

## Socialization of the Implementation of the Halal Product Assurance Law in Pucangan Village, Kartasura Sukoharjo

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Diajukan: 05-04-2024

Diterima: 20-06-2024

Diterbitkan: 30-06-2024

### Article History

Received. : 05-04-2024

Revised. : 20-06-2024

Published: 30-06-2024

### Keywords:

Community Service, Halal Certification, Halal Product Assurance Law (JPH Law)

### Kata Kunci:

Pengabdian Masyarakat, Sertifikasi Halal, UU Jaminan Produk Halal (UU JPH)

### ABSTRACT

*This study delves into social service initiatives in Pucangan Village, Kartasura, focused on educating the public about obtaining halal certificates and the significance of consuming halal products. Led by the Department of Sharia Economic Law (HES) at Raden Mas Said State Islamic University Surakarta, activities encompassed lectures, interactive discussions, evaluations, and result reporting. The primary aim was to familiarize the community with the Halal Product Assurance Law (UU JPH), fostering dialogue between residents and experts to exchange information, address concerns, and clarify ambiguities at the grassroots level. Furthermore, this initiative significantly contributed to the academic advancement and strategic objectives of UIN Raden Mas Said Surakarta, while advancing the field of Sharia economic law in Indonesia. Findings demonstrate that the community service program effectively heightened local awareness of the halal certification process and emphasized the importance of consuming certified products. By assisting small and medium-sized entrepreneurs in navigating certification procedures more efficiently, the program has enhanced food quality standards in the area. Overall, these results underscore the program's success in closing knowledge gaps and promoting adherence to halal standards within the community.*

### ABSTRAK

Penelitian ini berfokus pada pelayanan sosial di Desa Pucangan, Kartasura, yang bertujuan untuk meningkatkan pemahaman masyarakat tentang proses pengajuan sertifikat halal dan pentingnya konsumsi produk halal. Diprakarsai oleh Jurusan Hukum Ekonomi Syariah (HES) di Universitas Islam Negeri Raden Mas Said Surakarta, inisiatif ini melibatkan ceramah, diskusi interaktif, evaluasi, dan pelaporan hasil untuk mensosialisasikan UU Jaminan Produk Halal (UU JPH). Hasilnya, dialog antara masyarakat dan narasumber berhasil mengatasi keraguan terkait

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implementasi UU JPH di tingkat desa dan meningkatkan kesadaran akan pentingnya produk halal. Inisiatif ini juga berkontribusi pada peningkatan kualitas akademik dan pencapaian strategis UIN Raden Mas Said Surakarta, serta mengembangkan hukum ekonomi syariah di Indonesia. Studi menunjukkan bahwa program pelayanan masyarakat di Desa Pucangan berhasil meningkatkan kesadaran lokal tentang proses sertifikasi halal dan memperkuat arti dari konsumsi produk halal. Sosialisasi UU JPH juga memfasilitasi dialog efektif antara komunitas dan narasumber, membantu pengusaha skala kecil dan menengah dalam proses mendapatkan sertifikat halal, yang merupakan langkah krusial untuk meningkatkan standar kualitas produk pangan.

## **Introduction**

In Indonesia, halal food products are an important factor for buyers, especially because Indonesia is known as a country with the largest Muslim population globally. Everything from food, drinks, to medicines, is very important to be confirmed halal (Aziz, Rofiq, & Ghofur, 2019; Karimah, 2015). Indonesia's population growth, which means an increase in the number of Muslims, makes the country a very prospective and broad market for products consumed by Muslims. Regarding halal product rules, the basic principle that is upheld is the guarantee of protection from the state for all Indonesia citizens, as stated in the Preamble of the Constitution, with the main goal of creating prosperity for all residents (Kiptiyah, Suryadi, & Nurhayati, 2022).

Along with the development of the food industry, various food processing methods have emerged, ranging from traditional ones to those that utilize advanced technology. This condition often raises concerns among Muslims in Indonesia related to the halal status of the food and beverages consumed. In recent years, the halal industry has become a global trend, including in Indonesia (Astuti, 2020). Considering that the majority of its population embraces Islam, it is crucial for Indonesia to ensure that food products available on the market are not only in accordance with health norms, but also comply with halal requirements for consumption (Prayuti & Mistunah, 2023).

Currently, the halal food industry opens up significant opportunities to spur the growth and economic progress of the community (Yazid, Huda, & Anwar, 2024). It is dubbed a new opportunity because it is not only attractive to countries with dominant Muslim populations, but also to countries with smaller

Muslim populations participating in the evolution of the halal industry. In line with this, the Indonesia government has also taken the initiative to advance the domestic halal food and beverage sector as a way to stimulate the expansion of the halal industry. A comprehensive understanding of the halal industry sector is very necessary, which can be started by learning how halal product certification and assurance works (Muhtadi, 2020).

The procedure for obtaining a halal certificate for a product involves a comprehensive inspection stage including a review of information about the manufacturer, basic ingredients, production procedures, and halal supervision system to ensure that all criteria set by the Halal Product Assurance Agency (BPJPH) are met (Artatirana, Poti, & Kurnianingsih, 2022). Halal certification aims to provide legal certainty, especially to Muslims, about the halal status of a product, which is one of the rights of consumers. Buyers' confidence in the halal status of a product can have an impact on their decision to buy. Initially, the submission of a halal certificate by the producer was optional. However, since the implementation of Law of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Assurance, it has become a mandate for producers to apply for halal certificates (Rukoyah & Ayu, 2023). Products imported, distributed, or traded in Indonesia must meet the requirements of halal certification in accordance with article 4, which requires manufacturers to apply for halal certification of their products. Under the same law, the obligation to have a halal certificate for all products in Indonesia will be implemented five years after this law is promulgated, which means that in 2019, every food product is required to be halal certified. In accordance with Government Regulation No. 31 of 2019, BPJPH is directly responsible for the halal certification process, thus all certification applications are centralized at BPJPH and can be submitted online by attaching the required documents (Aliyudin, Abror, Khairuddin, & Hilabi, 2022).

The Indonesia Ulema Council (MUI) has an important role in determining the halal standards of a product by issuing halal certificates through their bodies that specialize in handling food, drugs, and cosmetics, namely the Institute for the Assessment of Food, Drugs, and Cosmetics MUI (LPPOM MUI) (Jati, Hubeis, & Suprayitno, 2021). This process involves a comprehensive audit by the MUI, which includes the evaluation of raw materials, production processes, quality control, and the equipment and personnel involved in the manufacture of the product. MUI is recognized as the authority in guaranteeing the halalness of a product. The Government of

Indonesia has supported Muslims by passing Law Number 33 of 2014 concerning Halal Product Assurance (JPH), which aims to provide more protection and legal certainty to consumers in consuming halal products (Hudaefi, Roestamy, & Adiwijaya, 2021).

After five years have passed since the passage of the law, every product sold on the market must be equipped with a halal certificate label on its packaging. On the other hand, if a product contains ingredients that are considered non-halal in accordance with Article 29 paragraph (2), then the manufacturer is required to mark the product packaging with a label indicating that the product is not halal, such as by using a picture of a pig. To ensure the halal of products, it is important to have clear halal certificate standards and formats that must be included on food products, which allow manufacturers to display the halal logo on the packaging. However, there are challenges in ensuring that the halal certificates given are in accordance with applicable sharia principles. This is related to the credibility and competence of the institution that provides the certificate, the halal standards they implement, and the qualifications of the personnel involved (Alinda & Adinugraha, 2022).

As a country with the largest number of Muslims in the world, Indonesia faces a high demand for halal products. This need is related not only to the spiritual aspect, but is also a key element in the field of economics and business. To address this need, the Indonesia government has issued Law Number 33 of 2014 concerning Halal Product Assurance (JPH Law), which is designed to guarantee consumers that the products they consume are in accordance with Islamic law (Putri, 2021).

Despite the implementation of regulations, there is still a gap in information and understanding among the community, especially in villages such as Pucangan. Micro and small business actors often do not fully understand or have access to information on how to obtain halal certification, as well as the benefits and obligations associated with such certification. The community service activity carried out by the Sharia Economic Law (HES) Study Program Team of UIN Raden Mas Said Surakarta is a response to this need. With a focus on socializing the implementation of the JPH Law, this activity aims to fill the information gap and increase the understanding of the people of Pucangan Village, which is ultimately expected to support sharia-based local economic growth.

In addition, this activity is also in line with efforts to improve academic quality and achieve the Strategic Plan of UIN RM Said Surakarta. By integrating

this service activity in the curriculum and academic activities, it is hoped that it can make a real contribution to the development of sharia economic science and practice, as well as strengthen the relationship between higher education institutions and the surrounding community. Through this activity, it is hoped that a sustainable synergy will be created between the university and the community, especially in applying the values and principles of sharia economics in daily life.

This service program provides a platform for students and teachers to apply the theories they have learned in the classroom to concrete situations, as well as giving them the opportunity to make a direct contribution to the development of the community. This is in line with one of the main goals of the Tri Dharma of Higher Education, namely community service. Pucangan Village was chosen as the place to carry out this service program because it is considered to have great potential to develop micro and small businesses that follow sharia principles. However, this potential has not been fully utilized due to the limited knowledge and understanding of local residents regarding the halal certification process and product standardization.

Therefore, it is hoped that the socialization activities regarding the Halal Product Assurance Law (JPH Law) carried out by the Team from the Sharia Economic Law Study Program (HES) at Raden Mas Said State Islamic University Surakarta will contribute positively to improving the quality and competitiveness of local products. This activity aims to assist small and medium enterprises in the process of obtaining halal certificates, as well as to increase awareness among Muslim consumers about the virtues of consuming halal products.

## **Research Methods**

The research method used in the community service activity "Socialization of the Implementation of the Law on Halal Product Assurance to the Community at Al Iman Mosque, Pucangan Village" includes several stages as follows:

### **1. Preparation for the Implementation of Activities**

Preparation of plans and designs of community service activities involving the PKM team, resource persons, and moderators. The determination of activity targets, namely the people of Pucangan Village, both those who are predicated as producers and

consumers.

## 2. Implementation of Community Service Activities

The counseling methods used include presentations and two-way dialogues to provide knowledge about the Halal Product Assurance Law and procedures for obtaining halal certification for small-scale businesses. In addition, these activities include interactive sessions for questions and answers, which facilitate communication between the community and experts, allowing for the exchange of knowledge and the resolution of uncertainties regarding the implementation of the JPH Law.

## 3. Evaluation and Reflection

The evaluation is carried out to measure the effectiveness of the activity and determine areas that need improvement or adjustment in the future, as well as identify the results that have been achieved and the challenges faced during the activity.

## 4. Reporting and Dissemination of Results

The results of the service activities and data analysis are compiled in a final report submitted to the university and published in the form of articles or conference proceedings for wider dissemination. By using this research method, community service activities are expected to have a significant and sustainable impact on the people of Pucangan Village, as well as contribute to the development of science and practice of sharia economic law.

## Results and Discussion

The service program held by the Faculty of Sharia from Raden Mas Said State Islamic University Surakarta on June 11, 2023 at the Al Iman Mosque, Pucangan Village, Kartasura, is a tangible manifestation of one of the principles of the Tri Dharma of Higher Education, namely community service. This initiative is designed to disseminate information about the implementation of the Halal Product Assurance Law (JPH Law) among the residents of Pucangan Village, which includes small and medium entrepreneurs and Muslim consumers.



Figure 1. Remarks by the head of the service team Mrs. Zaidah NR in socialization

In this activity, Mrs. Zaidah NR, as the head of the service team, together with other team members, has conveyed important information about the importance of halal certification and how the mechanism for applying for halal certificates for business actors. This is very relevant considering that the Muslim community in Pucangan Village needs to understand and implement the halal lifestyle, both as producers and consumers. This socialization also emphasizes the importance of compliance with the JPH Law as a form of protection for Muslim consumers and the state's obligation to provide halal guarantees for products consumed in accordance with Islamic religious teachings. The resource person, Mr. Masjupri gave an in-depth explanation of the study of Islamic law and sharia economics related to halal products.

Community service activities carried out in Pucangan Village have produced several important benefits. One of them is the increasing public understanding of the process of applying for halal certificates, which is very important for micro and small businesses to meet the requirements in accordance with the Halal Product Assurance Law of 2014. In addition, there is an increase in public awareness about the importance of consuming halal products, which is related to compliance with Islamic law as well as health and quality of life.

This activity also succeeded in facilitating dialogue between the community and resource persons, allowing the exchange of information and the resolution of doubts related to the implementation of the JPH Law at the village level. Other positive impacts include an increase in people's ethics and

faith, which has become more aware of the importance of avoiding non-halal products. From the perspective of sharia economics, this socialization is expected to increase the competitiveness of local products by providing added value in the form of halal certification, which is the main consideration for consumers in choosing products. This activity also supports the improvement of academic quality and the achievement of UIN RM Said Surakarta's strategic plan, by integrating this service activity into the curriculum and research in the field of sharia economic law.



Figure 2. Interactive dialogue with resource persons

This shows the commitment of the institution in supporting community service activities. In addition, this activity provides an opportunity for the PKM team to conduct further research on the impact of the implementation of the JPH Law on the micro and small economies in Pucangan village. This activity has also built a bridge of communication between academics and the community, allowing the knowledge gained in the academic environment to be applied practically to help the community understand and implement the Halal Product Assurance Law.

So that this activity also provides an opportunity for the community to provide constructive input and suggestions, which will be very useful in improving policies and practices related to halal certification in the future. Thus, the community service activities carried out by the Sharia Economic Law (HES) Study Program Team of UIN RM Said Surakarta not only have a significant educational and social impact on the people of Pucangan Village,

but also contribute to the development of science and practice of sharia economic law in Indonesia.

The description of this novelty of activity covers several key aspects. First, this activity provides an opportunity for the PKM team to conduct further research on the impact of the implementation of the JPH Law on the micro and small economies in Pucangan Village. This team not only examines academically, but also builds a bridge of communication between academics and the community, so that the knowledge gained can be applied practically in helping the community understand and implement the Halal Product Assurance Law. Furthermore, this activity provides an opportunity for the community to provide constructive input and suggestions, which is very useful to improve policies and practices related to halal certification in the future as well as the importance of halal certification and the process of applying for halal certificates to business actors in Pucangan Village. This is relevant considering the need for the Muslim community to understand and follow the principles of halal life as producers and consumers. This socialization also emphasized the importance of compliance with the JPH Law in protecting Muslim consumers and in providing halal product guarantees in accordance with Islamic teachings.

## **Conclusion**

From the service initiative carried out by the Team from the Sharia Economic Law Study Program (HES) at Raden Mas Said State Islamic University Surakarta, several key conclusions can be drawn, namely the socialization program on the implementation of the Halal Product Assurance Law held at the Al Iman Mosque, Pucangan Village, succeeded in achieving its main goal in increasing public awareness and understanding, especially Muslim consumers, about the importance of consuming products that are in accordance with the principles of Islamic law. Through counseling methods and materials from experts, as well as interactive sessions that actively involve citizen participation, this activity strengthens the understanding of halal and haram rules in the context of Indonesia law, providing legal certainty for Muslim entrepreneurs and consumers. The event, which was held on June 11, 2023, showed the commitment of Raden Mas Said Surakarta State Islamic University in realizing the Tri Dharma of Higher Education, with a focus on community service in Pucangan Village, Kartasura. The program not only provides a significant social impact for the local population, but also supports

the improvement of academic standards and the achievement of the university's strategic goals. In addition, this activity highlights the spiritual and moral impact of the consumption of non-halal products, which can affect faith, difficulties in accepting the truth, and a decrease in moral values in society.

This service initiative has been effective in increasing public knowledge and awareness of the necessity of complying with the Halal Product Assurance Law (JPH) of 2014. This law is important as a legal basis that ensures that Muslim business actors and consumers in Indonesia comply with halal standards in accordance with Islamic law. This allows verification that the products consumed and sold are in accordance with the recognized halal criteria. Compliance with the JPH Law not only ensures consumer safety in choosing halal products, but also increases consumer confidence in products available in the market, which in turn can support the growth of the sharia economy in Indonesia.

### **Acknowledgments**

We express our deep gratitude to the Faculty of Sharia UIN Raden Mas Said Surakarta for their extraordinary support for this activity. Without their help and cooperation, the organization of this event would not have been possible. Their support is not only in the form of material, but also in the thought and passion to advance education and religious activities in our environment.

We would also like to express our highest appreciation to the Chairman of RT and Ta'mir Masjid Al Iman for their willingness and assistance in providing venues and facilities for this event. Their active participation means a lot to the success and smooth running of our event.

We would like to express our gratitude to all the participants involved, including the congregation of the ta'lim assembly, the community, and the young generation of Muslims in Pucangan, Kartosuro Sukoharjo. Their contribution and participation are not only as participants, but also as a driver of enthusiasm and positive energy in this activity. Their presence provides invaluable color and added value to our events.

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