



SEHATI's Contribution (Free Halal Certification) For Medium and Small Enterprises (MSE) in Indonesia

Yunita Ratna Sari

UIN Prof.K.H.Saifuddin Zuhri Purwokerto

Email: yunitaratna36@uinsaizu.ac.id

Article Info	Abstract
<p>Article history: Received: July 1, 2023 Revised: October 3, 2023 Accepted: October 26, 2023</p> <hr/> <p>*Corresponding author email: yunitaratna36@uinsaizu.ac.id</p> <hr/> <p>Keywords: free halal certification, micro and small businesses</p>	<p>Introduction: Indonesia has great potential in developing the halal industry sector such as halal food, fashion, cosmetics, pharmaceuticals, tourism, media, financial services which will reach IDR 4,375 trillion so that it can support national economic growth as well as become a role model for the halal industry in Indonesia. But in fact, Indonesia as the largest consumer country of halal food is not the largest producer of halal products. So, that free halal certification is needed so that Indonesia becomes the number 1 exporter of halal products in the world. Research Methods: literature study and then analyzed by analytical descriptive analysis. Results: SEHATI's contribution to UMK in Indonesia, namely 1) accelerating the halal certification procedure, 2) MSEs in managing halal certification are free of charge, 3) the halal certification process can be carried out online using the Sihalal and Pusaka applications to make it easier to take care of halal certification. Conclusion: SEHATI contributed For Medium and Small Enterprises (UMK) in Indonesia, because it could raise the profitability, trust and satisfaction consumers and guaranteed quality of product.</p>
<hr/> <p>DOI: 10.21154/joie.v3i2.6343 Page: 107-122</p>	<hr/> <p>Joie with CC BY license. Copyright © 2023, the author(s)</p>

INTRODUCTION

Indonesia has great potential in developing the halal industry sector. This can be seen from the majority of the population embraces Islam. Based on the 2022 report of The Royal Islamic Strategic Studies Center (RISSC), there are 231.06 million Indonesians who are Muslims. This number is equivalent to 86.7% of the total population of Indonesia. The proportion of the Muslim population in Indonesia reaches 11.92% of the total population in the world (REPUBLIKA, CO.ID, 2022). The magnitude of Indonesia's potential such as halal food, fashion, cosmetics, pharmaceuticals, tourism, media, financial services will reach IDR 4,375 trillion so that it can support national economic growth as well as become a role model for the halal industry in Indonesia. But in fact, Indonesia as the largest consumer country of halal food is not the largest producer of halal products. This is evidenced by data from The State of the Global Islamic Economy Report 2022 which reveals that Indonesia is one of the largest consuming countries for halal products in the world, accounting for 11.34% of global halal expenditure. In the halal food sector, Indonesia is the second largest consumer in the world (Coordinating Ministry for Economic Affairs, 2022). Therefore, the government's efforts are needed to make Indonesia the number 1 exporter of halal food in the world by accelerating the process of halal certification for food products, especially Medium and Small Enterprises (UMK) players through the Free Halal Certification (SEHATI) program. This study uses data from literature studies using descriptive analysis. The results of this study found SEHATI's contribution to UMK in Indonesia, namely 1) accelerating halal certification procedures, 2) UMK in managing halal certification are free of charge, 3) the halal certification process can be carried out online using the Sihahal and Pusaka applications making it easier to take care of certification halal.

Medium and small enterprises (UMK) as an integral part of business which is a people's economic activity have strategic potential to realize a more balanced national economic structure based on economic democracy (Sentosa Sembiring, 2015, p.93). The important role of UMK includes expanding employment, providing broad economic services to the community, the process of equity and increasing people's income and realizing national stability (Noorman dkk, 2018, p.5). UMK also make a high contribution to Indonesia's economic growth in the industrial, trade and transportation sectors. In the social field, UMK provide social benefits, namely reducing income inequality, especially in developing countries. UMK not only provide goods and services for consumers with low purchasing power, but also other urban consumers with higher purchasing power. In addition, small businesses provide raw materials or services to medium and large businesses including local governments. The social goal of small businesses is to guarantee the basic needs of the people (Nuramalia Hasanah dkk, 2020, p.10).

Based on data from LPPOM MUI, it is explained that in 2021, 8,333 UMK have managed to obtain halal certification nationally and 2,310 UMK from 2022 to June. However, this number is still very small compared to the total number of UMK in Indonesia. Referring to data from the Ministry of Cooperatives and UMK, the number of UMK is 64.1 million in all regions of Indonesia (Kompas.com, 2022). Halal certification is very important because it is

the key to harmonizing the halal industry with UMK. The government must facilitate ease in obtaining halal certification because UMK has been a support for the national economy since 1998 and the number of UMK is almost 98% of the total business units in Indonesia (Kepri Province Ministry of Religion, 2020). Efforts to accelerate the pace of halal certification in Indonesia have been carried out by the government from regulations to policies. The legal regulations governing the obligation of halal certification for all products circulating in Indonesia are contained in Law Number 33 of 2014. The government made a policy in the form of a program namely SEHATI (Free Halal Certification) which was initiated by the Ministry of Religion's Halal Product Assurance Organizing Institution (BPJPH Ministry of Religion) in order to succeed in the program of 10 million halal certified products. The target of the SEHATI program is medium and small Enterprises with the aim of facilitating free halal certification financing for UMK. The implementation of the SEHATI program involves various government agencies, including the Ministry of Religion's Halal Product Assurance Organizing Agency (BPJPH Kemenag), ministries, institutions and agencies that have budgets for halal certification for UMK (Ministry of Religion The Republik Indonesia, 2021).

Studies regarding free halal certification have been widely discussed. Some research regarding free halal certification, among others (Elif Pardiansyah, 2022) regarding the socialization and assistance of free halal certification (SEHATI) with a self-declare scheme for micro business actors in Domas village. There are several important points in SEHATI socialization and mentoring activities in Domas village including increasing awareness of the importance of halal certification for UMK, the community knows about the SEHATI program with a self-declaring scheme for UMK and the fee is charged by DIPA BPJPH and the community understands the procedure for registering a free halal certification program for UMK by self-declare scheme via the SIHALAL website (<http://ptsp.halal.go.id>). Generally, after socialization and free halal certification assistance, an analysis is needed to find out whether the implementation of the SEHATI program is going well or not. In research (Hafiznur Arifin, 2023) explains that there are advantages and disadvantages in free halal certification in the self-declared category. The advantages are that there is a free tariff and the ease of applying for halal certification so that it can attract halal product entrepreneurs in certifying their products halal. Meanwhile, the drawback of self-declaring is the limitation of a minimum product turnover of 500 million per year, which hinders UMKM business actors from certifying their products. As is known, halal certification is mandatory for both food and beverage products so that it is mandatory for business actors to certify the products they produce. Sampang Regency is one of the regencies that has superior food and beverage products such as peanuts, fish paste, brownies and mangrove coffee. Most food and beverage products in Sampang district already have halal certification because UMKM understand the importance of halal certification as a guarantee for halal products and to become part of food and beverage production so that socialization is easily accepted by UMKM actors which has an impact on creating an ecosystem of halal products. Obstacles in the implementation of halal product guarantees in Sampang district, namely the still weak legal awareness for producers and consumers and the cost of halal certification are considered by some people because they

consider the cost of halal certification to be expensive (D.Q Alva Salam and Ahmad Makhtum, 2022).

There are similarities and differences between the researcher's research and previous research. The similarity is that they both discuss free halal certification (SEHATI). The difference is that researchers discuss SEHATI's contribution to both self-declare and regular because in previous research they discussed procedures for administering free halal certification and self-declare-based free halal certification. Free halal certification is really needed by UMK because it is mandated by Government Regulation Number 39 of 2021 that also encourages the national economy, which is mostly supported by UMK. However, there are consequences that will arise with the obligation of UMK to have halal certification for both goods and services is very crucial. On the one hand, this mandatory ensures that the products consumed and used by the public are guaranteed to be halal. However, on the other hand, this "obligation" diction is a big job for the government to connect the many halal value chains which are currently still scattered into various sectors (Mastuki, 2021). The novelty in this research is that the implementation of SEHATI, especially its contribution to UMK is really beneficial or can it cause problems for UMK because SEHATI is a program from the Ministry of Religion of The Republic of Indonesia. The aim of this research is to analyze SEHATI's contribution to UMK. in Indonesia

RESEARCH METHOD

This research uses a descriptive qualitative approach using library methods. The reason researchers use descriptive is because it is to describe the facts which are then analyzed. Data collection techniques use secondary data originating from various literature relevant to the research topic such as research journals, national survey results and government agency data. The analysis was carried out by producing general conclusions leading to specific conclusions so as to obtain new findings about free halal certification (SEHATI), especially its contribution to UMK in Indonesia. In this research, the data analysis used by researchers is the content analysis method by analyzing the content of messages to observe and analyze open communication behavior from selected communications. In this process, researchers select, compare, combine and sort various secondary data sources so that data is obtained that is appropriate to the research topic.

RESULT AND DISCUSSION

RESULT

Free Halal Certification (SEHATI)

Free halal certification or better known as SEHATI is one of the policies in the form of a program created by the Halal Product Assurance Organizing Agency in collaboration with the Ministry of Religion. The costs of the SEHATI program are borne by DIPA BPJPH. The target quota for halal certification for UMK in 2021 is 3,200 UMK in all regions of Indonesia. The objectives of implementing SEHATI program include 1) Increasing awareness for medium and small enterprises actors about the importance of halal certification and halal labels for

their business products, 2) Increasing public awareness about the importance of consuming halal products, 3) Provide support and strengthen halal products for medium and small enterprises actors and 4) Providing added value and trade competition at the local and international levels.

Since 2021 until now, there have been 40,937 registered business actors in SEHATI, of which 10,164 PU have received free halal certificates via self-declared (Airlangga University Halal Center, 2022). There are three things that make halal certification very important for UMK in Indonesia as follows 1) Most Indonesian people are Muslim. Referring to data from the Ministry of Home Affairs, Indonesia's population in 2022 will be 277.75 million people. Of that number, as many as 241.7 million Muslims. With the large number of Indonesians who are Muslims, it is an obligation to consume halal food and drinks so that business actors are required to have halal certificates for their products to be recognized as halal, 2) The government has required all business actors to have halal certification since 17 October 2019 and 3) The existence of a halal label has been proven to increase sales results.

SEHATI registration requirements for UMK refer to the decision of the Head of BPJPH Number 150 of 2022 covering, 1) The product is not risky or uses materials that have been confirmed as halal, 2) The production process is guaranteed to be halal and simple, 3) Have a Business Identification Number (NIB), 4) Have annual sales results (turnover) of a maximum of IDR 500 million as evidenced by an independent statement, 5) Has a location, place, and Halal Product Processing Equipment (PPH) that is separate from non-Halal Product Processing Locations, Places and Equipment, 6) Have or do not have a distribution license (PIRT/MD/UMOT/UKOT), Sanitary Hygiene Eligible Certificate (SLHS) for food/beverage products with a shelf life of less than 7 (seven) days, or other industrial permits for products produced from the Ministry of Health /relevant agencies, 7) The resulting product is in the form of goods as specified in the details of the type of product in the attachment to this decision, 8) The materials used have been confirmed to be halal, 9) Does not use hazardous materials, 10) It has been verified as halal by the halal product process assistant, 11) Types of products/groups of products that are halal-certified do not contain elements of slaughtered animals, unless they originate from producers or slaughterhouses/poultry slaughterhouses that are already halal-certified, 12) Using production equipment with simple technology or done manually and/or semi-automatically (home-based business, not factory business), 13) The product preservation process is simple and does not use a combination of more than one preservation method, 14) Willing to complete the halal certification application document with an online self-declaration mechanism through SIHALAL (Ministry of Religion of the Republic of Indonesia, 2022).

There are 2 schemes for halal certification services, namely regular and self-declare. There are several items that differentiate regular and self-declare halal certification. In terms of financing, regular halal certification is charged starting at IDR 300,000/document while self-declaring is free because it is subsidized by the government. Regular halal certification examiners are carried out by halal auditors while self-declare is carried out by PPH assistants. Requirements for regular halal certification are stringent, for self-declare made easy. The use

of regular halal certification for medium and small enterprises and self-declare only for medium and small businesses (UMK) (Dina Soes Putri et al, 2023, p.8).



Figure 1 Flow of Free Halal Certification (SEHATI)

Source: Ministry of Religion of the Republic of Indonesia in 2023

Free halal certification process flow (SEHATI) includes 1) Business actors create an account via <https://ptsp.halal.go.id/>, 2) Prepare data on application for halal certification including data on business actors, name and type of product, list of products and materials used, product processing, document on halal product guarantee system, 3) Choosing a PPH companion, 4) Complete the application data with the PPH assistant, 5) Submit an application for halal certification with a statement from the business actor through SIHALAL, 6) Halal Product Process Assistant (PPH) verifies and validates business actors' statements within 10 days, 7) BPJPH conducts system verification and validation of reports on the results of companion process of halal products, 8) Issuing STTD (Document Receipt), 9) The Halal Product Fatwa Committee receives reports on the results of assistance in the process of halal products that have been system-verified by BPJPH and conducts fatwa hearings to determine product halalness within 1 day, 10) BPJPH receives a product halal determination and issues a halal certification within 1 day, 11) Business actors download halal certification through SIHALAL and national halal labels to be included on products (Ministry of Religion of the Republic of Indonesia, 2023).



Figure 2. Application of halal

Source : <https://ptsp.halal.go.id/>



Figure 3. Pusaka Application

Source: Ministry of Religion of the Republic of Indonesia in 2023

To make it easier for businesses to register for free halal certification (SEHATI) can be done online through the Sihalal and Pusaka applications from the Ministry of Religion of the Republic of Indonesia. Business actors can access <https://ptsp.halal.go.id/> by first creating an account at <https://ptsp.halal.go.id/>. Apart from using the Sihalal application, registration for free halal certification (SEHATI) can also use the Pusaka application. The Pusaka application provides various online service features for the community such as Hajj registration, Hajj departure estimation, Hajj payment checks, Hajj cancellation checks, Hajj rituals serial videos, Hajj and Umrah rituals books, marriage registration and halal certification. The Pusaka application can be downloaded at the Playstore for Android users and the Appstore for IOS users.

UMK (Medium and Small Enterprises)

Understanding UMK as a whole begins with knowing medium and small businesses. Law Number 20 of 2008 defines small businesses as productive businesses owned by individuals and/or individual business entities that meet the criteria for micro-enterprises as stipulated in the law. Furthermore, small business is a productive economic business that stands alone carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled or become part directly or indirectly of medium or large businesses that meet the established business criteria constitution. Chapter 6 in Law Number 20 of 2008 chapter 6 explains the criteria for micro businesses, including 1) Have a maximum net worth of IDR 50,000,000 excluding land and buildings for business premises, 2) Have a maximum annual sales of IDR 300,000,000. The criteria for small businesses are as follows 1) Have a net worth of more than IDR 50,000,000 up to a maximum of IDR 500,000,000 excluding land and buildings for business premises, 2) Have annual sales of more than IDR 300,000,000 up to a maximum of IDR 2,500,000,000 (JDIH BPK RI, 2008).

UMK as part of UMKM face various problems such as limited capital, technology, human resources, difficulties in raw materials at affordable prices and difficulties in marketing (Tulus T.H Tambunan, 2002, p.73). In general, the problems faced by UMKM include 1) Marketing difficulties are not only faced by UMKM but also UMK who have difficulties in improving product quality so that it is difficult for them to participate in free trade, 2) Financial limitations refer to capital as the main source of production and investment for UMK and UMKM. Even though there is credit, financing from banks or financial institutions, informal sources of funds remain dominant in financing UMKM activities, 3) Limited Human Resources relating to aspects of product development, management, production and marketing techniques and business organization. All of these skills are needed to improve product quality so as to expand market share, 4) The problem of raw materials is a serious obstacle for UMKM due to limited raw materials and difficulties in obtaining raw materials resulting in relatively expensive raw material prices, 5) Limited technology, there are still many UMKM in Indonesia that use traditional technology such as manual production tools so that the quality and quantity of products is relatively low, 6) The ability of management, especially small entrepreneurs, is still limited in determining a management pattern that is in accordance with the development of their business so that business processing is limited, 7) Partnerships emphasize the relationship between small and large entrepreneurs, but the partnership between small and large entrepreneurs is still not strong enough (Moses Hubeis, 2009, p.4).

In order to see whether the national economy is progressing or not, it is necessary to analyze the development of the UMK as a support for the national economy. The development of UMK can be seen from the process of increasing sales turnover (Purdi E Chandra, 2000, p.35). Several stages of the development of UMK are as follows 1) It is important for UMK to know potential opportunities because they are related to market problems and then look for solutions to overcome these problems. Solutions will be ideas that will be realized, 2) Opportunity analysis in the form of market research to prospective customers. Analysis is carried out to see customer response to products, processes and

services, 3) Human and financial resource management is the initial stage of starting a business. This is important because it determines the success of going to the next stage or commonly called the warming up stage, 4) Mobilizing resources and accepting risk as the final stage before moving on to the start up stage. The development of UMK in real terms is a shared responsibility between the government and the community.

UMK development indicators include increasing sales turnover, workforce growth and customers (Sholeh, 2008, p.26). The reasons for the importance of developing UMK are as follows 1) Realizing the expertise possessed by the community, 2) Potential to create jobs for the unemployed, 3) Increase people's income (Hamdani, 2020, p.8).

Free Halal Certification Contribution (SEHATI) for UMK in Indonesia

Free halal certification (SEHATI) as a collaborative program between BPJPH and ministries, institutions, local governments, BUMN, BUMD and private parties. Implementation of the SEHATI program begins in mid-2021. There are 2 stages in the implementation of the SEHATI program. Phase 1 will be carried out from mid-2021 to July 11, 2022 providing 25,000 quotas and phase 2 will take place from August 24 to September 19, 2022 providing 324,834 quotas (Nur Kasanah and Muhammad Husain As Sajjad, 2022). The mechanism for implementing the SEHATI program is through self-declaring. Free halal certification (SEHATI) uses the self-declare method in which UMK can make their own statements about the halal status of products but must comply with BPJPH criteria. There are two halal standards set by BPJPH, namely the statement of UMK actors regarding the process of products and materials used must be halal and assistance by PPH assistants. Cost SEHATI with the free self-declared method. SEHATI's special criteria for the self-declare category include simple and non-risk products and production processes using materials that are confirmed to be halal. UMK practitioners can submit a self-declared SEHATI category online through Sihahal by completing several documents such as 1) application for registration of halal certification, 2) a pledge containing a statement on the halal product and materials used in the process of halal products, 3) product processing consisting of purchasing documents, receipt, storage of materials used, production process flow, packaging, finished product storage and distribution, 4) willingness to be accompanied by a halal product process assistant (PPH), 5) halal supervisor in the form of a photocopy of KTP, Curriculum vitae and appointment letter for halal supervisor, 6) Complete manual template for Halal Product Assurance System (SJPH), 7) Photo or video during production. After the required documents are fulfilled, the assistance process will be carried out by the PPH and if it has been verified by the PPH assistant, it will proceed to submitting a fatwa from the Indonesian Ulema Council (MUI) to obtain a product halal determination. With a written halal fatwa from the MUI, then BPJPH will issue halal certification (Desy Yuliastuti, 2022).

The contribution of the SEHATI program for UMK in Indonesia is to simplify the procedure for obtaining halal certification. It is hoped that with all UMK in Indonesia certified as halal, their products can compete at the international level and can further increase people's purchasing power to buy halal products such as food, beverages, fashion, medicines,

cosmetics and accelerate the realization of Indonesia as the world's leading center for halal producers. In 2020, the Ministry of Religion has provided a budget of IDR 8 billion to facilitate halal certificates for 3,179 UMK. In the same year, at least 36 agencies in the local government helped UMK obtain halal certificates by submitting them through BPJPH. This number is low compared to the number of UMK that have mandatory halal-certified products of 13.5 million UMK (Akbar Evandio, 2021). In 2021, there are 112 institutions or facilitators who provide a budget for halal certification for UMK of IDR 16.5 billion. UMK actors who registered for halal certification were 7,160 UMK. The target in 2022 is that 10 million halal products can be halal certified (CNN Indonesia, 2022). Based on the Halal Information System (Sihalal), during the period 2019 to 2022, a total of 749,971 products were recorded as halal certified, or an average of 250 thousand per year. Previously, the average number of halal-certified products per year was only 100 thousand. This means that there is an increase of about 2.5 times per year.

Starting January 2, 2023, BPJPH will again open the SEHATI program. This program is different from the previous year. SEHATI 2023 will be open all year round. Free halal certification quota of 1 million with a self-declare mechanism. Obligation of halal certification in phase 1 in 2023 will end on 17 October 2024. According to the regulations, after October 17 year 2024, food, beverage, slaughter products and slaughter services businesses must be halal certified (Kristantyo Wisnubroto, 2023). If you do not have halal certification, you will receive administrative and criminal sanctions. Government Regulation Number 39 of 2020 stipulates administrative sanctions in the form of written warnings, administrative fines, revocation of halal certification and withdrawal of goods from market circulation. The same sanction also applies to the Halal Examination Agency (LPH) which violates the implementation of JPH. The toughest sanction for LPH is operational suspension. Furthermore, in chapter 56 to 57 in Law Number 33 of 2014 it is explained that business actors who do not maintain the halalness of products that have obtained halal certification shall be punished with imprisonment for a maximum of 5 years or a fine of up to Rp. 2,000,000,000 (two billion rupiahs). Meanwhile, for anyone who takes part in the implementation of the JPH process and does not maintain the secret of the formula listed in the information submitted by the business actor, he will be sentenced to a maximum of 2 years in prison or a maximum fine of Rp. 2,000,000,000 (two billion rupiahs) (Aidil Sudarmono, 2022). There are 3 advantages of the SEHATI program, namely 1) the Ministry of Religion's concern for the people is not only in matters of religion as its core business, but also in terms of business continuity for the people, 2) the target for UMK, strengthening the government's concern for the revival of UMK in strengthening the foundation of the national economy, and 3) halal certification can make UMK products have broad opportunities to penetrate the international market.

The SEHATI Program has a major contribution to UMK because it provides free halal certificates. With UMK products that have been certified halal, the product quality is getting better and can compete with global and today's digital-based products. This is evidenced by the State of the Global Islamic Economy Report 2020/2021 which notes that Indonesia has

experienced a rapid increase in the halal food sector. If in the previous year's report Indonesia was not included in the top 10 countries in the halal food sector, this year Indonesia managed to rank 4th. In terms of score, Indonesia has also experienced a significant increase, from 47 to 71.5 in the 2020/2021 report. This increase was mainly driven by an increase in halal food and beverage exports from Indonesia to other OKI countries. The SEHATI Program has a major contribution to UMK because it provides free halal certificates. With UMK products that have been certified halal, the product quality is getting better and can compete with global and today's digital based products. This is evidenced by the State of the Global Islamic Economy Report 2020/2021 which notes that Indonesia has experienced a rapid increase in the halal food sector. According to data from the Central Statistics Agency (BPS), Indonesia's economic growth in the second quarter of 2022 grew by 5.44% (YoY) compared to the second quarter of 2021. One of the reasons for this is household consumption which continues to increase. Business actors who are members of the Halal, Safe and Healthy Culinary Zone (KHAS Zone) have more value because they are certified halal, safe and healthy so that they can increase public interest in visiting culinary areas that have become KHAS Zone areas.

DISCUSSION

Even though Indonesia has experienced an increase in the number of halal-certified products from 100 thousand products per year to 2.5 times per year in the period 2019 to 2022. However, there are still problems and challenges in free halal certification. The problem with free halal certification is that the government has not been able to reach the target that has been set, for example in 2022, there must be 10 million halal-certified products, but the fact is that as of September 18 year 2022, only 15,462 quotas have been filled out of the total 324,834 quotas available at SEHATI phase 2 , it means that only about 4.76% has been realized. Factors that cause the implementation of the SEHATI program to be not optimal are as follows 1) Lack of awareness of halal and outreach to UMK actors. Most people think that all products in the market are halal products. Halal concern is influenced by religious beliefs, health, halal logos and media. The community does not yet know clearly about the SEHATI program through the self-declare mechanism. Socialization still has a lot of overlap between the regular and self-declare methods. It is assumed that UMK actors think that halal certification is expensive, there are many document requirements and the time limit for issuing halal certificates is unclear, 2) Not optimal support of related stakeholders. There are no supporting regulations for SEHATI, especially for policy makers such as regional heads, DPRD, UMK associations and related ministries. All policies are still in the hands of the central government and the budget at BPJPH is relatively small, around 114 billion rupiahs, even though the SEHATI program targets 10 million free halal certificates. The government's delay in issuing supporting regulations to implement the JPH Law. The government regulation was only issued in 2019, so it was 3 years late from what was mandated by the JPH Law. Delays also occurred in the regulation of the Minister of Religion regarding guarantees, stages and criteria for halal products, 3) Business actors who are less responsive to SEHATI rules and digital services. There are still many UMK who do not understand technology and are of the

opinion that UMK are small businesses so they do not need digital applications, 4) The role of the PPH assistant is not maximized. The number of PPH assistants which is slightly proven by the data of assistants registered with the Ministry of Religion is 15,777 out of 149 LPHs. Even though the number of free halal certification applications for stages 1 and 2 reached 40 thousand, so that 1 PPH assistant on average assists 1 to 2 UMK. The PPH assistants were not thorough in checking the files that had to be uploaded by the UMK to the website (<http://ptsp.halal.go.id>) so that many files were returned after being received by BPJPH because they were incomplete (Kasanah, 2022).

The challenges of implementing the SEHATI program are the limited reach of the UMK and the big targets that the government wants to achieve in 2024 even though there are already various regulations regarding the JPH system. This is due to the limited authority that raises doubts about establishing a center for world halal producers in 2024. The risks for the government and consumers are related to the provision of free halal certification 1) The ability of the state budget to finance the SEHATI program and assisted by other relevant ministries and local governments. Minister of Finance Regulation No. 57/PMK.05/2021 Concerning Tariffs for Public Service of Halal Product Assurance Organizing Bodies at the Ministry of Religion explains that the cost of halal certification for UMK that must be paid by the government ranges from IDR 300,000 to IDR 500,000. The number of UMK in Indonesia is around 65,471,134 business units X Rp. 300,000 = 19 Trillion. Besides that, the government also bears the extension of the halal certificate. This is a burden on the state budget, 2) Halal Assurance emphasizes economic development which is influenced by the flow of world globalization creating new problems. The public has not been able to distinguish between halal and haram products sold in the market, 3) The process of halal certification through the SEHATI program with a self-declare mechanism raises doubts about the product because it was declared halal by UMK independently. Of course, UMK actors will state that the products they manage are truly halal. Even though there is an inspection of halal products, PPH assistants are carried out who have a limited number of PPH assistants. So that it affects the quality of the products produced, especially consuming halal products, has become a teaching in the Islamic religion that must be implemented in everyday life (Muhammad Alfiyan, 2022).

CONCLUSION

From the results of research analysis conducted on several sources and detailed discussion, the contribution of free halal certification (SEHATI) for UMK in Indonesia is 1) accelerating halal certification procedures, 2) UMK in managing halal certification are free of charge or free, 3) the halal certification process can be done online using the Sihalal and Pusaka applications to make it easier to take care of halal certification. The implementation of the SEHATI program uses the self-declare method with special conditions, namely simple and non-risk products and the production process uses materials that are guaranteed to be halal.

REFERENCES

- Achmad Iqbal et al. (2021). Strategy for Accelerating Exports of Halal Products for Small and Medium Enterprises in Indonesia. Jakarta: National Sharia Economy and Finance Committee (KNEKS). Retrieved from <https://kneks.go.id/storage/upload/1641552734-KNEKS%20-%20Strategi%20Percepatan%20Ekspor%20Produk%20Halal%20UKM%20FIX.pdf>.
- Aidil Sudarmono. (2022). Halal Certificate and Its Contribution to the Indonesian Economy. TRANSFORMASI : Journal of Management, Administration, Education and Religious Affairs, 4, No 2, 22. Retrieved from <https://transformation.kemenag.go.id/index.php/journal/article/view/255>.
- Akbar Evandio. (2021, September 8). What is the SEHATI Program, Free Halal Certification for MSEs? This is the Explanation of Minister of Religion Yaqut. Retrieved from <https://kabar24.bisnis.com/read/20210908/15/1439659/apa-itu-program-SEHATI-certifikasi-halal-gratis-bagi-umk-ini-penjuangan-menag-yaqut>.
- Amir Hamzah. (2020). Library Research Methods (Library Research). Malang: Literacy of the Eternal Archipelago.
- Indonesian CNN. (2022, March 21). Ministry of Religion's Free Halal Certificate for 25,000 MSEs. Retrieved from <https://www.cnnindonesia.com/nasional/20220321062943-20-773997/certifikat-halal-gratis-kemenag-diperuntukkan-bagi-25-ribu-umk>.
- D.Q Alva Salam and Ahmad Makhtum. (2022). Implementation of Halal Product Assurance Through Halal Certification in MSME Food and Beverage Products in Sampang Regency. Qawwam: The Leader's Writing, 3, No 1, 10. Retrieved from <https://jurnalfuad.org/index.php/qawwam/article/view/110>.
- Desy Yulastuti. (2022, November 28). Requirements for Registering Free Halal Certification in the Self-Declaration Category, Free halal certification in the self-declaring category for SMEs. Retrieved from <https://www.fortuneidn.com/sharia/desy/conditions-registration-certification-halal-gratis-categories-self-declare?page=all>.
- Dina Soes Putri et al. (2023). Free Halal Certification (SEHATI) Handbook for Halal Business Actors and Partners. Mataram: Faculty of Agriculture, University of Mataram.
- Elif Pardiansyah, d. (2022). Socialization and Assistance of Free Halal Certification (SEHATI) With a Self Declare Scheme for Micro Business Actors in Domas Village. Indonesian Journal of Community Service and Development, 1, No 2, 1. Retrieved from <https://www.journalmpci.com/index.php/jppmi/article/view/39>.
- Hafiznur Arifin. (2023). Analysis of Halal Certification System Category Self Declare. SINOMIKA JOURNAL, Scientific Publication in Economics and Accounting, 1, No. 5, 7. Retrieved from <https://publish.ojs-indonesia.com/index.php/SINOMIKA/article/view/592>.
- Hamdani. (2020). Getting to Know Micro, Small and Medium Enterprises (MSMEs) Closer. East Java: Uwais Inspiration of Indonesia.

- JDIH BPK RI. (2008). Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises. Jakarta: BPK RI. Retrieved from <https://peraturan.bpk.go.id/Home/Details/39653/uu-no-20-tahun-2008>.
- Kasana, N. (2022). Potential, Regulations, and Problems of Free Halal Certification. Journal of Economics, Law, and Humanities, 8-11. Retrieved from <https://ejournal.iainponorogo.ac.id/index.php/jelhum/article/view/1196>.
- Kepri Province Ministry of Religion. (2020, October 16). BPJPH - LPPOM MUI Synergy to Facilitate Halal Certification for UMK Actors. Retrieved from <https://kepri.kemenag.go.id/page/det/bpjph--lppom-mui-sinergi-facilitation-certification-halal-pelaku-umk>.
- Ministry of Religion of the Republic of Indonesia. (2021, September 8). Ministry of Religion Launches SEHATI, a Free Halal Certification Program for MSEs. Retrieved from <https://www.kemenag.go.id/pers-rilis/kemenag-luncurkan-SEHATI-program-certification-halal-gratis-bagi-umk-sf13tb>.
- Ministry of Religion of the Republic of Indonesia. (2022, June 11). These are the requirements for registering for free halal certification in the "self-declared" category. Retrieved from <https://kemenag.go.id/nasional/ini-condition-registr-certification-halal-gratis-categories-quotself-declarequot-4b6skv>.
- Ministry of Religion of the Republic of Indonesia. (2023, March 18). There Are 1 Million Free Halal Certification Quotas for 2023, Here Are the Terms and Flow for the List. Retrieved from <https://kemenag.go.id/nasional/ada-1-juta-kuota-certifikasi-halal-gratis-2023-ini-condition-dan-alur-register-gm23w2>.
- Coordinating Ministry for Economic Affairs. (2022, December 9). Not only having a large domestic market, Indonesia also has the opportunity to become the world's leading halal producer. Retrieved from <https://ekon.go.id/publikasi/detail/4805/tak-only-miliki-domestic-market-yang-besar-indonesia-juga-berpeluang-jadi-produsen-halal-terkemuka-dunia>.
- Kompas.com. (2022, June 9). Until 2022, 10,643 MSEs Get LPPOM MUI Halal Certification. Retrieved from <https://money.kompas.com/read/2022/06/09/120110426/Jadi-2022-10643-umk-dapat-certification-halal-lppom-mui?page=all>.
- Kristantyo Wisnubroto. (2023, January 7). Easy Ways to Take Care of Free Halal Certification. Kristantyo Wisnubroto. (2023, January 7). Easy Ways to Take Care of Free Halal Certification. Retrieved from <https://indonesia.go.id/kode/perdagang/6790/cara-mudah-mengurus-certifikasi-halal-gratis?lang=1>.
- Achmad Iqbal et al. (2021). Strategy for Accelerating Exports of Halal Products for Small and Medium Enterprises in Indonesia. Jakarta: National Sharia Economy and Finance Committee (KNEKS). Retrieved from <https://kneks.go.id/storage/upload/1641552734-KNEKS%20-%20Strategi%20Percepatan%20Ekspor%20Produk%20Halal%20UKM%20FIX.pdf>.
- Aidil Sudarmono. (2022). Halal Certificate and Its Contribution to the Indonesian Economy. TRANSFORMASI : Journal of Management, Administration, Education and Religious

- Affairs, 4, No 2, 22. Retrieved from <https://transformation.kemenag.go.id/index.php/journal/article/view/255>.
- Akbar Evandio. (2021, September 8). What is the SEHATI Program, Free Halal Certification for MSEs? This is the Explanation of Minister of Religion Yaqut. Retrieved from <https://kabar24.bisnis.com/read/20210908/15/1439659/apa-itu-program-SEHATI-certifikasi-halal-gratis-bagi-umk-ini-penjuangan-menag-yaqut>.
- Amir Hamzah. (2020). *Library Research Methods (Library Research)*. Malang: Literacy of the Eternal Archipelago.
- Indonesian CNN. (2022, March 21). Ministry of Religion's Free Halal Certificate for 25,000 MSEs. Retrieved from <https://www.cnnindonesia.com/nasional/20220321062943-20-773997/certifikat-halal-gratis-kemenag-diperuntukkan-bagi-25-ribu-umk>.
- D.Q Alva Salam and Ahmad Makhtum. (2022). Implementation of Halal Product Assurance Through Halal Certification in MSME Food and Beverage Products in Sampang Regency. *Qawwam: The Leader's Writing*, 3, Number 1, 10. Retrieved from <https://jurnalfuad.org/index.php/qawwam/article/view/110>.
- Desy Yuliastuti. (2022, November 28). Requirements for Registering Free Halal Certification in the Self-Declaration Category, Free halal certification in the self-declaring category for SMEs. Retrieved from <https://www.fortuneidn.com/sharia/desy/conditions-registration-certification-halal-gratis-categories-self-declare?page=all>.
- Dina Soes Putri et al. (2023). *Free Halal Certification (SEHATI) Handbook for Halal Business Actors and Partners*. Mataram: Faculty of Agriculture, University of Mataram.
- Elif Pardiansyah, d. (2022). Socialization and Assistance of Free Halal Certification (SEHATI) With a Self Declare Scheme for Micro Business Actors in Domas Village. *Indonesian Journal of Community Service and Development*, 1, No 2, 1. Retrieved from <https://www.journalmpci.com/index.php/jppmi/article/view/39>
- Hafiznur Arifin. (2023). Analysis of Halal Certification System Category Self Declare. *SINOMIKA JOURNAL, Scientific Publication in Economics and Accounting*, 1, No. 5, 7. Retrieved from <https://publish.ojs-indonesia.com/index.php/SINOMIKA/article/view/592>
- Hamdani. (2020). *Getting to Know Micro, Small and Medium Enterprises (MSMEs) Closer*. East Java: Uwais Inspiration of Indonesia.
- JDIH BPK RI. (2008). *Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises*. Jakarta: BPK RI. Retrieved from <https://peraturan.bpk.go.id/Home/Details/39653/uu-no-20-tahun-2008>.
- Kasana, N. (2022). Potential, Regulations, and Problems of Free Halal Certification. *Journal of Economics, Law, and Humanities*, 8-11. Retrieved from <https://ejournal.iainponorogo.ac.id/index.php/jelhum/article/view/1196>.
- Kepri Province Ministry of Religion. (2020, October 16). *BPJPH - LPPOM MUI Synergy to Facilitate Halal Certification for UMK Actors*. Retrieved from <https://kepri.kemenag.go.id/page/det/bpjph--lppom-mui-sinergi-facilitation-certification-halal-pelaku-umk>.

- Ministry of Religion of the Republic of Indonesia. (2021, September 8). Ministry of Religion Launches SEHATI, a Free Halal Certification Program for UMK. Retrieved from <https://www.kemenag.go.id/pers-rilis/kemenag-luncurkan-SEHATI-program-certification-halal-gratis-bagi-umk-sf13tb>.
- Ministry of Religion of the Republic of Indonesia. (2022, June 11). These are the requirements for registering for free halal certification in the "self-declared" category. Retrieved from <https://kemenag.go.id/nasional/ini-condition-registr-certification-halal-gratis-categories-quotself-declarequot-4b6skv>.
- Ministry of Religion of the Republic of Indonesia. (2023, March 18). There Are 1 Million Free Halal Certification Quotas for 2023, Here Are the Terms and Flow for the List. Retrieved from <https://kemenag.go.id/nasional/ada-1-juta-kuota-certifikasi-halal-gratis-2023-ini-condition-dan-alur-register-gm23w2>.
- Coordinating Ministry for Economic Affairs. (2022, December 9). Not only has a large domestic market, Indonesia also has the opportunity to become the world's leading halal producer. Retrieved from <https://ekon.go.id/publikasi/detail/4805/tak-only-miliki-domestic-market-yang-besar-indonesia-juga-berpeluang-jadi-produsen-halal-terkemuka-dunia>.
- Kompas.com. (2022, June 9). Until 2022, 10,643 UMK Get LPPOM MUI Halal Certification. Retrieved from <https://money.kompas.com/read/2022/06/09/120110426/Jadi-2022-10643-umk-dapat-certification-halal-lppom-mui?page=all>.
- Kristantyo Wisnubroto. (2023, January 7). Easy Ways to Take Care of Free Halal Certification. BMS Halal Inspection Agency (LPH). (2023, March 1). Free Halal Certification Flow 2023. Retrieved from <https://certifikasihalalindonesia.com/2023/02/alur-certific>.