

**COLLABORATION BETWEEN BUMDES AND MSMEs IN
ACCELERATING HALAL CERTIFICATION FOR FOOD AND BEVERAGE
PRODUCTS IN MADURA**

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Abstract

The implementation of the halal certification program in Indonesia, especially in Bangkalan Regency, has not yet run optimally. This can be proven by the large number of SMEs who do not yet have halal certification. This research has several objectives, including (1) To find out the mechanism for managing MSME products in Bangkalan. (2) To describe the application of halal certification to MSME products in Bangkalan. (3) To find out and analyze the role of BUMDes in providing services to the community, especially MSMEs in Bangkalan. (4) To identify optimization of BUMDes services in Bangkalan. This research is descriptive analytical in nature using a juridical-empirical approach. This approach is used because of the characteristics of the law itself. The data collection technique for this research is a survey which takes samples from a population and uses interviews as a data collection tool in addition to literature study. The results of this research show that first, there are only a few MSMEs that already have legal or household product permits. Second, the majority of MSMEs in Bangkalan do not yet have halal certification, this is due to their ignorance about the existence of halal certification. Third, the role of BUMDes in the halal certification issue is still not optimal. This is because most village-owned enterprises still focus on managing tourism and service units.

Keywords : *BUMDes, Accelarting, Halal.*

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INTRODUCTION

Developments in the era of globalization have been heavily dependent on the economic sector as a measure of success by governments. The role of the public in national development, especially in economic development is micro, small and medium-sized enterprises, the position of UMKM in the national economy has an important and strategic role. This condition is highly possible because the existence of UMKM is quite dominant in the Indonesian economy. According to the Central Statistical Agency (BPS), the number of small and medium-sized enterprises (SMEs) reached 64 million. This figure reached 99.9 percent of the total enterprises operating in Indonesia.³

One of the requirements that must be met by UMKM operators so that their products can compete in the era of globalization and be able to improve competitiveness is halal certification. With the halal certification a product is expected to enhance a positive image of product guarantees, strengthen unique selling points, build consumer confidence and product opportunities to enter the halal industry market.

The halal industry has grown further as Muslims are increasingly aware of the use of halal products, so as a country with the largest Muslim population in the world, then Indonesia must accelerate the growth of domestic halal products industry. Moreover, the halal industry in this country is one of the most

³ [Badan Pusat Statistik \(bps.go.id\)](https://bps.go.id)

potential sectors of the economy and is experiencing very rapid global development.

Through that fact, then it must be the industry of halal products in this country should be advanced. Well, one of them is through halal certification for UMKM products, which can be used to increase consumer confidence in the products sold. In detail, here are some of the benefits of halal certification for UMKM. First, halal certification is important because of the technological advances in the process of processing products. This is also the reason why it is difficult to distinguish between halal and illegal products. Therefore, it is necessary to verify the ingredients used in the product, the rest of which must be described in terms of size and guaranteed validity. Secondly, halal certification as a fulfillment of the global market and government policy for the development of halal industries globally, then published halal product warranty regulations. Where in product warranty regulations, there are provisions for the obligation of halal certified products. Third, halal certification as the legal basis of the regulation of the validity of a product that from the beginning of the provisions of the halal product guarantee regulated in the Law No. 33 Year 2014 on the guarantee of halal products used by the Organizing Body of the Guarantee of Halal Products. (BPJPH).

The regulation is important to bear in mind given that there are not a few entrepreneurs who exclude legal certification. They're more concerned about the product coming into the market. In fact, in order to expand its distribution and be competitive, products must obtain halal certification. Fourthly, to help UMKM halal

industry in Indonesia to grow and be able to compete nationally and globally in its future. Well, whether a product is successful or not to be marketed in Indonesia, one of the requirements is a halal certificate. Through the four benefits of the halal certification above, it is highly likely that if it is transferred and implemented by UMKM perpetrators it will make it easier for entrepreneurs to market their products, both nationally and internationally. Thus, it is increasingly affirmed that halal certification is very useful for improving the competitiveness of UMKM products.

One district with a considerable number of UMKM is Bangkalan district is one of the districts in Madura area with a Muslim majority population. According to the data of the statistical center of the total population in Bangkalan there are 970.894 people with 98 percent are Muslim. Bangkalan District is a region with a fairly high poverty rate at present the number of poverty percentage in Bangkok district reaches 20 percent.⁴ One way that can be done in order to develop economics and suppress the poverty figure in Bangkok is by increasing the development of the UMKM. UMKM has a strategic role in the absorption of labor in reducing the unemployment that is based on the reduction in poverty rates. As the area with the criteria is developing, Bangkalan district is one of the areas that has a number of UMKMs quite a lot where at the moment the number of UmKMs in Bangkok district reaches 22.500. However, of the many UMKM that are in Bangkalan as the author

⁴Bangkalan, B. P. S. K. (2020). Bangkalan Dalam Angka. In Katalog BPS 1403.3526. <http://bangkalankab.bps.go.id>

described above only a small part already have halal certification. This is as by the Head of the Sharia Organizing Section of the Ministry of Religion (Kemenag) Bangkalan he conveyed that the amount of food and beverages that already has halal certifications is still very minimal. So many small business products are not yet able to enter the global market. Because, one of the conditions is to have a halal certificate. The cooperation carried out by the authorities with several local government organizations (OPD) in Bangkalan, such as the Industrial and Employment Service (Disperinaker), the Cooperation and Micro Enterprises Service (Diskop UM) does not appear to have had the significant impact on the improvement of legal certification in the Bangkalan district. So we need to cooperate with the other parties.

The Acceleration of halal certification program can basically take advantage of the existence of the Village Owned Enterprise Agency (BUMDes), a village owned enterprise agency is a legal body established by the village and/or together with the villages to manage the enterprise, utilize assets, develop investments and productivity, provide services, and / or provide other types of enterprise for the greater well-being of the community. The service in this context is to provide services related to halal certification on UMKM products that are in the village area. Based on the exposure above, researchers are interested in studying the role of BUMDes in accelerating halal certification of UMKM products in Bangkalan district. According to Bupati bangkalan reports, there are currently 273 BUMDes in Bangkalan district but only 21 are active. Because of

that, to optimize the role of BUMDes it is necessary to have an identification so that later BUMdes is expected to be able to accelerate UMKM products in Bangkalan district.

RESEARCH METHODS

The type of research used is qualitative descriptive. This research includes empirical law research or so-called sociological legal research that focuses on the work of law in society.⁵ This study examines the position of village regulation in the legal system in Indonesia and sociologically how the response of the community is related to it. Primary data is data that is not available and must be obtained from its original source. In this study, primary data is obtained through the completion of the questionnaire by the respondents directly as well as through the results of interviews with respondents to support the accuracy of the data. The sample selected is a subgroup of a population so that the sample taken is a sample that has properties corresponding to the population. Secondary data is data that is already available where researchers just need to find a place to get it. In this study, secondary data used is data obtained by researchers from books/literature. Once the data is collected then processed and analyzed by qualitative analysis with inductive logic. This inductive thinking pattern is to analyze data of a specific nature to be drawn to the general, namely the identification of MUI members in the district of

⁵ Bambang Sunggono, 1998, *Metodologi Penelitian Hukum*, Jakarta: PT Raja Grafindo Persada, 43.

Enhancement and Managers Halal Center UTM as well as related services about halal certification. Then from the results of the data analysis obtained are described in order and carefully according to the problem studied.

RESEARCH RESULT

After the enactment of law number 03 of 2014 concerning industry, the government has an obligation to implement halal certification. In other words, after the enactment of BPJBH, the implementation of halal certification is now no longer voluntary but has become mandatory for every product distributed and sold widely by MSMEs.

One of the districts with the largest number of MSMEs on the island of Madura is Bangkalan district. As the author explained in the introduction, there are 22,500 MSMEs in Bangkalan district. However, ironically, to date there are only a handful of MSMEs that have halal certification and are currently registering their products to obtain halal certification.

Based on data obtained from the field, including from the Bangkalan Regency Cooperatives and UMKM Service, Bangkalan Regency Industry and Trade Service, Bangkalan Village Community Empowerment Service, District Officers in Ten District, Bangkalan Regency, District Officers in Gegger District, Bangkalan Regency and BUMDes Administrators in several villages in the Ten, Gegger, Arosbaya and Tragah Districts in Bangkalan Regency, MSME actors and the Halal center at Trunojoyo Madura University and the

Ministry of Religion in Bangkalan Regency showed the following research results or findings:

There are only a handful of food industries that have business legality and have registered to obtain halal certification, as can be seen in table 1.1 below:

No	Year	Year of IKM that has a halal certificate.	Description
1	2018	3	
2	2019	-	
3	2020	20	
4	2021	-	
5	2022	6	
Amount		23	

The above table shows that from 2018 to 2022 the implementation of halal certification in Bangkalan district has been in decline. This is due to the number of UMKMs affected by the Covid-19 pandemic. In the year 2022 based on information obtained from the Department of Cooperation and Micro Enterprises that only 3 UMKMs registered halal certification through the Line of Cooperative Services and Micro enterprises this happened because the program of halal Certification is a new program that is not much known to the public.⁶ Furthermore, according to data obtained from the Halal Center of the University of Trunojoyo Madura in 2022, there were 71 UMKM criminals who registered their products to obtain halal certification. The smallest number of UMKM products

⁶ Results of interviews with officers from the Cooperatives and Micro Enterprises Service on October 13 2022.

that have halal certification is due to several factors, among others: first, the lack of public knowledge about halal certifications.⁷

The majority of UMKM perpetrators in the district of Bangkalan do not know what a halal certification is, how the process of filing a legal certification, where it is carried out and so on. Secondly, the certification process takes a long time, so that the UMKM is less enthusiastic to register its products to a halal Certification.

Third, the lack of awareness of the perpetrator and the consumer of the importance of halal certifications. Then, in relation to the role of BUMDes in this matter, there is still nothing at all with other words that the Village Owned Business Agency has never had a role at all in helping UMKM to do halal certification. However, based on the results of an interview with the security officer Gegger that this year will be formed a village owned enterprise agency together with coordinated by the security forces in order to optimize the role of the BUMDes itself.

Further on the basis of data from previous research stated that the role of DPMD Bangkalan related BUMDes in general is to build, support and evaluate the management of BUMD. The village government is empowered by the central government to independently manage the countryside through the economic institutions at the village level. One of these institutions is the village-owned enterprise. (BUMDes). The Act No. 32 of 2004 on Regional Governance states that villages can establish village-owned enterprises according to the needs and potential of villages. The needs and potential of the village became the basis in the establishment of BUMDes as a form of efforts to improve the well-being of the community.

BUMDes in the execution and ownership of capital is managed by the village government and the community. The establishment of BUMDes aims to accept activities that develop according to custom,

⁷ Interview Results with UTM Halal Center Officers on October 14 2022

activities based on government programmes and all other activities that support efforts to increase the income of the community. The existence of BUMDes is necessary to mobilize the potential of the village and can help in efforts to eradicate poverty. The establishment of BUMDes is a way to form an independent rural economy as an attempt to increase the Regional Natural Income. The goals and objectives of BUMDes can be achieved if they are managed in a focused and professional manner. BUMDes is a solution to the problems that are happening in the village. BUMDes is expected to drive and drive the village economy. The existence of BUMDes can help the government in managing the potential of creative and innovative villages, so it can open up new jobs so that it can absorb the workforce in the countryside. The data available in Bangkalan indicates that all villages already have a village-owned enterprise. However, the focus of the development of the villages' ownership enterprise is still inclined towards the growth of tourism potential. So many villages owned enterprises manage the tourist objects as a form of business. While villages that do not have tourist potential, more focus on development of services such as rental of terraces, printing enterprises, grinding and breeding of livestock in the form of goats as well as tents and chairs for activities, vehicle tax payment services and postal and package delivery services. As for the development of UMKM is still not a priority, although there is a village-owned enterprise that will lead to managing UMKM, but still has not been a new step in the production process.

CONCLUSIONS

Based on the results of the research that has been carried out, the following conclusions are:

The legality of UMKM which is in the district of Bangkalan is divided into several classifications. First, almost all UMKMs in Bangkalan do not have legality business only there are a few UMKM

that already have the legality or permission of Home Products. Second, there is only a small proportion of UMKM who possess halal certification.

Most UMKM perpetrators are not aware of the existence of a halal certification, but almost all have the same constraints, namely lack of information and lack of support related to it. They realize that halal certification is crucial, both for entrepreneurs and consumers. Even some of the partners outside Madura have granted a halal certificate to market their products in their region.

Based on the research that has been done shows that the role of BUMDes in the issue of halal certification is still not optimal. This is because most of the village-owned enterprises are still focused on managing tourism and service units. While the owners of the UMKM hoped that there would be a party to help improve their business, from licensing to marketing. One of the urgent things is the need for halal certification, as it is already mandated by the government.

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