



# EMPOWERMENT OF UMKM THROUGH ASSISTANCE IN MAKING LABELS AND HALAL CERTIFICATION OF POTATO JUICE CRACKERS PRODUCTS IN PRASI VILLAGE, GADING SUB-DISTRICT, PROBOLINGGO DISTRICT

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## Abstract:

Empowerment of Micro, Small, and Medium Enterprises (MSME) is a strategic step to increase product competitiveness in the market. One of the main challenges for MSME actors such as the potato juice cracker business located in the village of Prasi is the lack of understanding and awareness in the process of making halal certification on a product. To overcome this, KKN student play an active role in assisting MSME actors for the registration of halal-certified products through SiHalal managed by the Halal Product Assurance Agency (BPJPH). The methods used in this program include socialization of the importance of halal-certified product, training on the use of the SiHalal application, assistance in filling out document, and technical guidance in the registration process on the SiHalal application. KKN student play the role of facilitators who help business actors understand the requirements and necessary steps. The result of the assistance show that business actors understand halal certification better and do it easier and faster. This assistance also increase the awareness of MSME actors about the importance of halal certification as an added value to their products. This study shows that collaboration between KKN students and MSME in the use of the SiHalal application has proven to be effective in speeding up and simplifying the halal certification registration process.

**Keywords:** Empowerment, MSME, Halal Certification

## INTRODUCTION

The largest Muslim majority in the world is found in Indonesia. The most important thing for the Muslim population to consume is the availability of halal food, beverages, and medicines. As a result, Indonesia is required to set halal standards for all goods sold to the general public. Along with the proliferation of customers using the products throughout Indonesia, the state has the right to maintain the comfort, security, and safety of the country.

In this case, the government authorizes MUI, through the Institute for the Assessment of Food, Drugs, and Cosmetics (LPPOMO), to supervise, inspect, and issue halal product certificates. This is followed by the enactment of all food and beverage products that are traded and disseminated to the general public must be halal certified, in accordance with Law No. 33 of 2014 which regulates halal product guarantees. The government will then take over the issuance of certificates through the Halal Product Guarantee Agency (BPJPH) under the Ministry of Religious Affairs. Once Law No. 33 of 2014 is passed, halal certifications will no longer be optional. Instead, they will be mandatory for all food and beverage items sold and

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given to the general public. The requirement to be certified for products that are traded and distributed will take effect five years after the JPH Law is passed, which means in October 2019. This is detailed in article 67 of the JPH Law. Every product, including MSME goods, that is traded and distributed must have halal certification.

Indonesia's economy benefits greatly from the micro, small, and medium enterprise (UMKM) sector, which plays an important role in the local economy, especially in creating jobs and improving community welfare. One of the leading products in Prasi Village is Potato Sari Crackers. However, the competitiveness of this product is still limited because it does not yet have halal certification, which is an important factor in expanding market access and increasing consumer confidence, especially in Indonesia where the majority of the population is Muslim. The benefits of halal certification create a sense of assurance for consumers in consuming goods. From the perspective of business owners, halal certification serves as a type of quality control for product compliance with food standards that can attract loyal customers, increase the unique selling value of the product while competing with competitors' offerings, increase market share, and create export prospects, (Ahmadiyah, 2022).

A legislative requirement for businesses with a Muslim market share is halal certification. The presence of halal certification can ensure consumer safety when consuming these foods. The reason for using halal labels and certificates is as a manifestation of the fulfillment of consumer rights to get the products they choose, especially so that consumers are free from products that contain ingredients or treatments that are not permitted by religion (haram). Halal products that are produced must also comply with Islamic law, namely in terms of cleanliness, quality, and safety of the production process must be under a halal quality management system. In the study of halal, hygiene is very important for personal hygiene, clothing, equipment, production sites, and production procedures. In this context, halal food products are defined as products that are free from contamination or impurities and meet the requirements to be halal. Therefore, to ensure that the products are halal, those in circulation need to obtain a halal certificate, (Ulfin et al., 2022).

Close supervision of the complete production process, from raw materials to finished products, is required to provide halal certification. For UMKM to access a wider market, they must ensure that their production procedures comply with halal regulations and that the goods they use are guaranteed halal. This creates opportunities to increase income and stimulate regional economic expansion. Halal certification can also provide significant social benefits, and help create a more inclusive environment, where the interests of Muslims are respected and considered in the supply of products. This supports cultural and religious diversity in a multicultural society. The implementation of halal certification has an impact on the habits of local communities and consumers. In addition to raising awareness of the value of halal food, it incorporates ethical and sustainable practices into the production process, which can improve social and environmental values. People will be more aware of where goods come from and how they are made, which can lead to a greater variety of locally produced goods and improved living standards.

Ensuring that the goods produced meet strict quality requirements is one method to increase product selection. The use of social media and technology as promotional tools to launch goods can also be the cause of the increase, and interacting well with consumers to build closer relationships and get direct feedback from consumers about the products being marketed. This will help to continuously improve product quality as well as adjust offerings to the evolving market demands.

With this research, it is hoped that UMKM that have obtained halal certificates can feel a positive impact in the form of increased sales and consumer confidence. Halal certification not only affects the financial side, but also strengthens the image and reputation of local products in the eyes of the world. Part of the global economy, halal certification of products ensures that those produced meet the high requirements valued in various countries, and can open up more opportunities for UMKM to reach a wider market.

## **RESEARCH METHOD**

A qualitative research approach was used to have a thorough understanding of the phenomena occurring in the Kerupuk Sari Kentang business. Data collection was conducted through interviews with business owners, participatory observation, and documentation studies of relevant business records. Interviews were conducted directly, by asking questions to obtain information about business strategies, challenges faced, and the impact of various business decisions that have been taken.

In addition to interviews, participatory observations were conducted to directly understand the production, distribution and marketing processes implemented. Documentation was also used as an additional source of data by reviewing various business documents, such as financial statements and production records to ensure data validity, this research uses the data triangulation method, which compares the results of interviews, observations, and documentation to obtain an objective and accurate picture.

Conclusions are drawn based on the patterns found, and compared with relevant theories to gain a more comprehensive understanding of the Potato Sari Crackers business.

This research was conducted on January 18, 2025, precisely at the Sari Kentang Potato Crackers Factory, RT 16, Prasi Village, Gading District, Probolinggo Regency.

## **RESULTS AND DISCUSSION**

The results of this study are the results of our observations of community empowerment through training and mentoring for UMKM, our group provides assistance to communities who are expected to be able to develop and improve the marketing of Potato Sari Crackers, by assisting the process of registering halal certification in an effort to grow the local economy of the Prasi Village community. Making Sari Kentang crackers itself uses cassava as the main ingredient, Indonesia's abundant natural wealth can be a source of income. In the previous marketing, the business was already running but not optimally, because the Potato Sari Crackers product did not include information related to raw materials, samples and on product packaging, there was a halal label. Whereas halal certification is very important for business sustainability, especially for entrepreneurs who work in the

food industry. Without halal certification, many consumers are reluctant to buy packaged products, which in turn will limit market attractiveness and reduce the potential sales that can be achieved in the business.

These service empowerment initiatives include building community capacity through mentoring and training. Mentoring is a useful procedure to maximize activity objectives, while training helps communities acquire new skills and knowledge that meet their needs. We encourage participatory planning and implementation of activities in addition to focusing on facilitating decision-making processes on community needs. Counseling and assistance with product packaging and labeling are the first things covered in this course. To increase the selling value of the products made, some of the products already held by the producers are labeled and packaged in ready-to-use plastic packaging. The process of upholding consumers' rights to accurate, transparent and truthful information about the products they intend to consume also includes complete labeling. The product name, brand, manufacturer, address, composition, net weight, expiration date, and, of course, the validity of the halal certification are all listed on the label.

This halal certification registration assistance program aims to assist UMKM in obtaining halal certification and applying it to product packaging, this form of activity is very important considering that there are still many UMKM in Prasi Village that have not registered their products to have halal certificates and there are still many business actors who do not understand the process that must be carried out in making halal certification. This assistance resulted in several stages that have been carried out starting from observations to several MSME places, socialization regarding the importance of halal certified products, guidance in the process of applying for registration until the determination of halal certified products and making product packaging stickers.

### 1. Observation

Observation is the initial stage in our mentoring program, the KKN 01 group observed several UMKM in Prasi Village, this observation aims to understand the characteristics of the business, the raw materials used, and the obstacles faced by each business actor. During the observation process, we visited various types of UMKM, ranging from the Rengginang business, Pinang, to the Potato Sari Kerupuk business. From the results of this visit, it was found that the Kerupuk Sari Kentang business did not yet have a halal label and sticker on the packaging, as legality for the product. In the end we decided to make Kerupuk Sari Kentang as our priority scale, there are several reasons that underlie the selection of this business as the main focus including, having a wide marketing range, readiness and commitment of business owners, and not yet having halal certification and stickers on product packaging. Through this observation, we can provide direct guidance to UMKM players to improve the quality of product packaging and labeling, which not only meets administrative requirements but also attracts consumer attention. Thus, observation is a crucial first step to ensure the halal certification process runs smoothly and helps UMKM gain greater advantages in the market.

## 2. Socialization

After observation, the next stage is socialization of the importance of halal certified products. We provide an understanding to producers that the halal label is not just legality, but also an important factor in building consumer confidence. The existence of halal certificates on products can be a big opportunity in marketing. Therefore, this program not only helps UMKM in the administrative aspect, but also plays a role in building lasting relationships between customers and producers. By explaining how to maintain quality by using raw materials and production techniques that comply with halal principles, this socialization can also help companies gain consumer trust and improve their position in the market. In addition, this socialization also aims to educate producers about the procedures that must be followed in obtaining a halal certificate and the importance of meeting the quality standards set.



**Figure 1. Socialization of the Importance of Halal Certified Products**

## 3. Halal Certification Registration Process

After business actors understand the importance of halal certificates, we assist business actors in the registration process through the SiHalal platform managed by BPJPH, the stages carried out include:

### a). Document Collection

To obtain halal certification, entrepreneurs need to prepare a number of required documents. The following is a list of documents that must be prepared:

- Product type, as well as contact information.
- Statement of Willingness, this letter contains a statement that business

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actors are willing to comply with all procedures and requirements in the halal certification process.

- The letter must be signed by the head of the company and stamped.
- Business location.
- Business identification number (NIB)
- Include the product name, product code, packaging, and product variants to be certified.
- Make sure all products submitted are in accordance with halal standards.
- Raw Material Composition and Product Formula, list all raw materials used in production, including scientific names and sources of ingredients.
- Describe the production process in detail, from raw material procurement to finished product.

b). SiHalal Account Creation

c). Application Submission

d). Document Verification Process

e). Halal Certificate Issuance

#### 4. Making Product Packaging Stickers

After all stages are completed and the product is declared halal and a halal certificate is obtained, the next step is to follow up by making packaging stickers to be affixed to the product packaging. Stickers on packaging are useful as product identity and become a medium of identification with competitor products. Using packaging stickers can show the composition of the product and can provide information about what is contained in the product, and can help customers connect with the products being marketed. Just by looking at the packaging, consumers will know where the product was produced. This is an important step in increasing product competitiveness in the market.

The initial stage in making these stickers starts with a design process that pays attention to various important elements that must be present in the sticker. After that, we include information on product ingredients in a clear and easy-to-understand manner. In addition, the product image must also be displayed attractively so that it illustrates the contents of the product appropriately. Then we include the weight of the product contents so that consumers know how much quantity they are buying. In addition to product information, we also include the official halal logo issued by BPJPH, which provides assurance that the product has met the regulated halal standards. All these elements must be combined with an aesthetically pleasing yet informative design, so that it is not only a requirement, but also attracts the attention of consumers.



Figured 1. Old Packaging



Figured 2. New Packaging

As a result, after the information about the product and the halal label on the packaging, the sales of Sari Kentangle Crackers have increased from before. We also help with the marketing of Sari Kentang Potato Crackers by promoting the crackers by utilizing social media, because this can reach consumers quickly, on time, and more relevant, as evidenced by the many orders that come in from consumers. Halal certification is very important to ensure that products are safe for consumption by anyone, especially Muslims. In this case, producers can provide trust to consumers and increase consumer attractiveness to believe in marketed products, so as to increase market segments and the number of customers. Consumers will also be more calm about the products they will consume so that this can make a plus point for producers, and producers can also further develop the business they are engaged in, and can market their products to the global market widely, especially the Muslim market which is growing rapidly at this time. The labeling is also sought to develop the community's economy about the halal label on the business being undertaken at

this time, so it is hoped that it will become a new insight regarding the completeness of information and guarantees for these products.

Another impact is related to the legality of the factory that produces potato sari crackers, with halal certification it can increase the credibility of the factory in the eyes of consumers and authorities, and reduce legal risks that can arise due to relational violations. The Potato Sari Crackers business owner himself is very open to our assistance in making halal certificates to production and is trusted to promote his products. Many consumers agree that there is a halal label on the packaging, because consumers who will buy Potato Sari Crackers do not need to worry anymore about the halalness of the product. Because at this time, the halal label is needed as a guarantee of the product itself. So, the response obtained from business owners and consumers is positive and also agrees with the existence of a halal label as a guarantee of the quality of a product.

Overall, the presence of halal labels and stickers on the product packaging of potato juice crackers brings benefits to producers, consumers, and ensures that the factory runs a production process that complies with applicable regulations. For manufacturers, in a market where halal and health concerns are increasing, this makes the product more competitive. For consumers, the halal label provides assurance of safety and trust. While for factories, it can ensure the legality of their operations, which in turn supports sustainable business growth.

## **CONCLUSION**

The halal certification assistance program in Prasi Village, especially for the Sari Kentangle Crackers business, has a significant positive impact. The initial stage of observation revealed that this business still did not have a label on its products, which could hinder marketing. Through socialization, business actors gain an understanding of the value of halal certification in increasing customer confidence, especially in the Muslim market. Assistance in the halal certification registration process through the SiHalal platform helps business actors fulfill the correct procedures until finally the product obtains halal certification.

After halal certification is obtained, the next step is the opening of packaging stickers that include product information and halal logos. This increases the attractiveness of the product in the eyes of consumers, who prefer halal and safe products. An increase in sales ensued, showing that the halal label expanded the market and attracted more customers. In addition, the Kerupuk Sari Kentang business now has the opportunity to reach the global market, especially the growing Muslim market.

Overall, this program not only helped the potato sari crackers to obtain halal certification, but also contributed to the growth of the local economy in Prasi Village, provided new insights for other UMKM, and encouraged them to register their products to be more competitive in the market

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