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Training on the Importance of Halal Certification for Actors MSMEs in Banyumas

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Abstract

Awareness of the importance of halal products is increasing along with the growth of the sharia economy in Indonesia. However, there are still many MSME actors in areas such as Banyumas who have not fully understood the importance of halal certification. This training activity aims to provide education about halal principles in Islam, the urgency of halal certification for business actors, and the procedure for applying for certification in accordance with government regulations. The methods used are counseling, demonstration, and technical guidance. This activity succeeded in increasing participants' understanding of the halal concept and certification submission procedures, with high enthusiasm seen from the active participation of the participants. This training is expected to encourage the increase in the competitiveness of local products in the wider market.

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1. INTRODUCTION

Halal products are a fundamental aspect of the lives of Muslims. The consumption of halal food and products is not only a form of obedience to religious teachings, but also part of a healthy and ethical lifestyle. The Muslim community is now increasingly critical in choosing products, demanding clarity not only from raw materials, but also from the processing process to distribution. This shows that halal awareness is no longer limited to religious aspects, but also extends to economic and social aspects[1].

In Indonesia, as a country with the largest Muslim population in the world, the need for halal product guarantees is increasingly urgent. The government responds to this need with regulations that regulate the necessity of halal certification, especially through Law Number 33 of 2014 concerning Halal Product Assurance. However, implementation in the field still encounters many obstacles, especially among MSME actors who often do not have an adequate understanding of the importance and procedures of halal certification[2].

MSMEs are a very vital sector in the Indonesian economy. According to data from the Ministry of Cooperatives and SMEs, MSMEs contribute more than 60% to the national Gross Domestic Product (GDP) and absorb around 97% of the workforce. However, most MSME actors still operate informally and have not been integrated with official certification systems, including halal certification. As a result, their competitiveness in the domestic and global markets has become limited[3],

The main obstacles faced by MSMEs in the halal certification process include lack of information, certification costs that are considered expensive, and complexity of administrative procedures. In fact, the government has provided a self-declaration route for MSMEs with a simpler and more affordable process. Another problem is the ignorance of MSME actors regarding the categories of ingredients included in the critical and very critical list, which requires further verification in the halal production process[4].

In this context, halal certification training for MSMEs is very important. Training is not only to fulfill legal obligations, but also as a means of capacity building and halal literacy for business actors.

The training can provide technical knowledge, understanding of regulations, as well as the ability to prepare documents and register through the Halal Product Assurance Agency (BPJPH) system. With this provision, it is hoped that MSME actors can independently take care of certification and improve the quality of their products[5].

Therefore, this research and training was held to provide comprehensive education to MSME actors in Banyumas Regency. This activity focused on the basic aspects of halal in Islam, mapping materials based on their criticality classification, and halal certification registration flow. It is hoped that after the training, participants will not only understand the importance of halal, but also be encouraged to immediately put this knowledge into practice in their business.

2. METHOD

2.1 Preparation

The training activities began with the administrative and technical preparation stages. The committee prepares training materials, selects resource persons, prepares implementation schedules, and coordinates with implementing partners such as the Office of the Ministry of Religion of Banyumas Regency and BPJPH. In addition, a selection of participants was carried out from among MSME actors in the food, beverage, and cosmetics sectors. This activity is also technically prepared through the Zoom Meeting platform, including digital device trials and activity documentation[6].



Figure 1. Halal certification Training Documentation

2.2 Implementation

The training was held online in a full-day webinar format and involved 60 MSME participants. The materials presented include:

a. Legal basis for halal product assurance (Law No. 33 of 2014)
b. Halal principles in Islam and classification of ingredients (safe, critical, highly critical)
c. Halal certification registration flow for regular and self-declare
d. Direct simulation of the use of the SIHALAL system

The training uses counseling, discussion, case study, and demonstration methods. One of the main activities is the simulation of halal certification registration through the selfdeclare route which is described in the following flowchart:

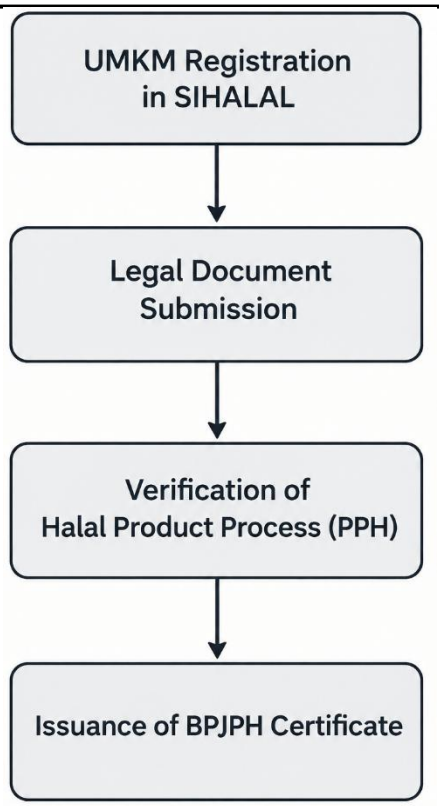


Figure 2. FlowHalal Certification Self-Declare Pathway

This flowchart visualizes the complete flow from creating a SIHALAL account to downloading halal certificates. With this visualization, participants can more easily understand the procedure without feeling burdened by the narrative text alone. The training was also accompanied by interactive Q&A sessions and case study discussions on highly critical ingredients such as gelatin and imported cheese. This encourages participants to critically examine their respective products. As part of the documentation, this activity is supported by screenshots of the Zoom Meeting and photos of the activity, as follows:



Figure 3. Halal certification Training Documentation

2.3 Evaluation

The evaluation was carried out through pretest and posttest instruments which contained five multiple-choice questions about halal and certification. The results of the evaluation showed a significant increase in participants' understanding (the average increased from 50 to 85). In addition, observations were made during the training and participant feedback was collected to assess the effectiveness of methods, materials, and facilitators.

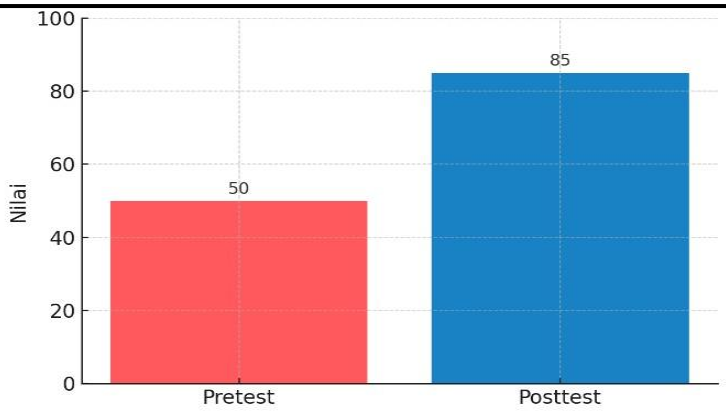


Figure 4. Average Graph of Pretest and Posttest Scores

2.4 Follow-up

At the end of the training, participants were asked to make a simple action plan starting from preparing business legal documents, compiling a list of halal raw materials, to preparing to submit halal certification. The organizers plan follow-up mentoring activities to help the certification process in real terms, especially for participants who show readiness and commitment. The evaluation and results of this training are also the basis for planning future follow-up programs.

2.5 Partners and Locations

This training was carried out in collaboration between the Information Systems. Study Program of Amikom Purwokerto University and the Office of the Ministry of Religion of Banyumas Regency. This activity is part of a community service program involving lecturers and students. The training location is in the main hall of the Banyumas Ministry of Religion Office which has been equipped with supporting facilities such as LCD projectors, audio devices, and internet connections. The main partners in the implementation of this training are BPJPH, halal extension workers of the Ministry of Religion, and fostered MSME actors from various sub-districts in Banyumas Regency.

2.6 Stages of Activity

The implementation of the training began from the material and technical preparation stage by the committee, as well as the selection of participants through coordination with field partners. The activity took place online through Zoom Meeting and ran according to the following structured schedule:

Table 1. Halal Certification Training Activity Rundown

Activities	Time	PIC
Preparation	12.30 – 13.00 WIB	Committee
Remarks from the committe	13.00 – 13.20 WIB	MC
Brief introduction of the presenter	13.20 – 13.40 WIB	MC
Speaker 1	13.40 –14.00 WIB	Sources
Speaker 2	14.00 –14.20 WIB	Sources
Speaker 3	02.20 PM – 02.40 PM	Sources
Speaker 4	14.40 –15.00 WIB	Sources
Discussion or Q&A forums	15.00 –15.20 WIB	Participants
Cover	03.20 PM – 03.40 PM	MC

3. RESULTS AND DISCUSSION

Halal certification training for MSME actors in Banyumas Regency has a significant impact on increasing halal literacy and the readiness of participants in taking care of certification. In addition to improving basic knowledge that had previously been measured through pretest and posttest, this training

also resulted in positive behavior changes. This can be seen from the active participation of participants in discussion sessions and case studies that discuss very critical food ingredients such as gelatin, imported cheese, and processed animal products. Through group discussions, participants were able to identify halal risks in their respective products and find solutions, such as replacing ingredients with halal-certified alternatives or working with verified suppliers.

Observations during the training also showed that participants began to understand the urgency of halal regulations and showed initiative to develop a plan for submitting certification. In fact, some participants immediately asked about facilitation procedures from the government and follow-up assistance. However, there are a number of technical obstacles faced, such as difficulties in accessing the internet during the registration simulation through the SIHALAL system. However, this obstacle was successfully overcome by providing written guidance and direct technical assistance by the facilitator.

Overall, this training was considered effective because it not only improved conceptual understanding, but also encouraged participants to take real action. The simulation method and case study proved to be more interactive and applicable than conventional counseling methods, as they were able to encourage participants to directly relate the material to the context of their business. These results are an important basis for designing a sustainable mentoring program that is more intensive and responsive to the needs of MSMEs in the halal certification process.

4. CONCLUSION

The training on the importance of halal certification for MSME actors in Banyumas succeeded in increasing their understanding of the concept of halal, the certification application process, and its benefits to increase the competitiveness of local products. Through interactive methods such as discussions, case studies, and simulations, participants became more aware of the importance of complying with regulations and preparing the required documents, although they sometimes faced obstacles such as lack of technical understanding and internet access. Support from various parties, such as the government and universities, as well as the commitment of participants, is the key to the success of this training in encouraging the transformation of knowledge into real action.

ACKNOWLEDGMENTS

Thank you very much for the attention and time that has been given to reading and understanding the information from this training. Hopefully what has been conveyed can be useful and be a positive first step for the business development of MSME actors in Banyumas in carrying out the halal certification process. We greatly appreciate your participation and enthusiasm, and hope that cooperation and support from various parties will continue for the sake of mutual progress. Hopefully this success can provide great benefits, not only for their respective businesses, but also for the growth of the regional economy based on sharia.

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