

Halal Certification Assistance through Self Declare Scheme for Mama Shoji's Bolu Cake Products in Manarap Baru Village

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ABSTRACT

Based on Law No. 33 of 2014, it is stated that products entering, circulating, and traded throughout Indonesia must be certified halal. However, limited resources and understanding often become obstacles for Micro and Small Enterprises (MSEs) in obtaining halal certification. Through the self-declare scheme facilitated by the Halal Product Assurance Agency (BPJPH), the certification process has become more accessible to MSEs through the Free Halal Certification Program (Sehati). To support and accelerate the Sehati program's target, the Entrepreneur Training Unit (ETU) State Polytechnic of Banjarmasin, in collaboration with Halal Product Process Assistants (Pendamping PPH), conducted a community service program for one of the MSEs in Manarap Baru Village, namely Kue Bolu Mama Shoji. The method used in this community service involved the authors directly visiting the MSE to provide assistance in the process of obtaining halal certification. The assistance process and the submission process for halal certification began on November 1, 2024. The halal certificate is currently still in the submission process due to being in the queue and the periodic opening and closing of the SEHATI quota by BPJPH

INTRODUCTION

Indonesia has the largest Muslim population in the world. With such a large Muslim population, the demand for halal products is huge. Therefore, the demand for halal products continues to increase. Halal certification not only provides a guarantee of legal certainty for the halalness of a product, but also has complied with standards in accordance with the requirements of halalness according to Islam (Sup et al., 2020). 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. (Wafiyah et al., 2024)

According to Al-Syatibi's concept of *maqashid sharia*, the self-declare halal certification scheme can be seen as fulfilling a primary need, as it aligns with these five essential aspects. For Muslims, halal certification is a fundamental necessity since the consumption of unlawful (haram) products is strictly prohibited. Therefore, halal certification serves as a vital assurance that a product complies with Islamic dietary laws. In terms of secondary needs (hajiyat), the self-declare scheme also contributes by enhancing product quality, speeding up distribution, and simplifying the certification process. Thus, it can be regarded as meeting secondary needs as well, especially by making halal certification more accessible and practical for small and medium-sized enterprises (SMEs). Overall, within the framework of Al-Syatibi's *maqashid sharia*, the self-declare scheme addresses both primary and secondary needs. While it also brings added value through ease of implementation, its main objective is to provide a more efficient and accessible method to uphold essential halal standards. (Bella, 2024)

In the context of MSMEs, halal certification not only increases product competitiveness in domestic and international markets. However, the main challenges to obtaining halal certification are limited access to information, certification costs, and technical understanding of the halal production process. In overcoming these obstacles, the government through BPJPH introduced a self-declare halal certification scheme intended for micro and small businesses with low risk products. The Halal Product Guarantee Agency (BPJPH) is an agency under the Ministry of Religious Affairs that has the duties and functions to ensure the halalness of products that enter, circulate, and are traded in Indonesia, namely halal registration, halal certification, halal verification, provide guidance and supervise the halalness of products, collaborate with all relevant stakeholders, and set halal standards for a product (Law No. 33 of 2014, 2014). Since 2021, the Halal Product Guarantee Agency (BPJPH) has planned a programme of 10 million halal-certified products through a self-declaration scheme or Free Halal Certification (SEHATI) as an acceleration programme towards mandatory halal certification of products (Rachman & Sunardi, n.d.). This scheme offers convenience for MSME players to declare the halalness of their products independently. A self-declaration is a guarantee that an individual or organisation has declared against the requirements under the policy related to the identified item and explains who is responsible for complying with the

policy. In relation to BPJPH-style self-declaration, the self-declaration procedure is carried out jointly between merchants and PPH assistants. (Putra et al., 2024)

This halal certification obligation is in accordance with Government Regulation No. 39 of 2021, concerning the Organisation of the Halal Product Guarantee Field in article 139 paragraph 1, namely the obligation to be halal certified for the types of products as referred to in article 136 and article 137 is carried out in stages. The phasing as referred to in paragraph (1) consists of food and beverage products, raw materials, food ingredients, and auxiliary materials for food and beverage products as well as slaughter products and slaughter services. In article 140, the staging of halal certified obligations for food products, beverages, slaughter products, and slaughter services as referred to in article 139 paragraph (2) letters a and c starts from 17 October 2019 to 17 October 2024 (Julianti et al., n.d.). However, in the context of the government's partiality towards MSE actors, the obligation to halal certify MSE food and beverage products is postponed until 2026. With this delay, MSE actors are given the opportunity to arrange a Business Identification Number (NIB). This postponement policy was decided by President Joko Widodo in a Limited Meeting attended by a number of Advanced Indonesia Cabinet Ministers at the Presidential Palace, Jakarta. (Febriani, 2024) Before carrying out the halal certification process through the Si Halal website, MSE actors must first have a Business Identification Number (NIB).

MSEs face several practical hurdles such as Limited awareness of halal regulatory requirements despite Islamic cultural dominance, Difficulty sourcing fully certified ingredients, especially for minor additives, self-declare requires administrative literacy, Digital barriers because of applications for self-declare (through systems like *SIHALAL*) require internet access and basic digital skills, Limited access to formal halal consultants. (Maulana et al., 2024)

Manarap Baru Village, located in Banjar Regency, South Kalimantan, has many MSEs engaged in the food sector, one of which is Kue Bolu Mama Shoji. This business has been widely recognised by the local community for its distinctive flavour and natural raw materials. However, this product does not yet have halal certification, which is one of the prerequisites for increasing consumer confidence and expanding the market. Based on initial interviews conducted by the author with MSE actors, Mrs Syahidatul Karima, who is the owner and business owner of Kue Bolu Mama Shoji, revealed that limited information and technical understanding regarding the process of obtaining halal certification is the main obstacle that has been felt so far, she also just found out about the SEHATI programme. Therefore, the community service activities carried out by ETU Poliban in collaboration with the South Kalimantan MES Halal Product Process Assistance aims to assist Mrs Syahidatul in fulfilling the requirements and applying for halal certification of her products with a self-declare scheme through the SEHATI Programme.

IMPLEMENTATION AND METHODS

The community service program to support halal certification for Mama Shoji's Kue Bolu was carried out using a structured and phased approach. Each stage was designed to address specific needs of the business owner and ensure a smooth certification process under the SEHATI self-declare scheme. The following are the detailed implementation steps:

a) Initial Identification and Assessment

The first stage involved conducting surveys and in-depth interviews with the business owners to understand the current condition of the enterprise. This included reviewing the scale of operations, identifying the types of products sold, and discussing the challenges faced in achieving halal compliance. Special attention was given to analyzing the ingredients used and the production process to ensure they align with halal standards. This step also served as a baseline for designing the type and level of support needed.

b) Technical Assistance and Document Preparation

Once the initial assessment was completed, the service team began providing direct technical assistance to the business owner. The main goal of this stage was to prepare all necessary documents required for the halal certification application, including:

- Registration and creation of the Business Identification Number (NIB)
- A detailed list of raw materials used in the product along with their sources
- A written description or flowchart of the production process
- Completion of the Halal Declaration Form, a key component of the self-declare scheme

The assistance team worked closely with the owner to ensure that all documents were accurate, up to date, and complied with the regulations and guidelines set by BPJPH (Halal Product Assurance Agency).

c) Verification and Online Submission

After all required documents were collected and finalized, the next stage involved submitting them through the SEHATI self-declare portal at <https://ptsp.halal.go.id>. The Halal Product Process Assistant (PPH) played a key role in verifying the accuracy of the submitted data. This included checking the sources of ingredients, confirming production cleanliness, and ensuring that the product met the low-risk criteria required for the self-declare path.

d) Evaluation, Monitoring, and Follow-Up

Following the online submission, the team actively monitored the status of the application through the SEHATI system. As the issuance of the certificate depends on BPJPH's quota openings, ongoing communication with both the institution and the business owner was maintained. At the same time, the team also conducted an internal evaluation to assess the early effects of certification assistance, including changes in business practices, market response, and owner understanding of halal principles.

RESULTS AND DISCUSSION

The community service activity carried out on 1 November 2024 is a community service activity of the ETU Poliban Entrepreneurial Student Program in collaboration with the South Kalimantan MES P3H Facilitator. In community service activities located in Manarap Village, Kertak Hanyar District, Banjar Regency, South Kalimantan Province, the business actor who was assisted in the halal certification process was Mrs Syahidatul Karima, the owner of various flavours of Kue Bolu products who named her business by the name Kue Bolu Mama Shoji. Prior to this PkM activity, business actors expressed complaints regarding their business that did not yet have a halal certificate. Business actors have difficulty in obtaining halal certificates due to lack of knowledge, information and technical processes in applying for halal certificates, and also the perpetrators think that obtaining halal certification must require a fairly large fee. Therefore, the author helps provide socialisation about the self-declare scheme and assistance in obtaining a halal certificate for Kue Bolu Mama Shoji for free.



Picture 1. Photo of the Service Team with Business Owner

The product submitted for halal certification is Kue Bolu Original. This product was chosen because it is the product most ordered by buyers. This product is included in non-risk products or products that use ingredients that have been confirmed halal.



Picture 2. P3H Facilitator with the Owner of Mama Shoji's Kue Bolu Business



Picture 3. Ingredients used in Kue Bolu Products

After the stage of collecting data on business actors, identifying products, identifying ingredients used in products, preparing the flow of the production process, the next stage is to submit data through the page <https://ptsp.halal.go.id>

After the data submission stage, the next stage is data verification and validation by the PPH Facilitator. This business has annual sales (turnover) below IDR 500,000,000 (five hundred million rupiah as evidenced by the business actor's statement). The Kue Bolu production process is separate from the location, place, and process equipment of non-halal products, and has 1 (one) production outlet, namely at his house. This business has been actively producing 2 (one) year before the application for halal certification, and the products produced are sponge cake products produced by order or produced when there is an order from the buyer (not a service or restaurant business, canteen, catering, and shop / house / stall). The ingredients used have been confirmed to be halal as evidenced by a halal certificate or included in the list of ingredients according to KMA Number 1360 of 2021 concerning Materials exempted from the Obligation to be Halal Certified, do not use hazardous materials, and have been verified for halalness by halal product process assistants. (Frastawan & Sup, n.d.)

Sponge cake product recommendations are based on:

- (a) The ingredients used have met the requirements of product halalness;
- (b) The production process carried out has met the requirements of product halalness;
- (c) The products produced have been confirmed to meet the requirements of product halalness;
- (d) The criteria for the Halal Product Guarantee System (SJPH) have been met in accordance with statutory provisions.

Furthermore, this product is included in the type of product / group of products that are halal certified that do not contain elements of slaughtered animals, use production equipment with simple technology or are carried out manually and / or semi-automatically (home businesses are not factory businesses), and the preservation process of the products produced does not use radiation techniques, genetic engineering, the use of ozonation, and a

combination of several preservation methods (hurdle technology). (Frastiawan & Sup, n.d.)

After the data verification and validation stage by the PPH Facilitator, the next stage is monitoring the status of the application until a halal certificate is issued, until now the Mama Shoji Bolu Cake halal certificate is still in the process of being submitted because it is still in the queue and opening and closing of the SEHATI quota by BPJPH. For owner's product like Mama Shoji, halal certification is seen as something important but often difficult to get. Many small business owners think the process is complicated and expensive. After getting help through the SEHATI program, their view changed. They realized the process can be easier with the right support.

For consumers, seeing that a product is in the process of getting certified already builds trust. Customers feel more confident buying a product that follows halal rules. They believe the product is cleaner, safer, and better for Muslim buyers. This community service activity focused on helping Mama Shoji's Bolu Cake business in Manarap Baru Village get halal certification through the SEHATI self-declare scheme has had a strong impact on supporting small businesses. This program not only increased the business owner's awareness about halal product but also the ability to manage documents and became a good example for other similar SME in South Kalimantan especially in Manarap Baru Village. Although the halal certificate is still in the queue due to SEHATI's quota, the business is now in a better position in terms of legal compliance and market competitiveness.

During the assistance, both the PPH facilitators and business actors encountered several challenges, including:

- (1) Limited internet access, struggling to secure stable and fast connections. The slow internet often caused the *SiHalal* application to crash, forcing users to re-enter data from the beginning;
- (2) A significant number of business actors did not yet possess a Business Identification Number (NIB), and many faced difficulties accessing and completing the NIB registration forms online through the OSS system;
- (3) Business actors lacked familiarity with the features of the *SiHalal* application, leading to confusion when inputting business data and listing product ingredients;
- (4) The *SiHalal* application often experienced slow performance and system errors, particularly during the search for halal certificate numbers and while filling in ingredient data.
- (5) The delay in the issuance of halal certificates.

CONCLUSIONS AND RECOMMENDATIONS

The halal certification assistance program for Mama Shoji's Kue Bolu, located in Manarap Baru Village, Kertak Hanyar District, Banjar Regency, South Kalimantan Province, has been progressing smoothly and effectively. This initiative is part of a broader community service effort to support Micro and Small Enterprises (MSEs) in gaining halal certification through the self-declare scheme provided by the SEHATI program under BPJPH. Throughout the

process, the business owner, along with other local MSE actors, has shown strong enthusiasm and a positive attitude toward the program. Many of them initially felt that halal certification was a complicated, expensive, and difficult goal to achieve. However, with proper guidance and support, they began to understand that the process can be manageable, especially when using the self-declare method designed for small-scale businesses with low-risk products.

One of the key impacts of this initiative is the shift in perception among MSEs regarding the importance of halal certification. Business owners now recognize that halal certification is not only about religious compliance but also a strategic move to improve product quality, gain consumer trust, and increase competitiveness in both local and broader markets. They also realized that with halal certification, they can access more distribution channels, including supermarkets and online platforms that require such certification for food products.

At the time of writing, the halal certification application for Mama Shoji's Kue Bolu is still in the submission stage. The application has been properly verified and validated by the Halal Product Process Assistant (PPH), but the issuance of the certificate is still pending due to the quota system applied by BPJPH through the SEHATI program. The opening and closing of the quota schedule have caused delays, which is a common challenge faced by many MSEs across the country.

In light of this situation, it is recommended that the government, particularly BPJPH, consider policy improvements to enhance the effectiveness and reach of the SEHATI program. First, the quota for free halal certification under SEHATI should be expanded to accommodate the increasing interest and participation of MSEs. Second, a more transparent and consistent scheduling system should be established so that business owners are better informed about when they can submit their applications. Third, digital tools and platforms should be improved to reduce technical issues during the online registration process. Lastly, training more PPH facilitators at the local level would help ensure that more MSEs receive direct guidance and support during the application process.

The experience and success of Mama Shoji's case in Manarap Baru Village can serve as a valuable model for replication in other areas. Many villages across South Kalimantan and other provinces in Indonesia face similar challenges regarding halal certification. By documenting the methods, challenges, and outcomes of this community service project, local governments, educational institutions, and Islamic economic stakeholders can design similar programs tailored to the needs of their local MSEs. This model promotes collaboration between vocational institutions, local government offices, and halal certification bodies to create a more inclusive and supportive halal ecosystem for small businesses. In the long term, such replication efforts can contribute significantly to the national target of 10 million halal-certified products, while simultaneously strengthening the halal economy in Indonesia.

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