

Research Article

Assistance in the Halal Certification Process for Business Actors Assisted by BPR Sharia Amanah Rabbaniah

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Abstract.

Assistance for the halal product certification process for business actors assisted by bpr syariah amanah rabbaniah. The problems faced by business actors assisted by bpr syariah amanah rabbaniah are a lack of understanding of the importance of halal product certification and a lack of knowledge about the process of obtaining halal product certificates. This is due to lack of information about understanding halal products and how to obtain halal product certificates. Assistance with the halal product certification process is a solution that is urgently needed by business actors assisted by bprs syariah amanah rabbaniah. The pkm team participated in and passed the halal product certification assistance training conducted by the halal product assistance institute from uin sunan gunung djati, which was held on February 10-13, 2023. This mentoring process resulted in a halal certificate for business actors assisted by bpr syariah amanah rabbaniah. It is hoped that in the future this mentoring program can be applied to all business actors throughout Indonesia in accordance with the Indonesian government, namely on October 17, 2024, all business actors already have halal certificates.

Keywords: business actors, halal products, halal product certification

1. INTRODUCTION

Bank Pembiayaan Rakyat Syariah (BPRS) Amanah Rabbaniah incorporated as a Limited Liability Company (PT), has its head office at Jalan Raya Timur No. 52 Banjaran Bandung district, which is on the main road in Banjaran sub-district close to the banjaran sub-district government center. BPR Syariah Amanah Rabbaniah has two other offices that are all located in the Bandung Regency area, namely the branch office on Jl. Raya Pintu Pangalengan No. 435 and the cash office on Jl. Raya Terusan Kopo No. 582 Bandung Regency. Banjaran sub-district has a total of 74 household industries [1]. The development of the home industry is inseparable from the creative ideas of business people in achieving a decent life.

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 OPEN ACCESS

BPR Syariah Amanah Rabbaniah is a financial services institution that operates with a sharia system, present to assist and cooperate with the wider community in improving people's lives through financial services formulated in the Vision and Mission. The vision of BPR Syariah Amanah Rabbaniah is to become a sharia-compliant, large, profitable, healthy, and beneficial bank, while the mission of BPR Syariah Amanah Rabbaniah is to save people's muamalah and save people in muamalah.

The existence of BPR Syariah Amanah Rabbaniah is expected to be the first choice for sharia banking transactions, especially for micro and small entrepreneurs in the regencies and cities bordering Bandung Regency, namely West Bandung Regency, Bandung City and Cimahi City [2].

From the work area mentioned above, the target market of BPRS Amanah Rabbaniah is in the Bandung Regency area so it is hoped that for now specifically for the region, the existence of BPR Syariah Amanah Rabbaniah will be the first choice for sharia banking transactions, especially for micro and small entrepreneurs, which God willing, for the next year the existence of BPR Syariah Amanah Rabbaniah will continue to grow and become the leading choice also for micro and small entrepreneurs located in regencies and cities bordering Bandung Regency, namely West Bandung Regency, Bandung City, and Cimahi City. For this reason, BPRS Amanah Rabbaniah is committed to always providing services to consumers and collaborating with the Unisba PKM Team to provide the best service to its customers.

Based on visits and interviews conducted with the President Director of BPRS Amanah Rabbaniah (Roni, 2023) provided an overview and agreed to collaborate with the UNISBA PKM Team to provide Socialization of Halal Product Certification Process assistance. This form of cooperation is carried out as part of the Tridharma of Education for Lecturers and as a form of Corporate Social Responsibility for BPRS Amanah Rabbaniah.

In the implementation of this PKM activity, we have a target (Partner) who will be the party to be assisted to obtain Halal Product certification. Partners who will be assisted are customers of BPRS Amanah Rabaniah and work as business actors who mostly produce various kinds of food.

Islam instructs its people to consume good, pure and clean (2: 168 and 222), conversely prohibiting bad and dirty (5: 3 and 2: 174), and must consider not only halal and haram (16: 114 and 23: 51, 7: 151), but it is recommended to always consume halal again good (2: 168; 5: 88) [3].

The need for halal products is mandatory for Muslim producers and consumers, however, awareness of the halalness of a product is still very low [4]. In an effort to encourage national economic growth, especially in the development of Islamic Economic Development in Indonesia, the Government has issued Law Number 33 of 2014 concerning Halal Product Guarantee (JPH Law). One of the consequences of the JPH Law is the change in the nature of halal certification which was originally voluntary, to mandatory for every business actor in the following 5 categories; (1) Food and Beverages; (2) Cosmetics and Medicines; (3) Chemical Products, Biological Products, and Genetically Engineered Products; (4) Gunaan Goods; and (5) Services [5].

The implementation of mandatory halal products is carried out in stages starting from food and beverage products on October 17, 2019 to October 17, 2024 in accordance with the Minister of Religion Regulation (PMA) Number 26 of 2019 [6]. Based on the JPH Law, every business actor who has not carried out halal certification until the phasing deadline, namely the product must be labeled with a non-halal statement even though the product is made from halal ingredients. These consequences will certainly be detrimental to business actors, especially MSMEs, because they have not received socialization regarding the halal product guarantee policy [5]. So it is necessary to make efforts to socialize and provide assistance regarding the importance of halal certification to MSMEs.

Based on the results of an interview with one of the staff of BPR Syariah Amanah Rabbaniah (Agus, 2022) regarding the reasons why business actors do not have halal product certification. These problems are a lack of understanding of the importance of halal product certification, a lack of knowledge about the process of obtaining halal product certification and expensive certification costs.

Based on previous research related to the socialization and assistance of halal product certification in several MSMEs, many have been carried out in Indonesia [5]. In their research on MSMEs in Surabaya City found that there is still a lack of socialization related to halal product guarantee policies for MSMEs. In addition, the low literacy of MSME actors regarding the halal production process adds to the factors that need to be considered in implementing halal product policies [5].

Some of the obstacles in running a company that produces drinks made from herbs include the surrounding community knowing that the owner of CV. Caraka Abadi is not a Muslim, so doubts arise about the halalness of the products managed by CV. Caraka

Abadi. In addition, there is still a lack of understanding of halal products so assistance and education are needed for employees who manage these beverage products [7].

Improving halal production and facilitating applications for halal certification and assurance, not only in the use of raw materials but also in ensuring that the production and marketing processes use halal methods. In addition, the service team also encouraged MSME players to increase awareness of encouraging to ensure halal quality in products that have been produced [8].

Based on the research results of Suzery, et al. it can be concluded that production improvements are needed in the early stages of applying for halal certification, not only in the main control, namely the ingredients used for production. In addition, the tools used need to avoid contamination of haram materials, so tools should not be used together with non-halal products. So, improvement of production equipment for processing halal products needs to be held [9].

Halal certificates function as a tool for MSMEs to increase the added value of the products produced, as well as provide peace of mind for consumers, especially Muslim consumers [10]. What needs to be considered is the commitment of business actors in implementing the Halal Assurance System [11]. Based on the situation analysis of the target audience of PKM partners and the program that will be implemented at the business actors assisted by BPR Syariah Amanah Rabbaniah.

During the halal product certification assistance process, several problems were encountered with PKM partners. Among them is the lack of understanding of the importance of halal product certification, lack of knowledge about the process of obtaining halal product certification, expensive certification fees, the majority of business actors do not yet have a business identification number, some business actors have problems registering their products in the SiHalal account, and one of the partners has tried the halal product registration process but did not complete it.

2. METHOD

This PKM activity is carried out offline in the form of socialization of halal products and the process of assisting halal product certification. The following stages of PKM activities are presented in the table below:

TABLE 1: PKM Activities for December 2022 to June 2023.

| Stage | Activity | Explanation | Output |
|-------|--|---|---|
| I | Data collection related to potentials and problems | Conducting preliminary surveys and discussions with the president director of BPR Syariah Amanah Rabbaniah related to the problems that occur among business actors assisted by BPR Syariah Amanah Rabbaniah to obtain halal product certification | Business data Determination of the number of participants for socialization and mentoring |
| II | Halal Product Certification Assistance Training | The PKM team attended the Halal Product Certification Assistance Training organized by the Halal Product Process Assistance Institute (LP3H) UIN Sunan Gunung Djati 2023 | PKM team who received Halal Certification Assistance Certificate |
| III | Socialization of halal and <i>thoyyib</i> products for business actors | Providing material about halal and thoyyib products and the process of assisting halal product certification | Increased knowledge about halal and thoyyib products and how to apply for the halal product certification process |
| IV | Assistance process for applying for Halal Product Certification | Visit the business location of business actors. Make NIB (Business Identification Number) for business actors. Create a companion account on SiHalal Create a Sihalal Account for business actors Apply for Halal Product Certification on the official SiHalal website | Submission of halal product certification |
| V | Halal Certificate | Obtain a Halal Certificate for Business Actors products from the Halal Product Process Assistance Institute (LP3H) UIN Sunan Gunung Djati Bandung | Obtaining a Halal Certificate |

3. RESULT

The main activities in the process of socializing and assisting halal product certification for business actors assisted by BPR Syariah Amanah Rabbaniah have been carried out in two stages. The socialization of the halal product certification assistance process was held on Friday, March 17, 2023 at 08.00 - 15.00, located at Rollun Cafe Jl. Raya Banjaran No. 591 Banjaran, Bandung Regency, West Java. The Service Team was present as a facilitator, assisted by students as the event organizing committee. The planned participants who attended the socialization activities were 10 people. Participants are limited because the mentoring process takes time with direct visits to business locations during the mentoring process.

The PKM team attended the Halal Product Certification Assistance Training organized by the Halal Product Process Assistance Institute (LP3H) UIN Sunan Gunung Djati Bandung Batch 2 Year 2023.

Activities carried out after graduating as a halal product companion are visiting business actors at their respective business locations to create NIB, SiHalal accounts and submitting halal product certifications that are filled in on the official Sihalal website.

TABLE 2: The Results Achieved.

| No. | Outer Type | | | Status Outside |
|-----|--|--|---------------------|----------------|
| | Category | Sub Category | Required / Addition | |
| 1. | Activity photos and videos | Activity Documentation | | Implemented |
| 2. | Increased empowerment of partner communities | Socialization and Assistance Process for Halal Product Certification | | Implemented |
| | | Halal Product Certification Submission | | Implemented |
| 3. | Publication in mass media | Press Release | | Implemented |
| 4. | Article to be published in Sores Unisba 2023 | Draft of article under reviewed | | Implemented |
| 5. | Articles to be published in the journal Accounting Studies, Sinta 4 | Draft of article under reviewed | | Implemented |
| 6. | Teaching materials used in the context of integrating research into learning refer to the RPS, especially Islamic Economics and Islamic Finance courses. | Draft teaching materials in the editing process | | Implemented |

3.1. Business Actors Consist Of

3.1.1. CV Atfi Bangun Mandiri

CV. Atfi Bangun Mandiri is one of the MSMEs located in the Sanggar Indah Banjaran Complex, Cangkuang District, Bandung City, West Java Province, Indonesia. CV. Atfi Bangun Mandiri has a micro business scale. The head of this company is Tuti Susana. The marketing area of this business is Regency / City. CV. Atfi Bangun Mandiri has several business sectors, including producing processed food / Gudeg typical of Jogja under the brand "GUDEG ASAP". In addition to Gudeg, CV. Atfi Bangun Mandiri also produces various types of ready-to-eat foods that are usually used as side dishes,

namely the products: tempe bacem, tofu bacem, pindang telur, opor ayam, and opor tahu.

3.1.2. Kerupuk Berkah Dua Putra

One of the businesses that is a partner of PKM activities to assist in halal product certification is a cracker product business located in Cihamerang, Banjaran Wetan Village, Banjaran District, Bandung Regency, West Java Province, Indonesia. The owner of this business is Lilis Karwati. The name of the product is Kerupuk Berkah Dua Putra. The scale of the business is included in the micro business and falls into the category of Crackers, Chips, Peyek, and Similar Industries. The products are divided into two types, namely cassava flour-based crackers and cowhide-based crackers. The marketing area reaches up to the provincial level. The products produced already have regular customers but there are also those who order unscheduled, which are usually retail traders. The production site is located separately from the business owner's house.

3.1.3. Zidni Cake & Cookies

Zidni Cake and Cookies is an MSME located in Cilampeni, Katapang District, Bandung Regency, West Java Province, Indonesia. The Zidni Cake and Cookies business is included in the Bread and Cake Products Industry category. Zidni Cake and Cookies is engaged in the business of producing cakes. Zidni Cake and Cookies produces various types of cakes, one of which is brownies. The brownies produced have various types, such as baked brownies, batik brownies, cheese chocolate brownies, pie brownies, and cashew baked brownies.

3.1.4. Destang Coffee

Destang Coffee is an MSME in the processed field with the processed material being coffee. Destang Coffee is located in Banjaran, Bandung Regency, West Java. Destang Coffee sells coffee beans to processed coffee which has become a drink. Destang Coffee usually buys coffee beans from farmers which are then roasted by Destang Coffee itself. As a result of the roasting, Destang Coffee sells its coffee beans directly, some are processed into drinks by Destang Coffee. This coffee-based processed drink has many flavors with their respective characteristic menu names.

3.1.5. Aneu Cookies

One of the business actors who are partners in PKM activities for halal certification assistance is a cake product business located in the Sanggar Mas Lestari Housing Complex Blok. A No. 5, Bandung, West Java, 40377, Indonesia. The business owner is named Mrs. Aneu. The business scale of Aneu Cookies is included in micro-businesses and falls into the Wet Cake Industry category. Broadly speaking, the cookie products produced by Mrs. Aneu have several variants such as cheese, red velvet, strawberry, chocolate, and custom cake. The marketing area reaches up to the Regency or City level. The products produced already have regular consumers but there are also those who order unscheduled, especially on holidays such as Eid al-Fitr. The production site is located separately from the business owner's house.

3.1.6. Telur Asin Pandawa

Telur Asin Pandawa is one of the MSMEs located in Tarajusari Village, Banjaran, West Java, Indonesia. Telur Asin Pandawa has a micro-scale business whose marketing area is the Regency / City. The head of this effort is Kosasih.

3.1.7. Kerupuk Super Jablay

Super Jablay is an MSME in the field of processed products made from raw crackers. This MSME is located in Sukajadi, Wangunjaya Village, Cikalong Wetan District, Bandung Regency, West Java. The head of this business is named Ipan Sopian. Super Jablay sells raw crackers that are fried and seasoned and packaged for immediate sale.

The first process starts with the frying of raw crackers obtained from halal-certified suppliers and obtaining a MUI license. The crackers after going through the frying process are followed by adding some spices for flavor and then packaged in plastic to be ready for sale.

4. CONCLUSION

Community Service activities with the Community Partnership Program (PKM) for the 2022/2023 academic year can be carried out as planned. Hopefully in the future there

will be more partnerships that can be continued with programs that reach the wider community, especially among business actors under the guidance of BPR Syariah Amanah Rabbaniah which helps the economic increase of the community in the Banjaran area.

This Halal Product Certification assistance activity is a government work program with the target that by October 2024 all MSMEs already have halal product certification in all their products. The process of applying for halal product certification is expected to help increase the income of business actors because it is believed that their products are halal.

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