

A Model for Supporting Halal Certification Through the Self-Declaration Pathway in Bakorwil IV Pamekasan from the Perspective of Maslahah

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ABSTRACT

The certification assistance for the self-declaration halal certification path is tasked with supporting micro and small to medium-sized enterprises (MSMEs) in meeting the halal product requirements. Self-declaration is an independent statement of the halal status of MSME products. Entrepreneurs can make a self-declaration if they meet specific conditions, namely, there must be assistance from a registered halal product process assistant (PPH). The halal certification path with self-declaration for MSMEs must be based on several criteria. Mandatory criteria for MSMEs to self-declare include having non-risky products, using ingredients that have been verified for halal compliance, and ensuring a simple and halal production process. Therefore, the author has chosen the title "Halal Certification Assistance Model through the Self-Declare Path in Bakorwil IV Pamekasan Perspective on Maslahah." The research method used is qualitative research, where data is collected through observation, interviews, and documentation. This method is chosen so that the research data can be in-depth and comprehensive regarding the analysis of masalah concerning the halal certification assistance model through the self-declare path in Bakorwil Pamekasan from a masalah perspective. The research objective regarding the Halal Certification Assistance Model through the Self-Declare Path in Bakorwil IV Pamekasan from the Maslahah Perspective is to analyze the halal certification system in the Self-Declare category. The Self-Declare category is one of the halal certification policies created by the Halal Product Guarantee Organizer Agency (BPJPH). This study aims to evaluate whether the Self-Declare category is the best solution to increase the number of halal certifications and achieve a balance between the available and the demand for halal products. This is important because, despite the increasing demand for halal products in Indonesia, the available quantity is still insufficient. The research will also discuss the impact of the halal certification assistance model on community welfare.

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1. INTRODUCTION

The halal certification assistance from the perspective of *maslahah* aims to protect the health and safety of consumers and enhance the well-being of Muslim communities. The concept of *maslahah* in Islam emphasizes the importance of preserving the welfare of society, including in the realm of food and beverages consumed. Therefore, halal certification assistance aims to ensure that products consumed by Muslims meet the halal standards set by Islamic law [1]. This can also benefit businesses by providing access to a broader market and increasing consumer trust. Thus, halal certification assistance can be considered as one of the implementations of the concept of *maslahah* in Islam.

The demand for halal products has increased globally, and to address this issue, the Indonesian Halal Product Guarantee Organizer Agency (BPJPH) has introduced a new halal certification scheme called the "Self-Declare" category. This category aims to increase the number of halal certifications and meet the growing demand for halal products. However, a lack of education and knowledge about halal product management is seen as a serious challenge that can impact market ownership of halal products.

The Proposed Model for Halal Certification Assistance through the Self-Declare Path in Bakorwil IV Pamekasan from the Perspective of *Maslahah* aims to facilitate the halal certification process for small and medium-sized enterprises (SMEs) in the Pamekasan region. It seeks to enhance their knowledge of halal certification and management, ultimately increasing the number of halal-certified products in the market. The model is based on the self-declare process and involves verification by halal product process assistants. The expected outcomes of this model include promoting the use of halal-certified products and enhancing understanding of halal and haram aspects among the Muslim community. This model can be replicated in other regions to promote halal-certified products and develop the halal industry.

In 2022, based on data collected from the Potential Industry in East Java Province, there are approximately 47,000 micro, small, and medium-sized enterprises in Pamekasan. The data indicates that only 1,794 of these SMEs in Pamekasan have obtained halal certification [2], suggesting that halal certification assistance in Pamekasan has not yet reached a wide coverage. Therefore, efforts are needed to intensify socialization and education about the importance of halal certification for SME products. It is hoped that SME entrepreneurs can better understand the benefits and advantages of having halal-certified products, contributing to the well-being of SME entrepreneurs in Pamekasan.

The Indonesian government has issued Law No. 33 of 2014 concerning Halal Product Assurance. This law aims to protect Muslim consumers from non-halal products and provides legal certainty for producers in producing halal products. According to this law, every product circulating in Indonesia is required to have a halal certificate issued by a halal certification body accredited by BPJPH. Producers who fail to meet halal certification requirements may face administrative and criminal sanctions. The law also emphasizes that BPJPH is responsible for overseeing and controlling all halal certification activities in Indonesia [3].

The concept of halal self-declaration was previously regulated in 1996 with Minister of Health Decree No. 82/Menkes/SK/I/1996, allowing unilateral halal labeling by businesses based on ingredient composition information. However, this policy was deemed ineffective in ensuring the halal status of a product. Subsequently, Minister of Health Decree No. 942/Menkes/SK/VIII/1996 was issued as an amendment, requiring the issuance of halal labels to be approved by the Directorate of Food and Drug Supervision (Dirjen POM), based on a fatwa from the MUI Fatwa Commission. Therefore, facilitating the halal self-declaration process specifically for micro and small businesses is seen as crucial to boosting the spirit of these entrepreneurs and protecting Muslim consumers in choosing and consuming halal food [4].

Halal certification is an MUI-written fatwa to declare a product permissible for consumption. The goal of halal certification for medicines, food, and cosmetics is to safeguard and protect all Muslim consumers from illegal products. MUI halal certification is a requirement to obtain the halal label on product packaging from reputable government institutions. The establishment of BPJHP is based on Article 5 (2) of the 1945 Indonesian Constitution, and BPJHP is formed to implement the provisions of Law No. 33 of 2014 concerning Halal Product Assurance, including Articles 11, 16, 21 paragraph 3, 44 paragraph 3, 46 paragraph 4, 52, and 64 paragraph 3 [3].

The issuance of halal certificates is based on regulations and policies that have legal foundations, such as Law No. 33 of 2014 concerning Halal Product Assurance. Minister of Religious Affairs Regulation No. 26 of 2019 concerning the Implementation of Halal Product Assurance, Law No. 11 of 2020 concerning Job Creation, and Government Regulation No. 39 of 2021 concerning the Implementation of Halal Product Assurance.

In legal determinations, *masalah* determines three types caused by power as evidence of Shariah arguments, namely *masalah dhoruriyyah*, *masalah hajjiyyah*, and *masalah tahsiniyyah*. *Maslahah Dhoruriyyah* is a necessity that is needed by every human being. *Maslahah Hajjiyyah* is a necessity where the needs of human life are not immediately fulfilled. *Maslahah Tahsiniyyah* is a *masalah* that, to fulfill the needs of human life, is not equivalent to *dhoruriyyah*, not equivalent to the level of *hajjiyyah*, but these *tahsiniyyah* needs lead to perfection and the beauty of complementing human life [4].

2. LITERATURE REVIEW

This section outlines research or scholarly works related to the study to avoid duplication. The following are scholarly works related to the assistance of the halal product process from the perspective of *masalah*.

2.1 *Meivi Kartika Sari dan Eny Sulistyowati, 2020*

The research paper titled "Legal Awareness of Micro, Small, and Medium Enterprises Related to the Ownership of Halal Certificates on Processed Food Products" discusses the analysis of legal awareness among micro, small, and medium enterprises (UMKM) in the Gresik Regency concerning the acquisition of Halal Certificates. The journal explores the efforts of the Cooperative and SME Agency in Gresik to assist businesses in obtaining the Halal Certificate. The research findings indicate that legal awareness among UMKM entrepreneurs in Gresik Regency regarding the ownership of Halal Certificates for food products involves influencing indicators such as low legal knowledge, low legal understanding, low legal attitudes, and low legal behaviors.

2.2 *Iyyana Khoirunnisa, 2018*

The paper, titled "Review of *Maslahah* Regarding the Establishment of the Halal Product Assurance Institute in Indonesia," discusses the analysis of *Maslahah* (public interest) in the formation of LPPOM-MUI and the establishment of BPJPH. The research results indicate that the analysis of *Maslahah* regarding the establishment of LPPOM-MUI falls into the category of *masalah mursalah* (unrestricted public interest) because it lacks evidence from the Qur'an or Hadith.

3. METHODS

This research employs a field research method with a qualitative approach. The aim of this study is to collect data directly from informants in the Bakorwil of Pamekasan Regency. The data collection technique used is interviews, where the researcher poses questions related to the issues under investigation to the informants. This type of field research allows the researcher to obtain in-depth and detailed data about the phenomenon being studied. Data are collected through various methods such as observation, interviews, and documentation. The data sources used by the researcher

include primary and secondary data. Primary data will be obtained through observation and interviews to gather information directly from the field, including the process of halal certification assistance and the Maslahah perspective from Bakorwil, business actors, and halal certification and Maslahah experts. Meanwhile, secondary data will be obtained from documents related to halal certification assistance, such as guidance for assistance, implementation guidelines, activity reports, and other relevant literature. The integration of these two types of data will provide a comprehensive and in-depth understanding of the implementation of halal certification assistance from the perspective of Maslahah, as well as the influencing factors. The research findings based on this diverse data will provide accurate and relevant information for researchers and readers regarding the issues under investigation.

4. RESULTS AND DISCUSSION

4.1 *Bakorwil Pamekasan*

Based on the Regional Regulation of East Java Province Number 12 of 2008 concerning the Organization and Work Procedures of the East Java Regional Coordination Board for Government and Development and the Governor of East Java Regulation Number 117 of 2008 regarding the Duties Description of the Secretariat, Fields, Sub-Divisions, and Sub-Fields of the East Java Regional Coordination Board for Government and Development [5].

4.1.1 *Facilitator*

The Pamekasan Regional Coordination Board (Bakorwil) system primarily facilitates and encourages business actors to obtain halal certification for their products. As for collaborations, Bakorwil frequently organizes activities and invites business actors to participate in events held by Bakorwil, simultaneously assisting in the licensing process. Bakorwil facilitates business actors who have not registered their products for halal certification. Bakorwil provides modern facilities, free sticker creation, and

attractive product photography. Bakorwil also regularly conducts coordination meetings, inviting 50 participants, including representatives from each department, three speakers, and the rest from business actors. Bakorwil focuses on providing facilities that grant broader market access, such as bazaars, online shops, and others. Existing tables or figures are presented with sufficient explanations and by including numbers and titles. Complete the existing tables and figures by writing the source under each table/figure. The table is created without a vertical border. Example table.

4.1.2 *Monitoring*

The Regional Coordination Board (Bakorwil) conducts monitoring on departments such as the cooperative department and the industry and trade department, assigning tasks to ensure that micro, small, and medium enterprises (UMKM) with products promptly register for halal certification. This monitoring involves not only assigning tasks but also identifying challenges, followed by coordination meetings to find solutions. The monitoring process itself involves issuing official notes to the head of Bakorwil, after which the relevant department goes to the field to identify issues. These issues are then addressed during coordination meetings, and the outcomes are reported to the governor.

In the discussion above, the researcher analyzes the model of halal certification assistance through the self-declare path in Bakorwil IV Pamekasan from the perspective of maslahah, with a particular focus on maslahah dhoruriyah. This is because maslahah dhoruriyah represents necessities that are highly essential for every human being.

4.2 *Halal Product Process Companion*

The Halal Certification Process Companion conducts socialization to Micro, Small, and Medium Enterprises (UMKM) and informs business actors that in the coming year 2024, all UMKM in Indonesia must have halal certification. They persuade and

encourage UMKM actors to enhance their certification. The interaction provided by the halal certification process companion to business actors involves explaining that there are positive impacts on products that are already halal certified. The method used by the halal certification process companion starts with the smallest group, namely close relatives. The key is that the halal certification process companion must be friendly and should not accept anything from business actors.

The effectiveness of the Halal Certification Process Companion (PPH) in guiding business actors involves conducting socialization at the hall by providing education related to halal certification to UMKM. If there are changes in the income of business actors after they receive halal certification assistance, PPH and UMKM will mutually provide advice with the aim of advancing the product. PPH helps business actors to gain broader market access by purchasing products and building relationships with UMKM. PPH also surveys UMKM and observes the product manufacturing process to ensure compliance with halal standards, both in terms of ingredients and purification processes.

The government has welcomed this program and provided adequate facilitation, such as providing a place located in Bakorwil IV Pamekasan. PPH provides guidance to business actors in creating more attractive packaging. The recommendations that PPH provides to halal certification institutions are to improve their services to business actors by wanting to enhance their products and make the best use of this certification facility. In addition to providing a place, Bakorwil also offers facilities for free sticker creation and more attractive product photography.

In the above discussion, the researcher analyzes the PPH assistance model in the creation of halal certification through the self-declare path in Pamekasan from the perspective of masalah, with a focus on masalah hajiyyah. This is because masalah hajiyyah represents necessities that the

human life needs are not immediately fulfilled.

4.3 Business Actor

4.3.1 Certification Reasons

Business operators obtain halal certification to ensure that their products are trusted 100% by the Indonesian community and can be marketed to an even broader audience. Halal certification indicates that the product has been inspected and meets stringent halal standards. Consumers also have more confidence in products that have a halal certificate. For business operators with strong religious or ethical values, having a halal certificate is a way to ensure that their products adhere to religious principles and comply with food laws. Halal certification can also open doors for business operators to enter the international market. In the effort to meet halal certification requirements, business operators are often motivated to expand and produce better and safer products. This drive for certification can lead to innovation in production processes and product quality.

4.3.2 Mentoring Process

The first step in the mentoring process is to conduct an initial evaluation of the business of the entrepreneurs. This evaluation includes identifying needs, challenges, opportunities, and business growth potential. Once the initial evaluation is complete, the mentor and the entrepreneur together establish the goals they want to achieve. An action plan is then developed based on these goals, including determining specific steps to take to achieve them. Mentoring often involves building the capacity of entrepreneurs through training, workshops, or specialized skill training. This aims to enhance the knowledge and skills of entrepreneurs in managing their businesses, developing products, improving marketing, or managing finances. The mentor assists entrepreneurs in designing or developing a clear and structured business plan. This business

plan includes marketing strategies, market analysis, financial projections, and long-term growth strategies. The mentor plays the role of a mentor or counselor providing guidance, advice, and emotional support to entrepreneurs. This includes regular discussions, Q&A sessions, and personal guidance to help entrepreneurs overcome obstacles and optimize their potential. The mentor helps entrepreneurs expand their professional networks and access resources that may be needed for business development, such as investment funds, potential markets, or other support services. The mentoring process involves regular monitoring of the entrepreneurs' progress toward their goals. Evaluations are conducted to assess the effectiveness of implemented strategies and adjust follow-up plans as needed. After achieving some initial goals, mentoring may involve discussions about business expansion or diversification of products and services. This includes considering new markets and developing new products. Entrepreneurs are guided from the beginning to the end, including being taught about the use of certified materials and how to mentor effectively. The mentor guides entrepreneurs from processing, teaches and informs them about the processes to meet halal standardization requirements, from the processes to the provision of materials, and more. Additionally, the mentor also provides services to entrepreneurs by directly engaging with them in the field and guiding them to ensure that the processes are done correctly.

4.3.3 Impact of Certification

There has been a change in business income after obtaining halal certification, particularly in terms of marketing, which has increased confidence among others. The impact of PPH on the protection of business assets is to enhance the confidence of business owners that their businesses comply with religious and state regulations.

In the discussion above, the researcher analyzes the model of assistance for halal certification through the self-declare route in Pamekasan from the perspective of "masalahah," focusing on three aspects: "masalahah dhoruriyah," as it is a necessity for every individual, "masalahah hajiyyah," as it addresses the immediate needs of human life, and "masalahah tahsiniyah," as it promotes excellence in behavior and good customs while distancing oneself from reprehensible and undesirable conditions.

5. CONCLUSION

Based on field findings, the researcher identified several models of assistance for halal certification through the self-declare route in Bakorwil IV Pamekasan. Bakorwil IV Pamekasan has the East Java Super Corridor (EJSC) institution, which serves as a meeting place for halal certification advisors and business owners seeking halal certification. Bakorwil IV Pamekasan provides facilities such as a venue, free sticker creation, and product photography for both the halal certification advisor (PPH) and business owners. Bakorwil also frequently organizes events, inviting business owners to participate and facilitating the licensing process. Bakorwil monitors various departments, including the Cooperative Office and the Department of Industry and Trade, to assign tasks for SMEs with products to promptly register for halal certification. Monitoring involves identifying challenges, followed by coordination meetings to find solutions.

On the other hand, PPH conducts socialization with business owners, informing them that by 2024, all SMEs in Indonesia must have halal certification. In addition to socialization, PPH provides education related to halal certification for business owners. If there are changes in the income of business owners after obtaining halal certification, PPH and business owners exchange advice to enhance their products. PPH also conducts surveys of business owners and examines the product manufacturing process to ensure

compliance with halal standards, both in terms of ingredients and purification processes. Business owners pursue halal certification to gain 100% trust from Indonesian society and expand their market presence. The assistance provided to business owners covers the entire process from start to finish.

There is a change in business income after obtaining halal certification, particularly

in terms of marketing, making others more confident and increasing market reach. PPH also provides direct field assistance to business owners, ensuring that the processes are correctly implemented. The impact of PPH on protecting the assets of business owners in the business lies in increasing the confidence of business owners that their operations comply with religious and state regulations.

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