

## Effectiveness Of Halal Certification Assistance In Self-Declare Pathway For Micro And Small Enterprises In Surabaya

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### *Abstract*

*The Indonesian government effort through the Halal Product Guarantee Organizing Agency, launched the Halal certification program, a self-declaration program specifically for micro and small businesses. The halal certification program involves a Halal Product Process Assistant who is responsible for assisting business proprietors in submitting product halal statements. This research aims to analyze the effectiveness of halal certification assistance to micro and small enterprises in self declare pathway at Surabaya. This research uses a qualitative method with a phenomenological approach. Data collection techniques by conducting in-depth interviews, observation and documentation with primary and secondary data sources. The research results show that halal certification assistance has contributed to the issuance of a number of halal certificates for micro and small enterprises in Surabaya. Halal certification assistance to business proprietors at Surabaya has been effective in the aspect of achieving goals and integration, but less so in the aspect of adaptation.*

**Keywords:** Assistance, Effectiveness, Halal Certification, Qualitative Approach, Self Declare.

### **Introduction**

The guarantee of halal products is an urgency for Muslims as a prerequisite for every product to be consumed in everyday life. A food or item is declared halal if it meets the requirements set by Islamic law. The Al-Qur'an and Hadith have emphasized halal and haram, making halal products crucial in Islam. Halal serves as a measure of the acceptance of a Muslim's worship activities towards Allah SWT, hence the guarantee of product halalness can be known through halal certification<sup>1</sup>. The government has issued Law Number 33 of 2014 concerning Halal Product Guarantee (UU JPH). This law mandates that all products entering, circulating, or traded in Indonesia must have halal certification. The implementation of this halal certification requirement begins with the sectors of food, beverages, pharmaceuticals,

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<sup>1</sup> Helva Diansyah Putri, Indah Wulan Sari Batubara, dan Siti Aisyah, "Analisis manajemen rantai pasok halal di Indonesia," *Jurnal Ilmu Komputer, Ekonomi dan Manajemen (JIKEM)* 2, no. 1 (2022): 2116–25.

cosmetics, and other commodities. This aligns with the push from the National Committee on Sharia Economic and Finance (KNEKS), which advocates for the implementation of the Indonesian Halal Product Industry Master Plan within the National Long-Term Development Plan. This policy is a key program in the effort to develop the halal product industry in Indonesia, encompassing various strategic programs aimed at making the Indonesian halal product industry a significant part of the global value chain in the industrial sector through halal products (KNEKS, 2021). The Indonesian government has taken various steps to enhance halal certification for Micro and Small Enterprises. The Halal Product Guarantee Organizing Agency (BPJPH), part of the Ministry of Religious Affairs of the Republic of Indonesia, has launched the Free Halal Certification (Sehati) program, a self-declared program specifically for Micro and Small Enterprises. This program aims to address various challenges faced by Micro and Small Enterprises and to facilitate obtaining halal certification.

**Table 1.** Types of products with the most halal certificates in Indonesia

No	Types of Product	Number of Halal Certifications
1.	Snack	106,862
2.	Bakery products	96,235
3.	Drinks with processing	56,990
4.	Cereals and derivative products from cereal seeds, roots and tubers, nuts and pith with processing of ingredients additional food	40,837
5.	Food and beverage providers with processing	36,806

**Sumber.** BPJPH Ministry of Religious Affairs (2023)

The data above shows the quantity of halal certifications issued for various types of products in 2023. The continuous growth of halal product consumption is closely related to the robust development of the Sharia economy, driven by awareness of Islamic ethical values<sup>2</sup>. With the Muslim population percentage in Indonesia reaching 86.9% of the total population

<sup>2</sup> Rahma Nur Dinia, "Analisis Strategi Pendampingan Proses Produk Halal (PPH) Jalur Self Declare Pada Usaha Mikro Dan Kecil (UMK) di Provinsi Jambi (Studi Kasus Pendampingan Proses Produk Halal (PPH))" (Universitas Jambi, 2023).

of around 278.692 million people in 2023 (BPS, 2023), Indonesia has great potential to play a major role in the development of the halal industry and providing products that meet consumer demand, both domestically and internationally. Based on data from the Ministry of Industry (2023), Muslim community spending in Indonesia on halal products and services reached USD 184 billion in 2020, with a projected growth of around 14.96% until 2025, reaching USD 281.6 billion. Therefore, Indonesia is expected to become the world's largest halal consumer market, contributing approximately 11.34% of the total global halal expenditure.

There are regular and self-declare halal certification mechanisms. The process of applying for halal certification through the regular route involves an examination by a halal auditor. The halal certification fee for MSEs with a regular scheme imposed on business actors involves the cost of applying for halal certification, both registration and determining the halal status of the product. On the other hand, the self-declaration path allows business actors to declare the halal status of their products by going through a verification and validation process by halal assistants. The assistance process is carried out through the Self Declare scheme, which is a free halal certification program (Sehati) aimed specifically at micro and small businesses that are eligible to join this program. Therefore, not all micro and small businesses can benefit from the free halal certification facilities provided by the government.

The halal certification assistance process is aimed at all Micro and Small Enterprises (MSEs), including business actors in Surabaya. Surabaya City as the center of government and economy of East Java has a very important role in facilitating the halal certification process for MSEs. With strong support from the local government and various related agencies, Micro and Small Enterprises in Surabaya can improve the quality of their products and expand the market with a trusted halal label.

Assessment of the effectiveness of halal certification assistance in this study is based on a number of criteria that are relevant to achieving the objectives of the Halal Product Process assistance itself. Based on research conducted by Latifah et al (2023) assistance for halal certification has been carried out a lot, but the level of achievement in issuing halal certificates is still relatively low until 2022 because one of the causes is the lack of human resources<sup>3</sup>. Likewise, in research conducted by Moerad et al (2023) the halal certification program is well known by many business actors, but the majority of them are less interested for several reasons such as: 1). Prioritizing time to run a business rather than participating in socialization about halal product assurance. 2). The process of obtaining halal certification is still considered complex and confusing. 3). Limited financial resources hamper the ability to take care of this certification. 4). Do not feel it is important to process the guarantee of the halalness of their products.<sup>4</sup>

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<sup>3</sup> Luluk Muhammad Anas Andre Ridho Saputro Latifah, "Pendampingan Proses Produk Halal ( Pph ) Hingga Penerbitan Sertifikasi Halal Dengan Aplikasi Si-Halal Bumbu Hikmah," *Multidisiplin Pengabdian Kepada Masyarakat* 2, no. 03 (2023): 59–67, <https://ejournal.seaninstitute.or.id/index.php/pkm>.

<sup>4</sup> Sukriyah Kustanti Moerad et al., "Sosialisasi Serta Pendampingan Sertifikasi Halal UMKM di Kabupaten Sidoarjo," *Sewagati* 7, no. 1 (2023): 11–25.

According to research conducted by Hamidah, the halal certification assistance program is more effective with the *Sehati* program which can provide free halal certificates for the community<sup>5</sup>. However, in the process of applying for a halal certificate, the community is still not fully familiar with it, as seen from the many questions asked about the correct certificate application procedure. Then the results of research conducted by Fahmi (2023) reveal that the assistance provided by the PPH Facilitator has a positive impact on increasing the number of halal certifications<sup>6</sup>. However, there is an estimate of the time required to issue a halal certificate that is not in accordance with government regulations, namely 12 working days. This is due to data input errors and lack of accuracy in the submission data validation process on the *Si Halal* website system used.

Based on this background, it is quite important to carry out effective halal certification assistance by Halal Product Process (PPH) assistants in order to realize the quality and quantity of halal certification in Micro and Small Enterprises, especially in Surabaya. This study was conducted to understand the extent to which the effectiveness of halal certification assistance that has been provided to micro and small business actors in Surabaya has an impact on the fulfillment of halal standards, increased halal awareness by business actors, and the output of the issuance of halal certificates after assistance.

## Literature Review

### Concept of Effectiveness

In accordance with the Big Indonesian Dictionary (KBBI), "effective" means effect, influence, or being able to produce results. According to the Oxford English dictionary, "effectiveness" is defined as "the fact of producing the result that is wanted or intended; the fact of producing a successful result" or the ability to produce expected results or achieve success<sup>7</sup>. In short, effectiveness can be interpreted as success in achieving the specified goals or objectives.

According to Abizal (2022) effectiveness is defined as how far the planned goals can be achieved. An action is considered effective if the results are in line with expectations. Thus, effectiveness describes success in achieving previously planned goals<sup>8</sup>. An entity, be it an individual or an organization, is considered successful if they are able to carry out their duties and functions in accordance with the goals that have been set. According to Mesiono, effectiveness is an indicator of success or success in carrying out tasks in accordance with the

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<sup>5</sup> Fatika Rahma Hamidah, "Efektivitas Badan penyelenggara Jaminan Produk Halal (BPJPH) dalam Menerbitkan Sertifikat Halal," *UIN Syarif Hidayatullah Jakarta* 3, no. April (2022): 49–58.

<sup>6</sup> Ihda Fahmi, "Efektivitas Pendampingan Sertifikasi Produk Halal Program Self Declare di Kabupaten Banyumas (Studi pada Halal Center UIN Prof.K.H. Saifuddin Zuhri Purwokerto)," 2023.

<sup>7</sup> Nurul Anwar, "Efektivitas Penyuluhan Produk Halal (Kasus pada Masyarakat Muslim Kecamatan Ciputat Timur)" (*UIN Syarif Hidayatullah Jakarta*, 2022).

<sup>8</sup> Nova Abizal, "Efektivitas Program Keluarga Harapan terhadap Kesejahteraan Masyarakat Masa Pandemi Covid-19" (2022).

plans that have been made, be it in the context of individuals, organizations, or institutions or agencies. This success depends on the support of professional, experienced personnel, adequate knowledge, and the allocation of sufficient funds <sup>9</sup>.

The level of achievement of goals and their basis reflects the level of effectiveness in achieving these goals, with the level of sacrifice that has been spent as a determining factor. Likewise, according to Sondang P Sigian explaining that effectiveness involves the conscious use of predetermined facilities and infrastructure to produce a number of goods or services in the implementation of activities<sup>10</sup>, Effectiveness measures the level of success in achieving predetermined goals, where the closer the target is, the higher the effectiveness. Based on the various views that have been expressed above, it can be concluded that effectiveness is a parameter that can be explained as a measure of the extent to which individuals or organizations are able to achieve predetermined goals or targets. Having a proper understanding of organizational goals and objectives is a crucial early stage in effectiveness analysis.

The measurement of effectiveness in this study uses Duncan's opinion in (Steers, 2020) in his book "Organizational Effectiveness" regarding effectiveness measures as follows<sup>11</sup>:

#### 1. Goal Achievement

Goal achievement is the result of a series of efforts as a process. Therefore, to increase the success of achieving the ultimate goal, it is necessary to have stages, both in terms of dividing the achievement into parts and in planning the time period. Goal achievement involves several important factors, such as setting a period of time and concrete goals as targets to be achieved.

#### 2. Integration

Integration is a measurement of the level of an organization's ability to provide socialization, cooperation and communication with various parties or other organizations. Integration involves the process of socialization

#### 3. Adaptation

Adaptation is the ability of an organization to be able to adjust to the environment. Adaptation can be measured by the success of the organization to obtain resources, both physical and non-physical in accordance with organizational needs and resource performance.

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<sup>9</sup> Mesiono, *Efektivitas Manajemen Berbasis Madrasah / Sekolah*, 2018.

<sup>10</sup> Santri, "Efektivitas Penggunaan Fasilitas Electronic Banking ( E-Banking ) Dalam Meningkatkan Minat Efektivitas Penggunaan Fasilitas Electronic Banking ( E-Banking ) Dalam Meningkatkan Minat Nasabah pada Bank Muamalat Kota Palopo" (2022).

<sup>11</sup> Steers, Richard M (2020) *Efektivitas Organisasi*, (Jakarta: Erlangga).

### Halal Product Process Assistance

Mentoring is an important part of empowerment efforts, developing independence, and improving community welfare. The mentoring process encourages the community and those in need to help solve a problem, and encourages the growth of efforts to achieve independence and participate in decision making. Assistance is carried out with collaboration and participation in the community, understanding of technology and science, having the ability to adjust to the changes that occur, and participating in maintaining the results of the efforts and efforts made. In this situation, those responsible for assisting micro and small businesses in meeting the requirements to ensure that their products are halal are called Halal Product Process Assistants.

Based on the results of research presented by Anas (2023) it was found that many PPH facilitators have not been active in providing assistance to business actors<sup>12</sup>, In addition, research conducted by Rokhayatun (2023) highlights the need for periodic evaluations, both weekly and monthly, of the performance of PPH assistants<sup>13</sup>. This approach aims to oversee the progress of halal certification assistance as a whole and measure the extent of assistance in achieving the targets set by the Halal Product Guarantee Agency. This evaluation can also assist in arranging further assistance for business actors who have obtained halal certificates. This further assistance aims to monitor and control whether halal-certified products have been fitted with halal labels on their packaging.

### Halal Certification

Certification is an official procedure carried out by individuals or institutions that have been accredited or have the authority to evaluate and verify various attributes, characteristics, properties, qualifications, or conditions of individuals, entities, products, services, methods, actions, events, or circumstances. This certification process is carried out in accordance with standard requirements that have been set in the context of halal certification, the term "halal" refers to products or goods that meet the criteria of halalness in accordance with Islamic teachings.

The principle of halal product assurance comes from the concept of halal and haram derived from Islamic law, which is found in verses of the Quran, as mentioned in Surah Al-Baqarah verse 168. The verse provides advice to Muslims to consume halal (*thayyib*) food and stay away from the haram.

فَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاشْكُرُوا نِعْمَتَ اللَّهِ إِنَّ كُنْتُمْ إِيَّاهُ تَعْبُدُونَ ﴿١٦٤﴾

<sup>12</sup> Muhammad Anas et al., "Pelatihan Pendamping PPH Halal Center UMSurabaya Untuk Mensukseskan Program Sertifikasi Halal Pemerintah," *Jurnal Visi Pengabdian Masyarakat* 04, no. 01 (2023): 43–58.

<sup>13</sup> Siti Rokhayatun, "Pengaruh Kompensasi Terhadap Kinerja Pendamping PPH Melalui Motivasi Sebagai Variabel Intervening (Studi Kasus pada Halal Center UIN Saizu Purwokerto). 2023 .

Eat of that which Allah has bestowed upon you as sustenance, that which is lawful and good, and thank Allah for His favors if you worship Him alone. - Quran, Surah An-Nahl (16:114)

The halal certification process involves two different programs, namely the regular and self-declare pathways. In the regular pathway, the application for halal certification involves an examination by a halal auditor. On the other hand, the self-declaration path provides an opportunity for business actors to declare the halal status of their products by going through a verification and validation process by PPH assistants. The Self declare program is an effort by business actors to independently declare the halal status of MSE products (Micro and Small Enterprises) independently<sup>14</sup>. The purpose of the self-declaration halal certification program is to increase the guarantee of halal products in Indonesia. In the self-declaration program, MSE actors are free of charge, and operational costs associated with the halal certification process in this program will be supported by various sources, including the APBN, APBD, and other financing facilitators (BPJPH, 2022). In contrast, the regular route imposes costs on business actors.

Part of the responsibility that businesses must carry in providing services involves efforts to ensure that their products have obtained halal certification<sup>15</sup>. Although the halal certification process has been implemented, previous research reflects the perception that products without halal certification are still in demand by consumers. The main obstacle in this process is the view that applying for or managing halal certification is considered difficult and expensive. Thus, the process of applying for halal certification still faces obstacles, and many people still do not fully realize how important it is to get assistance in going through the halal certification process for their products<sup>16</sup>.

## Method

This research uses a qualitative method with a phenomenological approach. With a phenomenological approach focuses on personal experience as an integral part of the individual, where individuals share their experiences with each other. Essentially, phenomenology is a research tradition used to dig deeper into human experience<sup>17</sup>. In this study, three data collection techniques were used, namely in-depth interviews, observation and documentation. The data used in this study used primary and secondary data. The main or

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<sup>14</sup> Fitri Rafianti, Robi Krisna, dan Erwin Radityo, "Dinamika Pendampingan Manajemen Halal Bagi Usaha Mikro dan Kecil Melalui Program Self Declare," *Jurnal Sains Sosio Humaniora* 6, no. 1 (2022): 636–43, <https://doi.org/10.22437/jssh.v6i1.19732>.

<sup>15</sup> An Ras Try Astuti dan Ruqiah, "Bisnis Halal Dalam Perspektif Etika Islam: Kajian Teoritis," *Al-Maarief: Jurnal Pendidikan Sosial dan Budaya* 1, no. 2 (2020): 142–56, <https://doi.org/10.35905/almaarief.v1i2.1139>.

<sup>16</sup> Setiyo Gunawan et al., "Pendampingan Berkelanjutan Sistem Jaminan Halal Bagi Usaha Mikro, Kecil, dan Menengah (UMKM)," *Sewagati* 5, no. 1 (2021): 8, <https://doi.org/10.12962/j26139960.v5i1.8120>.

<sup>17</sup> Suyanto, "Fenomenologi sebagai metode dalam penelitian pertunjukan teater musikal," *Lakon: Jurnal Pengkajian & Penciptaan Wayang* XVI, no. 1 (2019): 26–32.

primary data sources in this study are the Halal Product Process Assistance Agency (LP3H), Halal Product Process Assistants, and business actors in Surabaya obtained through while secondary data is obtained through documents, websites, and other literature sources related to halal certification assistance, such as those found on the Si Halal, BPJPH, and Halal MUI websites.

## Results And Discussion

Measures of effectiveness in assisting the Halal Product Process for micro and small business actors in Surabaya using Duncan's theory in Steers (2020) in the form of Goal Achievement, Integration, and adaptation<sup>18</sup>.

### 1) Goal achievement

According to Duncan in Steers' book (2020), goal achievement is a whole that concerns efforts to achieve goals and is seen as a process. Therefore, to ensure the successful achievement of the final goal, a detailed process of stages is needed, both in terms of describing the stages to achieve parts of the goal and in terms of determining the time period for each stage. Achievement of goals in halal certification assistance is measured by looking at the objectives of the assistance, the time and level of completion of the halal product process assistance in assisting halal product certification for micro and small businesses in Surabaya and the number of halal certificates from business actors that have been issued.

An organization or activity that is carried out not in accordance with what is expected and the realization of these goals was originally in vain. As contained in the word of Allah in QS. Al-Kahf: 103-104 which reads:

قُلْ هَلْ نُنَبِّئُكُمْ بِالْأَخْسَرِينَ أَعْمَالًا (الَّذِينَ ضَلَّ سَعْيُهُمْ فِي الْحَيَاةِ الدُّنْيَا وَهُمْ يَحْسَبُونَ أَنَّهُمْ يُحْسِنُونَ صُنْعًا)

*"Say, 'Do you want Us to tell you about those whose deeds are the most loss-making? ' (They are) those whose efforts are in vain in the life of this world, while they think they are doing the best." (QS: Al-Kahf Verses 103-104)*

In the Qur'an surah Al-Kahf above explains that the people who follow their deeds the most are those who follow their lusts in doing charity in order to achieve their goals of profit and virtue. Therefore, if an organization or activity does not follow the established principles of sharia, then all efforts will be in vain.

Based on the results of research and interviews related to assisting the halal product process, to achieve the objectives of the assistance, assistance is carried out by following the integrity pact and guidelines that include established procedures. In this context, it is related

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<sup>18</sup> Steers, Richard M (2020) Efektivitas Organisasi, (Jakarta: Erlangga).



to the principles of ethics and integrity in Islam. Islam encourages its people to carry out all activities with honesty, responsibility and justice. This is confirmed by what has been described by Azizah (2023) that integrity is a basic value that is very important in all aspects of life, including in the workplace, in organizations, and in relationships with the community. Having a commitment to integrity means realizing the importance of ethics and morals in every action, as well as maintaining honesty and consistency with the principles believed. Through binding themselves with the Integrity Pact, individuals or organizations show seriousness to act in accordance with high ethical and moral standards, and have a positive impact on society and the surrounding environment. These principles are reflected in the use of integrity pacts as guidelines in the halal product assistance process. This aims to ensure that the assistance process is in accordance with government regulations and runs well.

In practice, the assistance process is not always in accordance with the time set by the government, which is 12 working days. Factors such as the completeness of documents and the *review* process from BPJPH can affect the length of the process. This is also the same as the results of research conducted by Fahmi (2023) which revealed that the assistance provided by the PPH Facilitator had a positive impact on increasing the number of halal certifications. However, there is an estimate of the time required to issue a halal certificate that is not in accordance with government regulations, namely 12 working days<sup>19</sup>. From the results of interviews with business actors, it can be seen that most of the actors in micro and small businesses in Surabaya have succeeded in obtaining halal certificates after receiving assistance and some have not yet obtained halal certificates. This shows the effectiveness of the mentoring program in helping business actors achieve their goals related to obtaining halal certification.

Assistance in the halal product process for micro and small business actors in Surabaya has a general focus on products that meet halal criteria, especially those that do not involve animal ingredients. Products without animal elements such as pecel rice, gado-gado, fish crackers, fried noodles, and salad are some examples that are often considered for the halal certification process, as expressed by the assistants. Based on the results of interviews that have been conducted to halal assistants, food containing animals is not prioritized and directed to regular halal certification. This is realized because many business actors have difficulty getting chicken or beef with a halal label which is a requirement for the halal product process. The results of interviews with business actors reveal the difficulty in finding chicken or beef that has the appropriate halal certification. This reflects the challenges faced by business actors in finding halal-certified chicken meat providers in the market, especially in big city areas such as Surabaya. This is also revealed by research conducted by KNEKS with the Halal *Science Center* IPB in 2021, it was found that 85% of slaughterhouses (RPH) did not have halal certificates. Meanwhile, based on a report from Katadata.co.id, the Central Statistics

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<sup>19</sup> Ihda Fahmi, "Efektivitas Pendampingan Sertifikasi Produk Halal Program Self Declare di Kabupaten Banyumas (Studi pada Halal Center UIN Prof.K.H. Saifuddin Zuhri Purwokerto)," 2023.

Agency (BPS) noted that in 2022 there were 1,644 slaughterhouses spread throughout Indonesia. This condition is certainly a big challenge for Indonesia, which has a big goal to certify all halal products. Therefore, efforts to ensure the availability of halal products involving animal ingredients can be a more intense focus in future halal product assistance. Thus, assistance does not only focus on products that generally meet halal criteria, but also pay special attention to products that face obstacles in the halal certification process, so as to increase the wider availability of halal products and better meet the needs of Muslim consumers.

Based on the results of the interview, the halal product process assistant from the Halal Study and Food and Drug Management (SHPOM) of Surabaya State University (UNESA) has succeeded in issuing 125 halal certificates. Of these, most of the halal certificates were issued to micro and small businesses in Surabaya. This shows that it can demonstrate the achievement of mentoring objectives.

From this explanation, it can be concluded that achieving the objectives of halal product assistance in micro and small businesses has succeeded in issuing 125 halal certificates. Although most of them are for non-animal products, there are still obstacles for business actors in obtaining halal meat.

## 2) Integration

Integration according to Duncan in Steers (2020), namely measuring the level of an organization's ability to conduct socialization, communication and cooperation with other parties<sup>20</sup>. Companion integration can be through communication with halal product process institutions and micro-business actors.

Integration in the context of this research refers to the ability of the Halal Product Process Assistance, to conduct socialization, cooperation, and effective communication with other parties, including LP3H and micro-business actors. This integration aims to unify the communication process and ensure that all parties are involved in assisting halal product certification.

In Islam, there are recommendations in the Koran about helping or cooperation that must be followed by humans. This is in line with the integration aspect as described by Steers (2020). Allah SWT says in the Koran to always cooperate with each other in goodness and never cooperate in sin and disobedience. The following is an excerpt from surah Al-Maidah verse 2

وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ وَلَا تَعَاوَنُوا عَلَى الْإِثْمِ وَالْعُدْوَانِ

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<sup>20</sup> Steers, Richard M (2020) Efektivitas Organisasi, (Jakarta: Erlangga).

*"And help each other in (doing) righteousness and piety, and do not help each other in sin and transgression." (Q.S Al-Maidah : 2)*

In the Qur'an surah Al-Maidah verse 2, there is an order to help in goodness. The verse underlines the importance of helping or cooperating in doing good and maintaining piety, as well as the prohibition of collaborating in committing sins and offenses. The Halal Product Process Assistance Institute (LP3H) together with the Halal Product Process Assistance has conducted socialization to micro and small business actors in Surabaya and interested parties, in accordance with the points listed in the integrity pact. This socialization is carried out to provide an understanding of the importance of halal certification and demonstrate the obligation that all products in Indonesia will have a halal label. The importance of socialization is in line with the results of research conducted by Devi (2020) education and socialization of Halal Product Guarantee has a significant and positive impact on readiness to register halal certification<sup>21</sup>. and according to Setiyawati and Lovett (2023) socialization efforts can increase trust and acceptance of information<sup>22</sup>. After socialization, halal certification assistance will be continued by the halal product process assistant. This also shows that integration between LP3H, PPH assistants, and micro-business actors is carried out through organizing training and socialization related to halal products.

In addition, there is synergy and integration between LP3H and PPH assistants. The Halal Product Process Facilitator is registered under LP3H and will always be in coordination and exchange of information regarding changes in regulations issued by the Halal Product Guarantee Agency (BPJPH). The coordination is to ensure that all parties are up to date with applicable regulations and can adjust to changes that occur.

Thus it can be concluded that there is integration between PPH assistants with the Halal Product Process Assistance Institution (LP3H) and business actors in micro and small businesses in Surabaya in the halal product certification assistance process. This integration ensures that all parties are involved and up to date with applicable regulations, increases the effectiveness of halal product certification assistance and ensures compliance with halal standards.

### 3) Adaptation

Adaptation is the ability of an organization to adjust to its environment. Adaptation can be measured by the organization's success in obtaining resources, both physical and non-physical, that are in accordance with organizational needs and resource performance<sup>23</sup>.

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<sup>21</sup> Selfiana Devi, "Pengaruh Edukasi dan Sosialisasi Sistem Jaminan Produk Halal Terhadap Kesiapan Pendaftaran Sertifikasi Halal IKM di Kabupaten Ponorogo," *Electronic Theses IAIN Ponogoro* 7, no. 2 (2020): 1–117.

<sup>22</sup> Setiyawati dan Margareta Manalu Lovett, "Peran Public Relations melalui Media Sosial Instagram dalam Membentuk Citra pada PT Flip," *Bandung Conference Series: Public Relations* 3, no. 3 (2023): 1151–69, <https://doi.org/10.29313/bcspr.v3i3.9628>.

<sup>23</sup> Steers, Richard M (2020) *Efektivitas Organisasi*, (Jakarta: Erlangga).

In the context of this research, adaptation is measured through the success of assistants in obtaining resources that are in accordance with the needs and performance of these resources. Based on the results of interviews with registered and active LP3H (Center for Halal Studies in Drug and Food Management) Surabaya State University, there are 62 active Halal Product Process assistants out of +100 registered PPH assistants. Of the halal product process assistants, there are assistants who are actively providing assistance and there are still assistants who are not actively providing assistance for several reasons. Some assistants revealed that they were not ready because they did not understand in detail about the halal certification process, there was not enough time, and they had not found business actors who were willing to get halal certification. This is an evaluation of the quantity and quality of PPH assistants, based on research conducted by Latifah (2023) assistance for halal certification has been carried out a lot, but the level of achievement in issuing halal certificates is still relatively low until 2022 because one of the causes is a lack of human resources<sup>24</sup>. The shortage of human resources refers to the limited number and quality of labor involved in the halal certification process. This includes the lack of qualified halal product process assistants, lack of adequate training, and lack of readiness for PPH assistants.

This condition reflects the importance for facilitators to have the readiness and ability to adjust to environmental changes, including understanding and overcoming new challenges in the mentoring process. This shows that there is a need to increase the awareness and skills of assistants in dealing with the dynamics that exist in the environment. In the results of research by Anwar et al (2022) Halal Inspection Institutions and Halal Assistants should not only be profit-oriented but also oriented towards protecting Muslim consumers<sup>25</sup>. It is important to be applied by the companion, this is in accordance with the PPH guidebook (2023) In the *self-declaration process*, the expertise of the Halal Product Process (PPH) companion is very important because they are tasked with verifying and validating (verval) the halalness of products that have been certified halal, as well as providing guidance to MSE actors to understand the Halal Product Guarantee System (SJPH).

The command for work ethic is contained in the Qur'an Surah At-Taubah verse 105. This verse can be a guideline for PPH assistants who are not active so that they can be encouraged to be able to do their work and do good. In Q.S At-Taubah verse 105:

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<sup>24</sup> Latifah, "Pendampingan Proses Produk Halal ( Pph ) Hingga Penerbitan Sertifikasi Halal Dengan Aplikasi Si-Halal Bumbu Hikmah."

<sup>25</sup> Moch. Khoirul Anwar et al., "Keeping Halal Substance in the Middle of Competition of Halal Investigation Institutions and Self Declare Pathway in Indonesia," *Amwaluna: Jurnal Ekonomi dan Keuangan Syariah* 6, no. 2 (2022): 395–409, <https://doi.org/10.29313/amwaluna.v6i2.11715>.

وَقُلِ اعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ إِلَىٰ عِلْمِ الْغَيْبِ وَالشَّهَادَةِ  
فَيُبَيِّنُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ

*"Say (Prophet Muhammad), "Work; then, Allah, His messenger, and the believers will see your work. You will be returned to the One Who knows the unseen and the manifest. Then, He will tell you what you have been doing."*

Seeing the relevance of the command contained in the verse and in this context, it is necessary to evaluate the assistants of the halal product process to obtain sufficient support and training so that they can properly understand the tasks at hand and respond to challenges more effectively. This is in line with research by Dinia (2023) Optimizing the role of PPH assistants by strengthening their knowledge and abilities regarding *self-declaration* path Halal Certification as well as motivation and encouragement by LP3H<sup>26</sup>. This is to ensure that they can carry out their role optimally in helping business actors obtain halal certification.

Based on the results of the presentation of the adaptation aspects described above with Duncan's theory in Steers (2020). It can be seen that the Halal Study of Drug and Food Management at Surabaya State University has a Halal Product Process Facilitator totaling 62 active out of +100 registered, who are active and not active in providing assistance. With the number of assistants who are actively assisting, they are able to assist most of the food and beverage products in micro and small business actors in Surabaya, also reinforced by the response of micro businesses that the performance of the assistants is satisfactory.

## Closing

The effectiveness of halal certification assistance to micro and small business actors in Surabaya is effective in the aspects of achieving goals and integration, but in less in the aspect of adaptation because there are still PPH assistants who are not actively assisting. In the aspect of achieving the objective of assisting halal products to Surabaya micro and small businesses, PPH assistants have succeeded in issuing 125 halal certificates, also in aspect of integration, there is integration between PPH assistants with LP3H and Surabaya micro and small businesses.

To be able to increase the effectiveness of the halal certification assistance program, there needs to be attention from the government in ensuring easier access and requirements for halal certification for business actors, increased facilities and support from LP3H to PPH

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<sup>26</sup> Dinia, "Analisis Strategi Pendampingan Proses Produk Halal (PPH) Jalur Self Declare Pada Usaha Mikro Dan Kecil (UMK) di Provinsi Jambi (Studi Kasus Pendamping Proses Produk Halal (PPH))."

assistants, self-awareness and better understanding of PPH assistants regarding halal certification, as well as awareness and consistency of business actors.

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