

## Education on the Halal Certification Process of Food and Beverage Products at Village-Owned Enterprises

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Submit: 10 July 2024

In Review: 16 August 2024

Publish Online: 20 August 2024

### ABSTRACT

Halal certification is an important issue for business actors, because in the future every food and beverage product must have a halal certificate. Village-Owned Enterprises (Bumdes) is a business entity owned by the village and aims to develop various business products based on the existing resources in the village. Mattabulu Village, Lalabata District, Soppeng Regency, is one of the villages that has an active and accomplished Bumdes. Unfortunately, most of the food and beverage products produced by Bumdes do not have halal certificates. This service is carried out to increase the knowledge and skills of Bumdes Pada Ati members in Mattabulu Village to administer halal certificates for the food and beverage products they produce. This service is carried out using the education and training method, which begins with observing the needs of the target partners. The training was carried out effectively to increase participants' knowledge about halal certification in the good category, from 45% to 95%. As well as receiving good testimonials from participants as well as village officials and partners. It is hoped that the halal certificate will increase the competitiveness of food and beverage products produced by target partners.

**Keywords:** certification; entrepreneur; halal; village business

### ABSTRAK

Sertifikasi halal menjadi issue penting bagi pelaku usaha, karena ke depannya setiap produk makanan dan minuman wajib memiliki sertifikat halal. (Badan Usaha Milik Desa) Bumdes merupakan badan usaha yang dimiliki oleh desa dan bertujuan untuk mengembangkan berbagai produk usaha berdasarkan sumber daya yang ada di desa tersebut. Desa Mattabulu, Kecamatan Lalabata, Kabupaten Soppeng, merupakan salah satu desa yang memiliki Bumdes yang aktif dan berprestasi. Sayangnya, produk makanan minuman yang dihasilkan oleh Bumdes Sebagian besar belum memiliki sertifikat halal. Pengabdian ini dilakukan untuk meningkatkan pengetahuan dan keterampilan anggota Bumdes Pada Ati di Desa Mattabulu untuk mengurus sertiikat halal bagi produk makanan dan minuman yang dihasilkan. Pengabdian ini dilakukan dengan metode edukasi dan pelatihan, yang diawali dengan observasi kebutuhan mitra sasaran. Pelatihan yang dilakukan efektif untuk meningkatkan pengetahuan peserta tentang sertifikasi halal dalam kategori baik, dari 45% menjadi 95%. Serta mendapat testimoni yang baik dari peserta maupun aparat desa dan mitra. Diharapkan dengan sertifikat halal, akan meningkatkan daya saing produk makanan dan minuman yang dihasilkan oleh mitra sasaran,

**Kata Kunci:** sertifikasi; pengusaha; halal; usaha desa

## INTRODUCTION

Product halalness has become an important issue lately. Halal products are not only developing in Muslim countries, but also penetrating into non-Muslim countries. So that halal products have become one of the important topics in world business (Hamid et al., 2019). The issue of halal products is not only a religious issue, but also an issue related to product quality (Asa, 2019). Related to this, every product requires halal certification. This certificate is proof that a product has been kept halal. Halal certification has a very high impact on consumer behavior. Therefore, halal certification should be one of the important aspects for the industry (Muhammad et al., 2019). Halal certificates affect buying interest in the Muslim community (Basri & Kurniawati, 2019).

Businesses that have halal certificates usually have a fairly good business profile. They usually have good knowledge about halal tourism and market segmentation. Halal certification was found to be associated with the intention to penetrate certain target markets (Katuk et al., 2021). Research in Italy shows that business entities that have halal certificates tend to have a greater concern for corporate social responsibility (CSR) (Secinaro et al., 2021).

Halal certification involves various components. With advances in information technology, it is expected that the halal certification process will also become more efficient (Bux et al., 2022). When compared to neighboring countries such as Malaysia, the halal certification system in Indonesia is still lagging behind. Because the halal certification system in Malaysia is more organized and systematic (Sofiana et al., 2021). Departing from this, the halal certification system in Indonesia also continues to improve. Especially after the enactment of Law no.33 of 2014, halal certificates are no longer voluntary, but are mandatory for every food and beverage product traded in the community. Based on the Halal Product Guarantee Law (JPH Law) article 67, it is explained that the obligation of halal certification will come into force for five years from the ratification of the JPH Law. So that every entity that produces food and beverage products should already understand and be able to take care of halal certificates for the products produced.

Although the halalness of products is an important issue, there are still many Micro, Small and Medium Enterprises (UMKM) that do not know about the obligation of halal certification, including how to arrange it. In addition, there are still many UMKM players who do not understand the importance of halal certificates for the products they produce. (Esfandiari et al. 2021). Therefore, it is necessary to educate and assist UMKM. Several service activities show that most UMKM in the food sector do not yet have halal certificates. As in Tragah District, Bangkalan Regency, only one UMKM meets the requirements for obtaining a halal certificate. Because most of these UMKM do not have PIRT. Training and assistance in registering halal certification online helps business actors to be able to take care of halal certificates for the products they produce (Qomaro GW, Hammam and Nasik K, 2019).

Providing education about halal product assurance to UMKM players can solve the difficulties experienced by business actors. The halal product guarantee certification counseling activities carried out on UMKM in Malang Regency show that these activities can increase insight and experience for business actors. In addition, these activities also expand positive multiplier effects for the environment around UMKM activists (Agustina et al. 2019).

Micro, Small and Medium Enterprises (UMKM) are one of the important aspects of supporting the Indonesian economy. The UMKM plays a role in increasing people's income,

increasing economic growth and maintaining national stability (DJKI, 2019). UMKM need to be equipped with various competencies, one of which is to take care of halal certificates for the products produced. At the village level, UMKM are known as Village-Owned Enterprises (Bumdes). Village-Owned Enterprises (Bumdes) are village businesses managed by the Village Government, and are legal entities. The Village Government may establish a Village-Owned Enterprise in accordance with the needs and potential of the Village. The establishment of a Village-Owned Enterprise is stipulated by Village Regulation. The management of the Village-Owned Enterprise consists of the Village Government and the local village community. Capital for Village-Owned Enterprises can come from the Village Government, community savings, assistance from the Government, Provincial Government and Regency / City Government, loans, or equity participation of other parties or profit-sharing cooperation on the basis of mutual benefit.

In Soppeng Regency there are many Bumdes that play a role in the regional economy. One of them is Bumdes Pada Ati in Mattabulu Village, Lalabata District. This BUMDes has quite active business activities, unfortunately business actors in the BUMDes still have several problems related to halal certification, therefore it is necessary to conduct halal certification training at the BUMDes. This article aims to write the process and results of these service activities

## METHODS

This community service activity was carried out in March 2023 with 20 participants. Participants are members of Bumdes Pada Ati with various types of businesses. Bumdes Pada Ati is located in Mattabulu Village, Lalabata District, Soppeng Regency. The approach method used was participatory learning and action (PLA). Initially the training was targeted until the participants could register online on the [halal.go.id](http://halal.go.id) website, but due to unsupportive facilities and infrastructure, the service team only showed the steps taken if they wanted to register for halal certification online.

Service activities are carried out in 3 stages, namely preparation, training implementation and evaluation. In the preparation stage, the service team coordinated with the implementing partners, in this case the head of Bumdes Pada Ati and the Mattabulu Village government. In addition, a needs analysis was conducted to see what kind of materials were needed by the target audience. The materials were then prepared in two forms, namely modules and presentation materials. The module contains an introduction to the importance of halal certification, critical points in the halal production process and documents needed in the preparation of halal certification.

At the training implementation stage, training is carried out on the target audience. This training activity consists of 2 main activities, namely education about the importance of halal certification and training in preparing the documents needed to apply for halal certification. The training was held for 2 days, which began with conducting a pre-test before training and also a post-test after training. The training was carried out by providing material, then continued with discussions and demonstrations to the participants. The demonstration was carried out using one of the closest business types, namely the brown sugar making business. The speaker explained to the participants the stages that are important to consider in making brown sugar in accordance with halal certification standards. The speaker also explained the critical points in making brown sugar.

At the evaluation stage, the service team carried out monitoring and evaluation activities aimed at finding out whether the service activities had run as they should. The

evaluation is carried out by measuring the participants' knowledge of halal certification in accordance with the material to be delivered. Participants' knowledge is said to be good, if they answer more than equal to 80% of the questions correctly and sufficient if they answer less than 80% of the questions correctly. Evaluation is also carried out through direct responses from community leaders who are present at the activity.

## RESULTS AND DISCUSSION

This activity was carried out in Mattabulu Village, Lalabata District, Soppeng Regency. Mattabulu Village is located about 7 kilometers from the capital of Soppeng Regency. The village has an area of about 50 km and a population of 1,372 people. It consists of 472 households. The entire population is Muslim. Mattabulu village is surrounded by mountains and hills. The village is located at the foot of the highest mountain in Soppeng Regency. Mattabulu village has abundant natural resources. Such as cloves, coffee, pine resin, candlenut, keloak and nira trees. The livelihoods of residents are gardening, brown sugar production and tourism. Most of the residents are farming business owners (355 people) and forest product processing business owners (200 people). The tourism sector in this village is quite developed due to its natural beauty. There are around 50 families who have small, medium and large industries (Anonymous, 2020).

Figure 1 shows the activities of the service which began with a pre-test, then delivery of material, discussion, demonstration, post-test and testimony. In the pre-test and post-test, measurements were made of the participants' knowledge of halal certification in accordance with the material to be delivered. Before the presentation of the material, there were several remarks, namely from the village officials and community leaders, who welcomed the implementation of the service activity. Because Mattabulu Village is in the process of developing into a tourist village, so it really needs assistance from various parties, one of which is from universities.

The delivery of material on the importance of halal certification was carried out using the lecture method interspersed with questions and answers. Material delivery and training are interspersed with games to make participants more excited. After providing the material, a demonstration was carried out on how to prepare halal certification documents followed by a direct visit to one of the business places, namely making brown sugar.



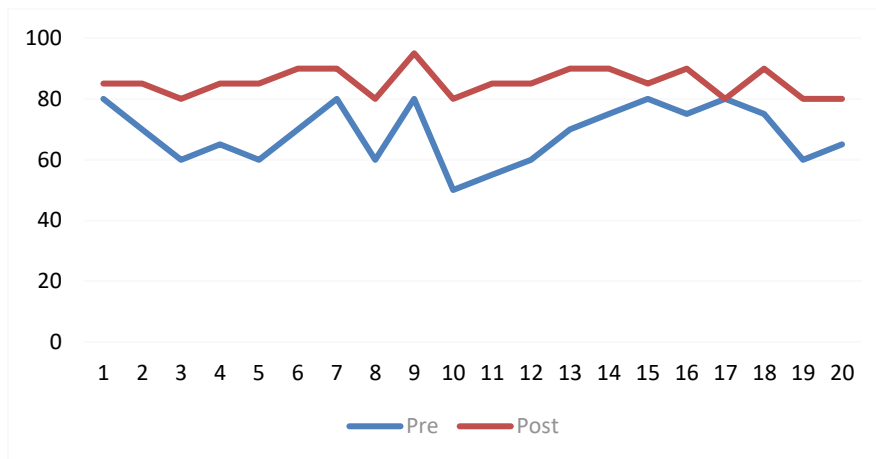
**Figure 1.** Pre-Test and Material Provision Activities

The service team directly explained the critical points of halalness in the process of making brown sugar. After the activity was completed, a post test was carried out followed by the delivery of testimonials by training participants. The participants felt the benefits of the activities provided by the service team and hoped that more service activities would be carried out to help the development of Mattabulu Village.

Based on table 1, it can be seen that halal certification training participants are mostly women, aged between 31-40 years and high school graduates / equivalent. It can also be seen that the various types of businesses owned by the community in the village are dodol pangi, brown sugar, ant sugar, candlenut, banana chips, coffee and turmeric. Dodol pangi is a specialty of Soppeng Regency, where pangi meat is the main ingredient and mixed with glutinous rice flour, coconut and brown sugar or granulated sugar (Makassar Forestry Research Center, 2006). Pangi (*Pangium edule* Reinw) is one of the non-timber forest products that has the potential to be developed on agroforestry land. Pangi is a type of vegetable group commodity, where all parts of the pangi plant can be utilized. The fruit or seeds of the pangi plant have economic value because they can be used as vegetables or traditional cakes, besides that the stems as construction materials while the seeds and leaves can be utilized (Nawir et al. 2017). The utilization of pangi as food is certainly expected to improve the welfare of the people in the village.

**Table 1.** Trainee Characteristics

Characteristics	n	%
Gender		
Male	6	30
Female	14	70
Last Education		
Bachelor	6	30
Senior High school/equivalent	7	35
Junior high school/equivalent	2	10
Elementary school/equivalent	5	25
Age		
< 20 Years	1	5
20-30 Years	4	20
31-40 Years	7	35
41-50 Years	5	25
> 50 Years	3	15
Type of business		
Dodol pangi	3	15
Brown sugar	5	25
Ant sugar	3	15
Candlenut	2	10
Banana Chips	2	10
Coffe	2	10
Turmeric	3	15

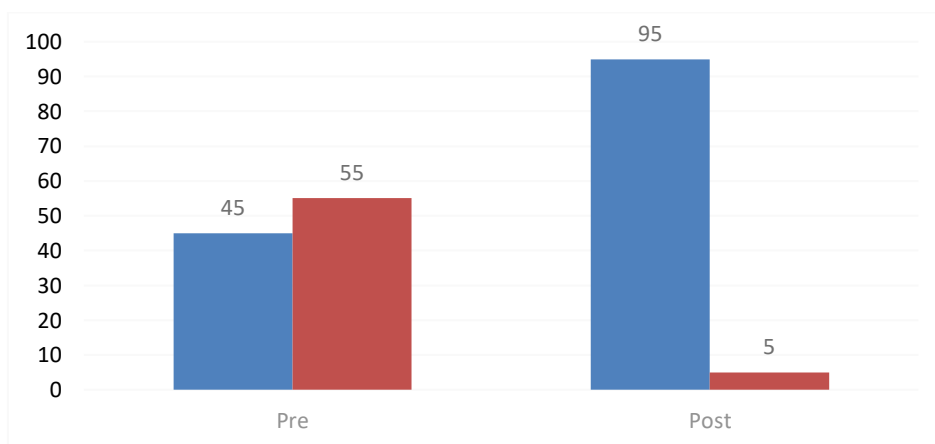


**Figure 2.** Change in knowledge score of trainees about halal certification

In addition to pangi, the resources available in Mattabulu Village are nira or enau. The material is then processed into brown sugar. This product is one of the mainstay products in Mattabulu Village. This brown sugar is then processed into palm sugar, also known as ant sugar. Usually, ant sugar is used to accompany other food ingredients such as bread or fried bananas. Mattabulu Village also has natural potential, namely candlenut, coffee and turmeric. This potential has been developed by Bumdes.

Based on Figure 2, it can be seen that the scores of the training participants have increased. In the pre-test, the participants' knowledge scores were quite varied and low. After the training, the participants' scores increased and stabilized. Figure 3 explained the percentage diagram of the difference in knowledge before and after the provision of material. Before the provision of material, participants had 45% good knowledge while after the provision of material, participants had 95% good knowledge.

This is in line with the activities of Yuwana & Hasanah (2021) whose activities have a positive impact on business actors, namely understanding the importance of obtaining halal certification and its effect on sales volume, as well as understanding how the stages of obtaining halal product certification. In addition, Siregar et al. (2024) also found that 86% of participants achieved higher scores after being given a post-test. In general, the participants' understanding increased about halal certification after being given counseling.



**Figure 3.** Knowledge Difference Diagram (Blue=Good; Red=Sufficient)

Halal certificate assistance activities usually consist of internal audit training, preparation of supporting documents, implementation of a halal assurance system, online certificate registration and auditing processes. In this activity, commitment from business actors is needed in implementing the Halal Assurance System (Widayat et al. 2020). The results showed that improving the production process was needed at the beginning of applying for halal certification. Not only on the main control, namely the ingredients used, but also need to analyze contaminants that are not halal. For example, in products that use meat, it is necessary to ensure that the animal meat used has been slaughtered in accordance with Islamic rules (Suzery et al. 2020). The result of the assistance activity is a halal certificate for the product produced. Like the assistance provided by the ITS Halal Study Center for Socolat, a chocolate product produced by Pondok Modern Sumber Daya Aṭ-Taḳwa. The assistance succeeded in applying for halal certification for Socolat products, which at the same time officially became the guidance of the ITS Center for Halal Studies (Puspita et al., 2021). Assistance activities carried out elsewhere, such as at the Selaras Restaurant, show that the restaurant being assisted has a license in accordance with applicable regulations, but requires halal certification for the food produced. Mentoring activities recommend revamping the kitchen as a production center, so that the food produced is suitable and healthy for applying for a halal certificate (Widayat et al., 2020).

With the many types of businesses and the existence of tourism objects that are currently developing in Mattabulu Village, the products from Bumdes can be utilized as attractive souvenirs for tourists. Halal certificates will increase the value of these products so that they can compete with various other local products that characterize Soppeng Regency.

## CONCLUSIONS

Halal certification training activities for food and beverage products at the Pada Ati Village Business Unit in Mattabulu Village, Lalabata District, Soppeng Regency are beneficial in increasing the value of business products produced by village communities. As well as helping the development of Mattabulu Village as a tourist village. The training conducted was effective in increasing the target's knowledge as targeted. It is hoped that the village government can improve the available internet access, making it easier for Bumdes members who want to take care of halal certificates online. Halal certification training needs to be provided to other Bumdes, to support the competitiveness of local products so that they can penetrate a wider market, while providing a sense of security and assurance for consumers, especially Muslim consumers.

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