

Halal Certification and Labeling Assistance for Processed Food Products in Negororejo Village, Lumbang District, Probolinggo Regency, Indonesia

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Abstract: This community service based on research aims to assist and teach the community about halal certification and labelling of small and medium enterprises' products in rural areas. This community service program is implemented based on the Asset-Based Community Development method. Participants in this empowerment program include students and lecturers from UIN Sunan Ampel Surabaya. The data collection method is carried out by interviewing all local neighborhood association heads. The results of this community service activity proves that the community service program plays an important role in assisting halal certification and labeling for processed food products produced by small and medium enterprises in Negororejo Village. Through this community service program, there are two small and medium businesses that have received halal certification, namely corn chips (marning) and banana chips products. Apart from that, there are also two small and medium businesses that have received assistance in making halal labels for branded products.

Keywords: Halal Certification; Processed Food Products; Community Service; Small and Medium Enterprises; Probolinggo

Abstrak: Pemberdayaan masyarakat berbasis penelitian ini bertujuan untuk membantu serta mengajarkan kepada masyarakat tentang sertifikasi halal produk usaha kecil dan menengah di daerah pedesaan dan label pada produk. Program pengabdian kepada masyarakat ini dilaksanakan berdasarkan metode Asset Based Community Development. Partisipan dalam program pemberdayaan ini merupakan mahasiswa dan dosen UIN Sunan Ampel Surabaya. Metode pengumpulan data dilakukan dengan wawancara kepada semua ketua RT setempat. Hasil dari kegiatan pengabdian kepada masyarakat tersebut membuktikan bahwa program pengabdian kepada masyarakat berperan penting dalam membantu sertifikasi dan label halal untuk produk makanan jadi yang diproduksi oleh usaha kecil dan menengah di Desa Negororejo. Melalui program pengabdian kepada masyarakat ini, terdapat dua usaha kecil dan menengah yang mendapatkan sertifikasi halal, yaitu produk marning dan keripik pisang. Selain itu, juga terdapat dua usaha kecil dan menengah yang mendapatkan bantuan pembuatan label halal bagi produk bermerek.

Kata kunci: Sertifikasi Halal; Produk Makanan Jadi; Pengabdian kepada Masyarakat; Usaha Kecil dan Menengah; Probolinggo

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Introduction

Halal certification is an Indonesian Council of Ulama (MUI) decree declaring the halalness of a product based on Islamic shari'ah. Halal certification needs to be carried out to guarantee and ensure to the public that the products produced are truly halal for consumption. Indonesia is a country with a Muslim majority of 87.18 percent (Faridah, 2019). This makes the demand for halal products very high. Therefore, the Indonesian government provides facilities for the small and medium enterprises (SMEs) to propose certification for their processed food products according to the Shari'a. Indonesia has established law Number 33 of 2014 concerning Guaranteed Halal Products (UUJPH) (Lim charity, 2017). This regulation determines the permissibility (halal) and impermissibility (haram) of a product so that it can ensure consumer protection. As supported by the Regulation of the Minister of Religion (PMA) No. 20 of 2021,



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which states that halal certification for SMEs requires all business owners to process their business products by Islamic law and have proof of a halal certificate (Puspita Ningrum, 2022).

There are several requirements which need to be completed by SMEs to attain Halal item certificate. SMEs need to register online, and prove that their food products are made from solely halal ingredients, food processing utensils, and facilities, in accordance with the Institute for the Study of Food, Drugs and Cosmetics (LPPOM), Indonesian Ulema Council's indicators (Dr. Ir. H. M.N Hosen, 2008). The halal status is then determined after a series of examinations are conducted by auditors who are qualified in their field. In the event that the halal necessities are met, SME owners could obtain halal authentications for their items. Once SME owners receive halal certification, they are allowed to put halal certification logo and halal enrollment number on their processed food product. Displaying halal certification logo and enrollment number shows the SME owners' commitment to guarantee consumer protection with respect to the halalness of their food products. These labels inform customers that the product meets halal standards (Faridah, 2019).

UIN Sunan Ampel Surabaya students and lecturers conducted a community service program in Negororejo Village, Lumbang District, Probolinggo Regency, East Java, Indonesia for forty days to assist local SMEs in obtaining halal certification and labelling. Probolinggo Regency has an area of 1,696 km², abundant with several natural attractions. Due to the highland topography, most of the people work as farmers and breeders. In the agricultural sector, Probolinggo has soil structures that are quite fertile to grow various types of plants (Diskominfo, 2018). Negororejo Village, Lumbang District is a village in Probolinggo that is oriented towards agriculture. Most of the people in Negororejo open businesses by processing their agricultural products, which has not previously obtained halal certification.

Considering that the majority of the population of Negororejo Village are Muslim, it's important for Negororejo's local processed food products to be halal-certified to increase economic competitiveness. Registration for Halal Certification can be done free of charge for all SME owners. However, they must meet several requirements, such as the products have not been proposed for halal certification before, having a Business Identification Number (NIB), and having annual sales below IDR 500 million (Dr. Ir. H. M.N Hosen, 2008). Hence, SMEs in Negororejo Village has the opportunity to register their processed products for to be halal certified.

Negororejo Village has a financial potential in the form of Madakaripura Waterfall, which is a tourist destination for both local and foreign visitors. Based on visitor reviews on the TripAdvisor application, Madakaripura Waterfall gets an excellent rating of 65% (Minanda et al., 2022). Apart from being a tourist destination, the water flow from Madakaripura is also used by villagers as a source of their daily water needs, including for irrigating plantations. These plantation products are included in the category of natural assets which can be different every season, but some agricultural products can be found throughout the year such as cassava, corn, tomatoes, and several other agricultural products. Some of the agricultural produce is reprocessed by local residents into processed products such as *tape* (fermented cassava), *marning* (corn chips), cassava chips and *rengginang* (glutinous rice chips). However, only a few SME owners of Negororejo Village can develop their businesses properly, such as *marning* and *tape* (fermented cassava) due to lack of marketing strategy and destination.

Based on the assets owned by Negororejo Village, UIN Sunan Ampel Surabaya's community service program has launched a strategy for developing SMEs marketing strategy through halal certification and labeling. The importance of halal certification can increase consumer confidence in the product. Halal certification provides protection, assurance, and information on product halalness and becomes an instrument of business ethics for consumers and for producers, which is useful for increasing consumer confidence and reaching the global market (Kasanah & Sajjad, 2022).

This community service is similar to the service carried out by community service (KKN) group 10 which provides assistance with Halal product certification, which is through Halal Certification Assistance for Micro, Small and Medium Enterprises (MSMEs) in Talun Village, Batukarut Village, Arjasari District, Bandung Regency. The majority of Talun Village residents work as farmers and as home-based businesses or MSMEs. However, MSMEs in Talun Village do

not receive halal certificates. On the other hand, this community service in Negororejo village provides halal certificates for SMEs' products. A halal certificate is needed to provide certainty of the halal status of the product in order to increase consumer confidence in the halalness of the food product (Pitriani et al., 2023).

Processed products from Negororejo Village are dominated by SME owners such as *tape marning*, cassava chips, and *rengginang* which has not previously obtained halal certification. This is influenced by the age factor, limited information and technology related to the process of carrying out halal certification. Therefore, it is important to provide assistance to residents in Negororejo village regarding halal product certification

Methods

The method used in this community service activity is asset-based community development (ABCD). ABCD is an approach that is often used in community development studies. This approach has the goal of forming a social order on a large scale, in which society becomes the actor determining the change and development of its environment (Yuwana, 2022). Community change through the ABCD method is focused on the main assets identified as the community's potential strength. This means that the potential assets in the area become the main determinant or agent of change in the society. Other characteristics of the ABCD approach emphasize association, relationships and cooperation, motivation to act, the existence of a dream that is supported by anxiety, and the responsibility that must be carried out to establish the ideals of a community-based development (Maulana, 2019).

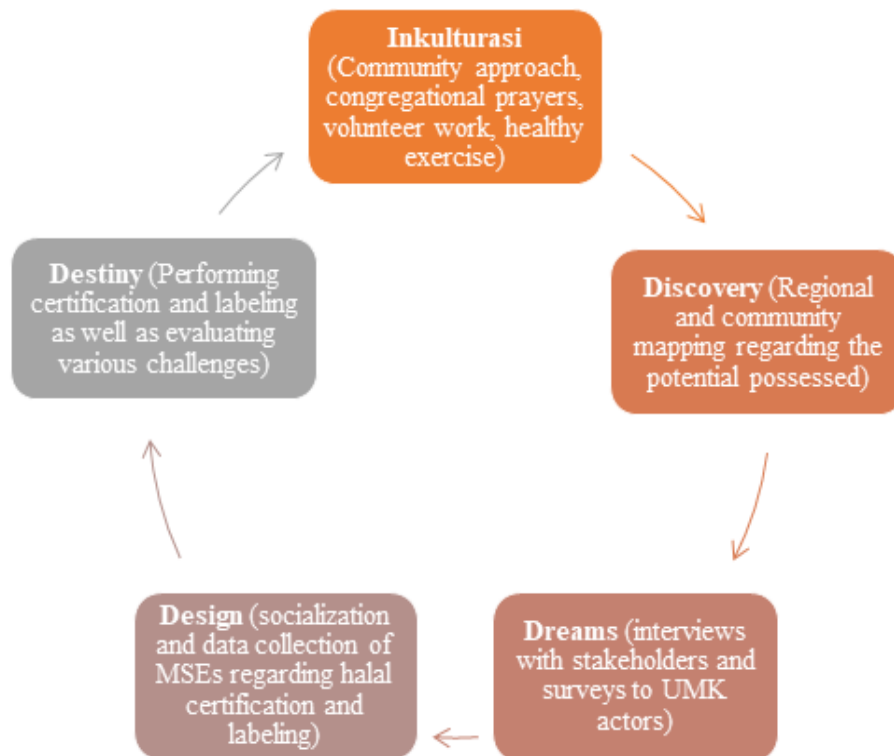
In carrying out community service in Negorejo village, Lumbang district, Probolinggo regency, the participants involved were KKN group 135, which include students and lecturers from UIN Sunan Ampel Surabaya. The data analysis utilizes interview technique with related parties about the potential assets in Negorejo village. The assets which are one of the characteristics of the ABCD approach are identified as the community's potentials and strengths. Those assets will be utilized to motivate and make a change in the community. The intended change will emerge as a result of appreciative inquiry, including an attitude of respecting, acknowledging, and understanding assets that have positive value, and sustainable expectations (Nadhir Salahudin, 2019).

Sources of data from this community service program were gathered from various informants by observing assets around them. Based on the geographic and topographical location of Negororejo Village, it has produced several assets that are capable of becoming the main resource of community development (Khoeruman et al., 2017). One of the assets that has become iconic and the strongest attraction is the financial asset is the Madakaripura waterfall, which has transformed the Negororejo Village to become a tourist destination. Other assets support these financial assets. Human assets are the primary mover in the development and progress of other assets. This is because people are equipped with extensive knowledge and insight. Negororejo villagers are empowered to become tour guides and motorcycle taxi providers for local and international tourists visiting the waterfall.

As for the physical assets, Negororejo village has a rest area on the way to the waterfall as the center of economic growth. This rest area features a parking space, public toilets, prayer room, and stalls selling food and drinks. Environmental assets support these physical assets in the form of natural potential such as plantation products, and livestock, which become ingredients to produce processed products. In addition, the social and network assets carried by the cadres and youth in Negororejo Village were also involved in processed product marketing strategies, to embrace the community to actively participate in all activities. Based on the type of area, mainly rural and in the category of mechanical solidarity, the village's community has a close relationship with religious and cultural values. This triggers the existence of spiritual and cultural assets, such as the celebration of 1st Muharram with a carnival culture, and a commemoration of the traditional *Kejawen Sura* with the *Nyadran* culture. Spiritual and cultural values are integrated and able to enhance and strengthen the community

The assets described above are part of the potentials of the community, which will later become a guideline for conducting the community service program regarding SMEs' processed food products' halal certification and labeling. The following is the ABCD approach which

describes the focus of the study which is divided into five stages, including: Inculturation, Discovery, Dream, Design and Destiny;



Picture 1 Stages of Implementing the ABCD Method
Source:(Nadhir Salahudin, 2019)

Results and Discussions

Halal Certification for Processed Food Product And Labeling Product

Indonesia has a lot of food products being sold domestically and abroad. To make it easier for consumers to choose halal products, it is necessary to have halal certification and labels on each product. Halal product certification is the process of obtaining a halal certificate for a product by going through several stages of inspection to ensure that the raw materials and production processes comply with established halal (Dr. Ir. H. M.N Hosen, 2008). Halal certification is proof that the product being marketed meets the halal requirements set out in the decree of the Indonesian Council of Ulama (MUI) (Warto & Samsuri, 2020). Its function is to provide legal certainty to Muslim consumers that these food and beverage products are indeed halal products according to Islamic law (Hidayatullah, 2020). Therefore, halal certification is important for consumer protection.

Before carrying out the halal product certification process, community service program students listed the number of SMEs operating in every neighborhood unit in Negororejo village on 22-23 July 2023. Students did this activity using survey and interview methods by visiting every neighborhood unit in Negororejo Village which includes Kunci, Genting, and Krajan Hamlets. Based on the results of the SMEs data search activities, the following data was obtained in table 1.

As a result of data sorting, the community service program students decided to assist in the halal certification for *marning*, *rengginang*, and cassava chips SMEs because the products' ingredients have been confirmed to be included in the list of halal ingredients. In addition, other SME owners were not interested in carrying out halal product certification.

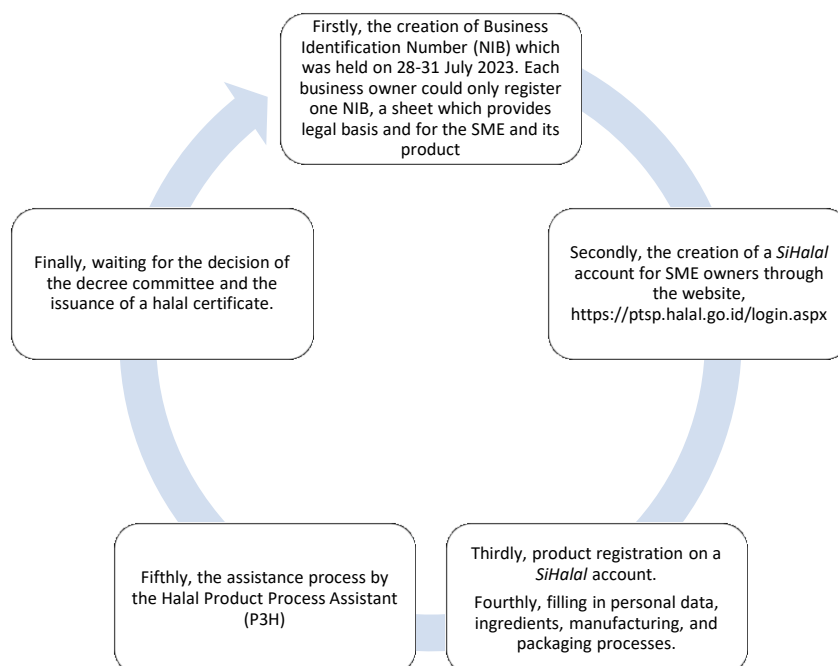
Table 1. SMEs Data in Negororejo Village

No.	Hamlet	Neighborhood Unit	Type of SMEs
1.	Krajan	01	There are no SMEs
		02	Cassava chips.
		03	Chips (cassava and <i>mbote</i> chips).
		04	Milk, corn rice, and honey.
		05	Milk, corn rice, honey, and coffee.
		06	There are no SMEs
		07	There are no SMEs
2.	Genting	08	There are no SMEs
		09	Banana crackers, <i>rengginang</i> , <i>mbote</i> chips, and <i>jenang safar</i> .
3.	Kunci	10	There are no SMEs
		11	<i>Tape</i> , cassava chips, and <i>mbote</i> chips
		12	There are no SMEs
		13	<i>Tape</i>
		14	Two <i>marning</i> SMEs
		15	<i>Marning</i>

Source: RT Head Interview, 2023

After data sorting, community service program students held door-to-door socialization to SME owners. This socialization was held on 26 July 2023. This socialization aims to invite all SME owners in Negororejo Village to understand the importance of halal certification for processed food products. Afterwards, students offered to process halal certification for selected processed food products after the SME owners know its importance.

The following are the stages that KKN group 135 students and lecturers carry out in the community service process through a halal certification program using the ABCD (Asset-Based Community Development) method. The halal product certification and labeling assistance includes several processes:



Picture 2 Halal Certification Process

In this process, there was an obstacle, which was the cassava chip SME could not make an NIB because the Indonesian identity card number was already registered for NIB by someone else. Meanwhile, the NIB does not contain the type of product being marketed and the business owner has forgotten the OSS account code. Therefore, cassava chips could not participate in the assistance of halal product certification. The following is evidence of a group photo in the community service process with the halal certification program.



Picture 3 Giving NIB to Product Owner



Picture 4 Product Halal Certification Assistance

After the community service program regarding halal certification was successfully carried out, students and lecturers made further efforts to increase the productivity and income of product sellers through a product labeling program. It is hoped that this program will be a way for sellers to market their products further and become better known to the consumers.

The label has an important function for the product. The label has a function as an identity, facilitating, and marketing product (Nuraeni et al., 2022). Product labels can make it easier for consumers to choose the product they will buy and strengthen the company's brand image in the context of increasingly fierce market competition (Herudiansyah et al., 2019). Therefore, every seller should make a label on each product.

The initial stage carried out by community service students in the product labeling process is to conduct socialization. This labeling socialization was held in one of the mosques located in Kunci Hamlet. community service students collaborated with Mr. Lukman, the chairman of the Negororejo Village consultative body, to help gather young people as participants in this socialization. So, the young people as participants in this socialization were expected to be able to help SMEs in making labels after the CSP ends.

This labeling socialization activity was divided into two meetings and took place in the same location. The first meeting was held on 9 August 2023 which discussed the meaning, importance, and contents of labels. Meanwhile, the second meeting was held on 11 August 2023 which discussed the practice of creating labels through the Canva application. So, community service students provide an opportunity for young people to apply the Canva application to make product labels.



Picture 5 Labeling Socialization with Young People



After labeling socialization, community service students gathered Negororejo Village's young people in an organization. The organization hopes that mutual goals and benefits will be achieved as much as possible (Wahono, 2014). These goals must be achieved through team collaboration (Syukran, M., Agustang, A., Idkhan, A. M., 2022). This organization that was formed by community service students, which aims to form committees who are responsible for making labels for products owned by SMEs in Negororejo Village. This organization was carried out during the second labeling socialization. The result of organizing is the formation of Abd. Rosyid Hidayatullah as the chief of organization, Abd. Mujib Hidayat as vice chief of organization, and Ahmad Mustofa Hidayatullah S.H. as chief of editor.

After organizing, community service students formed product label editing services by making effective use of Instagram and Facebook social media. This activity aims to maintain a sustainable product labeling program. The social media is managed by young people who have been formed to become caretakers for making product labels in Negororejo Village. The Instagram account name is @custom_label_npl, while the Facebook account name is Custom Label Negororejo. Furthermore, CSP students and young people distributed promotional pamphlets through the WhatsApp group of village officials and stories as an effort to promote label-making services.

As a follow-up to the organizers of making product labels, CSP students and young people visited the homes of business people to help make product labels. Apart from that, young people can also practice directly how to apply the Canva application to make labels. Community service students and young people managed to label Mas Romi's "Putra Wana" *rengginang* product on 19 August 2023. In addition, community service students and young people also succeeded in making Mas Suyanto's "Mekar Agung" cassava chips label on 20 August 2023. However, Mrs. Sulistyowati, as a marketing business owner, did not want to have product labels made because she has regular customers. So, community service students and young people succeeded in helping two SMEs in putting labels on their products.



Picture 6 Cassava Chips Label



Picture 7 Putra Wana Label

Conclusions

The community service that has been carried out by students and lecturers from UIN Sunan Ampel Surabaya using the ABCD method has resulted in the community project in Negororejo Village, Lumbang District, Probolinggo Regency, East Java, Indonesia. This project

has helped certify halal products for two SMEs that meet the criteria for halal product certification. These two business actors are parties that produce *marning* and *rengginang* products. On the other hand, cassava chips SMEs are still receiving assistance to update their product labels. Labeling was also successfully carried out by utilizing Canva media and community organizing. From this organization two labels were produced which were used for business actors who were successfully certified, while the organization of labeling actors was carried out so that the labeling program could be sustainable in Negororejo Village.

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