

Analysis of Halal Certification in Small and Medium Industries in the Development of Halal Tourism in Tourism Areas in North Sumatra

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ABSTRACT

Halal Certificate is an important thing for Small and Medium Industries to have in terms of marketing their products and for the economic welfare of the people. Likewise, for Small and Medium Industries located in Tourism Areas where it can develop Halal Tourism in these tourist areas. However, in reality there are many obstacles faced by Small and Medium Industries in terms of issuing these halal certificates. This study uses the Mix Methode research method where the authors conduct Indept Interviews with experts and business people then provide questionnaires to business people regarding the process of making halal certificates for the businesses they run. The procedures for making halal certification for Small and Medium Industries (SMIs) in the development of Halal Tourism in Tourism Areas in North Sumatra include: understanding halal certification requirements and attending halal assurance system (SJH) training, implementing a halal assurance system (SJH), preparing halal certification documents, registering halal certification (uploading data), conducting preaudit monitoring and payment of certification contracts, conducting audits, conducting post-audit monitoring, obtaining halal certificates. The results of this study indicate that only 50% of SMEs understand about halal certificates and procedures for making them. The obstacles in making halal certificates are not believing in the importance of halal certification for their business, not believing in the importance of halal certification for their business. For SMEs that have succeeded in having a Halal Certificate after a simple Linear Regression Test the results show that Halal certificates have a positive and significant effect on SME income of 77.7%.

ABSTRACT

Halal Certificate is an important thing for Small and Medium Industries to have in terms of marketing their products and for the economic welfare of the people. Likewise, for Small and Medium Industries located in Tourism Areas where it can develop Halal Tourism in these tourist areas. However, in reality there are many obstacles faced by Small and Medium Industries in terms of issuing these halal certificates. This study uses the Mix Methode research method where the authors conduct Indept Interviews with experts and business people then provide questionnaires to business people regarding the process of making halal certificates for the businesses they run. The procedures for making halal certification for Small and Medium Industries (SMIs) in the development of Halal Tourism in Tourism Areas in North Sumatra include: understanding halal certification requirements and attending halal assurance system (SJH) training, implementing a halal assurance system (SJH), preparing halal certification documents, registering halal certification (uploading data), conducting preaudit monitoring and payment of certification contracts, conducting audits, conducting post-audit monitoring, obtaining halal certificates. The results of this study indicate that only 50% of SMEs understand about halal certificates and procedures for making them. The obstacles in making halal certificates are not believing the importance of halal certification for their business, not knowing the flow of making halal certification, many important documents that must

be prepared, the high costs incurred and not having much time to take care of halal certificates. For SMEs that have succeeded in having a Halal Certificate after a simple Linear Regression Test the results show that Halal certificates have a positive and significant effect on SME income of 77.7%.

INTRODUCTION

Indonesia is a destination country for tourists from various countries in the world, this is due to the country of Indonesia which has a lot of wealth and very abundant resources. Indonesia's natural beauty and cultural and culinary diversity make Indonesia a very popular tourist destination for both local and foreign tourists. This is evidenced by the data generated from the CEOWord survey in 2020:

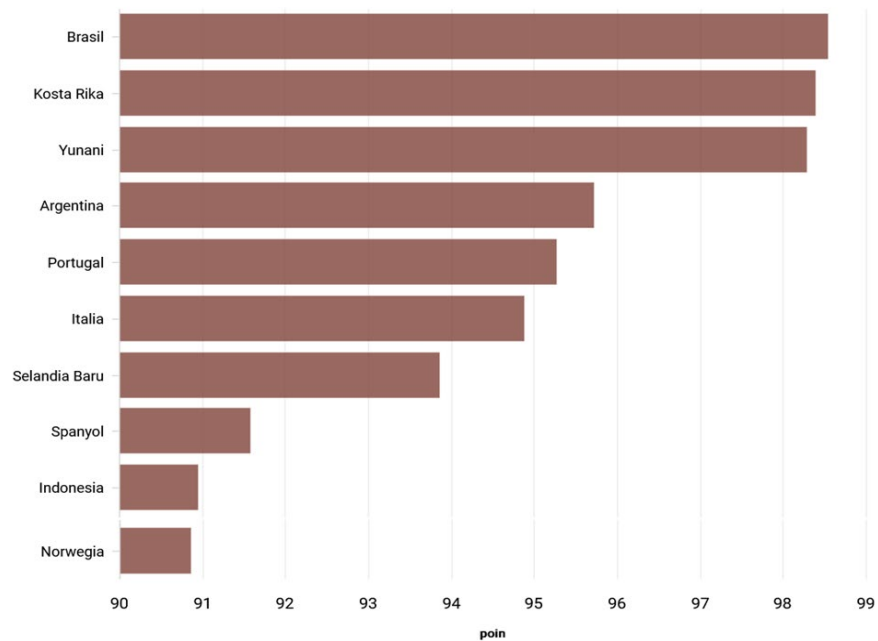


Figure 1. Countries of Travel Destination

From the data above we see that Brazil: 98.53 points, Costa Rica: 98.39 points, Greece: 98.28 points, Argentina: 95.71 points, Portugal: 95.26 points, Italy: 94.87 points, New Zealand: 93.85 points, Spain: 91.58 points, Indonesia: 90.95 points and Norway: 90.86 points. These scores were obtained from a survey of 120,000 people, most of whom were in the United States (US). Respondents were asked to rate destination countries by considering their adventure appeal, natural environment and culture. As a result, Brazil scored the highest and was named the best country for adventure travel with a score of 98.53 points out of 100. Brazil has a vast rainforest and the world's largest river, the Amazon. This country in the central American continent also has a variety of beautiful landscapes ranging from beaches, mountains, waterfalls, to caves in the forest. Indonesia scored 90.95 points and ranked ninth on the global scale. The Coral Triangle of the World, Indonesia has many adventure tourism attractions both on land and in the ocean.

Tourists who come to Indonesia are not only determined by its natural beauty but must also be supported by the cleanliness and halalness of its tourist areas, both from the food and drinks served. Therefore, the government continues to promote halal tourism or *Halal Tourism*

in Indonesia so that Indonesia won the award as the second ranked halal tourism country in the world in 2022, this was obtained from the Global Muslim Travel Index (GMTI) Standard of 138 Countries in the World. Of the 138 countries nominated for halal tourism in the world, the best and best. This is evidenced by Indonesia, which always continues to have a significant increase starting from 2015, the sixth champion, rising to fourth in 2016 and third in 2017, second in 2018, first in 2019 and fourth in 2021.

Table 1: Halal Tourism Countries of the World

No.	Country	Score
1	Malaysia	74
2	Indonesia	70
3	Saudi Arabia	70
4	Turkey	70
5	United Arab Emirates	66

The tourist attractions in the province of North Sumatra include Lake Toba, Berastagi and its coastal areas. The diversity of tribes in Sumatra makes the processed food products also vary from traditional food to food favored by young people or millennial food. In the regulation of the minister of tourism and creative economy at Number 3 of 2021 which talks about how to use funds in developing Indonesian tourism, states that there are 10 tourist destinations in Indonesia that are prioritized to be developed by the central government which includes the Lake Toba tourist area in North Sumatra province. This makes it very important to conduct research related to halal certification that can support the government program.



Figure 2. Priority Tourism Areas in Indonesia

The number of tourist attractions in North Sumatra along with the complex problems that occur in it, one of which is related to the halal label which is not yet widely owned by foods located in tourist attractions in North Sumatra, so that Indonesia, a Muslim-majority country, is

difficult to be able to always visit tourist attractions in North Sumatra because there are often concerns about the halal food. Lake Toba is 1 of the 10 tourist destinations in Indonesia which is used as a priority tourist area and in fact there are many non-Muslim residents or Muslims but who are not or do not understand halal certificates. What is halal certification, or how is halal certification useful, how then to make it.

The government through the minister of tourism and creative economy, Mr. Sandiaga Uno, continues to provide policies for tourist attractions in Indonesia to promote halal tourism. This is as described by Kompas.Com KOMPAS.com in its news on 06-21-2022. Sandiaga Uno is very optimistic to become Indonesia's first champion as a world-class halal tourism from GMTI, due to the great halal potential in Indonesia. "Our halal tourism or Muslim-friendly tourism is not inferior to other destinations because we have so many abilities to combine natural tadabbur and also religious tourism," One of the supports for the development of Indonesia into the number one halal tourism area in the world is the halal certification that many MSMEs have, especially in the food sector. But unfortunately, it is not accompanied by the government promoting halal certification for MSMEs which will directly deal with tourists who come and expect the halalness of the food served.

The Halal Product Guarantee Agency (BPJPH) is an agency established by the Minister of Religious Affairs. In Law No. 33 of 2014. Providing responsibility to be able to realize the halalness of products in Indonesia so that its job is to ensure or guarantee the halalness of products in circulation. The above statement should not be widely applied in tourist areas in North Sumatra, from the observations made by researchers, there are still many MSMEs that do not have halal certification, let alone tourists, local residents are hesitant to consume food that is sold or served. The lack of understanding or knowledge of the usefulness of halal certification is also a major problem for the development of halal certification in the MSME environment, even though the government is strongly promoting halal tourism (*Halal Tourism*).

Medan being the capital city of the province has many food entrepreneurs who are famous throughout Indonesia. Food entrepreneurs are also very much practiced by people of non-Muslim religions, which can be very doubtful about their halalness. One of the bakers of Chinese descent who bernan Hakim in Medan told the researcher "*We don't understand how to take care of a halal certificate, and yesterday a friend of mine asked, it turned out to be expensive when asked for administrative money or the cost of making it*". But the author does not know further how much it costs to make a halal certificate.

In theory, the factors that greatly influence the demand for an item, apart from price, are the products themselves. Whether the product has a quality that is in accordance with consumer desires, whether the product is of good quality, such as cleanliness and halalness owned by MSMEs that sell food products. The quality of a product is a characteristic of a product or service (service) that has the ability to meet implied customer needs (Kotler & Armstrong, 2015). Based on (Sunyoto, 2015) it can also be said that product quality is the extent to which a product is able to meet its specifications. So it can be understood that the core of customer desires for the products they buy is the core that needs to be understood by SMEs in North Sumatra.

There have been many studies related to halal certificates, one of which was conducted by Syaeful Bakhri "Analysis of Halal Certificate Ownership on the Level of Business Income of Small and Medium Industry Actors". However, this research was conducted in the city of Cirebon and has nothing to do with the development of halal tourism areas, then the results

have a positive and significant effect. Various problems and phenomena in the field found by researchers and support from theory.

LITERATURE REVIEW

Halal Certification

Halal certification plays an important role in the industry, both in regions and cities, with more and more people realizing the importance of halal products. Based on Law No. 33 of 2014, halal certification is a requirement for businesses to market and distribute their products, in order to protect consumers. A halal certificate issued by the Indonesian Ulema Council (MUI) is a fatwa stating that the product is in accordance with Islamic law. The purpose of halal certification is to ensure that goods and products circulating in the community are halal and safe for consumption. This certification provides peace of mind for consumers, including tourists. Various types of products and services such as food, beverages, medicines, as well as processes such as slaughtering and packaging, fall under the scope of halal certification. The Halal Product Guarantee Agency (BPJPH), under the Ministry of Religious Affairs, is responsible for ensuring the halalness of products circulating in Indonesia in accordance with the Act. In the context of sharia, the consumption of halal food is not only a religious obligation but also provides health benefits to mankind. Allah SWT encourages Muslims to consume halal food, as explained in the Qur'an Surah Al-Baqarah verse 168, which indicates that the consumption of halal food is part of the guidance for a healthy life.

Small and Medium Industry (SMI)

Small and Medium Industries (SMIs) play an important role in a country's economy, including Indonesia, which is a large consumer country. SMI is the production of food, beverages, or other services by the community to meet local needs. This is different from Micro, Small and Medium Enterprises (MSMEs) which focus more on marketing and selling goods and services. The difference between SMEs and MSMEs can be seen in the total value of assets and turnover. MSMEs usually have assets between Rp50 million and Rp10 billion, with an average turnover ranging from Rp300 million to Rp50 billion. In contrast, SMEs have assets of around Rp200 million and generally have lower turnover. With the many needs of the community that can be met by local industries, it is important to take advantage of this opportunity so as not to be replaced by products from abroad.

Halal Tourism

The concept of halal tourism is part of Indonesia's efforts to develop its tourism sector by catering to the needs of Muslim travelers. Although this type of tourism already exists in some countries with large Muslim populations such as Saudi Arabia and Malaysia, Indonesia's Ministry of Tourism and Creative Economy is also starting to develop it. Halal tourism aims to provide shariah-compliant alternatives for both Muslim and non-Muslim travelers. It aims to increase local and foreign tourist visits. However, there is a misconception that halal tourism is considered to be the Islamization of tourism, when in fact the goal is to provide services that comply with sharia principles. The legal basis for the development of halal tourism in Indonesia includes the guidelines for destination, marketing, and industry organization contained in Law

No. 10/2009 on Tourism, Government Regulation No. 50/2011, as well as Law No. 33/2014 and Government Regulation No. 31/2019. The hypothesis in this study is:

Ha: There is a positive and significant effect of halal certification on the development of halal tourism in North Sumatra.

Ho: There is no positive and significant effect of halal certification on the development of halal tourism in North Sumatra.

RESEARCH METHOD

This research uses mixed methods that include descriptive quantitative and descriptive qualitative research to obtain a comprehensive picture of halal certification in Small and Medium Industries (SMI) in the development of halal tourism in North Sumatra. The research was conducted in various tourist attractions in 33 districts/cities in the province, from March 1, 2023 to October 1, 2023. The research population includes all tourist attractions in the area, with samples taken through non-probability sampling techniques from priority locations. Data were obtained from primary sources, through direct observation and discussions with SMEs, as well as secondary data from literature and online sources. The object of the research is halal certification for SMEs, while the research subjects include the government and SMEs in tourist areas. The instruments used are questionnaires, interviews, questionnaires, and documentation such as photography and video recordings. Quantitative data were analyzed using SPSS 25.0 with descriptive methods, validity and reliability tests, normality tests, simple linear regression, ANOVA, and hypothesis testing. Meanwhile, qualitative data were analyzed by data reduction, presentation in narrative form, and verification and synchronization with existing theories to ensure the validity of the results.

RESULTS AND DISCUSSION

Instrument Test

The validity test is carried out by comparing the calculated r value or pearson corellation value with the r table value. With the criteria, if $r \text{ count} >$ from r table, the statement items from the questionnaire are declared valid. Validity testing is done with SPSS 25 where the validity results of the statement can be seen based on the spss output.

Table 2. Halal Certification Variable Validity Test Results

No	r count	r table	Description
1	0,719	0,282	Valid
2	0,875	0, 282	Valid
3	0,885	0, 282	Valid
4	0,888	0, 282	Valid

Based on the table above, it can be seen that all statement items in the Halal Certification variable questionnaire are declared valid.

Table 3. Income Level Variable Validity Test Results

No	r count	r table	Description
1	0,697	0,282	Valid
2	0,696	0,282	Valid
3	0,532	0,282	Valid
4	0,747	0,282	Valid

Based on the table above, it can be seen that all statement items in the Income Level variable questionnaire are declared valid. Furthermore, data reliability testing is carried out to determine the extent to which a meter can show the accuracy and consistency of the question items. To test the reliability of the data, the Cronbach Alpha meter is used. Cronbach Alpha is one of the most frequently used reliability coefficients. A reliable measurement scale should have a Cronbach Alphaminimal value of 0.60. The reliability test in this study was carried out on statements that had validity, to determine whether the data collection tool showed a level of accuracy, accuracy, stability or consistency, even though it was used at different times, or two or more measurements were made on similar symptoms.

Table 4. Reliability Testing Results

Variables	Reliability	Reliability Limit	Description
X	0.827	0.600	Reliable
Y	0.758	0.600	Reliable

Based on the results of reliability testing, all variables have good reliability because they have r_{count} greater than r_{Table} as shown in the table above, thus, each statement on the questionnaire can be analyzed further. The classic assumption test aims to determine the condition of the data used in the study. One of them is by testing the normality of the data. This is done in order to obtain the right analysis model. So the purpose of the classic assumption test is to find out the right analysis model in a study. The classic assumption test research used in this study is:

Normality test

To find out whether it is normal or whether in the regression model, the independent variable and the dependent variable or both are normally distributed, a normality test is used. The normality test used in this study is to see based on the Kolmogorov-Smirnov Test. The Kolmogorov-Smirnov test is used to see whether data can be said to be normal or not, with the assumption that if the resulting significant value is > 0.05 , then the data distribution can be said to be normal.

**Table 5. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Halal Certification	Income Level
N		33	33
Normal Parameters ^{a,b}	Mean	17,3030	17,7879
	Std. Deviation	2,89919	2,19029
Most Extreme Differences	Absolute	,201	,175
	Positive	,176	,156
	Negative	-,201	-,175
Test Statistic		,201	,175
Asymp. Sig. (2-tailed)		,302 ^c	,412 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the table of normality test results, it can be seen that the output generated from each variable has a significant value > 0.05, which means that the data is normally distributed on the Halal Certification and Income Level variables. In this study, the analytical method used is analysis. multiple linear regression. Multiple linear regression analysis is used to obtain regression equations by entering changes one by one, so that the strongest to the weakest influence can be seen. To determine the regression equation and see the effect of each variable, it can be seen based on the results of the f test, t test and determinant test below.

Simultaneous Test (Test f)

The simultaneous test is used to determine how much influence the independent variables simultaneously have on the dependent variable,

Table 6. F Test Results between X Variables on Y Variables

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,090	1	1,090	8,722	,001b
	Residuals	152,425	31	4,917		
	Total	153,515	32			

a. Dependent Variable: Income Level

b. Predictors: (Constant), Halal Certification

The results of the simultaneous test or F test show that the F_{count} value is 7.059 with a sig value of 0.000 less than 0.05. Because the resulting probability value is less than 0.05, the Halal Certification variable has a significant effect on the Income Level variable.

Partial Test Analysis (t Test)

Partial Test is used to test whether the independent variable partially has a significant effect on the value of the dependent variable.

Table 7. Statistical t test results between halal certification variables and income levels

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,686	2,371		7,037	,000
	Halal Certification	,064	,135	,084	4,471	,001

a. Dependent Variable: Income Level

Based on the above, it can be seen that Halal Certification has a significant effect on the level of business income with the t value greater than the t table, namely $4.471 > 1.693$ with a sig value smaller than 0.05, namely $0.001 < 0.05$. With a regression equation that is :

$$Y = 16.686 + 0.064X + e$$

Based on the results of the above equation, the results of the multiple regression equation can mean a constant of 16.686 which means, if the halal certification variable is assumed to be fixed, the income level will increase by 16.686.

Determinant Test Analysis (R²)

The determinant test is used to measure the extent to which the model's ability to explain variations in the dependent variable. The results of the analysis can be seen in the table below

Table 8. Determination Test Results (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,784a	,777	,725	2,21742
a. Predictors: (Constant), Halal Certification				

Based on the table above, it can be seen that the value of R² is 0.777. This means that 77.7% of the income level variable can be explained by the halal certification variable. While the remaining 22.3% is explained by other causes outside the model.

Discussion

Perceptions and understanding of Small and Medium Industries (SMI) towards halal certification in the development of Halal Tourism in Tourism Areas in North Sumatra.

a. Langkat Regency.

One of the entrepreneurs or small and medium industries in Langkat is dodol Tanjung Pura. The results of interviews that researchers conducted with him related to perceptions and understanding of halal certification. Mrs. Mirna, a dodol entrepreneur, said that halal certification is still something that is not widely understood or known by entrepreneurs including in Langkat district, there has been socialization but entrepreneurs do not really understand it, because the understanding given is not directly to the practice of making halal certification, especially sometimes traders or entrepreneurs consider it not so necessary, for example like this dodol food, which everyone must not be so concerned about its halalness, the name dodol, it must be halal. The average knowledge of these entrepreneurs is very limited, busy with their trading activities, how to increase turnover and spin their brains so that they can pay their employees, so they don't find out what halal certification is, the uses and how to make it, the point is still not understood by entrepreneurs, including me as an entrepreneur. The dodol business directly processed by Mrs. Mirna is dodol that has been made by herself for a long time, from recipes passed down from generation to generation which she believes has no non-halal ingredients and the process is also good. Therefore, according to Mrs. Mirna, halal certificates are not necessary.



Figure 3. Discussion with Mrs. Mirna, owner of Dodol Shop in Tanjung Pura

Then the researchers also discussed with dodol entrepreneurs in Tanjung Pura City who have long been in the business of selling dodol. The shop that the researchers visited or the sample is RIA dodol shop which is arguably very famous among Tanjung Pura dodol entrepreneurs, Mrs. RIA has 4 dodol kiosks spread in various corners in Tanjung Pura City. The results of the discussion with Mrs. RIA. Ria said she did not know about halal certification for a food product including dodol produced by her. So far, there is also no socialization that he has received either from the government or from the Halal Product Guarantee Agency or the like.



Figure 4. Discussing with the owner of Dodol RIA Shop in Tanjung Pura

The second result that the researchers interviewed was the owner of the Arrayyan bakery which is located in the city of Binjai, although this bakery is located in the city of Binjai but this shop is located in the area of the road traversed by tourists who want to visit Bukit Lawang, so it becomes a place to stop by to buy souvenirs or souvenirs for tourists. Arrayyan bakery also prepares rambutan syrup and guava honey that cannot be found in other shops so that it can be used as a souvenir of Binjai city. The results of the discussion with the store manager stated that the shop owner Mr. Rayyan really understands and understands the halal certificate which is really needed for development. This is because Mr. Rayyan is also a person who already has many kinds of culinary businesses plus he is an administrator of the Indonesian Young Entrepreneurs Association of North Sumatra so that his knowledge and understanding of halal certificates is very qualified. Mr. Rayyan said that: halal certificates are very important and very necessary in business development, because if you want our products to develop and become large and also be able to enter the world of global marketing or import, one of them is required to have a halal certificate. He also discussed the changes that have occurred in the new MUI halal label, and he said it was better than the old logo, more modern and contemporary.



Figure 5. Discussing with Arrayyan Store Manager

The government, in this case, researchers also conducted interviews and discussions related to the knowledge of Small and Medium Industries or MSMEs about the products they created. The ladies at the Koperasi and UMKM offices in Stabat City said that knowledge was very low due to their low education and indifference to halal certification for the development of their products.



Figure 6. Discussion with the Office of Cooperation and MSMEs of Langkat Regency

b. Karo District

Karo Regency is one of the districts that has many tourist areas or places. The majority of these cold-air areas make tourists want to always come there. The city of Berastagi is one of the areas that is always visited by tourists, one of the reasons is the peak of Gundaling which is a place to look at the city of Berastagi from a height. Fresh fruits and vegetables are also an attraction to come to this district.



Figure 7. Berastagi City Fruit Market

The results of interviews that the author conducted with various elements in Karo district, including the Karo district government represented by the head of the Karo District MSME Division, and several Small and Medium Industries and traders in tourist areas in Karo district, such as in Berastagi City and in the Sipiso Piso area. First the researchers went to the Karo district government that we were aiming for and we got a representative to the Karo district UMKM field, namely Mr. Hendri Jursan Bangun, SE, MM, he said that there are a lot of UMKM or Small and Medium Industries in our area that are not recorded by our Karo district government, this is because the Small and Medium Industries here are reluctant to attend or include their businesses in training and activities programmed by the UMKM office.

They argue that they don't need to participate in government programs, they can advance and develop, and they even think that it only wastes their time and energy. This is what makes the city government unable to identify who are the Small and Medium Industries in Karo Regency. In addition, the people here make business only as a sideline, because many of the Karo people are farmers or teachers. Trading or producing is done after their main work as farmers is finished or no longer exists. With the above phenomenon, the Small and Medium Industries in Karo Regency do not really know about halal certification, let alone want to find out and take care of making it. The majority of non-Muslim religions are the biggest reason they are reluctant to make halal certification for their business, apart from tourists who come their biggest consumers are also the surrounding community who are also the majority of non-Muslim religions who are not too concerned about halal certification in consuming a product.



Figure 8. Discussion with the Karo Regency Office of Industry and MSMEs

Then the researcher conducted an interview with the owner of the Wajik shop owned by Mr. H. Ngadimin, he said I opened this shop a long time ago and I was the first to open a wajik shop here when it opened without any employees, with the passage of time the income by opening this shop I was able to hire employees.

This diamond shop is affordable, the taste is unique, we also make a lot of portions, we also prepare different kueh-kueh so you can choose according to your taste, the service is friendly and good, the food must be healthy and guaranteed halal. The shop owner said I did not understand halal certification and did not know about it. We discussed a lot with the Berastagi coffee entrepreneur, but the point is that I don't know in depth about halal certification

for food products, but if given the opportunity or opportunity we will be willing to provide halal certification for the food we sell. And I can also sell better, sometimes because here the majority are non-Muslims sometimes many people who stop by feel doubtful about the halalness of our shop.



Figure 9. Discussion with Wajik Shop Owners and Managers in Berastagi

Then the researchers came to the coffee shop located at the Berastagi fruit market which is also a destination for tourists who want to come to the city of Berastagi. The results of interviews with business actors show several different forms of response to the obligation of halal certification, among others, when the interviewees were asked questions about what they knew about halal certification, the answers from the interviewees were still very general, the shop owners only knew that halal certification was a regulation made by the Indonesian Ulema Council (MUI) to ensure that the food and drinks traded were in accordance with Islamic law and they still did not know in detail about the specific laws concerning halal certification, as described as follows: "As far as I know, halal certification shows that what we produce and sell is in accordance with Islamic rules and is certainly good for consumption"



Figure 11. Discussion with Berastagi Coffee Shop Owner

Sibolga City

The results of the researcher's interview with one of the managers of the Sibolga city gift shop, Sambal Special Chips, he said that regarding the halal label on the packaging I already know about it, and we have long had a halal certificate. We have long been assisted by the Sibolga City Industrial Service, so we know very well about halal certificates and make it a must-have thing for the progress of our business.



Figure 12. Discussion with the manager of a typical Sibolga souvenir shop

Then we researchers went to the place of purchase or the sibolga typical salted fish making industry, namely Mr. Muhammad who also sells his salted fish on jln S.Parman No.109. he said he never thought about halal certification at all, this is because he feels it is not important to label his salted fish products with halal certification because salted fish is certainly halal, because it is marinated fish and there are no ingredients that might be considered not halal. During this time Mr. Muhammad said the sibolga government or MUI of sibolga city never directly came to them regarding halal licenses, what the government did was a lot related to marketing and production. Like we were taught to market this salted fish product through shoppe and other online marketing media, Alhamdulillah now my product can be ordered through shoppe applications, Lazada and so on.



Figure 13. Discussion with Sibolga Bay Shop Owner

Then we went to the Sibolga City Industry Office which is also not far from the center of snacks and souvenirs in Sibolga City. There the researcher found a section head Mr. Nelson Aries Simbolon, SE. and one of his staff, Mrs. Nurlaila, he said that there had been a lot of socialization by the industrial office regarding halal certification for Small and Medium Industries in Sibolga City and monitoring continued. So that the results of our interviews say that on average they already know and understand about halal certification.



Figure 14. Discussion with Sibolga City Industry Office

Procedures for making halal certification for Small and Medium Industries (SMIs) in the development of Halal Tourism in Tourism Areas in North Sumatra

The results of the researchers' discussion with the Medan City Industry Office said that halal certification facilitation is a concrete form of the government's duty to develop halal industry. based on Regulation of the Minister of Industry Number 7 of 2021 as a halal industry facilitation guidance program for small and medium industries (IKM). Determination of IKM recipients of Halal Product Certification Facilitation is based on proposals from the local office in charge of industrial affairs.

Article 1 paragraph 10 of Law of the Republic of Indonesia No. 33 of 2014 concerning Halal Food Guarantee (JPH Law) states that Halal Certificate is an acknowledgment of the halalness of a product issued by the Halal Food Guarantee Implementing Agency (BPJPH) based on a written halal fatwa issued by MUI. Certification according to KBBI Online is certification. To get to certification, of course, efforts are needed, steps and procedures that must be followed. Thus halal certification means efforts, steps and procedures to get a halal certificate.

MUI Halal Certificate is a written fatwa of the Indonesian Ulema Council which states the halalness of a product in accordance with Islamic law. The purpose of MUI Halal Certification on food products, medicines, cosmetics and other products is carried out to provide certainty of halal status, so that it can reassure consumers in consuming it. The continuity of the halal production process is guaranteed by the manufacturer by implementing a Halal Assurance System.

For companies that want to obtain an LPPOM MUI halal certificate, both processing industries (food, medicine, cosmetics), slaughterhouses (RPH), and restaurants / catering /

kitchens, must register for halal certification and fulfill the requirements for halal certification. By opening the screen of his laptop to the researcher, the industrial service explained the following are the stages passed by companies that will register for the halal certification process:

1. Understand halal certification requirements and attend SJH training
Companies must understand the halal certification requirements listed in HAS 23000. Companies must also attend Halal Assurance System (SJH) training held by LPPOM MUI, both in the form of regular training and online training (e-training).
2. Implementing Halal Assurance System (HAS)
The company must implement SJH before registering for halal certification, including: establishing a halal policy, establishing a Halal Management Team, making a SJH Manual, conducting training, preparing procedures related to SJH, conducting internal audits and management reviews.
3. Prepare halal certification documents
The company must prepare the documents required for halal certification, including: product list, ingredient list and ingredient documents, slaughterer list (RPH only), product matrix, SJH Manual, process flow diagram, address list of production facilities, proof of halal policy socialization, proof of internal training and proof of internal audit.
4. Registering for halal certification (data upload)
Registration for halal certification is done online in the Cerol system through the website www.e-lppommui.org. Companies must read the Cerol user manual first to understand the halal certification procedure. Companies must upload certification data until it is complete, then it can be processed by LPPOM MUI.
5. Monitoring preaudit and payment of certification contracts
After uploading the certification data, the company must carry out pre-audit monitoring and payment of the certification contract. Pre audit monitoring is recommended to be carried out every day to find out any discrepancies in the pre audit results. Payment of the certification contract is done by downloading the contract in Cerol, paying the contract fee and signing the contract, then making payment in Cerol and approved by the LPPOM MUI Treasurer via email to: bendaharalppom@halalmui.org.
6. Audit implementation
The audit can be carried out if the company has passed the pre-audit and the contract has been approved. The audit is carried out at all facilities related to the certified product.
7. Conduct post-audit monitoring
After uploading certification data, companies must conduct post-audit monitoring. Post-audit monitoring is recommended to be carried out every day to find out any discrepancies in the audit results, and if there are discrepancies to make improvements.
8. Obtaining halal certificate
Companies can download the halal certificate in softcopy form at Cerol. The original halal certificate can be picked up at the Jakarta LPPOM MUI office and can also be sent to the company's address. Halal certificate is valid for 2 (two) years. Or the procedure can be seen from the diagram below.

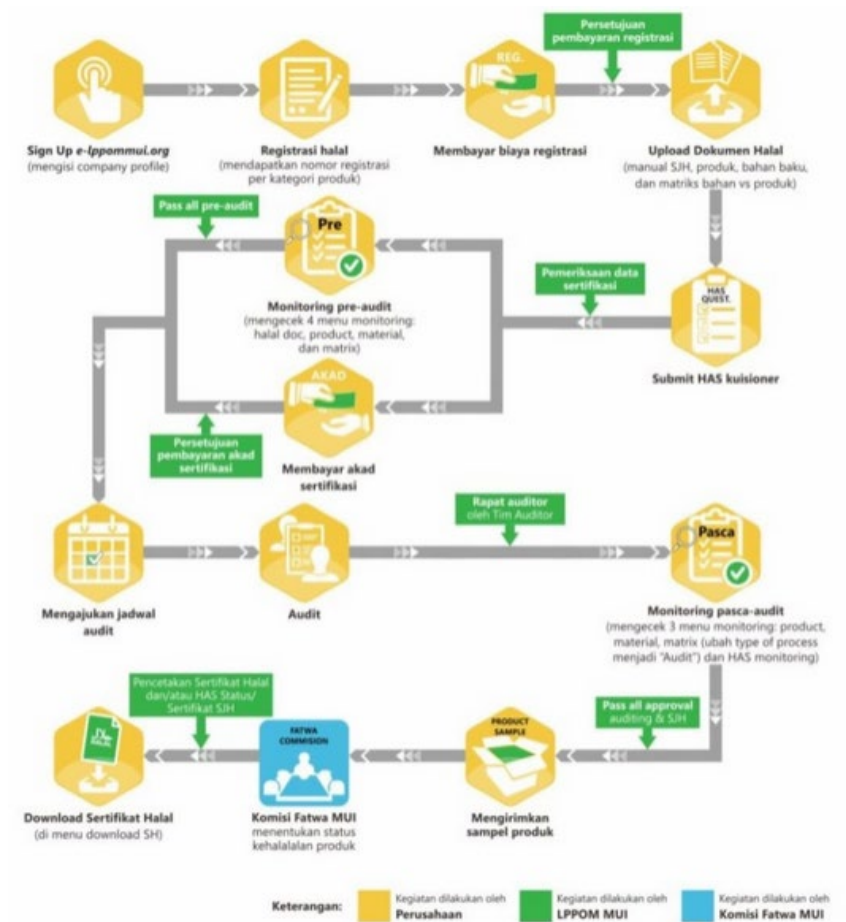


Figure 14. Halal certification issuance procedure

Constraints experienced in making halal certification by Small and Medium Industries (SMIs) in the development of Halal Tourism in Tourism Areas in North Sumatra.

The obstacles that researchers will describe in this study cannot be listed one by one or detailed answers to each business or industry, this is because not all industries have halal certification, as researchers have explained above. So how can we get obstacles when they have never or have not done or taken care of halal certification, but it is different from the government which already knows more about the obstacles because they are directly related to the issuance of halal certification.

The results of various discussions with the Small and Medium Industries that we researchers interviewed in each Municipal District and as well as the government which in this case is the regulator and provides services related to the making of halal certification and also the Indonesian Ulema Council (MUI) of North Sumatra resulted in various kinds of obstacles, both obstacles originating from within or from outside. the obstacles can be described as follows:

1. Do not believe in the importance of Halal Certification for their business.

Many industries consider halal certification unnecessary for them to make and do, because there is no significant sanction or impact on the development of their business, the most important thing is how the products they make are delicious and cheap. Whether or not consumers must have believed it through people who have bought food or just a halal writing displayed in their shop and the people who produce it are Muslims. From this incident, it can

be concluded that using religious attributes cannot ensure that the business being sold is 100% halal. The government itself has actually been firm in making regulations regarding the halalness of products, but the sanctions given may not be firm, meaning what impact is received when an industry does not make a hala certificate for its products.

2. Do not know the flow of making halal certification

Small and Medium Industries in various places that researchers have conducted are still dominated by people with low education, whose average education is high school and below. In fact, there are still those who only finish their education in elementary school. This low education is also caused by the inability of parents and also not much time owned by business actors because they are busy taking care of their business. Low education makes the Industry not have much data or literacy related to materials or references to compile halal certificates. Even though the online channel has been created, there are still many entrepreneurs who are less able to use technology and find it difficult to want to learn it. As expressed by one of the Small and Medium Industries in Langkat Regency, namely Mirna's dodol business, he said I was old, and it was difficult to be able to take care of the necessary files, but if anyone wants to help, that's okay too.

3. Many important documents must be prepared.

To make halal certification the position of a business must be clear, clear in the sense of having a business license or Business Identification Number (NIB) and also a Taxpayer Identification Number (NPWP) and so on. These documents can indeed be made but require time and expertise such as registering our business online. In addition, entrepreneurs do not want to be preoccupied with administrative arrangements that can interfere with their concentration in running a business. This is like the results of training attended by researchers as a companion to the Halal Product Process (PPH) on Friday-Saturday, September 8-9, 2023. There are several requirements that must be met by the Industry or Business in making halal certification which can be seen from the picture below:

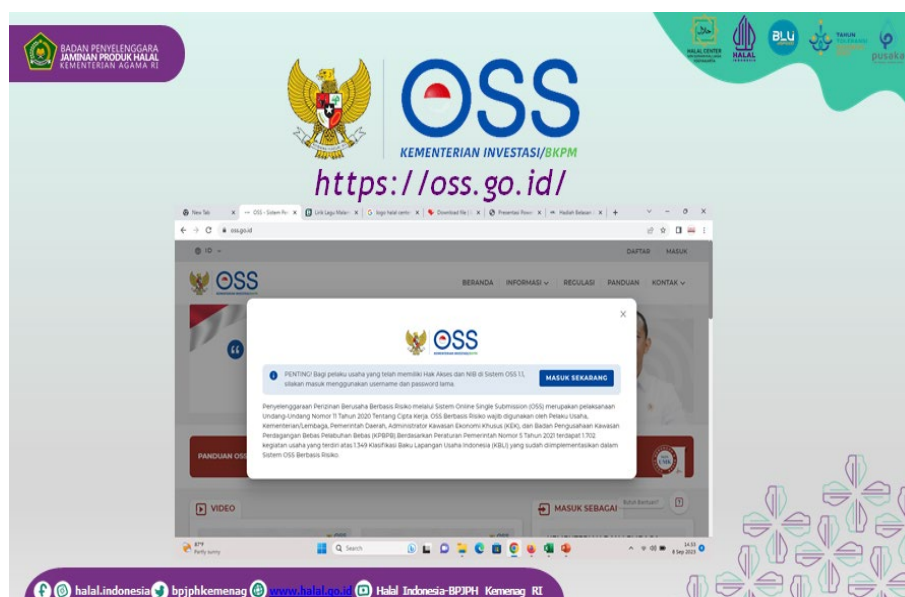


Figure 15. NIB Registration Link

4. High costs incurred

One of the results of the discussion with the Head of Small and Medium Industry of Medan City. Business actors often complain that the cost of halal certification is quite expensive and to apply for certification, they are also required to have certainty of distribution, Certainty of distribution, If it is feasible, there is no fee charged to MSME players. But their production process is reviewed by a team from the Health Office, For the validity period of halal certification, it has been extended from two years to four years. This is in accordance with Law Number 33 of 2014 concerning Halal Product Guarantee. To take care of halal certification, the cost ranges up to IDR 2 million, however, the government has allocated around IDR 100 million to assist MSME players in carrying out halal certification. In line with what was described by the sibolga city government, that some small industries complained about this. The solution carried out by the Industry is that they make a joint venture to bring in halal certificate auditors such as MUI and BPJPH (Halal Product Guarantee Organizing Agency) or LPH (Halal Guarantee Agency) who go directly to check the halalness of a product produced by the small industry.

5. Don't Have Much Time to Take Care of Halal Certificates

One of the entrepreneurs or Small and Medium Industries in Simalungun City said that time has run out to do business, from waking up to going to bed again has been filled with the activities of packaging production to marketing so that there is no longer left to do the hala certificate arrangement, because even though it is online, there are still documents that must be prepared. Including one of the salted fish entrepreneurs, Mr. Muhammad in sibolga also said the same thing, it is difficult sir to take care of it, if there are people from the government who help from the beginning to the issuance or at least coordinated from the crew so that until it is completed, we will get a halal certificate.

Is there a positive and significant effect of Halal Certification on increasing the income of Small and Medium Industries (SMI) in the development of Halal Tourism in Tourism Areas in North Sumatra.

From the results of the simple linear regression test, as described by researchers in the research results section, it shows that based on the determinant test, the income of the Small and Medium Industries increased by 77.7%, after having a halal certificate. So that the income of the Small and Medium Industries increases in tourist areas. Halal certificates are proven to increase their opinions. The above results are in accordance with theory and previous research that halal certificates are very helpful for entrepreneurs in marketing their products. For products marketed in big cities such as Medan and Sibolga, there are many large supermarkets that require incoming products to have halal certificates, because tourists who come from various regions both from abroad choose products that really have hala certificates, halal certificates are not only Muslim visitors but also religions other than Islam, because halal products are definitely good for consumption, this was also conveyed by the city government, in this case the Small and Medium Industry offices that we met.

Therefore, the Assessment Institute for Food, Drugs and Cosmetics (LPPOM) of the Indonesian Ulema Council (MUI) of North Sumatra handed over 69 halal certificates to 69 micro,

small and medium enterprises (MSMEs) (LPPOM MUI SUMUT) The handover of the certificate was held at the North Sumatra Governor's Office, attended by the Director of LPPOM MUI SU Prof. Dr. Ir. H Basyaruddin MS, Chairman of the Fatwa Commission Drs. H. A. Sanusi Luqman, Lc, MA Chairman, representing the Head of the Disperindagsu Office, business people, religious leaders and other invitees.

Director of LPOM MUI SU, Prof. Basyaruddin on that occasion conveyed the importance of halal certificates for food, beverage and cosmetic products so as to provide certainty to consumers that the products they consume are guaranteed halal again good. Today, he said, halal certificates were handed over to 69 MSMEs for 255 products and 1002 ingredients that have been checked for their halal status from various types of products. Every year Disperindagsu always increases the number of MSME halal certification facilitation in Sumatra province every year "Hopefully this will be a good example for other business actors to immediately certify their halal products," said Basyaruddin.

Of course, he said it would benefit producers because of the high public demand for halal-certified products. "Even these products are eligible to be marketed in the global community," he said. After receiving this halal certificate, producers are required to make reports every 6 months for a year. And after that, recertification is carried out, so that the products produced are maintained and have the right to attach the certification logo ha lal to the packaging after registering it with BPPOM.

Therefore, said Basyaruddin, the task of receiving a halal certificate is to maintain the consistency of the materials used, maintain the cleanliness and tidiness of the production site, save for the cost of a halal certificate for the next 2 years. If you have a shop, it is not allowed to sell products without a halal logo. Even so, Basyaruddin realized that until now, only about 1 percent of products in circulation have halal certificates. Although he did not specify the exact number, Prof. Basyaruddin still hopes that producers will take care of halal certificates on their products. Hasn't the government issued Law Number 33/2014 concerning Halal Product Guarantee (JPH). And through this regulation, Indonesian Muslims as the majority population in this country will be increasingly protected. In addition, he said that products that have halal certificates will have a wider market, because they can be accepted in various countries of the world. From the results of the news above, it is clear that halal certificates are very important and very influential on the development of Small and Medium Industries in North Sumatra, especially in tourist areas.

Zulaikha bakery also recognizes that the halal certificate that we continue to maintain makes our products the choice of tourists who come to Medan. Many make Bika Ambon cake but many doubt its halalness, especially if the shop is owned by Chinese or Chinese people. So halal certificates are very important things that increase income for Small and Medium Industries in tourist areas.

CONCLUSIONS

This study reveals that the perception and understanding of Small and Medium Industries (SMIs) towards halal certification in the development of Halal Tourism in North Sumatra is still divided, with 50% understanding and 50% not understanding the importance of such certification. The procedure for obtaining halal certification includes several important stages: understanding the requirements and attending Halal Assurance System (HAS) training,

implementing HAS, preparing documents, registering for certification, conducting pre-audit monitoring, contract payment, conducting audits, post-audit monitoring, and finally obtaining a halal certificate. The main obstacles faced by SMEs include lack of belief in the importance of halal certification, ignorance of the flow of preparation, the large number of documents required, high costs, and limited time for certificate processing.

From the results of simple linear regression analysis, it is evident that halal certification has a positive and significant influence on increasing the income of SMEs, with an increase in income reaching 77.7% after obtaining the certificate. As a suggestion, the government is expected to be more proactive in assisting SMEs in tourist areas to overcome their obstacles and ignorance, as well as assist in document preparation. SMEs are also advised to be more active in managing halal certification and maintaining it, and consider using a specialized agent to manage certification so as not to disrupt business operations.

SUGGESTION

The government should be more attentive and closer in assisting the Small and Medium Industries located in tourist areas in North Sumatra. So that ignorance can be treated by the presence of the government in assisting the Small and Medium Industries. The difficult and little time owned by entrepreneurs can also be resolved with the assistance provided by the government such as in preparing important files.

For Small and Medium Industries in North Sumatra to be more active and enthusiastic in taking care of halal certificates, and for those who already exist to continue to extend them. The presence of a halal certificate must be realized that it will provide significant income growth in the midst of increasingly tight competition. The industry can look for people or agents or employees who can specifically take care of halal certificates independently, although entrepreneurs may have to spend more money but it does not interfere with business and the results of this hala certificate will also be able to reimburse the costs incurred in its management.

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