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MSMEs Towards Halal Certification for Pokdarwis Agrotourism Village

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) in Agrotourism Village, Sungai Jawi Kalidoni, Palembang possess significant potential in developing local herbal beverage products. However, limited understanding of halal certification procedures remains a major obstacle in improving product quality and competitiveness. Halal certification is essential not only to ensure product compliance with Islamic principles but also to increase consumer trust and expand market opportunities. The purpose of this training is to provide technical guidance for business actors, members of the Pokdarwis Sungai Jawi to understand the certification process and prepare for the HALAL certification. The certification could increase consumer confidence and expand the knowledge market of business actors. The program employed training and mentoring methods implemented through tutorials, discussions, presentations, and practical sessions. The activities were conducted in three stages: initial observation and interviews to identify problems, technical guidance on halal certification procedures, and evaluation through discussions and questionnaires. The results showed that participants gained a better understanding of halal concepts, certification requirements, and the registration process through the SIHALAL application. Participants actively engaged in the training and after the training, MSMEs member of Pokdarwis Sungai Jawi were able to prepare the necessary documents and start applying for HALAL certification. Furthermore, the mentoring program enhanced participants' awareness of the importance of halal certification in increasing product quality, consumer confidence, and market competitiveness. Overall, the assistance program successfully strengthened the capacity of MSME actors in initiating the halal certification process for their herbal beverage products

Keyword : Halal, Herbal, Beverage, Certification, UMKM

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INTRODUCTION

Pokdarwis is an institution at the community level whose members consist of tourism actors who have concern and responsibility and play a role as a driving force in supporting the creation of a conducive climate for the growth and development of tourism and the realization of Sapta Pesona in increasing regional development through tourism and its benefits for the welfare of the surrounding community.

Mentoring UMKM POKDARWIS Agrotourism Village is a strategic step in improving the quality and competitiveness of local products, especially herbal beverage products, by bringing them closer to halal certification. Halal certification is not only a guarantee of the halalness of the product, but is also a key factor in expanding market share and increasing consumer confidence.

Agrotourism villages have great potential in producing local products, however, the main challenge faced by UMKM in this village is the lack of understanding and access to the halal certification process. Therefore, through holistic and integrated mentoring, it is hoped that UMKM can gain a better understanding of the need and benefits of halal certification for their products.

HALAL certification can be a major advantage for UMKM in the food sector in Melung Tourism Village. In the culinary world, halal certification is important for Muslim consumers because halal food is believed to be healthier, safer and also meets religious principles (Esfandiari et al., 2021; Nasori et al., 2022). Therefore, by providing halal certification, MSME food products can attract the attention of Muslim consumers throughout Indonesia and even internationally. Halal certification refers to a series of inspection stages that must be passed by a product or production process to meet the halal requirements set by the Food, Drug and Cosmetics Assessment Institute of the Indonesian Ulema Council (LPPOM MUI) (Ahmadiyah et al., 2022; Sekarwati & Hidayah, 2022). This process is intended to verify whether the ingredients, production methods, and halal guarantees meet the established standards. The end result of this process is HALAL certificate as proof that the product or production has been tested and meets halal standards. This assistance is also in line with the POKDARWIS mission in advancing the local economy and improving the welfare of village communities. By involving all stakeholders, including MSMEs, local farmers, village governments, and HALAL certification institutions, it is hoped that this assistance can have a significant impact on increasing production, quality, and competitiveness of herbal beverage products from agrotourism villages.

Thus, this service aims to identify the main obstacles faced by MSMEs in obtaining halal certification, as well as to develop effective assistance strategies to increase awareness, knowledge, and ability of MSMEs in meeting halal certification requirements, so that they can open up new market opportunities and increase the competitiveness of local products in domestic and international markets.

HALAL certification is a process of ratifying the halalness of a product in accordance with Islamic principles issued by an authorized government institution (the Indonesian Ulema Council's Food, Drug, and Cosmetics Assessment Institute or LPPOM MUI) (Law No. 33 of 2014). Halal certification is important for herbal beverage products to ensure safety and halalness for Muslim consumers. HALAL certification for herbal beverage products is important to meet the increasing needs of Muslim consumers and increase product competitiveness in the global market (Khoiri, 2020). Public awareness of the importance of halal in every product that will be consumed is part of consumer protection (Rachman, 2022). Assistance for MSMEs in the halal certification process is very important to help them understand the requirements, procedures, and implementation of the appropriate halal management system. Assistance can be carried out through training, consultation, and technical guidance to ensure that MSMEs can meet halal standards properly (Suharso, 2019). Various studies have been conducted on the benefits and potential of herbal beverage

products in supporting health and well-being. This study can be a basis for MSMEs in developing quality herbal beverage products that are beneficial for consumers to ensure safety and halalness for Muslim consumers.

METHODOLOGY

The assistance of Pokdarwis MSMEs in Agrotourism Village towards Halal Certification of Herbal Beverage Products was carried out in the Sungai Jawi Education Agrotourism Village, Kalidoni, Palembang.

Implementation Stage

This community service activity in its implementation will use training and mentoring methods where the implementation is carried out with tutorials and practice. The systematic implementation of this activity is as follows:

a. Step 1
   Observation and interviews to find problems in farming so that the technical guidance that will be carried out is more on target. In this observation and interview activity, students are involved in observation and interview activities at UKM.
b. Step 2
   Technical guidance is carried out face-to-face. The implementation team of the activity divided the tasks during the activity, the methods used were lectures, discussions, videos, flyers.
c. Step 3 (Discussion):
   Evaluate the mentoring process and after completing the training. Evaluation in the form of filling out a questionnaire to understand the participant's material and follow-up.

RESULTS AND DISCUSSION

Before the training was carried out, the implementation team conducted an initial survey of the location. During the location survey, the team made observations to find the problems faced by the village, so that the technical guidance carried out was more on target.

Training Stages

In the first stage, the resource persons provided assistance in the form of presentation of material on halal certification. Participants were given a basic understanding of Halal. Then, continued with information about the existence of Halal Product Process Assistants or known as PPH companions. The resource person explained the technical instructions for accompanying the halal product process in determining halal-certified obligations for micro and small business actors based on the Decree of the Head of the Halal Product Assurance Agency No. 33 of 2022.

Participants were then given information about the requirements for registering for free halal certification (Sehati). These conditions include products that are not risky or ingredients that have been confirmed to be halal; the production process is ensured to be halal and simple; business actors have NIB; The turnover generated is a maximum of Rp. 500,000,000,-; location, place and equipment of Halal Product Processing (PPH) separate from non-halal; in the form of goods; does not use hazardous materials; the ingredients are definitely halal; have or do not have a distribution permit, Certificate of Sanitary Hygiene Suitability (SLHS) for food/beverage products; has been verified for halalness by PPH companions; does not contain elements of slaughtered animals, unless they are halal certified; simple tools; the curing process is simple/no more than 1 method; submit documents through SIHALAL.

In the second stage, participants practiced applying for halal certification through the SIHALAL application. The setting steps are:

1.Open the website, namely http://ptsp.halal.go.id/
2. Create a SIHALAL account by clicking "Create an account"
3. Fill in the Registration Data, make sure the "type of user" selected is Business Actor
4. Once your SIHALAL account is active, open http://ptsp.halal.go.id/
5. Click the "Sertifikasi" menu, then click "Business Actor
6.Klik menu “Sertifikasi”, kemudian klik “Pengajuan”

Participants gave positive responses during

the activity such as actively participating in the material and practice carried out.

CONCLUSION AND SUGGESTION

Conclusion

MSMEs in Agrotourism Village face challenges in improving product quality, especially in meeting halal certification requirements. One of the main obstacles faced is their lack of understanding and knowledge about the certification process. In fact, this halal certification can increase consumer confidence and expand the market.

Therefore, assistance is provided in the form of training and technical guidance that can help business actors who are members of the Pokdarwis to understand and complete the certification process. So that MSMEs can improve their quality with halal certification. This assistance is expected to be able to maximize its potential in the production of competitive halal beverage herbs.

Suggestion

This halal certification is recommended to start being prepared for all business actors who are members of Pokdarwis, not only for the production of herbal beverages. Business actors can start preparing and compiling the necessary complete documents to start registering.

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