

Analysis of Interest in Implementing Halal Certification Among MSMEs In Medan City

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ABSTRACT

To support the progress of their business, MSMEs must carry out halal certification, which is issued by the government. Halal certification also offers new opportunities for economic growth and development, especially in the halal food industry. The aim of this research is to provide broader knowledge to MSMEs who do not yet have halal certificates for food and beverage products, that halal certificates have a big influence on business progress because they create a sense of confidence in consumers towards halal drinks and food. The research method used is a quantitative method by asking questions in the form of a questionnaire generally using a Likert scale (Scale 1-5 (strongly disagree - strongly agree)). The conclusion obtained from the research results is that it was found that there is still a lack of knowledge in MSMEs about halal certification. However, these MSMEs have the desire to apply for halal certification.

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1. INTRODUCTION

Currently in Indonesia, where the majority of people are Muslim, halal certification has become mandatory. To ensure that food and drinks are halal for consumption, composition and production aspects must be considered when distributing food and drinks. One of the opportunities for new economic growth is the halal food industry. As a result, the Indonesian government is trying to develop the halal food and beverage industry in its country. First, an in-depth understanding of the procedures for implementing halal certification is required.

Halal certification ensures that materials, production processes and halal guarantee systems meet the standards of the Indonesian Ulema Council's Food, Medicine and Cosmetics Assessment Institute (LPPOM MUI). With halal certification, consumers can feel safe when using goods. Customers' beliefs about product quality greatly influence the number of products they buy.

To accelerate the implementation of halal standards in Indonesia, Law Number 33 of 2014 concerning product guarantees stipulates that halal product certification is mandatory. If pagan businesses in Indonesia must obtain halal certification to sell them, it means that the food is halal for Muslims. Explanation of the Law: The law emphasizes that halal information is very important for the majority of Muslims in Indonesia.

A study of the halal food and beverage certification process in the city of Medan found that there were several problems that hampered the halal certification process. One of them is the limit of authority and income of the Indonesian Ulema Council (LP – POM) to carry out halal outreach. Business actors do not realize the importance of maintaining the halalness of the food and beverage products they sell. Apart from that, the Muslim community does not understand the importance of paying attention to the halalness of the food or drink products consumed.

Small and medium enterprises (MSMEs) are an important part of the Indonesian economy. MSMEs are a type of productive business owned by an individual or business entity, usually engaged in the trade sector with certain characteristics. Apart from making a major contribution to the country's economic growth, MSMEs also offer many job opportunities to the Indonesian people. because this can help small and medium businesses (MSMEs) learn more about the importance of halal certification for their products so that customers feel comfortable when consuming food and drinks.

The aim of the researcher in conducting this research is because there are still many MSMEs in the city of Medan that have not carried out the halal certification process for their products, therefore the researcher wants to know how interested MSME traders are in implementing halal certification on their products.

2. METHOD

This research uses quantitative methods. This method relies on concrete data; This data is in the form of numbers that will be measured using statistics to test considerations related to the problem being studied. In this research, a questionnaire was used to collect data. The questionnaire was distributed to respondents by asking several lists of questions related to halal certification. MSME traders who sell on Jl. William Iskandar Ps. V, Medan Estate, District. Percut Sei Tuan, Deli Serdang Regency, and the population in this study on Jl. Brigadier General H.A Manaf Lubis, Central Helvetia, District. Helvetia Field.

3. RESULTS AND DISCUSSION

a. MSME Data

Data was obtained on 35 MSME traders who did not yet have halal certificates for the food and beverage products they sold. The following is a list of 35 MSME trader data.

Table 1. Data on MSME traders

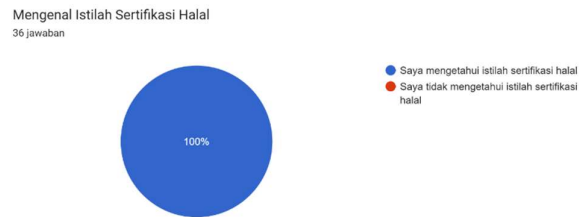
NO	BUSINESS NAME	NAME OF BUSINESS OWNER	OF GENDER	TYPE OF BUSINESS	LENGTH OF BUSINESS
1	IZZI KEBAB	Sugianto	Male	Food	> 5 years
2	Pentol juragan muda	Wahyu	Male	Food	1 - 5 years
3	Kantin santuy	Arbaiyah	Female	Food and Drink	< 1 year
4	Air tebu murni ajo	Ajo	Female	Drink	< 1 year
5	Bakso Intan	Juli irwanto	Male	Food	> 5 years

6	Bakso Taiso Mantap	Tri lestari	Female	Food	> 5 years
7	Sate Padang	Naldi	Male	Food	1 - 5 years
8	Kolak Durian Fatir	Popi	Female	Drink	1 - 5 years
9	Kolak Durian Sri Windayani	Leli	Female	Drink	> 5 years
10	Bakso Urat	Dadi	Male	Food and Drink	> 5 years
11	Gorengan Uenak	Febi	Female	Food	< 1 year
12	Bananina Pisang	Jeje	Female	Food	> 5 years
13	Warung Bunda Marwah	Sari	Female	Food and Drink	1 - 5 years
14	Bakso bakar 88	Bayu	Male	Food	< 1 year
15	Warung Makan	Cici	Female	Food and Drink	< 1 year
16	Os'a boba ice	Osa	Male	Drink	1 - 5 years
17	warung yuni	umi hasanatun	Female	Food	1 - 5 years
18	warung es rizky	rizka	Female	Drink	1 - 5 years
19	Bubur ayam bandung	nur aini	Female	Food	1 – 5 years
20	sate padang bude	sahayati	Female	Food	> 5 years
21	dimsum kiano	buk yus	Female	Food	< 1 year
22	prof pastry	farida	Female	Food	< 1 year
23	mini brown cheese	bu ika	Female	Food	1 - 5 years
24	kede dap dap	devi	Female	Food and Drink	1 - 5 years
25	al fattah	anggun	Female	Drink	1 - 5 years
26	jus ali	ali	Male	Drink	1 - 5 years
27	Jus ali	Ali	Male	Drink	1 - 5 years
28	Mie level	Susi	Female	Food	1 - 5 years
29	Burger	Fajar	Male	Food	< 1 year
30	Kue kering	Fajar	Male	Food	1 - 5 years
31	Burger buk ana	Ana	Female	Food and Drink	> 5 years
32	Minuman rencengan	Atun	Female	Drink	> 5 years
33	Cemilan mak keisya	Aisyah	Female	Food and Drink	> 5 years
34	Radina	Alwi dani	Male	Food	1 - 5 years
35	Es mocktail	Irin	Female	Drink	> 5 years

After the data was collected, MSME traders were asked to fill out a questionnaire provided by researchers to find out their views on halal certification. Questions asked to MSME owners using questionnaires generally use a Likert scale (scale 1 – 5 (strongly disagree – strongly agree)).

b. Get to know the term Halal Certification

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be determined through the graph below.



Graph 1. Knowledge of halal certification terms

Two questions were asked to MSME traders about their knowledge regarding halal certification, namely (1) I know the term halal certification, (2) I do not know the term halal certification. It was obtained that 100% of the answers given by respondents were that they knew the term halal certification.

a) Know about BPJPH?

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan about BPJPH can be seen through the graph below



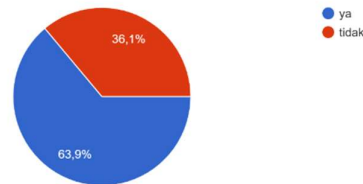
Graph 2. Knowledge about BPJPH

Two choices were given to answer questions asked to MSME traders about their knowledge of BPJPH, namely (1) yes and (2) no. It was obtained 30.6% for the yes points and 69.4% for the no points, which means that 11 MSMEs knew about BPJPH and 25 MSMEs did not know about BPJPH. Which means there is a need to provide outreach to MSMEs about what BPJPH is.

b) What do you think about obtaining halal certification at MUI?

Based on the results of a survey conducted in the field by distributing questionnaires, the opinions of MSME traders in the city of Medan regarding processing halal certification at the MUI can be seen through the graph below.

Apakah Anda menganggap bahwa mengurus sertifikasi halal di MUI ?
36 jawaban



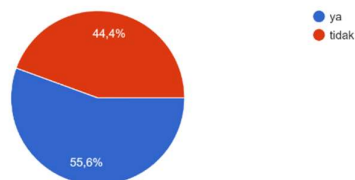
Graph 3. Perception of processing halal certification at MUI

Two choices were given to answer the questions given to MSMEs, namely yes and no. 63.9% of yes points were obtained and 36.1% of no points were obtained. This means that as many as 23 MSMEs think that processing halal certification is at MUI and as many as 12 MSMEs think that processing halal certification is not at MUI.

c) Do you think the halal certification process is the same as the BPOM certification process?

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be seen through the graph below

Apakah Anda menganggap proses sertifikasi halal sama dengan proses sertifikasi BPOM?
36 jawaban

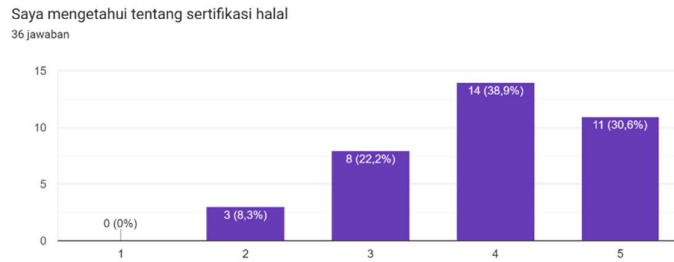


Graph 4. The assumption that the halal certification process is the same as the BPOM certification process

Two choices were given to answer the questions given to MSMEs, namely yes and no. It was 56.6% for the yes choice and 44.4% for the no choice. This means that as many as 20 MSMEs think that the halal certification process is the same as the BPOM certification process and as many as 15 MSMEs do not consider the halal certification process to be the same as the BPOM certification process.

d) Knowledge of halal certification

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan regarding halal certification can be determined through the graph below.

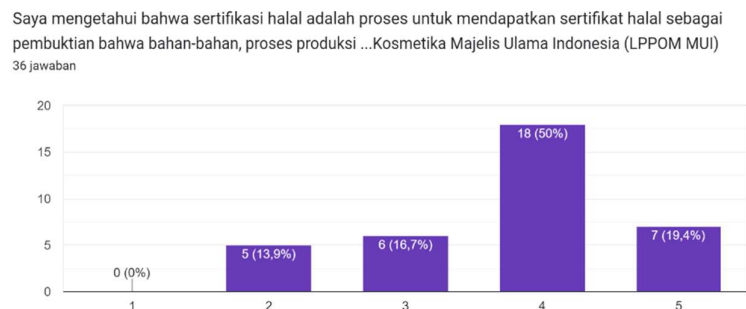


Grafik 5. pengetahuan tentang sertifikasi halal

The results obtained were 0% strongly disagreed, 8.3% disagreed, 22.2% were unsure, 38.9% agreed, and 30.6% strongly agreed. Which means that there are 0 MSMEs who are completely unaware of halal certification, 3 MSMEs who are not very aware of halal certification, 8 MSMEs who are unsure about their knowledge of halal certification, 14 MSMEs who are aware of halal certification, and 11 MSMEs who are very knowledgeable about halal certification.

- a) **Knowledge that halal certification is the process of obtaining a halal certificate as proof that the ingredients and production process of my business are in accordance with the halal guarantee system based on the provisions of the Indonesian Ulema Council's Food, Drug and Cosmetic Study Institute (LPPOM MUI)**

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be determined through the graph below.



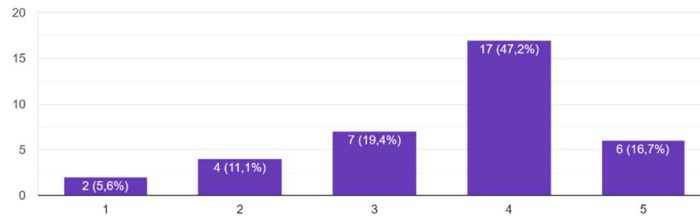
Graph 6. Knowledge about halal certification

The results obtained were 0% strongly disagreed, 13.9% disagreed, 16.7% were unsure, 50% agreed, and 19.4% strongly agreed.

- b) **Be aware that LPPOM MUI has issued halal certification procedures**

Based on the results of a survey conducted in the field by distributing questionnaires, the awareness of MSME traders in the city of Medan can be seen through the graph below.

Saya menyadari bahwa LPPOM MUI telah mengeluarkan prosedur sertifikasi halal
36 jawaban



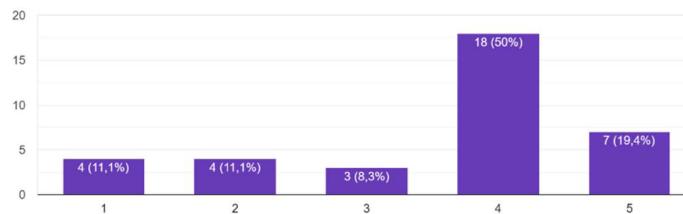
Graph 7. Awareness of LPPOM MUI having issued halal certification procedures

The results obtained were 5.6% strongly disagreed, 11.1% disagreed, 19.4% were unsure, 47.2% agreed, and 16.7% strongly agreed.

c) Knowledge of halal certification procedures by MUI

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be seen through the graph below

Saya mengetahui prosedur sertifikasi halal oleh MUI
36 jawaban



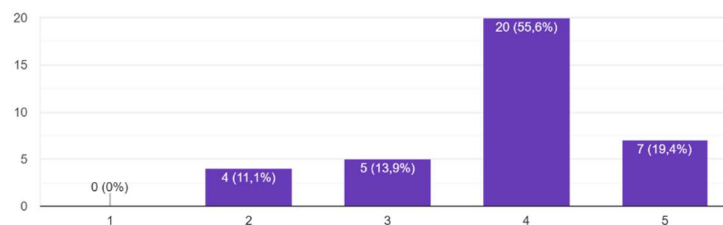
Graph 8. Knowledge of halal procedures by MUI

The results obtained were 11.1% strongly disagreed, 11.1% disagreed, 8.3% were unsure, 50% agreed, and 19.4% strongly agreed.

d) Awareness of the many benefits that can be obtained from my products and businesses that are halal certified

Based on the results of a survey conducted in the field by distributing questionnaires, the awareness of MSME traders in the city of Medan can be seen through the graph below

Saya menyadari banyak manfaat yang bisa saya dapatkan dari produk dan usaha saya yang sudah tersertifikasi halal
36 jawaban



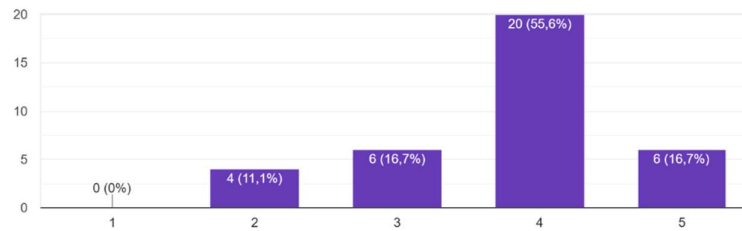
Graph 9. Awareness of the many benefits if a product is halal certified

The results obtained were 0% strongly disagreed, 11.1% disagreed, 13.9% were unsure, 55.6% agreed, and 19.4% strongly agreed.

e) Realization that the quality of production in my business could be better if I obtained halal certification

Based on the results of a survey conducted in the field by distributing questionnaires, the awareness of MSME traders in the city of Medan can be seen through the graph below

Saya menyadari bahwa kualitas produksi dalam bisnis saya dapat menjadi lebih baik jika saya mendapatkan sertifikasi halal
36 jawaban



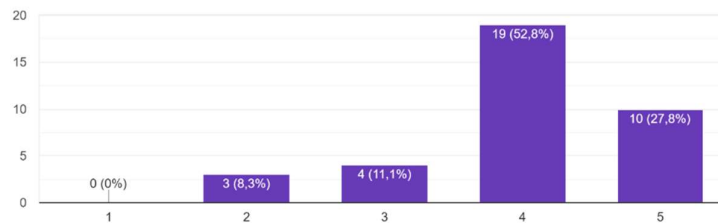
Graph 10. Awareness of product quality will be better if it gets halal certification

The results obtained were 0% strongly disagreed, 11.1% disagreed, 16.7% were unsure, 55.6% agreed, and 16.7% strongly agreed.

f) Awareness that a halal certificate can increase trust and the number of buyers and expand market share

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be seen through the graph below

Saya menyadari bahwa dengan sertifikat halal dapat meningkatkan kepercayaan dan jumlah pembeli serta memperluas pangsa pasar
36 jawaban



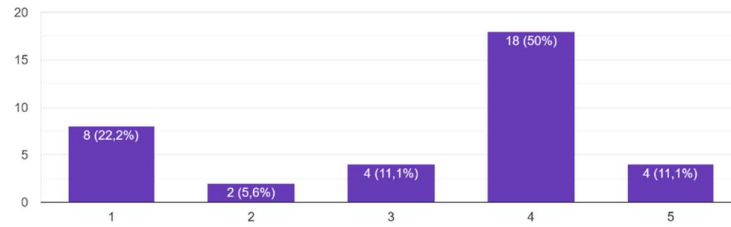
Graph 11. MSME awareness that halal certificates increase trust, number of buyers and expand market share

The results obtained were 0% strongly disagreed, 8.3% disagreed, 11.1% were unsure, 52.8% agreed, and 27.8% strongly agreed.

g) Knowledge of the stages in the halal certification process

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be seen through the graph below

Saya mengetahui ada beberapa tahapan dalam proses sertifikasi halal
36 jawaban



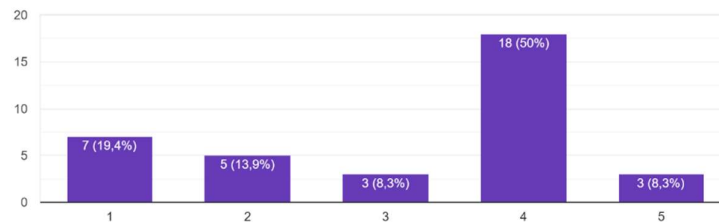
Graph 12. Knowledge about the stages of the halal certification process

The results obtained were 22.2% strongly disagreed, 5.6% disagreed, 11.1% were unsure, 50% agreed, and 11.1% strongly agreed.

h) Knowledge of the requirements needed to apply for halal certification

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be seen through the graph below

Saya mengetahui syarat-syarat yang dibutuhkan dalam mengajukan sertifikasi halal
36 jawaban



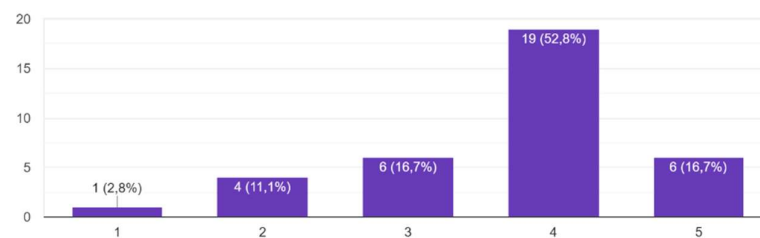
Graph 13. MSME knowledge about the requirements for applying for halal certification

The results obtained were 19.4% strongly disagreed, 13.9% disagreed, 8.3% were unsure, 50% agreed, and 8.3% strongly agreed.

i) Awareness that halal certification for food products is necessary

Based on the results of a survey conducted in the field by distributing questionnaires, the awareness of MSME traders in the city of Medan can be seen through the graph below.

Saya menyadari bahwa sertifikasi halal untuk produk makanan saya adalah memang perlu
36 jawaban

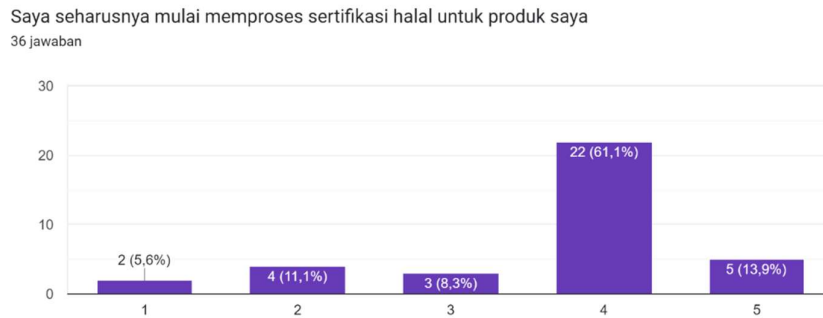


Graph 14. Awareness that halal certification is necessary

The results obtained were 2.8% strongly disagreed, 11.1% disagreed, 16.7% were unsure, 52.8% agreed, and 16.7% strongly agreed.

j) Awareness of processing halal certification for products

Based on the results of a survey conducted in the field by distributing questionnaires, the awareness of MSME traders in the city of Medan can be seen through the graph below

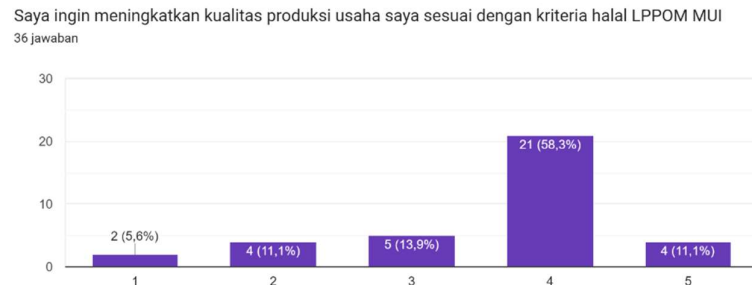


Graph 15. Awareness of processing halal certification for products

The results obtained were 5.6% strongly disagreed, 11.1% disagreed, 8.3% were unsure, 61.1% agreed, and 13.9% strongly agreed.

k) The desire to improve the quality of my business production in accordance with the halal criteria of LPPOM MUI

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be seen through the graph below



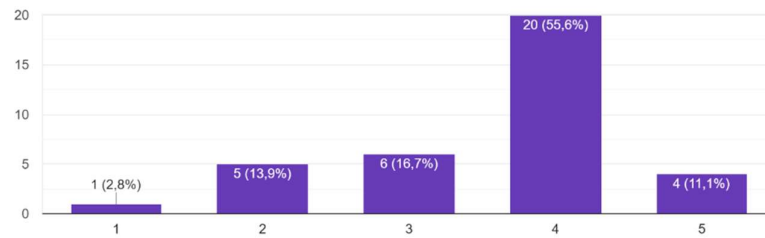
Graph 16. Desire to improve the quality of my business production in accordance with LPPOM MUI halal criteria

The results obtained were 5.6% strongly disagreed, 11.1% disagreed, 13.9% were unsure, 58.3% agreed, and 11.1% strongly agreed.

l) MUI's efforts to encourage MSMEs to obtain halal certificates

Based on the results of a survey conducted in the field by distributing questionnaires, the MUI's efforts to encourage MSME traders in the city of Medan can be seen in the graph below.

MUI telah berupaya mendorong UMKM untuk mendapatkan sertifikat halal
36 jawaban



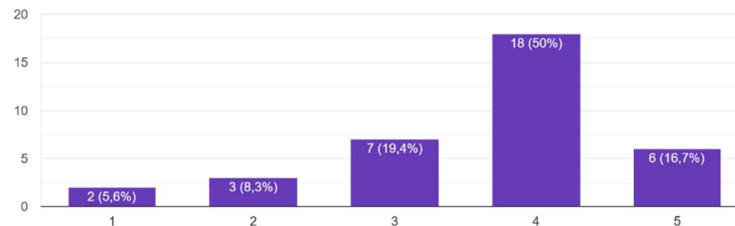
Graph 17. MUI's efforts to encourage MSMEs to obtain halal certification

The results obtained were 2.8% strongly disagreed, 13.9% disagreed, 16.7% were unsure, 55.6% agreed, and 11.1% strongly agreed.

m) Awareness that consumers consider the halal aspects of food products before purchasing

Based on the results of a survey conducted in the field by distributing questionnaires, the awareness of MSME traders in the city of Medan can be seen through the graph below

Saya menyadari bahwa konsumen mempertimbangkan aspek kehalalan produk makanan sebelum membeli
36 jawaban



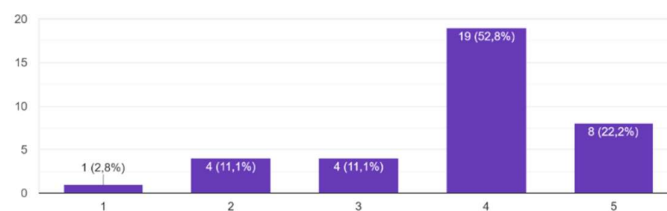
Graph 18. Awareness that consumers consider halal aspects before purchasing

The results obtained were 5.6% strongly disagreed, 8.3% disagreed, 19.4% were unsure, 50% agreed, and 16.7% strongly agreed.

n) Difficulty understanding halal certification procedures

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be seen through the graph below

Saya mengalami kesulitan memahami prosedur sertifikasi halal
36 jawaban

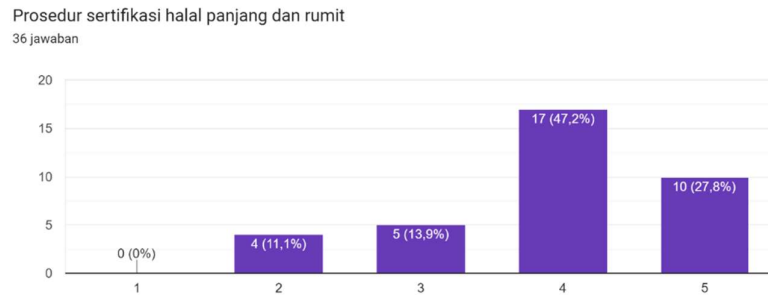


Graph 19. Difficulty understanding halal procedures

The results obtained were 2.8% strongly disagreed, 11.1% disagreed, 11.1% were unsure, 52.8% agreed, and 22.2% strongly agreed.

o) Assuming the halal certification procedure is long and complicated

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be seen through the graph below

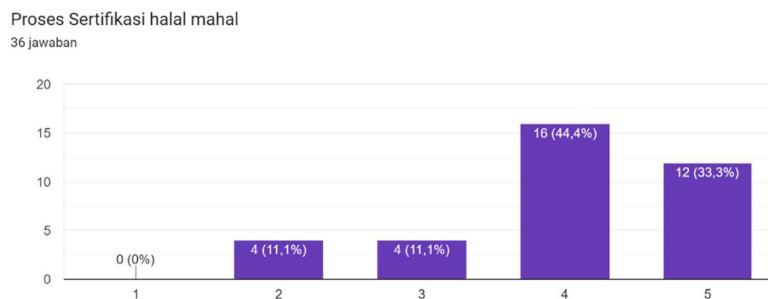


Graph 20. The halal certification process is long and complicated

The results obtained were 0% strongly disagreed, 11.1% disagreed, 13.9% were unsure, 47.2% agreed, and 27.8% strongly agreed.

p) The assumption that the Halal Certification Process is expensive

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be seen through the graph below



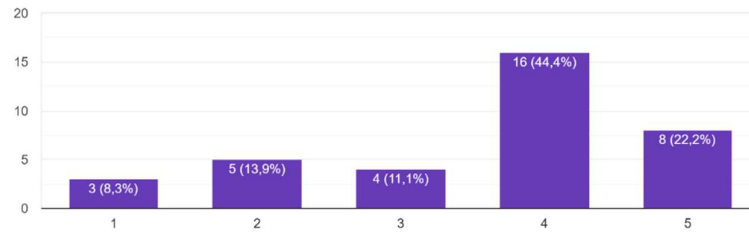
Graph 21. The certification process is expensive

The results obtained were 0% strongly disagreed, 11.1% disagreed, 11.1% were unsure, 44.4% agreed, and 33.3% strongly agreed.

q) Knowledge of information about the existence of a free halal certification program from the government

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be seen through the graph below

Saya mengetahui informasi adanya program sertifikasi halal gratis dari pemerintah
36 jawaban



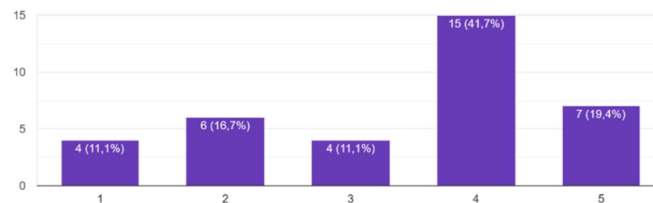
Graph 22. Knowledge of free halal certification information from the government

The results obtained were 8.3% strongly disagreed, 13.9% disagreed, 11.1% were unsure, 44.4% agreed, and 22.2% strongly agreed.

r) Knowing the parties I can ask if there are stages that I don't understand or obstacles in the halal certification process

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be seen through the graph below

Saya mengetahui pihak-pihak yang dapat saya tanyai jika ada tahapan yang belum saya mengerti atau kendala dalam proses sertifikasi halal
36 jawaban



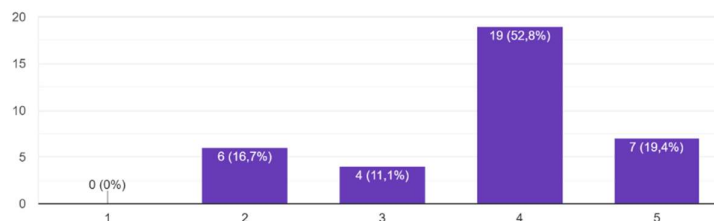
Graph 23. Knowing the parties who can be questioned

The results obtained were 11.1% strongly disagreed, 16.7% disagreed, 11.1% were unsure, 41.7% agreed, and 19.4% strongly agreed.

s) Intention to start halal certification process for business

Based on the results of a survey conducted in the field by distributing questionnaires, the knowledge of MSME traders in the city of Medan can be seen through the graph below

Saya berniat untuk memulai proses sertifikasi halal untuk bisnis saya
36 jawaban



Graph 24. Intention to start halal certification for business

The results obtained were 0% strongly disagreed, 16.7% disagreed, 11.1% were unsure, 52.8% agreed, and 19.4% strongly agreed.

t) Willingness to follow halal certification procedures determined by the MUI

Based on the results of a survey conducted in the field by distributing questionnaires, the willingness of MSME traders in the city of Medan can be seen through the graph below



Graph 25. Willingness to follow halal procedures determined by MUI

The results obtained were 0% strongly disagreed, 8.3% disagreed, 16.7% were unsure, 55.6% agreed, and 19.4% strongly agreed.

4. CONCLUSION

The conclusion obtained from the results of research conducted by researchers is that there are still many MSMEs in the city of Medan that do not yet have halal certificates for traded food and beverage products. The lack of socialization has resulted in a lack of knowledge among MSMEs about halal certification. There are many reasons why MSMEs do not carry out halal certification, some of which are the perception that processing halal certification is expensive and lack of knowledge regarding what conditions are needed to obtain halal certification.

However, from the 35 MSMEs who filled out the questionnaire, it was concluded that they agreed to take part in the free halal certification carried out by the government. From this it can be concluded that there is still a willingness among MSMEs to register their products as halal products. However, due to the obstacles that occurred, they gave up their plans. MSMEs hope that the government will make it easier for MSMEs to apply for halal certification. Because MSMEs contribute to the Indonesian economy. MSMEs that have received halal certificates for food and beverage products that they will market to producers will increase sales because of consumer trust in these halal products.

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