students Village apparatus / SME entrepreneurs</i>	<i>Collecting data on MSME actors</i>	<i>August 1-7-2023</i>	<i>Students will cooperate with the Village to request data on business actors/SMEs to the Bumdes Desa Karanganyar</i>
<i>SME Data Collection</i>	<i>Hala center Nurul Jadid University (IP3H) Student Karanganyar village staff</i>	<i>Self-declare products for Small and Medium Enterprises (SMEs) through the BPJH Program</i>	<i>1-30 September-2023</i>	<i>Collaborating with Halal center Nurul Jadid (LP3H)</i>
<i>Coaching and socialization of halal certification</i>	<i>PPH (Halal Product Companion) Student Village Apparatus</i>	<i>Open literacy/understanding of halal products</i>	<i>12 November-2023</i>	<i>P3H parties visit MSME players</i>

<i>Assistance in Submission of halal products</i>	<i>Students and PPH</i>	<i>To prepare requirements for submitting halal products</i>	<i>13-November-2023</i>	<i>In collaboration with PPH Halal Center UNUJA</i>
<i>The filing process</i>	<i>PPH (Halal Product Companion)</i>	<i>Filing to BPJPH through wibsit/SIHALAL Application</i>	<i>13-15 November-2023</i>	<i>Cooperate with Halal Product Companions</i>

3 Findings And Discussion

3.1 Finding

1. Location Survey and data collection of Small and Medium Enterprises

Location Survey is the initial stage of structural community service activities with the aim of seeing and ensuring the target of activities, at this stage the Nurul Jadid University KKN student service team visited SMEs to convey about the program to be implemented. At the data collection stage, SMEs will be asked for a number of personal data and business actor data such as ID cards, business names, business identification numbers (NIB).





Picture 1 field observation dokumnetation (visiting SMEs)

2. Socialization

At the socialization stage, KKN participants and also P3h visited SMEs to provide material on the importance of Halal certification for product progress. The provision of material is carried out face to face, this method is carried out to provide information about Halal submissions to MSME actors.



Picture 3. Documentation of Socialization Activities

All participants were very enthusiastic to listen to the material presented by the material presenter, this was evidenced by questions and answers and consultations regarding the submission of halal certification submitted by SMEs. This shows that curiosity is high about the material presented.

3.2 Discussion

The discussion should explore the significance of the results of the work, not repeat them. A combined Results and Discussion section is often appropriate. Avoid extensive citations and discussion of published literature. In discussion, it is the most important section of your article. Here you get The condition of 1 year of changing the head of Karangayar village as well as the new village officer makes the staff at the Karangayar village office not too active in empowering MSMEs, as evidenced by the absence of data on MSME actors, where the data is important and must be owned by loyal local and village governments, to support MSME actors so that they get assistance initiatives both funding funds and goods facilities from the government navel. Village-Owned Enterprises (BUMDES) which as frontline officers in helping MSMEs are in quite poor condition, ranging from the absence of programs to the absence of clarity on management structures, this can reflect that the Karanganyar Village Government Lacks literacy (care) for MSMEs, so that many MSME actors do not get facilities, staffing, motivation from the Karanganyar village government.

Based on the results of a data survey conducted by KKN Mahasiswa Nurul Jadid as seen in Figure 1 above, the number of SMEs recorded was 20 SMEs, all of them experienced problems were almost the same, the most prominent was the problem of market share, this was because the products they produced did not meet the requirements, as regulated in PMA Minister of Religion Regulation Number 33 of 2014 and Government Regulation PP No 39 of 2021 regarding obligations Products traded in Indonesia must be halal certified. So that the products produced by SMEs cannot penetrate the global market.

From this problem, we will then carry out Service in Karanganyar village to help Para to assist the submission of Halal Certification for SME Products with the aim that the products created by MSME actors in Karanganyar village can meet the requirements and obligations for the community who carry out product business activities as well as being a requirement to expand marketing to international.

Various kinds of products that have been successfully created by SMEs such as Fish Chips, Shrimp, Squid, risol mayo, onde-onde, sugarcane drinks, ice dawet, martabak, bread, etcn. It is unfortunate if these products do not carry out halal certification registered through the nearest Halal Center. The problem faced by SMEs to apply for halal certification is because of the fees or tariffs that must be done even though Kemenga has a free Halal Product submission program through the self-disclare registration facility which is free of charge. Therefore, providing assistance by providing direction through socialization activities as a form of building knowledge literacy about halal products.

4 Conclusion

At the stage of mentoring SMEs to apply for halal certification. This assistance is carried out to directly assist SMEs to prepare all the needs of halal product submission requirements



Figure 4. Documentation of mentoring activities

At this stage, KKN Students or the service team help make Business adultery or known as NIB (Business Identification Number) for SMEs who do not have the permit



Figure 5 documentation of Hala Product File Submission Activities Through UNUJA Halal Center Registration

The process of submitting this file is carried out by Nurul Jadi's KKN Students who then the file will be given to PPH Halal Center Nurul Jadid

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