

SOCIALIZATION AND DOOR TO DOOR GUIDANCE ON SIHALAL APPLICATION REGISTRATION PROCEDURES FOR CULINARY BUSINESS ACTORS TAMN VILLAGE

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Abstract

The procedure for registering for Halal Certification through the SIHALAL application is an important issue because currently the development of culinary businesses in the regions continues to emerge in the lives of people whose areas are dominated by Muslims. Through halal product certification, it will help culinary business actors that the products marketed meet the requirements according to Islamic law. Therefore, this community service uses a collaborative mentor method, namely socialization about exploring information on the definition and meaning of halal and assistance in registering the SIHALAL application. The results of this community service activity certainly provide 1) benefits to culinary business actors by bringing guaranteed products, 2) building consumer trust, 3) helping the people of Asam Jawa Village, Sumber Rejo Hamlet, Torgamba District, South Labuhanbatu Regency about halal certification literacy and 4) ensuring that products and halal certification processes are in accordance with Islamic law mechanisms 5) introducing the SIHALAL application to the general public.

Keywords: *Application, SIHALAL, Socialization, Halal Companion.*

INTRODUCTION

South Labuhanbatu Regency is one of the districts that was formed from Labuhanbatu Regency in 2008 and officially separated from Labuhanbatu Regency, North Sumatra Province, and has its own story and tale as a region with the slogan Wise Words, Wise Works, which means emphasizing the importance of wisdom in speaking and acting. As a new district, of course, South Labuhanbatu Regency has regional competitiveness from many palm oil plantation companies, both private companies and state-owned companies, industries and the development of culinary businesses are also growing rapidly, thus helping the regional economy.

The rise of culinary business in South Labuhanbatu Regency indicates the high demand for culinary consumption in this area, thus providing great opportunities for business actors. One of the areas in South Labuhanbatu Regency or villages or hamlets that have developed culinary business is Asam Jawa Village, Sumberjo Hamlet. The demographic location of Asam Jawa Village, Torgamba District, South Labuhanbatu Regency includes:

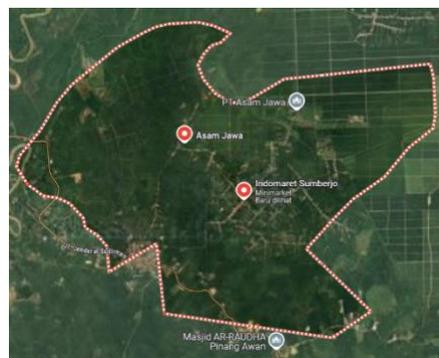


Figure 1. Geography of Asam Jawa Village, South Labuhanbatu Regency

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Asaam Jawa Village is located in Torgamba District, South Labuhanbatu Regency, North Sumatra Province. This village has an area of 6,600 Ha, where the land in this village is divided into 5,800 Ha which is plantation land and 800 Ha is community settlements, therefore Asam Jawa Village is divided into 22 hamlets in it and Asam Jawa Village is located at an altitude of 750 meters above sea level. In addition, the location of Asam Jawa Village is also close to the eastern Sumatra cross-country road so that people's lives can interact with trade centers and land transportation(Mauliddiyah, 2021).

The strategic demographic location makes Asam Jawa Village, Sumberjo Hamlet, Torgamba District, South Labuhanbatu Regency become a densely populated area and the center of the community's economy so that the dominance of the regional economy is filled with harmonious relationships between all business actors. Among the actors who are in the spotlight of community service is the culinary business. The culinary business is one of the creative and productive economic businesses that are managed independently by individuals or community groups independently and not from large or medium-sized industries.(Khairunnisa, 2023).

The culinary business in Asam Jawa Village, Sumberjo Hamlet, South Labuhanbatu Regency which is developing well is an effort made by the community to increase income and meet household needs. The culinary business run by the community is independent capital without relying on others so that the community as small business actors also helps the regional economy. The proliferation of culinary businesses in Asam Jawa Village, Sumberjo Hamlet, Labuhanbatu Regency such as street food, snacks/homemade snacks, contemporary drinks, various chips, dessert cake businesses, healthy foods, various processed chicken meat and so on illustrates that Indonesia has a distinctive characteristic as a culinary country.

Despite having a diverse culinary wealth in the midst of community life and business, from field observations, it was found that most of the culinary business actors in Asam Jawa Village, Sumberjo Hamlet are Muslims from various tribes in Indonesia. What supports the problem of community service and situational analysis is that culinary business actors who are dominated by Muslims in terms of literacy and trader knowledge regarding product certification and halal logos are still very weak, this is indicated by the absence of a halal product certification logo on the business profile. The importance of halal product certification for culinary business actors in Asam Jawa Village, Sumberjo Hamlet as a halal regulation that has an impact on promotion and increasing sales volume(Amry, 2024).

Seeing the conditions experienced by culinary business actors in Asam Jawa Village, Sumberjo Hamlet, Torgamba District, South Labuhanbatu Regency, cooperation is needed between village officials, the community and academics to provide assistance and socialization regarding halal product certification registration, halal product certification requirements, halal product certification mechanisms, inspections, determination of halalness and issuance of certificates. Supporting factors from the situational analysis that the context of halal certification in the culinary business is very important because the production process of a product must be in accordance with Islamic law starting from raw materials or compositions that do not contain prohibited materials, the mechanism for slaughtering or cutting animals including the steps must be met and to register the halal legality of a product that is offered and marketed so as to guarantee the trust and comfort of buyers or the community.(Maksudi et al., 2023);(Firdaus, 2023).

In Islam, it is highly recommended and teaches every individual to be aware of providing food or culinary delights according to their needs. Islamic law or halal food and the demand for halal food and guaranteed cleanliness are also demands of all religious communities so that through this assistance is a form of concern for socialization regarding the registration of halal product certification for culinary business actors in Asam Jawa Village, Sumberjo Hamlet, Torgamba District, South Labuhanbatu Regency, it is hoped that this activity will get value on culinary products that increase customer trust and interest. This activity is also a momentum for coaching for culinary business actors to obtain halal legality for the products marketed so as to provide opportunities for culinary businesses to expand the market and create jobs and welfare(Saputra & Redaputri, 2023).

IMPLEMENTATION METHOD

The target of mentoring and socialization of community service is culinary business actors located in Asam Jawa Village, Sumberjo Hamlet, Torgamba District, South Labuhanbatu Regency, especially those who do not yet have halal product certification. This mentoring was carried out from January 2025 to February 2025 and in collaboration with the approval of village officials and the halal product certification institution of South Labuhanbatu Regency, which was guided and given directly by Mrs. Hamidah Harahap, SE, who is a representative of the Professional Halal Product Process Assistance Institution of the Ibadiyah Al-shalihun Foundation for the South Labuhanbatu Regency work area. The method of socialization and mentoring was carried out independently by door

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to door or in other words visiting one place to another (Dewi et al., 2022). This method is considered more appropriate because if gathered in one place, culinary business actors or target participants cannot divide their time so that socialization and mentoring are not optimal (Nafisha & Arif, 2021). Therefore, the method of implementing socialization and mentoring halal certification label registration for culinary business actors Asam Jawa Village, Sumber Rejo Hamlet, Torgamba District, South Labuhanbatu Regency has the following stages:



Figure 1. Stages of Socialization and Mentoring

After the implementation of community service socialization regarding the importance of halal product certification to Asam Jawa Village, Sumberjo Hamlet, Torgamba District, South Labuhanbatu Regency. So the next step is for the resource person to provide information and the flow of halal certification registration and assistance.



Figure 2. Stages of Halal Certification Registration

RESULTS AND DISCUSSION

This community service activity, namely socialization and assistance for halal certification registration, is carried out in a relevant manner and the results of this activity are in the form of activity preparation, socialization and assistance, interviews, evaluation (halal certification registration).

1. Preparation

At this preparation stage, the community service assistance team coordinates to prepare a schedule and determine the appropriate target, namely culinary business actors located in Asam Jawa Village, Sumberjo Hamlet,

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Torgamba District, South Labuhanbatu Regency. After the team coordinates to visit culinary business actors door to door. Door to door or personal visits are more effective and efficient because the assistance team will be free to explore the level of literacy of business actors regarding the halal product certification program. Through these personal meetings, the assistance team conducts structured interviews to prepare supporting documents for halal product certification registration through the SIHALAL application.

2. Implementation of Socialization and Mentoring

In the implementation of this socialization and mentoring, a series of activities and actions are involved that are designed to ensure that all community service activities start from the product production process, use of raw materials to become finished products and meet the halal label requirements on the product. The mechanisms are:

a) Introduction to the Halal Concept

At this moment, the mentoring team will personally explain to the target the definition, meaning and importance of halal product certification for business actors while measuring the level of literacy regarding halal certification and its benefits for business development.



Figure 3. Interview with Business Actors

b) Halal Processing Procedures

On this occasion, the accompanying team will see the product manufacturing process starting from raw material processing, product processing to finished culinary products that are ready to be served. The involvement of the accompanying team must of course obtain permission so that there is no misunderstanding during the coverage and recording process in the production process. To produce the taste of peanut sauce, the composition of all ingredients has been measured or mixed and it can be seen that all raw materials for making peanut sauce are done by collecting raw materials, the collected raw materials are washed clean with water, then all raw materials are cooked to soften, after that the ingredients are put together so that they are easy to grind by machine tools so that the grinding results are according to needs. From the conditions of the accompanying team, they obtained information that the community and business actors already have good literacy in the process of making products with halal ingredients, making it easier for the accompanying team to provide assessments or recommendations through observation, recording, recording and periodic inspections. (Syahrir L, Muh Rais Rahmat Razak, Rustam Efendy Rasyid, Haeruddin Syarifuddin, Andi Astinah, Suleha, 2023).



Figure 4. Peanut Sauce Product Production Process

c) Preparation of SIHALAL Registration Documents

However, before registering for the SIHALAL application, the assistance team must first ensure that the recommendations given have met the applicable requirements in the halal certification process. On this occasion, the assistance team will conduct socialization and assistance for SIHALAL application registration and explain the documents required in the registration process for the SIHALAL application. The following is a display of the SIHALAL application socialization.

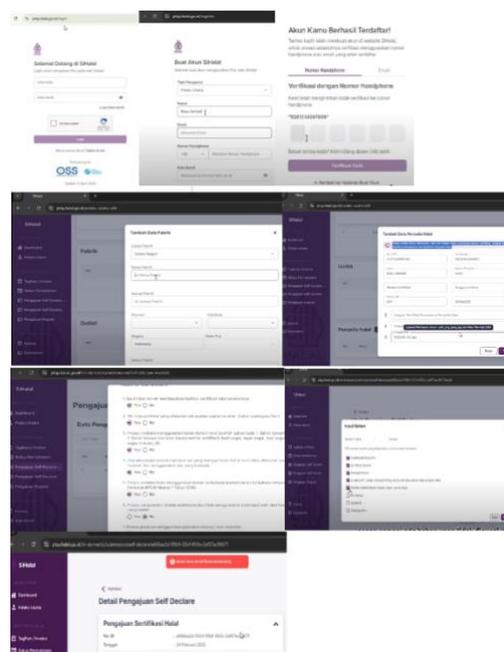


Figure 5. SIHALAL Application Registration Process

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In order to facilitate culinary business actors who are interested in registering for the SIHALAL application, one of the accompanying teams who is also an authorized party from the official partner is tasked with guiding participants who will register for the SIHALAL application who are authorized in the partner's work area. The assistant or institution that provides guidance on certification procedures and supporting documents and monitors each participant's entries on the SIHALAL page whether they are appropriate or not so that the information provided in the SIHALAL registration process is fulfilled to be submitted.

d) Halal Label Determination

After the SIHALAL submission from the mentoring process is completed by the mentor to the culinary business actor, then wait for the results of the submission whether all the submission requirements are in accordance with the provisions and requirements of halal, then the certification body will issue a Document Receipt Letter and certificate on the SIHALAL application page which can be downloaded. Then it can be considered that the product contains halal and can be traded.

e) Evaluation

The socialization and mentoring activities for halal product certification through the SIHALAL application have been successfully implemented and the next step is to evaluate the process of a series of community service actions and the extent of the level of enthusiasm and understanding of culinary business actors regarding the halal product certification process. Thus, the form of evaluation carried out in this mentoring is still ongoing to provide information to participants who have successfully registered and have SIHALAL certificates and the implementation of halal labels on the front display of business locations.

The image shows a document receipt letter from the Badan Penyelenggara Jaminan Produk Halal (BPJPH). The header includes the BPJPH logo and the text "BADAN PENYELENGGARA JAMINAN PRODUK HALAL KEMENTERIAN AGAMA RI". Below this, registration details are listed: "Nomor Pendaftaran : SH2021-1-000025" and "Tgl Pendaftaran : 15 November 2021". A box on the right contains the text "FR-TTD". The main title is "TANDA TERIMA DOKUMEN PERMOHONAN SERTIFIKAT HALAL". Below this, a list of received documents is shown: "Telah diterima dokumen dari:". The details of the application are as follows:

Nama Perusahaan	: PANJI PUTRA MAHATMAJAYA / INDUSTRI MINUMAN LAINNYA
Status Pendaftaran	:
Skala Usaha	: Mikro
Alamat Pabrik	: Jl. Raya Serpong, Tangerang Selatan, Banten, 3433, Indonesia
Area Pemasaran	: Lokal (3 Provinsi)
Jenis Produk	: Minuman dan Bahan Minuman
Nama LPH	:
Surat Permohonan	: 0001 / Tanggal : 15/11/2021

Figure 6. Document Receipt Letter View

CONCLUSION

The implementation of community service with the method of socialization and mentoring or collaborative mentoring is very important where, culinary business actors in Asam Jawa Village, Sumberjo Hamlet, Torgamba District, South Labuhanbatu Regency are carried out independently by door to door or in other words visiting one place to another. This method is considered more appropriate because if gathered in one place, culinary business actors or target participants cannot divide their time so that socialization and mentoring are not optimal. The results of the implementation of door to door socialization that participants or targets for SIHALAL product certification assistance have been carried out correctly following the applicable provisions and the results of mentoring the use of the SIHALAL application starting from registration, completeness of documents and submission of halal certification and downloading the SIHALAL Certificate. So it can be concluded that the implementation of socialization and mentoring runs in accordance with the provisions that have been set, especially helping to build the spirit and confidence of culinary business actors in Asam Jawa Village, Sumberjo Hamlet, Torgamba District, South Labuhanbatu Regency and guaranteeing to the community that the product meets halal standards according to Islamic law.

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