


Perceptions Of Street Vendors About Halal Certification Self-Declaration Path In Bangkalan City Square

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Article Info	ABSTRACT
Keywords: Perception, Halal Certification, Street Vendors, Bangkalan.	This study aims to collect clear information regarding the views of street vendors on halal certification through self-declaration in Bangkalan City Square. The objects in this study are street vendors operating in the city square, namely chocolate ice vendors, Ice Cincau vendors, Batagor vendors, Cireng and Cimol vendors, Egg Roll Vendors, and Gejrot Tofu vendors. The results of interviews with informants regarding halalic certification procedures for self-disclARATION pathways produce a variety of different responses. Then, there is interest from some street vendors after realizing the importance of halals certification for their products and following applicable regulations. There is a need to provide clearer knowledge about the process and the benefits for their business. Therefore, it is necessary to increase socialization activities on self-Declare Pathway Halal Certification, especially for street vendors. This can help them fulfill their statutory obligations and strengthen buyer confidence in their products.
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INTRODUCTION

Based on the State of the Global Economy 2019/2020 report, it is estimated that by the end of 2024, the market size of the world Islamic economy (excluding the Islamic finance sector) will reach USD 3.2 trillion. Muslim spending on the Islamic economic sector reached USD 2.2 trillion in 2018. Of this amount, around USD 1.37 trillion was spent on food and beverages. With this huge market size at the global level, countries that realize this opportunity are expected to comply with regulations on product halalness to enter the Muslim consumer market (Ekosistem Industri Halal, n.d.).

No	Sektor Industri Halal	Nilai Realisasi & Prediksi (USD, miliar)			Posisi Indonesia	Nilai (USD, miliar)
		2018	2024	Naik (%)		
1	Makanan Halal	1,37	1,97	6,3	1	173
2	Keuangan Islam	2,52	3,47	5,5	7	86
3	Travel Halal	189	274	6,4	5	11
4	Fesyen Halal	283	402	6,0	3	21
5	Media & Rekreasi	220	309	5,8	6	10
6	Farmasi Halal	92	134	6,5	4	5
7	Kosmetik Halal	64	95	6,8	2	4

Figure 1. Total Spending On Halal Products In The World. Source: Halal Industry Ecosystem

Based on the figure above, Indonesia sees the halal industry as a strategic sector that has great potential to support economic growth, create job opportunities, and increase global competitiveness is a goal pursued by many parties. Then, the obligation to obtain halal certification as mentioned by the Halal Product Guarantee Law is enforced from October 17, 2019 to October 17, 2024 (Al Mubarak et al., 2023).

Halal certificate is an official proof of the halalness of a product issued by the Halal Product Guarantee Agency which is regulated by the Ministry of Religion (Kemenag). Before being overseen by BPJPH, the Indonesian Ulema Council (MUI) managed the regulation (Purwowidhu, 2023). Initially, the Indonesian Ulema Council developed a halal certification system independently. After the issuance of Law Number 33 of 2014 concerning Halal Product Guarantee, this has received significant changes. One of the changes is that the halal certification process is not only carried out through the Indonesian Ulema Council, but also through the involvement of various related parties. According to Law No. 33 of 2014, there are three parts that play a role in the halal certification process, namely the Halal Product Guarantee Organization (BPJPH), the Halal Examining Agency (LPH), and the Indonesian Ulema Council (MUI) (Khoeron, 2022).

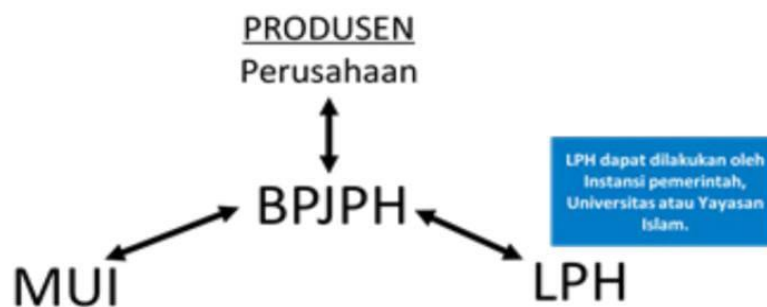


Figure 2. Flow of Halal Certification Process. Source: Halal Industry Ecosystem

The halal certification application process is carried out through the halal PTSP and completes the requirements and food products. There are two types of halal certification services available through two channels, namely the regular route and the self-declaration route (Dhoya et al., 2023). Self declare is an independent declaration of the halal status of products by Micro and Small Enterprises (MSEs). Entrepreneurs have the option to self declare after meeting a number of criteria, including getting assistance from the Halal Process Assistance (PPH) (Istianah & Dewi, 2022).

There are three categories of products that must now have halal certification. The first is raw materials, the second is food additives, and the third is slaughter products and slaughter services. These three product categories are strictly defined without exception. Therefore, both food products made by large companies to small companies, as well as street vendors such as street vendors, all must meet halal certification requirements. Possible sanctions include warning letters, administrative fines, and withdrawal of goods from circulation (BPJPH, 2024).

And the island of Madura, where the majority of the population adheres to Islam, respects and embraces religious values with full confidence. As one of the districts in Madura, Bangkalan has an Islamic heritage that is integrated into a strong culture among the Madurese people (Makhtum & Faraby, 2021). In addition, Bangkalan Regency is known as a santri city, with the majority of its population upholding Islamic values, has great potential to be developed as a halal tourism destination (Apridia & Dahruji, 2022). With most of the population being Muslim, of course the importance of consuming products that already have halal certification is a basic need.

The Department of Cooperatives and Micro Enterprises in Bangkalan is still experiencing obstacles in achieving the target of obtaining halal certification for business actors, especially in the food and beverage sector. Musninah, Head of the Micro Business Empowerment Division of the Bangkalan UM Diskop, stated that his party had made efforts to socialize the importance of having halal certification to food and beverage traders. This is due to the requirement that next year all types of food and beverages must have halal certification. a free quota has been provided for business actors who want to carry out halal certification. However, often the response to this is not responded well by traders (Danafia, 2023)

As is known, many MSEs operate in various regions of Bangkalan. Currently, there are around 22 thousand MSME units in Bangkalan Regency spread across 18 sub-districts (Hidayatullah, 2023). Based on information obtained from the Bangkalan Regency UMKM Cooperative Office, in an article written by (Hidayatullah, 2023) only 11 MSMEs are registered to obtain halal certification, even though Bangkalan Regency has close access facilities to the Halal Center run by Trunojoyo Madura University. Therefore, further research is needed to understand the perceptions and understanding of street vendors regarding this matter. This research will later be studied according to the views of business actors on the importance of halal certification by self-declaration on food and beverage products.

Based on the background that has been explained, this study aims to collect clear information regarding the views of street vendors on halal certification through self-declaration in Bangkalan City square. This research shows differences with previous research, which mainly focuses on halal certification obligations and regulatory aspects, as well as how street vendors can follow these rules.

METHODS

In this study, researchers used a qualitative approach. This research focuses on an in-depth understanding of the various phenomena that have been experienced by research subjects, such as social interactions, behavior and actions (Nugrahani Farida, 2014). The objects in this study are street vendors operating in Bangkalan City Square, namely Chocolate Ice Vendors, Ice Cincau Vendors, Batagor Vendors, Cireng and Cimol Vendors, Egg Roll Vendors, and Gejrot Tofu Vendors. This research method uses field research, which involves researchers directly observing phenomena that occur in the field. The data sources used are primary data and secondary data. Primary data is in the form of direct observation

and interviews with street vendors in Bangkalan City Square, while secondary data is in the form of information obtained from articles, books, journals, and websites.

The sampling technique uses purposive sampling, which is sampling that is not randomly selected, but adjusted according to the criteria of the population that has been determined by the researcher beforehand (Lenaini, 2021). Researchers took six informants of street vendors operating in Bangkalan City Square, three of whom had halal certification and three others did not have halal certification. This method aims to capture the meaning and provide an understanding of the phenomenon to be described. The data collection methods used are observation, interviews, and documentation, so that the object of this research gets a thorough understanding. For data validity using data triangulation. According to Denzin in research (Agusta, 2003) Data triangulation is a strategy that involves using a variety of data sources in a study. Researchers use several methods to ensure the validity of data by comparing data obtained from observations with data obtained from interviews, comparing statements made by someone in public with what is conveyed privately, comparing information obtained from interviews with a related document, so that then it can get the findings of the results of researchers with reality in the field.

RESULTS AND DISCUSSION

Bangkalan Regency is an area located on Madura Island. Since the Suramadu Bridge was inaugurated, Bangkalan Regency has developed into the main gateway of Madura Island. In addition, this area has also become a desirable tourist destination in East Java because of its natural beauty, cultural richness, and interesting culinary variety. But generally, a discussion about an area is incomplete without mentioning its square. Bangkalan Square is located on Jalan K. H. Abdul Karim, Demangan, Bangkalan District. From various sources, it is heard that this destination has been considered quite good, well-maintained, and organized. The park that offers fresh air is perfect for relaxing with family or spending leisure time with friends. In addition, some people also come to Bangkalan Square to exercise or hunt for culinary delights. This situation certainly provides a good opportunity for MSEs to develop their businesses, especially in the food, beverage and similar sectors. Along the main road leading to Bangkalan town square, there are various souvenir shops, Madurese restaurants, and others. In addition, many street vendors are also found around the Square. Given that the visitors to Bangkalan city square and the population in Bangkalan regency are mostly Muslims, the products sold by traders who sell food and drinks need to pay attention to the halalness of the products they sell. To find out whether a product is halal or not, one way is to look at halal certification. The halal certification process that can be carried out by SMEs, one of which is the Self declare method.

Regarding this, Law Number 33 of 2014 Article 4 concerning Obligations for Halal Certification has emphasized that all products that enter, circulate, and are traded in Indonesia must be halal certified. in this regulation, starting on October 17, 2024, all food and beverages, raw materials, food additives, auxiliary materials for food and beverage

products, slaughter products, and slaughter services that are traded throughout Indonesia must have halal certification.

Knowledge And Perceptions Of Street Vendors About The Importance Of Halal Certification

Micro, Small and Medium Enterprises (MSMEs) continue to provide rapid growth over time. especially in Indonesia, MSMEs have a considerable impact on the country's income and treasury. in an effort to organize this sector, the government has implemented a halal certification program with the aim that products produced by business actors can be guaranteed halal. but to understand how effective the program is, it is important to evaluate the development of its implementation from the perspective of business actors.

From the results of research that has been conducted by researchers, Traders in Bangkalan City Square have understood the importance of the Halal Certification Program through counseling conducted by a Halal Product Assistance (PPH) from Trunojoyo Madura University, but several other business actors admitted that they still had not received similar socialization. Cireng and Cimol Traders said they already had halal certification and understood it well, while two other business actors, namely Batagor Traders and Ice Cincau Traders, had a limited understanding of halal certification and only followed other people's instructions to get it. Furthermore, the Egg Roll Vendor said that he knew about halal certification, but had not had the opportunity to make it. Meanwhile, the Chocolate Ice Vendor and the Tofu Gejrot Vendor stated that they had absolutely no knowledge of halal certification.

Then, various responses and views on the importance of halal certification were conveyed by several business actors. One of them stated that halal certification is important, although he still does not fully understand its purpose and function. A similar view was also expressed by another business actor, who said that halal certification is important so that consumers know that their products are halal. Although initially he felt there was no need because the ingredients used were all halal and his merchandise was selling well, he decided to get it to anticipate possible problems in the future. Another business actor, a Batagor trader, also stated that halal certification is important, especially considering the plan to make halal certification mandatory in the coming year. Then, other business actors stated that halal certification was important, although they still did not fully understand and delayed applying for it.

Halal Certification Process Through Self-declaration Pathway

In making halal certification, there are two options that can be used by business actors, namely, through regular channels (paid) and self-declaration channels (free). One of the concerns for MSME players is the costs that must be incurred to take care of halal certification. However, the public does not need to worry because the government has issued the Sehati program. Sehati (free halal certification) is a program to accelerate MSE halal certification carried out by the government. The relationship between Sehati is very close to the provisions of Articles 79 and 81 of PP Number 39 of 2021 concerning the Implementation of the Halal Product Guarantee Field. Determination of the Sehati recipient group is referred to MSEs that meet the requirements in the self-declaration route (Jakiyudin & Fedro, 2022).

In Halal Certification for MSEs, it is stated that in implementing the Halal Certification plan with the Self-declaration process, there is a need for a Halal Product Process Assistance (P3H) (Rachman et al., 2023).



Figure 3. Flow of Halal Certification Through Self Declare. Source: Ministry of Religious Affairs

The requirements needed for street vendors are that the products sold must be guaranteed halal in accordance with the stipulated provisions. And also, it must prove that the turnover obtained does not exceed the predetermined maximum limit, and must be accompanied by a halal Product Process Assistance Officer (P3H).

From the results of interviews with informants regarding halal certification procedures for self-declaration pathways, it produces a variety of different responses. The Ice Cincau trader stated that someone told him that in 2024 halal certification would no longer be given for free, and this encouraged him to get it. The Cireng and Cimol merchant also followed a similar path after being advised by someone who stated that the halal certification process was free, so he agreed to follow the direction. In addition, the Batagor Vendor admitted that he did not know the identity of the person who helped him, but he learned about the process through a WhatsApp group to get halal certification, and he followed the process after being invited by his friend. Then it can be concluded that they have indirectly followed the self-declare path halal certification process, even though they are not aware of the term. However, some other traders still do not have an understanding of the self-declare pathway halal certification process.

Street Vendors' Interest in Halal Certification

Bangkalan district has the fewest halal-certified products compared to Sampang, Pamekasan, and Sumenep districts. Several institutions that help MSMEs obtain halal certification include the Office of Cooperatives and Micro Enterprises, the Bangkalan

Ministry of Religious Affairs, the UTM Halal Center, and MUI Bangkalan (Laili & Fajar, 2022). Basically, halal certification has an important role in everyday life. With halal certification, consumers do not need to check the composition of ingredients to ensure the halalness of the product.

After realizing the importance of halal certification for their products, street vendors who did not yet have halal certification expressed their interest in having halal certification. Two of them are Chocolate Ice Traders and Egg Roll Traders. They felt interested in getting halal certification after seeing fellow traders who already had it, and also because they realized that in 2024, all food and beverage products were required to be halal certified. Furthermore, the Tofu Gejrot Trader also expressed his interest in having halal certification but did not know the process, so he was looking for information to make halal certification for free, namely through self-declaration.

CONCLUSION

From interviews conducted at Bangkalan City Square with several street vendors, it was revealed that the understanding of halal certification still varies. Some traders have understood the importance of halal certification, while some other traders, although they already have halal certification, still do not fully understand the concept and its usefulness. In general, traders realize the importance of halal certification to increase buyer confidence in their products. However, some of them still need further understanding of the usefulness of halal certification for their business. Although there are socialization efforts related to the obligation of halal certification, such as those carried out by the Halal Product Assistance (PPH), there are still traders who have not received this socialization. Then, there is interest from some street vendors to obtain halal certification, especially after realizing the importance of halal certification in maintaining the halalness of their products and following applicable regulations. However, there is a need to provide clearer knowledge about the halal certification process and the benefits for their business. Thus, it is necessary to increase socialization activities on self-declare pathway halal certification, especially for street vendors. This can help them fulfill the obligations of Law Number 33 of 2014 Article 4 concerning Obligations for Halal Certification that all products that enter, circulate, and are traded in Indonesia must be halal certified and can also increase consumer confidence in their products.

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