

Research Article

Optimizing Registration of Halal Certification for Local MSMEs in Ciburial Village, Indonesia

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Abstract.


This article aims to measure the effectiveness of business legality community service activities (PKM) through the socialization and assistance of Halal Certification in Ciburial Village. This effectiveness is demonstrated by increasing the knowledge and awareness of MSMEs in legalizing the leading product micro, small and medium enterprises (MSMEs) – Ciburial Village. Based on the results of discussions with the Ciburial Village, one of the problems of Ciburial Village MSMEs is the lack of motivation in legalizing MSMEs to increase the competitiveness of Village MSMEs products. Implementation methods used include field surveys, socialization, mentoring, distributing questionnaires, different tests, documentation, and preparation of the final report. The measurement results showed that this PKM activity is very effective with an effectiveness value of 94.18. The effectiveness of this activity was also strengthened by the results of PKM activities which showed that there were differences in knowledge and awareness before and after the activity. This difference is indicated by the results of the different tests where Sig. (2-Mean Std. tailed) < 0.1. This means that PKM has succeeded in increasing the awareness of MSMEs to register their products for halal certification.

Keywords: competitiveness, halal certification, village leading MSMEs

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1. INTRODUCTION

According to [1], Micro, Small and Medium Enterprises (MSMEs) are able to make a significant contribution to a country's economy. This is because MSMEs contribute 90% of business ventures in the world so that MSMEs are able to provide employment with a fairly large presentation, namely 50% of the total existing employment. The ability of MSMEs in creating jobs is because MSMEs are able to increase trade opportunities both domestically and abroad [2], [3]. Thus, MSMEs play an important role in economic growth and increase in a country's Gross Domestic Product [1], [2], [4]–[6]. According to [7], the role of MSMEs for the economy in detail namely; MSMEs are able to contribute to economic recovery and sustainability through increasing economic capacity and

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diversification; MSMEs are able to encourage social change by creating jobs and providing services needed by the community; MSMEs are able to increase Local, Regional and National Economic Resilience; MSMEs are able to contribute to economic growth and development through planning and implementing effective business strategies; MSMEs are able to assist in reducing economic vulnerability by increasing resilience to acute crises. The important role of MSMEs in this economy, which then becomes the reason for many countries to always pay attention to the performance of MSMEs in their country in an effort to improve their business performance. Even though, In practice, MSMEs still face several challenges. The challenges faced by MSMEs include; weak branding of MSME products; lack of strategic planning; reliance on private networks; business location; crisis; partnership and support between parties; lack of preparation in dealing with crises; constrained access to funding; still rely on human resources with sober capabilities; supply chains; adaptation to digital developments is still limited (technology and innovation); lack of management knowledge and skills; Market competition; regulation

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2. METHODS

In solving partner problems related to the effectiveness of socialization and halal certification of the Ciburial Village Featured MSME businesses. There is a method of approach that we take, in the first approach we provide a re-explanation of the effectiveness of halal certification through material presentations and followed by questions and answers, not only providing material through presentations but we also provide assistance in halal certification to the Featured MSMEs of Ciburial Village, we assist the MSME process This flagship is in the registration of halal certification. In practice, we carry out all the processes offline in the Ciburial Village Office hall from February to August 2023. For more details regarding activities, descriptions of activities, outputs and partner contributions can be seen in Table 1.

3. RESULT AND DISCUSSION

The implementation of community service through socialization as well as mentoring is carried out from February to August on May 27 2023 involving the Ciburial Village Featured MSMEs, MSME Owners in Ciburial Village, external resource persons, Service Team consisting of; Unisba Faculty of Economics and Business Lecturers and Students; Faculty of Engineering Lecturer; Lecturers and Students of the Faculty of Da'wah Unisba. The spirit of the service participants is still enthusiastic as in our first service they came with their products. In this socialization process, participants are emphasized to understand that selling halal products is very important to expand the market, especially in Indonesia. Therefore, halal certification is a must that needs to be carried out by Ciburial Featured MSMEs. Meanwhile, to ensure that the leading MSME actors register for halal certification, regular assistance is provided to MSME actors. This PKM activity is the second year activity so, this activity is a follow-up activity. Based on this, the first activity that was carried out in February 2023 was the assistance activity for halal certification registration. In the process, it turns out that a deep understanding is needed regarding halal knowledge itself so that MSME actors understand in depth the importance of halal certification. In contrast to the first year service activities, the service of halal certification is an initial activity so that the provision of material about halal is only an introduction. This second year is a great opportunity to philosophically convey that ensuring the products produced are halal and registered as halal is very important. To deepen understanding of halal from a philosophical point of view, a

TABLE 1: Activities, Activity Descriptions, Approach Methods, Outcomes and Partner Contributions.

No	Activity	Activity Description	Approach Method	external	Partner Contribution
1.	Socialization and assistance with the theme 'Effectiveness of Socialization and Assistance in Registration of Halal Certification of Superior Products for Local MSMEs in Ciburial Village, Bandung Regency'.	this activity done in one full day. Provision of materials related to Halal Certification. MSMEs are directly assisted to register halal certification	Provision of Materials and Practices to participate in registering superior MSME halal certification. The team also facilitated the registration of Halal Certification. To check understanding and effectiveness is done by conduct pre-test and post-test to target MSME participants. The results of the pre test and post test were then tested using SPPS by conducting a different test. The results of this different test are then used as indicators of the success of the activity.	Activity Videos Different test data from the pre test and post test activities are used to compile the output of the article. The process of registration for the Superior MSME Halal Certification. Increasing community empowerment UMKM in Ciburial Village, especially in terms of increasing knowledge and skills.	The Main Partner of community service activities is the Ciburial Village Government which oversees the Leading and Potentially Superior Products MSMEs in Ciburial Village. Overall the contribution of partners in community service activities is as follows. Providing places and other supporting facilities in the implementation of community service activities Participate in facilitating the process of registering business legality.

socialization activity was held on May 27, 2023. In this halal certification socialization activity, the material was emphasized on halal material and the importance of halal certified products. Because a product that is halal and toyyib is a provision from Allah SWT.

After the socialization program and mentoring activities which have started since February, we also conducted a pre-test and post-test. This is done to ensure effective outreach and mentoring activities are carried out.



Figure 1: Socialization and Assistance for Halal Certification for Leading MSME Players in Ciburial Village.

3.1. Results of Empirical Validation of Outreach Activities and Workshops

To see the level of success of socialization and workshop activities, a different test was carried out from the results of the pre-test and post-test. This different test was conducted to see differences in understanding before and after the activity. The results of the different tests show that there are differences in the activities before and after the activities. For more details, the results of the different tests can be seen in Table 2.

TABLE 2: Results of Different Tests for Socialization and Assistance of Halal Certification Activities.

Difference Test Components	Mark
Means	-5.36364
std. Deviation	6.80107
std. Error Means	2.05060
t	-9.93266
df	10
Sig. (2-tailed)	.026
Sig. Correlation	0.06

Table 2. is the result of the different test and correlation test. The table shows that there is a difference between the two answers before and after the activity. This is indicated by the presence of a 2-tailed sig .026 < 0.1 Apart from showing differences, it turns out that the activities before and after also have a strong relationship, which is indicated by Sig. Correlation α (0.06 < 0.1). This figure indicates that the activity was successfully carried out according to the purpose of the service, namely increasing the understanding and skills of the participants. The success of community service activities is also strengthened by the results of calculating the effectiveness of activities, namely 94.18 (very strong). This means that the Halal Certification Socialization and Assistance

Service activities that have been carried out in Ciburial Village have been very effective. all of this success and effectiveness is of course created because the servants and the participants can work together well. The Service Party provides materialization and also assistance according to needs and also the participants want to accept this activity. For more details regarding the results of calculating the effectiveness of activities can be seen in Table 3.

TABLE 3: Results of Calculation of the Effectiveness of Socialization and Assistance of Halal Certification.

Component	Mark
Number of MSMEs	11
Number of Questions	10
Score Strongly Agree	78
Score Agree	32
Disagree Score	0
Strongly Disagree Score	0
Average score	518
Max Score	550
Average Presentation	94.18
Effectiveness Criteria	Very strong

4. CONCLUSIONS

The conclusions from PKM activities in Ciburial Village are; first, the PKM activities of Socialization and Assistance of halal certification in Ciburial Village were considered effective and were followed enthusiastically by the participants; second, the knowledge and skills of PKM participants increased.

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