

Research Article

Empowerment of Micro Entrepreneurs Providing Halal Canteens Through Training and Assistance

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Abstract.

There has been government regulation regarding the obligation of product halal certification for all business groups, including microenterprises that sell canteen food. The existence of a halal certificate other than as an obligation is expected to increase consumer confidence in the certainty of product halalness and support the selling power of entrepreneurs. Some canteen food entrepreneurs have received socialization regarding the application of mandatory halal certification for their products, but there is no strong intention to obtain halal certification for their products. This study aims to empower micro-enterprises in increasing independence and awareness of halal products and overseeing the implementation of the halal product guarantee system. It is necessary to carry out empowerment activities through training and assistance to entrepreneurs to obtain halal certificates, such as advanced training in halal food knowledge; assistance in building a halal product guarantee system; filling out registration documents for halal certification requirements. The results of training and assistance for halal certification show an increased understanding of halal certification procedures and an increased readiness to implement a halal product assurance system, and 96.2% of canteen food micro-entrepreneurs stated that they would register their products to get halal certificates.

Keywords: halal certification, micro-enterprises empowerment, training, assistance

1. Introduction

Islam is a religion that has comprehensive instructions for all aspects of the life of its adherents, including instructions for consuming a product, the product must be halal and thayyib [1]. These instructions are stated in the Qur'an Surah Al-Baqarah verse 168: "O people, eat what is lawful and good from what is on earth, and do not follow the steps of the devil; for verily the devil is a real enemy to you." In line with the instructions of the Qur'an, the government makes regulations regarding the obligation of halal certification for all entrepreneurs, including micro-enterprises. This regulation is a manifestation and

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responsibility of the state in protecting the community to obtain health, security, and comfort as well as protect religious life by their religious values [2].

A halal certificate is a sign that the products sold have met the halal requirements of the Indonesian Ulema Council (MUI). Halal certification can provide benefits for consumers including providing peace of mind because the products sold are by Islamic law and provide assurance that the product is safe for consumption or use. As for entrepreneurs, halal certification can make the products produced unique compared to other products, have the opportunity to reach global markets, increase consumer confidence, and provide more benefits for entrepreneurs [3].

Entrepreneurs need to implement regulations regarding mandatory halal certification, including micro-enterprises. Micro Business is a productive business owned by a business entity or individual with a minimum capital of 50 million rupiahs and an income dirty annual amounting to 300 million rupiahs [4]. One of the businesses that are classified as micro business is a canteen business. A canteen is a place of commercial business that provides food and beverages and is usually located within an agency.

Empowerment is an effort to increase the effectiveness and professionalism of entrepreneurs, non-governmental organizations (NGOs), social organizations, the business world, and community members. Empowerment can fulfill desires and expectations to overcome obstacles and improve the quality of life for the greater benefit of society [5]. Empowerment can be done through training and assistance. Training is an important aspect of empowerment, which can increase knowledge, improve skills and change attitudes [6]. Assistance is also an aspect of empowerment that is no less important because it can help individuals become empowered independently through the development of interaction and communication processes as well as solidarity so that individual awareness will grow as a whole [7].

Micro-enterprises such as canteens are not fully aware that their businesses play an active role in supporting the creation of a quality generation if the food and beverages, they provide are safe and halal [8]. This factor contributes to the growth of economically beneficial MSMEs (Micro, Small, and Medium Enterprises) in Indonesia [9]. Therefore, it is necessary for empowerment related to halal certification from relevant agencies not only through socialization but training and assistance needed so that the purpose of government regulations to require all entrepreneurs to have a halal certification can be achieved.

Government regulation encounters several obstacles in its implementation, namely the lack of knowledge about halal products, halal certification, and the benefits of halal certification, so training is needed to increase halal awareness. Socialization of halal

awareness only shows an increase in intention to register for halal certification [10] but has not increased attitudes and actions to register for halal certification from canteen micro micro-entrepreneurs to procedures, costs, and time constraints. To register and obtain halal certification for their products [11], it is, therefore, necessary to provide further guidance and assistance so that micro canteen entrepreneurs can run a product halal assurance system and obtain halal certification for their products.

2. Methodology

This empowerment stage is carried out so that entrepreneurs' micro canteen could operate a system to guarantee halal products as well get product halal certification. The objects of this empowerment are canteen micro entrepreneurs within the Islamic University of Bandung, totaling 27 participants, as many as 10 people taking part in online activities and 17 others taking part in offline activities. This empowerment activity in the form of training and assistance was carried out at Elzatta Cafee Bandung. This empowerment is carried out in 3 stages:

2.1. Focus Group Discussion (FGD)

The Focus Group Discussion (FGD) stage was carried out by conducting field surveys and collecting data on the number of entrepreneurs in the canteen as training participants, identifying the level of public understanding of halal products and certification through the creation of training questionnaires to measure the level of participants' understanding of the product. Halal certification, requirements and, procedures for halal certification through a self-declare scheme, and discussing modules by collecting various references so that they can develop training modules consisting of 3, namely the Haram-Halal Concept, MUI Regulations on the Halal Assurance System and Application Procedures Halal Certification through scheme self-declared, as well as discuss technical implementation of the training by determining the date of the training, speakers/instructors to be invited.

2.2. Training

The training phase begins with the distribution of a questionnaire before the training which aims to determine the initial understanding and awareness before being given the training. The questionnaire consists of two parts: the first part contains respondent

data, and the second part includes questions related to the respondent's knowledge about halal knowledge and the halal assurance certificate (SJH). The training is given in the form of lectures on advanced knowledge of halal products, halal awareness, halal product guarantee systems, and halal certification for MSEs through the self-declaration scheme. After being given the training, participants filled out a questionnaire to find out whether the participants' understanding and awareness increased after being given the training.

2.3. Assistance

The assistance stage is carried out at the stage of filling out questionnaires before and after, as well as assistance in filling out the halal certification registration form. This is done so that entrepreneurs are not confused in understanding the procedures for filling out questionnaires and registering for halal certification.

3. Results and Discussions

The results of the implementation of empowerment are carried out by analyzing the results of distributing questionnaires before and after the training.

3.1. Result

The activity begins with distributing questionnaires before the training to all participants, to know the initial understanding and awareness before being given the training. Fill out questionnaires before the training is carried out, then provide training materials. The material presented is Theory advanced about the standard halal product from the ingredient raw, process up to distribution. Preparation system Guarantee Halal Products and procedures and requirements and flow submission Halal Certificate. Accompaniment is conducted in the form of guidance technical preparation document registration and simulation application certification through registration online provided by the Organizing Body Guarantee Halal Products (BPJPH).

Activity final is distributing questionnaires after the training to all participants. The purpose of distributing the questionnaire is to analyze changes in understanding and level of awareness of participants in the form questionnaire. Activity training and assistance show knowledge participants about the process for getting a Halal certificate is increasing. Before training, as many as 67.8% of participants stated strongly agree and

agree, after training increased by 28.5% to 96.3% of participants answered strongly agree and agree. Previous participants state not enough agree down by 27.9% from 31.6% to only 3.7%. This thing shows that training and assistance provided an increased understanding of participants in the process to get a halal certification, as shown in Figure 1.

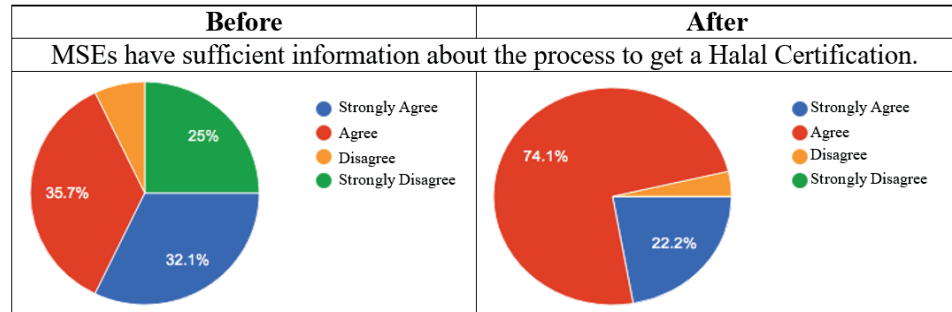


Figure 1: Process for getting Halal certification.

Awareness of MSEs in implementing the Guarantee System Halal Products (SJPH) also shows an increase. Before training 96.4% of participants expressed strongly agree and agree on the effort they are implementing the Halal Assurance System in their business, however, still, there is 3.6% agreed with carrying it out. After training whole participants 100% stated agreed and strongly agree to apply system guarantee halal products in their business run. This thing shows an increased understanding and readiness of businessman micro for applying a system guarantee the halal products, as shown in Figure 2.

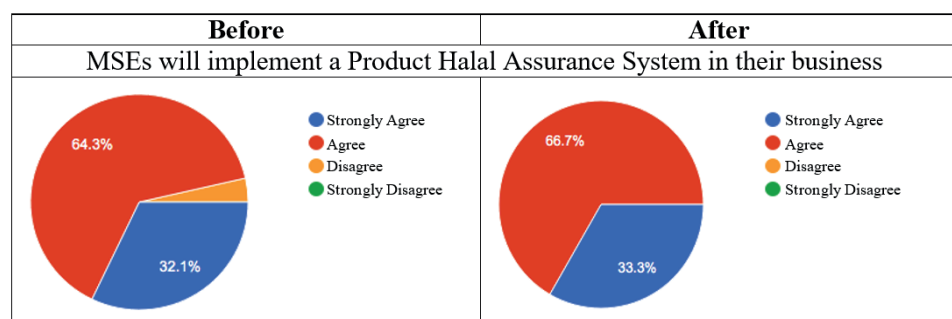


Figure 2: MSEs will implement the Guarantee System Halal Products.

Awareness MSEs registering the product to get a halal certificate also shows an increase. Before training the majority of participants agree and strongly agree to get a halal certificate but 7.1% of participants still state not enough agreed. After training the approximate amount agree down to 3.8%. This thing shows that training and assistance could increase awareness and trust in businessman micro fetta nugget halal-certified products, as shown in Figure 3.

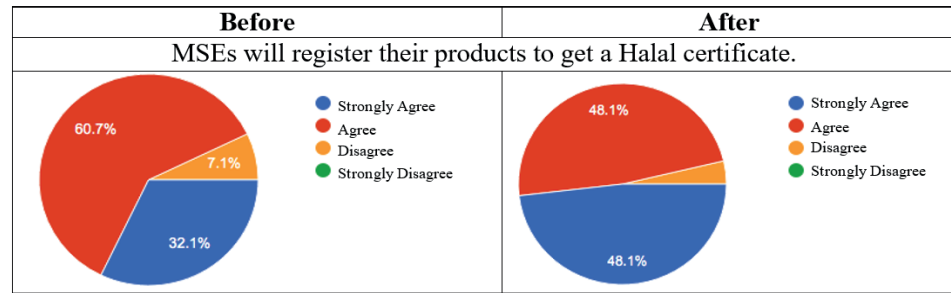


Figure 3: MSE will register the product to get a Halal certificate.

3.2. Discussions

For the Muslim community, halal food is a must. However, awareness to know halal or haram food is still low, halal that can cause because by a lack of halal awareness and a result lack of knowledge and procedures for halal certification. Therefore, there is a need for support through socialization, training as well as assistance from government agencies and educational institutions such as universities so that it can be realized by the regulation government that "Products that enter, circulate, and are traded in the territory of Indonesia must be halal certified". With socialization, training as well as assistance, institutional Education can create a dynamic society that is ready to change and develop by the ideals of the prevailing society.

4. Conclusion and Recommendation

4.1. Conclusion

The results of the analysis of the knowledge and halal awareness of canteen food micro-entrepreneurs after

receiving training and assistance for halal certification can be concluded that the empowerment of canteen food micro-entrepreneurs through training and assistance shows an increase in halal knowledge, halal awareness, and readiness of micro-entrepreneurs to implement a halal product guarantee system and an increase in readiness to obtain halal certification.

4.2. Recommendation

Assistance must be carried out until micro-entrepreneurs get halal certification and mentoring is needed to ensure the halal product guarantee system is implemented and can be accounted for.

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