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Enhancing the Competency of Facilitators and Accelerating Halal Certificate Registration

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Abstract

The primary focus of this community service initiative is to improve the abilities of Halal Product Process facilitators (P3H) and to expedite halal certification acquisition for stakeholders in South Kalimantan through the self-declaration scheme. The methods used are mentoring and workshops, which are then carried out by holding a Focus Group Discussion (FGD). The number of P3H who participated in this event was 100 participants. The findings and outcomes of the event can be described through the enhancement of facilitators' competency, which has an impact on increasing the number of halal certificates issued in the South Kalimantan area. In 2022, 893 halal certificates have been issued, followed by 1,588 certificates from January 1st to July 14th, 2023. This number increased significantly to 3,286 certificates issued from July 15th to December 31st, 2023, after the implementation of community service. As a result, this community service has proven effective in accelerating halal certification for MSMEs.

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INTRODUCTION

Halal certification is an important measure for ensuring product quality for consumers (Ilham et al., 2023; Sekarwati & Hidayah, 2022), especially in Indonesia, where a significant portion of the population in South Kalimantan Province is Muslim. Halal product certification is essential to give Muslim consumers confidence, safety, and peace of mind (Budiman et al., 2022; Nur, 2014).

Halal is a primary requirement for every Muslim when selecting their food consumption (Aang, 2020). Halal products involve raw materials from halal, including processing that adheres to halal principles (Ma'rifat & Sari, 2017). With halal certification, products are ensured to comply with standards recognized in Islam (Djakfar & Isnaliana, 2021).

Islam teaches the importance of paying attention to the quality of the food consumed, not only in terms of its halal status but also its goodness and benefits. In the Quran, Surah Al-Baqarah, verse 168, emphasizes the fundamental principle of halal certification: halal food must also be thoyyib, or good and beneficial for health (Azam & Abdullah, 2020).

The concepts of 'halal' and 'thoyyiban' reflect religious values that emphasize that everything consumed by the body must be good and beneficial for health (Maulayati, 2019; Uljannah & Batubara, 2023).

The halal industry not only caters to the needs of Muslim consumers but also addresses the demands of non-Muslim consumers who value health, social responsibility, and the quality of their consumed products (Azam & Abdullah, 2020; Prawiro & Fathudin, 2023).

Halal certification on products produced by businesses is expected to increase consumer confidence in consuming goods without doubt about their halalness (Faridah, 2019; Nurdin & Sakti, 2024). The overall impact will positively affect the sales level of businesses (Riani et al., 2023).

Therefore, the government remains committed to making Indonesia the centre of halal product production (Adiwinarto et al., 2022). One concrete step taken is regulatingation. The JPH Law Number 33 of 2014, implemented under the Ministry of Religious Affairs and related stakeholders, is the government's effort to strengthen the halal industry in this country (Hasan, 2021).

This regulation transforms the halal certification landscape from a voluntary system to a strictly regulated obligation for business operators. The government is committed to and emphasizes its full involvement in ensuring that products in circulation meet the established halal standards (Hosen et al.,2022; Suwardi & Billah, 2021). The Halal Product Assurance Law reflects the government's seriousness in providing legal certainty and encouraging the industry to operate by halal principles (Dwi & Febriyanti, 2023). Thus, this regulation becomes a crucial foundation for enhancing consumer trust in Indonesian halal products (Hasanah et al., 2023).

However, despite establishing regulations and institutions, implementing halal certification still faces various challenges. One of the biggest challenges is accelerating the registration process to obtain halal certification for food and beverage producers. As of October 17, 2024, all products circulating within Indonesia must have halal certification (Faridah, 2019; Jati et al., 2021).

In this context, South Kalimantan is the focus of this study. The number of business actors in this region reaches 364,628 (Koperasi & UKM, 2023), but only 7,000 business actors have obtained halal certification, according to data from the Department of Industry of South Kalimantan (Yasinta, 2023). This fact shows halal certification in south Kalimantan is still low (Dewi et al., 2023). Therefore, there is a need to improve the competence of accompanying personnel and accelerate the registration of halal certificates in this region to ensure that business actors can obtain halal certification on time.

In this community service, we explore factors influencing the halal certification registration, including administrative barriers, lack of understanding of certification requirements, and human limitations. This community service aims to improve the abilities of Halal Product Process facilitators (P3H) and to expedite halal certification acquisition for stakeholders in South Kalimantan through the self-declaration scheme. Thus, the results of this community service can provide valuable input for the government and related stakeholders to improve halal certification in South Kalimantan in particular and Indonesia in general and strengthen the halal industry as a whole.

METHODS

This community service was conducted by the Halal Studies Center of State Islamic University Antasari Banjarmasin on Friday, July 14, 2023, in the Third-Floor Auditorium of the Faculty of Sharia Lecture Building, using the Asset Based Community

Development (ABCD) method. This method began by observing the large number of business actors in South Kalimantan who have not yet received halal certification, with only 7,000 out of 364,628 businesses being certified halal. The next step involved conducting workshops to enhance the competence of Halal Product Process (PPH) facilitators, followed by mentoring through FGD and evaluation to achieve the acceleration of Halal Certificate Registration. The activities began with the delivery of materials, followed by mentoring and focused group discussions. The participants of this activity were 80 Halal Product Process (P3H) facilitators, consisting of extension workers, representatives from madrasahs, students, and members of the general public, as well as 20 business owners whose products were not yet halal-certified, bringing the total number of participants to 100. This community service activity was evaluated by examining the number of business actors with halal certification before and after the implementation of this activity.

RESULT AND DISCUSSION

Community service was conducted through three structured phases: preparation, implementation, and evaluation. The preparation phase involved assigning tasks to each team member responsible for outreach and mentoring activities. It also included preparing materials and all other requirements to ensure the smooth execution of the community service.

Once the preparation phase was complete, the implementation phase began. This phase included workshops and mentoring through FGD with the participants. Through these activities, it was anticipated that the mentors' competencies would be significantly enhanced and the process for obtaining halal certification would be improved.

The final phase is evaluation, which involves collecting testimonials from participants and conducting monitoring and evaluation. This evaluation aims to measure the effectiveness of the community service activity and its impact on improving the halal certification registration process. The effectiveness of this community service activity is measured by the increase in the number of business actors with halal certification before and after implementing this activity.

Preparation

The team undertook preparations to organize their tasks for conducting socialization and mentoring activities (Aji et al., 2024). Preparations also included procuring all necessary equipment, such as purchasing equipment, ordering food and beverages, and preparing other promotional materials. In the division of tasks, each team member had their respective roles, including designing banners, drafting Terms of Reference (TOR) for the activities, and other necessary tasks. This preparation was done to ensure that every aspect of the activity was well-organized and could run smoothly according to the established plan.

Implementation

Community service was held on Friday, July 14th, 2023, at the Aula of the Faculty of Sharia. This event witnessed the enthusiasm of mentors and entrepreneurs to enhance their competencies and accelerate the halal certification process in South Kalimantan. This community service initiative was a collaboration between the Halal Study Center and the Halal Product Assurance Agency of the Ministry of Religious Affairs.

During the community service event, Mrs. Hj. Siti Aminah, M.Pd.I., from the Certification Center of the Halal Product Assurance Agency, delivered a workshop presentation to the participants entitled "Enhancing the Competence of Facilitators and Accelerating Halal Certification Registration in South Kalimantan." She enthusiastically

explained the importance of halal certification for businesses and how to obtain it. Her clear and easily understandable explanation impressed and motivated the workshop participants. Here are some key points from Mrs Hj. Siti Aminah's presentation: Halal certification is written proof that a product is halal and meets sharia standards; having halal certification can increase consumer confidence in a product; halal certification can also increase a product's competitiveness in domestic and international markets; the Certification Center of the Halal Product Assurance Agency provides various programs and services to assist businesses in obtaining halal certification; businesses are encouraged to register their products to obtain halal certification immediately. Figure 1 illustrates the speaker explaining the importance of halal certification for business operators.

Figure 1 Session 1 of the presentation

After Mrs. Hj. Siti Aminah, M.Pd.I., the turn came for two halal audit experts from the State Islamic University of Antasari Banjarmasin, Mr. Ardian Trio Wicaksono, S.Si., S.Pd., M.Pd., and Mr. Alvian Ikhsanul Fatya, S.Pd., M.Si., who delivered presentations in this event. Both of them know how to assess compliance with halal-standard products. They enthusiastically shared their experiences and knowledge with the workshop participants.

Mr. Ardian Trio Wicaksono, S.Si., S.Pd., M.Pd. explained various facilities provided by the government to assist business actors in obtaining halal certification. One of the facilities emphasized is the self-declare scheme. This scheme allows micro and small enterprises (MSMEs) that meet certain requirements to register their products to obtain halal certification free of charge. Mr Ardian also explained the criteria for MSMEs that can participate in the self-declare scheme. These criteria include the type of product, business scale, and the MSME's commitment to the halalness of the product.

Meanwhile, Mr. Alvian Ikhsanul Fatya, S.Pd., M.Si., focused on explaining the halal certification process of the self-declare scheme. The aspects assessed for halal products include raw materials, production processes, packaging, and distribution. He also discussed the halal management system that needs to be implemented by business actors. He explained that a halal management system is important in ensuring product compliance with halal standards. Figure 2 shows the speaker explaining that the government provides free halal certification with a self-declare scheme for *MSMEs*.

Figure 2 Session 2 of the presentation

Subsequently, the event continued with a FGD session involving active participation from the participants to discuss the obstacles and challenges faced during the halal certification process. In a collaborative atmosphere, the participants shared their experiences and presented the problems they encountered in their efforts to meet the halal certification requirements. This session served as a valuable forum for discussion, exchanging ideas, and finding collective solutions to various challenges. The speakers who attended included Hj. Siti Aminah from the Certification Center of the Halal Product Assurance Agency, as well as Ardian Trio Wicaksono and Alvian Ikhsanul Fatya from the Halal Studies Center of the State Islamic University of Antasari Banjarmasin, who provided valuable insights and solutions based on their experience and knowledge in the field of halal auditing. Thus, the FGD session, facilitated by Mrs Khairunnisa, S.Pd., M.Pd., became an important momentum to enhance the collective understanding of the existing problems and formulate concrete steps to improve the efficiency of the halal certification process in South Kalimantan. Figure 3 shows a FGD with participants regarding the issues faced in halal certification on the ground.

Figure 3 FGD

During the event, participants were provided a comprehensive understanding of the halal certification process. This included explanations of the fundamentals of halal, halal product requirements, and the procedures for halal certificate registration, all presented in detail and made easily understandable.

Evaluation

The evaluation results show that the activity 'Enhancing the Competence of Facilitators and Accelerating Halal Certificate Registration in South Kalimantan' is effective, as seen

from the number of business actors with halal certification before and after its implementation. One thousand five hundred eighty-eight halal certificates were issued as of July 14, 2023, increasing to 3,286 certificates issued by December 31, 2023.

Additionally, the event was successfully carried out and well-received by the participants, who consisted of both PPH facilitators and business actors. They expressed satisfaction with the training materials presented, which were deemed informative and easy to understand. They also appreciated the interactive and participatory training methods, which allowed for sharing ideas and experiences among peers.

Furthermore, the training provided significant benefits, especially for business operators. They reported increased knowledge and understanding of the importance of halal certification and improved ability to manage the halal certificate registration process. They strengthened networks and relationships among fellow business operators. As a result of the training, many business operators have been motivated to register their products for halal certification promptly.

One of the training participants, Mrs. Sainah, a culinary business owner, stated that the training was highly beneficial to her. "I did not know much about halal certification before attending this training. But now, I fully understand halal certification and how to manage it. I plan to register my products for halal certification soon," said Mrs. Sainah.

Another participant, Mr. Hendra, also expressed his satisfaction with the training. "This training was very informative and useful. I gained much new knowledge about halal certification. I also enjoyed exchanging ideas and experiences with others. I am confident this training will help me improve my business," said Mr. Hendra.

This feedback is supported by data showing an increase in halal certification registrations in South Kalimantan following the event, as detailed below in Figure 4.

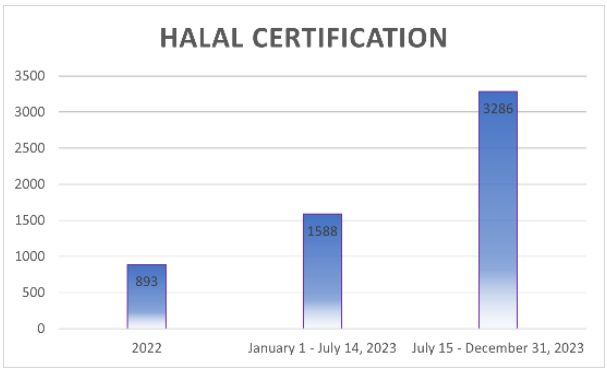

Figure 4 Halal Certifications Issued through Halal P3H of PKH UIN Antasari

Based on Figure 4, there has been a significant increase in the number of halal certificates issued in South Kalimantan. In 2022, 893 halal certificates were issued. During the period from January 1st to July 14th, 2023, 1,588 halal certificates were issued. Following the implementation of the activity, this number increased to 3,286 halal certificates issued during the period from July 15th to December 31st, 2023.

This increase indicates that community service activity has positively impacted accelerating halal certification. The primary approach to boosting the number of halal certifications is to conduct training sessions that cover the entire process, from application to the issuance of halal certification (Aprilia & Priantina, 2022; Pujilestari & Rahmawati, 2023). The enthusiasm of business operators in South Kalimantan to enhance their competencies and register their products for halal certification is a positive step towards improving the competitiveness of halal products in Indonesia. Hopefully, this will encourage national economic growth and enhance community welfare.

Meanwhile, the monitoring and evaluation conducted by the Certification Center of the Halal Product Assurance Agency, including Mrs. Subandriyah, Mr. Indra Cahyo, and their team, appreciated the activities carried out to accelerate halal certification in line with the law's mandate to support the mandatory halal certification on October 2024. Figure 5 shows the evaluation process of halal certification achievements.

Figure 5 Monitoring and evaluation

The evaluation also provided several valuable recommendations for the Halal Study Center of the State Islamic University of Antasari to expedite halal certification in the region. These recommendations include:

Periodic Assistance for Halal Certification Assistants: Providing regular online and offline support to Halal Certification Assistants to offer more intensive and ongoing guidance. This aims to enhance their ability to assist business operators with the halal certification registration process effectively. Strengthening collaboration with various stakeholders. Expand partnerships to broaden reach and facilitate business operators' access to information and services related to halal certification. Relevant stakeholders such as government, non-governmental, and business associations. Developing more intensive and targeted educational and socialization programs to boost public awareness and understanding of halal certification.

Based on the evaluation results, the Halal Study Center of the State Islamic University of Antasari held a coordination meeting with relevant stakeholders, including the Banjarmasin City Government, on Wednesday, December 8th, 2024. Figure 6 illustrates the coordination regarding steps to enhance halal certification.

Figure 6 Coordination with the Banjarmasin City Government

A visit to the Department of Trade and Industry of South Kalimantan Province followed the coordination. Figure 7 illustrates the coordination with stakeholders aimed at enhancing halal certification.

Figure 7 Coordination with the Department of Trade and Industry

This coordination aimed to follow up on the recommendations resulting from the evaluation. The Halal Study Center aims to establish synergy with relevant stakeholders to strengthen halal certification in South Kalimantan. During the meeting, both the Banjarmasin City Government and the Department of Trade and Industry of South Kalimantan Province welcomed the efforts of the Halal Study Center of the State Islamic University of Antasari to enhance and expedite halal certification in the region.

By implementing these recommendations, it is hoped that the halal certification process in South Kalimantan will become faster and more efficient (Aprilia & Priantina, 2022; Mardhotillah et al., 2022), leading to a greater number of business operators obtaining halal certification.

CONCLUSION

The community service activity with the theme "Enhancing the Competency of Assistants and Accelerating Halal Certificate Registration in South Kalimantan," conducted by the Halal Study Center of the State Islamic University of Antasari, has been completed. The results indicate that improving the competency of Halal Certification Assistants and business operators is crucial for accelerating the Halal certificate registration process. There has been a significant increase in the number of halal certificates issued in South Kalimantan. In 2022, 893 halal certificates were issued. From January 1st to July 14th, 2023, 1,588 halal certificates were issued. This number increased to 3,286 halal certificates issued from July 15th to December 31st, 2023, following the implementation of the activity. This fact demonstrates that community service activity has positively impacted accelerating halal certification in the region. Additionally, close cooperation among various parties, such as the government, non-governmental organizations, and business associations, is necessary to strengthen the halal certification system in South Kalimantan.

CONFLICTS OF INTEREST

The authors declare that there is no conflict of interest.

AUTHOR CONTRIBUTIONS STATEMENT

For this community service article, the contributions of each author are as follows: Conceptualization was carried out by ZM and SS; K and TPA developed methodology; data collection was conducted by IH, NN, and HR; SS and ATW performed the formal analysis; SS and ZM carried out writing and preparation of the original draft; and AIF and AH wrote the English draft.

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