



## **Management Management of Halal Assurance System for Small and Medium Industry Products with Halal Certification**

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### **Abstract**

As a producer, quality and food safety are absolute things that every business owner must pay attention to for the products they produce. Small and Medium Industries engaged in the snack or processed food sector that guarantee their products with halal certificates are also required to maintain the existing halal guarantee system with a system recommended by LPPOM MUI, the established halal guarantee system. This study aims to determine the implementation of the management of the halal assurance system for halal-certified small and medium industrial products in Rejang Lebong. Field research and a qualitative approach to data collection methods through interviews and documentation. The data analysis technique used is descriptive by thinking inductively to analyze data that has been collected previously and then described in order to get conclusions from the research. The producer guarantees the halalness of each material used by adjusting it to the materials previously registered with LLPOM MUI. The halal guarantee system implemented by LPPOM for small and medium industries is different from large companies. Company standards, namely halal policies, materials and products. The production process is carried out in a practical and simple way. The various components in the halal guarantee system are limited to the functions performed by business owners in carrying out their work.

**Keywords: Management, Halal Assurance System, Halal Certified**

### **Introduction**

Management comes from the English language management which means management, leadership and management. That is, management is part of a product that is carried out carefully or seriously both individually and collectively to do it better. Management is carried out from various activities that must be carried out in a strong manager, among the activities in management in the field of POAC are planning, organizing, actuating, and controlling.

Management of a product is carried out individually or personally to unite several activities so that these activities get maximum results in accordance with the desired expectations. and seriously. In current progress and information, corporate and business ethics are widely used in the hope that activities will achieve maximum results (Murniyanto, 2020).

Both for producers and those who provide food and food in the context of preparing for public consumption according to Islamic guidelines. Therefore, consumers in general are Muslim





consumers who think that the production results are not doubted as halal. Manufacturers must have standards. Halal guarantees are achieved, in the end the quality and strength of the product becomes more guaranteed to be halal. Criteria in production: Income must be in accordance with Islamic rules. Maintain production. Don't damage the order or product that has been achieved, let's take advantage of it and also don't question or reduce the trust of health consumers and health consumers as well as morals or procedures in Islamic law.

Halal must also be pursued as much as possible, because product quality and quality must be given special attention, in the form of halal. In consuming there must be rules that must be in accordance with Islamic rules. If a Muslim consumes food or drink that damages someone, then someone is prohibited from eating and drinking that exceeds the limits applicable in Islamic law.

In principle, the things that are seen by producers labeled as halal make it easier for the industry for products whose products with halal plans are some of the main producers. Therefore, for those who want to guarantee their products, there is currently an institution that makes every producer, especially SMEs, register their halal guarantee. produced. LPPOM or the Food, Drug and Food Assessment Institute is the agency that oversees this matter. Collaborate with MUI in granting product halal status. The existence of LPPOM MUI is currently spread throughout our homeland.

## Research methodology

The method in this study is about the social sciences and by analyzing data using spoken or written words and human behavior by not calculating and guaranteeing data that is qualitative and does not analyze numbers, the data that is qualitatively analyzed are human words and actions . This research is carried out in the social sciences which can be done in a real or original way (Murniyanto and Irwan Fathurrochman, 2019).

## Results and Discussion

Management comes from the word mantis which means hand and agree which means to do. Kristiawan said the manager intends to transact. In English it is called manage which means management and managers are humans who carry out management activities. The word management is defined in Indonesian as management or management (Muhammad Kurniawan, 2017).

The word management means doing and managing (Andi Rasyid Panarangi, 2017). The hope that people want to achieve excellence is from knowledge that has advantages and skills that are in accordance with the development of science and technology, because science is the main thing in human life (Risdianto, E & Yanto, 2021). Management function: In analyzing and determining programs to achieve goals. The framework for actions necessary to achieve a specific goal. Planning is done by assessing the strengths and weaknesses of the organization, determining opportunities and threats and determining strategies, policies and programs.





Organization, for work and tasks aligned with strengths, as well as resources organized to achieve organizational perfection. Direction, motivation in describing the driving force of the organization. Supervision, a plan that must be understood to be a benchmark in determining an activity.

## **Halal food**

In daily life, food is the most basic human need, such as fresh meat, fish, rice, milk, vegetables, fruits, honey, oil. Food that is in accordance with Islamic recommendations: a. Marine animals, b. Land animals according to Islamic recommendations. Islamic law according to the term is the science of the laws of Islamic law in detail. LPPOM MUI rules for obtaining halal certification, so most IKM do not register it and also because they are sure that the ingredients are in accordance with applicable health laws.

Prohibited food Carcasses included in the carcass category are animals that died without being slaughtered, including those that suffocated, were beaten, fell or were pounced on by wild animals, except for those that were killed. Blood, meaning the blood that flows from the slaughtered animal. Pork, anything that comes from pigs, is unlawful, be it blood, flesh, bones and all parts of the pig's body. Animals slaughtered by mentioning names other than Allah.

## **Islamic Principles towards Halal Production**

In terms of good processing, every Muslim must hold a mandate blessed by Allah, not exaggerate one another, and also a Muslim may not produce objects that cannot be distributed, such as gold statues, food that is forbidden. There are three sides to it, namely:

- 1) Faith, namely believing in Islam as the source of all economic activity as an individual activity which, if done voluntarily, is expected to become worship.
- 2) Knowledge, namely knowledge that is mastered in relation to economics and Islamic norms. The knowledge possessed by a Muslim can understand what is right or wrong in this economy, for example muamalah problems, his business and the halal results he has.
- 3) Charity, namely our efforts to do it seriously so as to produce scientific and scientific work as a result of the productive power achieved.

### **b. Ethical Principles**

Ethics is needed in production activities, not only from a halal perspective, because in this case their food is classified as a matter of caution, the ingredients or subhat are not clear. In fact, what is lawful is certain and what is unlawful is also clear. Between the two, there is a vague problem that many people don't understand.

### **c. Quality**

In producing quality, it is necessary to have knowledge that is adjusted to the level of achievement of a product, it is necessary to have quality, expectations and our techniques in production. Production is the concern of producers in Islamic economics. Quality:





- 1) Islamic Norms, namely the strength of the product must continue the Islamic method in its implementation.
  - 2) Knowledge of the world. Is knowledge related to art and production methods. In this case the science of human ijtihad is to make use of it.
- d. See what matters most in production
- In production, that is realizing an implementation of a more important direction Reaching legal norms by prioritizing the production of primary needs before secondary needs.

## Islamic Principles towards Halal Consumption

In economics, norms regarding consumption include legal norms, the law of quantity, prioritizing consumption, social norms and the norms around us. Legals norm. Norms of belief, beliefs that a Muslim does to conform to Islamic norms. Scientific norms are the strength of the norms of the two previous rules, this also pays attention to the condition of the goods consumed, consumed in halal conditions, avoiding consumption of haram and subhat.

Quantity rules. First, the quantity rule, which is simple, the correspondence between consumption and income, storage and development. Simple. In a simple sentence, namely self-simplicity. Conformity of integration of consumption and income. It corresponds to human nature and reality. The formula in the economy itself is that income is a number of factors that affect individual consumer demand. Storage and Development. We call for limiting consumption, and rejecting people who use all their income for consumption.

Make consumption a priority In consumer matters, we must prioritize the goods consumed in the consumer environment: Included in consumer protection: 1 increasing awareness, 2. consumer strength and dignity, 3. increasing consumer empowerment, 4. creating a consumer protection system, 5. encouraging awareness of business actors, 6. socializing the quality of goods. Social rules Social rules, namely understanding social rules in the quantity and quality of consumption. In this societal principle is the ummah, role model, and does not harm anyone.

The principle of the environment is all of nature around us which is in the consumption pattern. Food is a basic human need because it is a creature for its survival. The food production that we have to do must be halal in it. a product will increase the trust of buyers. Halal certificate is a way for products as goods to be declared halal and khair. Halal certificates are a way for producers to properly guarantee products as halal food. In fact, what already exists on earth in its original law is halal unless it is clearly not allowed by Islamic law. In sales, one must always have clean intentions, both small and large-scale sales, those who have a business for that must show the quality side of the products achieved. Even though it is a micro or household industry, it is possible that the product will be sold to consumers to meet consumer standards. For that, there must be public consumption so that the product does not go bad. So that the micro industry has halal standards or in other words already has halal certificates for each of its products to be



achieved. In this case, it is not limited to stopping there, it is better if the halal guarantee must be maintained and paid attention to so that the quality is well maintained. In the rules made by LPPOM MUI, for halal guarantees it must be adjusted to the applicable procedures.

Does not guarantee all products are prioritized. But we have to look at who owns the business, if those who own the business don't have good faith or belief, for that they will look for alternative ways to increase product sales in any way even though they already have a guarantee of product halalness.

A halal certificate is a signature letter issued by the central or provincial Indonesian Ulema Council (MUI) regarding a food, beverage, medicine and cosmetic product produced by a company after being inspected and declared halal by the LPPOM MUI which is responsible for issuing it. Authority. Halal product certification is MUI which is technically handled by the Institute for the Assessment of Food, Drugs and Cosmetics (LPPOM).

In this case it is obligatory for the production entrepreneur to provide clear, honest information and guarantee the condition of the goods as well as repair and management. supervisory agency, this institution covers the basics of supervision of producers who have received a certificate from the MUI through registered products. As an informant, the author is a small and medium industry consisting of home industries that produce snacks and processed food: (a) Halal Policy, (b) Halal Management Organization, (c) Technical Instructions. It's the same with SOP, (d) Administrative System, (e) Documentation System.

## **Halal Certified Medium Industry Products**

### **A. Outline of Halal Certified Small and Medium Industries in Rejang Lebong**

Rejang Lebong Regency is a very cool city which is known as the city of dreams. Now it has developed with the development carried out by the local government. The developments that have been carried out also affect the interest and attractiveness of tourists to visit this dream city. Talking about the development carried out by local people visiting this dream city. Talking about the development carried out by the local community

Rejang Lebong Regency Government, culinary tourism is currently being highlighted in the corners of the urban space. So with that, there are also many business actors who are increasingly flapping their wings in the culinary field.

According to data the author obtained from LPPOM MUI Bengkulu regarding small and medium industries that have been certified halal in Rejang Lebong from processed small food producers. Industry is an economic activity that processes raw materials, semi-finished goods, or finished goods into goods with a higher value in use, including industrial design and engineering activities. Two things to watch out for in a small business: Centralization of ownership and control in the hands of one person or a few people. Limited segregation within the company.

The small industry in question is the Small and Medium Industry which is engaged in the household industry (small business) that has been halal certified, especially in small businesses





or processed food businesses. The author visited several small and medium industry players to obtain information and reviews. Among the small food or processed food household industries interviewed by the authors are:

1. Sintaro Gold produces food and beverage ingredients (ground coffee) Jl. Desa IV Suku Menanti Kec. Sindang Dataran Kab. Rejang Lebong
2. Bukit Kaba Coffee produces food and ingredients for ground coffee drinks. Jl. Village of Suban Ayam Dusun III, Kec. Selupu Rejang, Kab. Rejang Lebong
3. Ground Coffee Cap Jempol produces food and ground coffee drink ingredients Jl. Air Bang Siring Rt.03 Rw.01 Kec. Curup Tengah
4. Sustainable PO ground coffee food and beverage ingredients. Jl. Village 1V, Tribe Menanti, Kec. Sindang Dataran, Kab. Rejang Lebong
5. Kop Cap AA Cup produces food and coffee powder drinks. Jl. BTN Work Center Dite Asri Sido Rejo, Curup District, Rejang Lebong Regency
6. Sari Aren produces palm sugar snacks. Jl. Scout No.5 Air Meles Village, Selupu Rejang District, Rejang Lebong Regency
7. Pizza Zaza & Fera Kue produces Bread and Cake (Bakery). Jl. Ahmad Marzuki No. 75 Kec. East Curup, Kab. Rejang Lebong
8. RPH Curup produces Beef, Buffalo. Jl. Sapta Marga Kel. Talang Rimbo, Kab. Rejang Lebong

## **B. Application of the Halal Assurance System for Halal Certified IKM products**

Halal guarantees are carried out by a company in order to fulfill its responsibilities to the MUI for the certificates obtained and to consumers as connoisseurs of the products produced. The halal assurance system is a management formulated by a company to maintain product halal consistency in accordance with the provisions of LPPOM MUI. In maintaining consistency, MUI has provisions related to the halal guarantee system that is implemented. Some of the components that have been defined,:

### **Halal Policy**

Halal policy is a written statement made by a company as a form of commitment in producing halal products. In this halal policy category, almost all SMEs are consistent in guaranteeing their products. Like registering it with LPPOM to get a halal certificate from MUI.

According to the information that the author got from one of the small and medium industry sample informants, namely Mr. United States, that he manages his products with materials that have been recommended by LPPOM MUI. For this reason, his party takes raw materials and additional materials by choosing materials that have officially received halal certificates. Likewise, some information from the producers interviewed by the authors did prefer materials that had been labeled halal on their packaging.





## Halal Guide

Halal guidelines are company guidelines in carrying out production activities to ensure halal. These guidelines cover several factors. One of them is being able to distinguish or not mix halal and unclean or haram ingredients. Knowing also the basic principles of halal-haram law and the MUI fatwa on food ingredients used. Thus, this guideline becomes a guideline for small and medium industries here. Implementation of production operations. Since the last 1 year, Mr. Amir as the owner of a food and beverage business has produced his products very carefully, For example, in taking materials. He said, before registering to obtain a halal certificate, all small and medium industries in Rejang Lebong received counseling from Balai POM about halal certificates. Then from there several small and medium industries register their products to get a certificate. According to him, the guidance that was obtained by several IKMs was obtained through counseling conducted by the Balai POM, and the delivery of halal certificates was also based on the facilities provided by Balai POM to these IKMs. Likewise with several other industrial and medium samples. Not much different from what Mr. Amir said.

## Halal Management Organization

Halal management is the company's internal organization that regulates all management functions and activities in producing halal products. In small and medium industries or home industries, the only halal management organization that is enforced is the family scope. From the information that the author has the function And organizational activities in producing halal products only cover the scope of the family. From the information the author has obtained, most of the small and medium industrial environments are only organized, there are workers employed in them. The halal management organization referred to as a guide is an organization that includes the highest level up to the level of technical implementation in the production process. However, in IKM, which only involves the family, all production matters are left to the entrepreneurs themselves without outside interference. Even in the provisions imposed by LPPOM MUI there should be an internal halal audit as a sender of information to related parties, but in this context only the family directly provides information to LPPOM MUI if there are material changes or additions.

## Standard Operating Procedure (SOP)

SOP is a standard set of instructions for completing certain routine work processes. This SOP is made so that the company has a standardization of SJH implementation. In this production standard, the author can find out whether there is a stipulation made by small and medium industries in guaranteeing the halalness of their products. From several interviews with IKM entrepreneurs, more were only fixated on taking ingredients with a halal label already printed on the ingredients. According to the coffee grounds manager, in the food and beverages





they produce, the ingredients are taken according to the halal label listed packaging. The rest if there are changes or additions to ingredients that are made based on halal provisions but only limited to choosing other materials that have halal certificates on the packaging or in other words have the same MUI halal label on the packaging.

## Technical Reference

Technical references are made based on the fields in the halal management organization. This technical reference serves as a document to assist the work of related fields in carrying out their duties. It has been previously explained that halal management organizations in IKM are only limited to the family environment, so this technical reference is also only applied by husband and wife as managers. by LPPOM MUI to obtain a halal certificate. Although bees are not unclean or unclean animals, he admits that it is quite difficult to manage them raw materials, especially in this apiculture. Care must be exercised so that the resulting product complies with

## Administration System

A company must have a detailed administrative description related to SJH. Starting from purchasing materials, receiving goods, storing goods, research and development, production, storage to distribution. Procurement of materials made by producers must be in accordance with what has been previously agreed upon in determining the halal certificate. According to Mr. Iwan, in the selection of raw materials to additional materials there must be compatibility with materials that have previously been registered with LPPOM MUI. Likewise in the production process, business owners must also know very well that the materials and production processes are carried out in accordance with established halal procedures. He also added, in IKM or home industry, it's not like big companies that have to be careful in every component, but at least these entrepreneurs understand how to produce in a way that is halal and better.

## Documentation System

The documentation system really needs to be done in order to maintain product quality starting from the materials needed, the production process to product distribution. According to the information that the authors obtained, IKM entrepreneurs agree that documentation helps maintain the quality of the materials obtained. These entrepreneurs maintain the materials used in accordance with the provisions based on the Shari'a. If there are no ingredients needed, they replace them with other ingredients but still with the halal label printed on the packaging. Likewise with the distribution that is carried out, because it is only a small industry, usually they only limit production. not piled up or redundant.



## **Socialization**

The socialization carried out by IKM owners to their employees is actually only a small part of the existing IKM owners. This is because workers from small and medium industries themselves are the owners of these small and medium industries. However, there are also small and medium industry owners who employ a limited number of employees. One of them is Mr. Iwan, who produces snacks. According to him, doing it yourself is very laborious and time-consuming. Sometimes he invites neighbors to help if he has a lot of power problems. In addition to obtaining halal product quality, in disseminating halal guarantees to employees it is only limited to directions and some writings that do refer to the principles of halal production that are posted in the production room.

## **Training**

The trainings carried out are trainings held from Balai POM to small and medium industrial entrepreneurs on how to produce and a little guidance on halal MUI. According to some small and medium industry owners, sometimes the training is held simultaneously in Rejang Lebong Regency. or in groups. members of small and medium industries located in each region. However, this training has helped small and medium industries in obtaining halal assurance certificates. The story of the owner of a small and medium industry, that when the author asked how the registration was carried out by the owner to get a halal certificate they replied that the registration was carried out simultaneously with data collection carried out by the Balai POM UKM industry who were interested in registering their products so that they had a halal label from the MUI. And registration is carried out free of charge, it's just that when the certificate period has expired, the IKM owner is responsible for extending the validity period.

## **Internal and External Communications**

The communication is intended for the implementation of SJH in accordance with the provisions. Communication developed by owners of small and medium industries is only limited to between owners. It is based on the exchange of information with each other. Mr. Iwan revealed that the communication that was established was only limited to IKM owners, and usually if something was blocked, they communicated more during counseling from Balai POM or at meetings between IKM owners.

## **Audit internal**

This internal audit is a monitoring carried out in realizing the truth of SJH in the implementation of the production process. "Before receiving a certificate from the MUI, LPPOM sent an internal audit team to monitor the conformity of registered products with existing SJH regulations. Internal audit will usually direct the IKM owner. If there is material that is not clear and will suggest replacing it with material that is already halal certified, LPPOM will provide





directions to the internal halal audit or the implementation team or monitoring team to provide detailed information to LPPOM MUI in case of irregularities. However, according to Mr. Iman, the internal halal audit mentioned above is only limited to one business owner, for example the wife who manages the internal halal audit is her husband and vice versa Regarding the authors who asked business owners about handing over production results, some of them did not know that they were not even given directions to document the results of production work every six months once and submitted to LPPOM MUI. The activities carried out by Balai POM are limited to small business training and those who are interested in applying for a halal certificate will assist with the initial registration process.

### **Corrective action**

The action is taken to adapt the product to a predetermined halal assurance system. One example is when the audit team finds irregularities in an existing material, the team will suggest replacing it with another material that has been labeled halal or has clear halal status. As stated by several business owners, they acknowledged that when the audit team came to their place of business and examined it, there were some materials that were still unclear or did not match what was registered before, then the party suggested that they replace them with certain materials. and that's clear. This is done because if there is a discrepancy between the materials available at the time the audit was carried out with the previous registration document data, then the halal certificate process is repeated and declared not va.

### **Management Review**

According to Pak Iman, this review is rarely carried out by the business owner because the business owner and management are his own family. So that the changes made also only cover the production process of the business. Mr. Iwan also added that if there is a change of workers it will not affect production, because the workers in his business are not permanent workers. So everything about management is in his business, only his family manages. With these components, if according to the procedure, the producer can get a halal certificate with a B value criterion.

### **Conclusion**

In managing the halal assurance system for halal-certified small and medium industrial products, it is necessary to carry out: Management using: a. (Planning) b. (Organizing) c. (actuation) d. (Control), the implementation of the Halal Assurance System is carried out by small and medium industries in accordance with the basic principles of Islamic rules. Therefore, the halal guarantee system is implemented by small and medium industries in obtaining a halal guarantee certificate by LPPOM MUI. The components of the halal assurance system for small and medium industries include halal policies, halal guidelines, halal technical references and





outreach from the BPOM. The results of the Rejang Lebong Regency IKM informants used the product: Producers ensure the halalness of each material used by adjusting it to materials previously registered at LPPOM MUI. Halal guarantee methods by LPPOM for small and medium industries are halal policies, materials and products.

The implementation of the halal guarantee system is poorly understood by most small and medium industry parties, because the socialization is uneven among small and medium industrial institutions.

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