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THE ROLE OF HALAL CERTIFICATES IN THE PERSPECTIVE OF CONSUMER PROTECTION ON OYSTER MUSHROOM NUGET PRODUCTS IN BELAWA VILLAGE

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Abstract

Background. MSME actors are one of the economic forces that contribute significantly to the state of Indonesia, especially food-type MSME products. However, many MSMEs still do not have halal certificates when distributing their products. Belawa Village, Cirebon Regency, has the potential to manage oyster mushrooms that have not been used as ready-to-eat products managed by PKK women in Belawa Village.

Aims. The goal is that we, as the Thematic KKN Group 15 of Swadaya Gunung Jati University, will develop this potential into oyster mushroom nuggets products and register halal certificates along with NIB as a form of consumer protection, increase market competitiveness and obtain legality and legal certainty.

Methods. The method used in this community service is ABCD (Asset-Based-Community Development).

Result. The result of the implementation of this service activity is that the activity of making mushroom nugget products is suitable for sale, and a halal certificate has been made along with Hafidz Wahyudin

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NIB in collaboration with the participants of Thematic KKN 15 of Swadaya Gunung Jati University with the PKK Women of Belawa Village.

Conclusion. In other words, besides being useful in market competition for MSME actors, halal certificates will also increase consumers' confidence in their consumption of these products because they can guarantee product quality, hygiene, cleanliness, comfort, and safety so that consumer health is maintained.

Implication. These activities consist of systematically provided training and education until the product is suitable for distribution to the community.

Keywords: MSMEs, Halal Certificates, Consumer Protection, and Belawa Village

INTRODUCTION

The business world today can be said to have developed very large. Various types of businesses can be found in daily life. Anyone who has the desire to do so can become a commercial operation so that it can be an opportunity to live a better life. Various types of businesses have been widespread in Indonesia, both on large, medium, small, and micro scales.

Building Indonesia's economy starts with improving Micro, Small, and Medium Enterprises (MSMEs). MSMEs are small businesses that have a big impact on society and can be done by both individuals and groups or businesses.¹ This is one of the economic forces that contributes significantly to improving the economy of the Indonesian people, especially MSMEs, which produce food products. The presence of MSMEs is intended not only as a field for job expansion or efforts to increase economic resources in the community but also as a means of providing food products, which are primary needs for the surrounding community.

Based on data from the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia, as of 2021, the number of MSMEs in Indonesia reached 64.2 million with a contribution to the Gross Domestic Product (GDP) of 61.07% or worth 8,573.89 trillion rupiah.² The contribution of MSMEs to the Indonesian economy includes the ability to absorb approximately 117 million workers or 90% of the total existing workforce, and can collect up to 60.4% of total investment, while for MSMEs, the food industry in Indonesia has

¹ Istanti Enny and Nuroini Indi, "The Use of Digital Media to Increase Community Income in Kepuh Village, Kertosono District, Nganjuk Regency," *São Paulo*, 04.01 (2022), 1–10.

² M. Junaedi, "Great MSMEs, National Economy Increases," *Ministry of Finance of the Republic of Indonesia Directorate General of Treasury*, 2023 <<https://djpb.kemenkeu.go.id/portal/id/berita/lainnya/opini/4133-umkm-hebat,-perekonomian-nasional-meningkat.html>> [accessed March 12, 2025].

contributed to GDP of 6.97% in the first quarter and reached 5.53% in the second quarter in 2024.³

As a country with a majority of Muslims, MSMEs in Indonesia should be able to provide food products that are certainly halal for consumption. However, this is not limited to Muslim consumers but this is also useful for non-Muslim consumers in choosing food products. Where halal food products prioritize cleanliness, comfort, safety and hygiene so that the health of the product is guaranteed. To support this, a halal certificate is needed as a guarantee that the food product is suitable for consumption and distributed to all Indonesian people.

METHOD

The method used in community service activities by assisting in the creation of halal certificates and analyzing the role of halal certificates to consumers for oyster mushroom nuget MSME products owned by the Belawa Village PKK Ladies is designed using the Asset-Based Community Development approach (ABCD). This method is a paradigm in doing community service. The principle in the ABCD approach is that the service carried out must lead to the context of understanding and internalization as well as the development of assets, potentials, strengths, and utilization independently and optimally.⁴

The use of the ABCD method prioritizes the use of assets as potential owned by the community. The potential or wealth owned by the community can be used as an intermediary in empowerment programs. With methods like this, it can foster a sense of independence for the community in a sustainable manner so that it can increase income and welfare.⁵

The purpose of using the asset-based approach method is to identify and utilize assets, both tangible and intangible, based on the potential and capital that can be obtained from the community itself. The data collection technique was carried out by observation and interviews with oyster mushroom nuget MSME actors, namely PKK Women in Belawa Village in Lemahabang District, Cirebon Regency.

³ "Awarding of the 2024 Food UKM Award," *Ministry of Trade of the Republic of Indonesia*, 2024 <<https://www.kemendag.go.id/berita/foto/penganugerahan-ukm-pangan-award-2024>> [accessed March 12, 2025].

⁴ Umi Lailatul Maqfirohmin Alfi Syahri, Muhamad Syamsul Huda, and Ulin Na'mah, "Assistance with Halal Certification and Business License Numbers on Products to Increase the Development of Gadung Chips MSMEs in Kacangan-Ngaglik Hamlet, Kandangan Village," *NAJWA: Journal of Community Service and Empowerment*, 2.1 (2024), 31–41 <<https://doi.org/10.30762/najwa.v2i1.202>>.

⁵ Mirza Maulana Al-Kautsari, "Asset-Based Community Development: A Community Development Strategy," *Empower: Journal of Islamic Community Development*, 4.2 (2019), 259 <<https://doi.org/10.24235/empower.v4i2.4572>>.

DISCUSSION

Implementation of Halal Certification on Oyster Mushroom Nugget MSME Products

The making of oyster mushroom nuggets has been carried out and carried out jointly between the Thematic KKN Students of the Gunung Jati Swadaya University group of 15 Belawa Village and the PKK Women of Belawa Village. In the manufacturing process, it has been carried out well so that it produces products that are in accordance with the plan with ingredients guaranteed to be halal.



Figure 1. Oyster Mushroom Nugget Products

These ingredients include oyster mushrooms, wheat flour, tapioca flour, salt, beef broth, water, onion, garlic, and breadcrumbs. The amount of each ingredient is adjusted to be used in the dough. The manufacturing process is also based on halal provisions because it does not mix prohibited equipment in the halal qualification of food products.

After having a finished product that is suitable for distribution to the public at large, business actors need to have a halal certificate, because this halal certificate helps increase the value of market competition on the same product and can convince consumers that the products they consume will have guaranteed nutritional value, healthy, safe and comfortable products to consume. This explanation can open up insights for MSME actors of food products for halal certification of the products they distribute.⁶ However, the product must have a Business Identification Number (NIB) before making a halal certificate.

⁶ Griselda Gian Heris Herdina, Annisa Nur Azizah Hamdani, and Yuliarti Diyah Rahayu, "Building a Business Village for MSME Actors Through Halal Product Certification," *NAJWA: Journal of Community Service and Empowerment*, 1.2 (2023), 111–21 <<https://doi.org/10.30762/najwa.v1i2.209>>.

This NIB is useful as business legality is needed to obtain business certainty and



protection from the government.⁷ In addition, business licensing through NIB can benefit business actors, especially MSMEs, by facilitating credit applications and social assistance applications from central and local government orders. Therefore, as students of the Thematic KKN of Gunung Jati Swadaya University Group 15 Belawa Village, we have helped the PKK Women of Belawa Village make the NIB. The creation of NIB through the Online Single Submission (OSS) website, in this case, business owners must create an account by listing business categories such as Micro, Small Enterprises (MSEs), or non-MSEs. For the next time, it is data verification by entering businesses, namely individual businesses or business entities. For the next step, it is to enter the business actor's family identification number and the business actor's phone number as well as filling in the business actor's complete personal data. After this has been completed, the NIB has been issued which takes approximately one day work.

Figure 2. Oyster Mushroom Nuget Business Identification Number

After having an NIB, making a halal certificate is next. Making halal certificates is still carried out by students of Thematic KKN of Swadaya Gunung Jati University Group 15 of Belawa Village, who have helped the PKK women of Belawa Village. This process is carried

⁷ Martinus Budiantara, Wulandari, "Making a Business Identification Number (NIB) through Online Single Submission," *Ika Dinamisia : Journal of Community Service*, 6.2 (2022), 386–94 <https://doi.org/10.31849/dinamisia.v6i2.8205>.

out in collaboration with the Belawa Village apparatus with the assistance of the halal certificate issuer, namely from the Halal Product Assurance Agency (BPJPH) through the SIHALAL website account. The issuance of the halal certificate is not so fast, because it takes approximately 21 days or even one month.⁸



Figure 3. Registration of Halal Certificate of Oyster Mushroom Nuggets

Having a halal certificate for oyster mushroom nuget MSME actors will ensure that consumers who consume their products will always be maintained. Thus, this will be related to consumer protection carried out by business actors under the applicable rules in Indonesia.

The Role of Halal Certificates in the Perspective of Consumer Protection in Oyster Mushroom Nugget MSME Products

Halal certificates are a must-have for MSME actors, such as oyster mushroom nuggets MSMEs. The mandatory provisions for halal certificates for MSMEs for food products are listed in Article 4 of Law Number 33 of 2014 concerning Halal Product Assurance, which states that all products entering, circulating, and being traded in Indonesian territory must be halal certified. In Article 160 paragraph (2) of Government Regulation (PP) Number 42 of 2024 concerning Halal Product Assurance Sector Operators, it is stated that this mandatory halal certification can be implemented in stages for micro and small business actors, the staging of halal-certified obligations for food, beverages, slaughter products, and slaughter services

⁸ "Halal Certificate," *Sucofindo* <<https://www.sucofindo.co.id/layanan-jasa/sertifikasi-halal/>> [accessed March 12, 2024].

starts from October 17, 2019 to October 17, 2026.⁹ In addition to aiming to facilitate competitive market competition for MSME actors as producers, halal certificates also aim to realize protection for the public as product consumers.

This is also strengthened in Article 8, paragraph (1) Letter h of Law Number 8 of 1999 concerning Consumer Protection, in that the article's content explains the prohibition on the trade of goods or services still under the provisions of halal production for trade. Based on this regulation, it is mandatory for business actors, especially MSME actors, to have a label and, of course, a halal certificate on the products they distribute. This regulation has strengthened the urgency of mandatory halal certificates for MSME actors. It is very necessary because it includes the guarantee of products that have been distributed to the public, both from the quality of hygiene, cleanliness, comfort, and safety when consumed by consumers.

CONCLUSION

The making of oyster mushroom nuggets has been implemented by Thematic KKN Students of Swadaya Gunung Jati University group 15 Belawa Village with PKK Ladies of Belawa Village. In its manufacture, it uses tools and materials that are by the provisions of the halal certificate. The existence of oyster mushroom nugget products that have been circulated by having a halal certificate can increase economic power for the people of Belawa Village. With this, oyster mushroom nugget products have fulfilled the mandatory provisions of halal certification in Indonesia, which have been regulated in Article 4 of Law Number 33 of 2014 concerning Halal Product Assurance and Article 160 paragraph (2) of Government Regulation (PP) Number 42 of 2024 challenging the implementation of Halal Product Assurance which explains that food products must be halal certified from October 17, 2019 to October 17, 2026. In addition, in Article 8 paragraph (1) Letter h of Law Number 8 of 1999 concerning Consumer Protection that if food products do not have a halal label, they are not allowed to be distributed or consumed by the Indonesian people.

In other words, besides being useful in market competition for MSME actors, halal certificates will also increase confidence for consumers to consume these products because they can guarantee product quality, hygiene, cleanliness, comfort, and safety so that consumer health is maintained.

⁹ "Head of BPJPH: The Obligation of Halal Certification for Consumer Protection and Convenience for Business Actors," *Halal Product Assurance Agency*, 2024 <<https://bpjph.halal.go.id/detail/kepala-bpjph-kewajiban-sertifikasi-halal-untuk-perlindungan-konsumen-dan-kemudahan-pelaku-usaha>> [accessed 12 March 2025].

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