

Mapping of The Potential Sector of Food and Beverages for Regular Halal Certification and Self Declare in Jember Indonesia

Moehammad Fathorrazi ¹ , Agus Mahardiyanto ^{2*} , Moh. Saleh ³ ,
Suparman ⁴ , Lusiana Ulfa Hardinawati ⁵ , Akhmad Munir ⁶ , Agus
Priyono ⁷ 

- ¹ Department of Development Economic, Faculty of Economics and Business, Universitas Jember, Indonesia
² Department of Economics, Faculty of Economics and Business, Universitas Jember, Indonesia
^{3,4,5,6} Department of Islamic Economics, Faculty of Economics and Business, Universitas Jember, Indonesia
⁷ Department of Management, Faculty of Economics and Business, Universitas Jember, Indonesia

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*Corresponding author

e-mail: agumahardiyanto.feb@unej.ac.id

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ABSTRACT

At this point, halal certification is a certainty for the mamin. Even though BPJPH as a state institution that focuses on Halal Product Assurance supported by law has started to carry out its activities, the process of halal certification is not without obstacles. Including in the food and beverage sector. This study aims to analyze the potential sectors in food and beverages in Jember Regency that are ready to carry out regular or self-declared halal certification. The population of this research is the superior Mamin MSMEs in Jember which are partially taken as samples. The research data is secondary data obtained from the Jember Regional Office of Industry and Trade, the Cooperative and MSME Office, as well as from the Islamic State University Of Jember. Data collection techniques using questionnaires and in-depth interviews with key informants. This research was conducted using a qualitative phenomenological approach. The results showed that out of a total of 7,336 MSME units in Jember Regency, most were in the Districts of Rambipuji, Kaliwates, Patrang and Jelbuk. With NIB ownership of 7%. In Production (10%), Trade (23%) and Services (01%), as well as other fields. Most of MSMEs (79%) are recorded as not having Halal Supervisors.

Abstrak: Sertifikasi halal menjadi jaminan kepastian terhadap mamin tersebut. Meskipun BPJPH sebagai lembaga negara yang fokus terhadap Jaminan Produk Halal yang didukung oleh Undang-

Undang telah mulai melakukan aktifitasnya menyertifikasi halal, tetapi proses sertifikasi halal bukan tanpa kendala, termasuk pada sektor mamin. Penelitian ini bertujuan menganalisis sektor potensial pada makanan dan minuman di Kabupaten Jember yang siap melakukan sertifikasi halal secara reguler atau pun self declare. Populasi penelitian ini adalah UMKM Mamin unggulan di jember yang diambil sebagian sebagai Sampel. Data penelitian ini adalah data sekunder yang diperoleh dari Disperindag jember, dinas Koperasi dan UMKM, serta dari UINKHAS Jember. Teknik pengumpulan data dengan menggunakan kuisisioner dan wawancara mendalam dengan informan kunci. Penelitian ini dilakukan dengan metode kualitatif pendekatan fenomenologi. Hasil penelitian menunjukkan dari total 7.336 Unit UMKM di Kabupaten Jember, Sebagian besar di Kecamatan Rambipuji, Kaliwates, Patrang dan Jelbuk. Dengan kepemilikan NIB sebesar 7%. Pada bidang Produksi (10%), Perdagangan (23%) dan Jasa (01%), serta bidang lainnya. Sebagian besar UMKM (79%) tercatat belum memiliki Penyelia Halal.

Kata kunci: sertifikasi halal, pernyataan diri, makanan, minuman

INTRODUCTION

Food and beverage is a sector that continues to grow despite being hit by Covid-19 pandemic. Data from the State Of The Global Economy Report shows an increase in global halal food and beverage spending by 6.9% in 2021 from US\$ 1.19 trillion to US\$ 1.27.¹ This figure is predicted increase up to 7% during 2022 in line with the transition from pandemic to endemic

Indonesia is occupies the top position after Malaysia as a country with great potential for halal food and beverage. This potential pushed where Indonesia is the world's largest Muslim country. And become a country with a growing Muslim middle class.² The increasing of halal sector is actually not only in terms of food and beverages, other sectors, for example: Tourism, media-entertainment, logistics, etc. still grow³, specifically for the Tourism sector is not only the focus of Muslim countries but countries with Muslim minorities also focus on Halal / Muslim Friendly Tourism.⁴ The increasing in halal sector driven by growth of Muslim middle class is a supplement to achieve an increase in halal certification in various sectors, especially food and beverages.

The Obligatory for Muslims to consume halal and *Thayyib* food are always found in the Qur'an. However, to make this happen, efforts are needed to distinguish halal and *thayyib* food. Thus, the government encourage the society through Law Number 33 year 2014 concerning Mandatory Halal which

¹ DinarStandard. (2022). State of the Global Islamic Economy Report (Unlocking Opportunity).

² Yuswohady, K., Herdiansyah, I., Fatahillah, F., & Ali, H. (2017). Gen M: Generation Muslim. Yogyakarta: Bentang Pustaka.

³ Asnawi, N., Mahsun, M., & Danila, N. (2023). Industrial Halal Blockchain: The Great Potential of The Digital Economy in Indonesia. *IQTISHODUNA: Jurnal Ekonomi Islam*, 12(1), 223-240.

⁴ Santoso, S., Fatmawati, A. A., Ubaidillah, R., Widyanty, W., & Isa, S. M. (2021). Analysis of Muslim Friendly Tourism Development in Indonesia. *IQTISHODUNA: Jurnal Ekonomi Islam*, 10(2).

finally began to be implemented on October 18, 2019 . Through a policies updated, two main programs emerge in the halal industry, namely halal activities (services) and non-services. Halal food is divided into 2 major groups, namely the Regular program Halal certification and the Self Declare program Halal Certification.⁵ The regular program is for food and beverage whose turnover exceeds 500 million per year with a complicated production process that requires a Halal Auditor to distinguish between halal and non-halal, while the Self Declare program is for the food industry whose turnover is below 500 million per year with a production process. which is simple so that it is clear that it is halal. Thus there are differences in requirements between the two programs so that product mapping based on the requirements in question is really needed for Halal centers or Halal Inspection Agencies.

This phenomenon is no exception because Jember is a city of *Santri* (Student of Islamic boarding schools). This regency, which is located in the eastern part of East Java province, has the nickname as the city of *Santri* because it has the largest number of *Pesantren* (Islamic boarding schools) in East Java, reaching 611 *Pesantren schools*.⁶ Jember also has several religious assemblies which are always crowded with congregations including: *Dzikir and Sholawat Rabu Wage, Sema'an Al Qur'an Jantiko Mantab, Manaqib Al Qodiri, Jember Dhuha Majelis* and other assemblies which every weekend or month always hold activities. This is a potential that can certainly be maximized by providing halal-certified products that can be enjoyed by these Muslims.

Jember is a district with considerable potential for MSEs. Data from the Cooperative Office shows that the number of MSMEs recorded in Jember Regency is 7666 units.⁷ This number is spread across all sub-districts in Jember. Of all the sub-districts, Sumbersari, Patrang and Kaliwates sub-districts top the list of the largest number of MSMEs in Jember. The data does not contain the number of MSMEs that are halal certified or not, therefore it is important to map MSMEs that are ready and eligible to obtain halal certification, especially by Self Declare

This important research in Jember area. Since the existence of Mandatory halal, Jember is certainly one of the areas that needs to apply the rules in the JPH Law. Today, there is limited research that specifically analyzes the condition of Jember as a district with significant Muslim potential and the

⁵ Masyhuri, M., & Risdiyanti, A. (2022). Halal Certification Challenges for Javanese Muslim Entrepreneurs in a Phenomenological Perspective. *IQTISHODUNA: Jurnal Ekonomi Islam*, 11(2), 181-194.

⁶ Ditpdpontren. (2022). *Statistik Data Pondok Pesantren*. Surabaya.

⁷ Dinas Koperasi dan UKM Jawa Timur. (2019). *Data Jumlah UKM di Jawa Timur*. Surabaya.

dynamics of society and government policies. This research tries to map so that it is expected to become a material consideration in advancing policy the halal ecosystem in Jember Regency.

METHODS

This study tries to explore the subject in a qualitative descriptive way. Data obtained from primary and secondary. Primary were obtained from stakeholders in Jember related to the halal ecosystem (MUI, Cooperative and UMKM Office, LPH, Universities). Secondary data was obtained from Jember's Cooperative and MSME Office main data regarding the distribution of MSMEs in Jember. The table below is the Informant profile.

Table 1: Informan Profile

Name	Position	Experience
Sartini	Head Of Diskop UMKM Jember	28 Year
Dian Ika	Disperindag Jember	9 Year
Ervin	Chairman of the MSME Association Jember	10 Tahun
Soni	SMEs Actors	20 Year
M.Fathorr azi	Head Of Halal Center Unej	23 Year

Source: Primary Data 2022

The table above are some of the informants who are the main source of information for this research. The informants consist of leaders of the relevant agencies (Cooperatives & MSMEs and the Trade Office), the Chairperson of the Jember MSME Association, the MSME actors themselves and academics from the University of Jember (Halal Centre). These informants are key people and experts in their respective institutions and fields. The informants provided authentic information related to the condition of MSMEs in Jember, Indonesia.

Data analysis using Miles and Hubarman's model starts from informant interviews, field observations, presentation, data reduction and repeated conclusions until a saturation point is reached. Triangulation was carried out by confirming the findings between informants in the study. Berikut daftar Informan riset ini

Halal Inspection Agency.⁸ They should be directed to urban areas than rural areas, apart from the fact that the majority of MSMEs are in cities, it is also that more MSMEs are touched towards the success of the halal certification program for halal food in Jember Regency.

Map of Fostered UMKM Based on NIB (Main Business Number) Ownership in Kab. Jember

As stated in Figure 1, the number of MSMEs in Jember Regency is 7,336 units. However, out of this number, 504 MSMEs have been touched by the government, both through the industry and trade offices and by the cooperatives and MSMEs services. This data is then used as a sample in this study to provide an overview of the ownership requirements required in submitting halal certification in Indonesia, both the regular program and the self-declare program.

The requirement for MSMEs to receive guidance from the government through related institutions is that they must register themselves properly so that they are like human figures, by having good records, the names submitted have gained legitimacy by the community and by the government so that they have been identified properly. The number of MSMEs assisted by the two agencies based on Business Identification Number (NIB) ownership is presented in Figure 2.

NIB is the Main Business Number. A number that is proof that a business has been registered by the government. And one of the requirements for having an NIB is that the business owner must have an NPWP (Taxpayer Identification Number). NIB and NPWP are two inseparable things. As an effort to tidy up the administration, including compliance in tax reports. Business owners need to register their business ownership with the government by having a Business Identification Number.

NIB is also a requirement for submitting Free Halal Certification (SEHATI). The Sehati program has been implemented by the government through BPJPH as an effort to support the halal ecosystem in Indonesia. In accordance with the Halal Mandatory in the 2014 JPH Law. Where every halal product circulating in Indonesia is required to have halal certification.

According to data from the Ministry of Cooperatives and Small and Medium Enterprises, it is stated that. From all the data obtained, only about 7% of MSMEs have NIB. The rest don't have it yet. From these data, the regions with the largest number of MSMEs that do not yet have NIB are in Summersari,

⁸ Makhtum, A., & Farabi, M. E. (2021, August). Pemetaan Potensi Sertifikasi Halal Pada Sektor Produk Makanan dan Minuman Unggulan di Kabupaten Bangkalan. In Annual Conference of Ihtifaz: Islamic Economics, Finance, and Banking (Vol. 2, No. 2, pp. 214-225).

MSME's request to conduct an audit of the MSME submitting a request. . In this process, the MSME that proposes makes payments according to the tariff set by BPJPH. The payment of this rate is adjusted according to the distance traveled by LPH from the MSME's domicile. The next process is that LPH will audit the halal production and input processes of the SMEs that propose it. Furthermore, the results of the LPH audit are then submitted to the MUI Fatwa Commission to obtain a halal determination. There are two possibilities in this case, the application for halal certification is determined as a halal product so that it is entitled to obtain a Halal Certificate or it is determined as a product that contains non-halal elements. Furthermore, if it has been determined as a halal product in the MUI fatwa commission session, it will then be returned to BPJPH to make a Halal Certificate.

Unlike the paid regular halal certification program, the self-declared halal certification program includes the SEHATI program (Free Halal Certification) so the process is simpler. Does not require LPH to audit but through a halal statement by the producer which is legitimized by the Hala Supervisor they have. In this case, you need the services of a PPH Companion. The process is as follows: MSMEs who feel that their turnover is less than 500 billion per year or the production process is simple and the halal status is clear, they can go to the PPH Companion or they can be a PPH Facilitator who visits the MSME concerned to help apply for the Halal Certificate process. After the Halal Assurance System has been prepared by the PPH Facilitator and verified at the location, it is then submitted to BPJPH like the Regular Program Halal Certification process. The difference is that LPH does not need to carry out an audit of the UMKM in question, it is enough to be represented by a Halal Statement from a Producer that is legitimized by its Halal Supervisor. The next process is the same as the regular program Halal Certification.

After understanding the differences between the regular program halal certification and the self-declar program, it can be concluded that the difference in turnover is one of the differences between the two. The following data is data on the number of MSMEs based on their turnover per year so that they can be divided into regular programs and self-declare programs. The purpose of this division is to streamline the work of LPH and PPH Facilitators, so that PPH Facilitators are not wrong to visit MSMEs and neither does LPH.

Halal certification is also identified as having a significant impact on the performance of MSMEs. This is because Muslim consumers' awareness of the

certification in Jember, especially Self Declare. The hope of all parties with massive collaboration between relevant stakeholders can encourage the acceleration of the achievement of halal certification, especially food and beverages in Jember Regency.

Author's Contribution

Moehammad Fathorrazi, Agus Mahardiyanto: Contribute to formulating research ideas, collecting data, processing data, and interpreting data.

Moh. Saleh, Suparman, Lusiana Ulfa Hardinawati: Contributing to writing systematics, research methods.

Akhmad Munir, Agus Priyono: Contributing to analyzing interpretation results, the language proofread

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Declaration of Competing Interest

The author declares that there is no conflict of interest.

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