

Pirt Licensing Assistance and Halal Certification of Snack Products for SMEs in Panembahan Village, Plered District, Cirebon District

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ABSTRACT

Pirt licensing and halal certification in the village of Panembahan, Plered, Cirebon. This PKM aims to increase the understanding of food and beverage SMEs in the village of Panembahan, Plered, Cirebon, about the importance of pirt licensing and halal certification to increase the selling value of products and also consumer buying interest. The implementation of this PKM is carried out using lecture, tutorial, and discussion methods. The results of this PKM program are (1) SMEs understand the importance of pirt licensing and halal certification, and are motivated to continue it, (2) SMEs understand the procedures for pirt licensing, and (3) SMEs understand the procedures for halal certification. Thus, consumer buying interest and consumer trust are expected to increase through the presence of pirt numbers and halal labels. besides that it is also expected to increase product sales and the welfare of the people in Panembahan Village, Plered, Cirebon.

INTRODUCTION

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In order to develop superior quality human resources, it is necessary to carry out a continuous mentoring process. One of the mentoring processes is an effort to assist, direct and support individuals/ groups through problem formulation, planning, implementing and evaluating the development of their home industry licensing. The mentoring program aims to provide knowledge and development assistance in the small-home industry licensing process. Assistance activities are carried out using various approaches, one of which is the motivation for assisting with Home Industry Licensing, marketing strategies both in person and *online*. Thus it can be a benchmark in the process of making permits for small and medium enterprises.

To carry out the mentoring program, it is necessary to prepare several patterns of material that are in accordance with national standards, among the materials in the mentoring program are 1) the mindset of home industry licensing, 2) making clear planning of home industry licensing, 3) the concept of marketing strategies for home industry licensing , 4) digital marketing strategy (digital marketing), 5) productivity improvement strategy 6) preparation of financial reports, 7) compiling profiles for home Industry Licensing and completing the legality of Home Industry Licensing, 8) understanding the principles of occupational health and safety in Licensing practices Home industry. In the mentoring process there are several steps that need to be considered, including; 1) identification and analysis of assistance needs, 2) assistance planning, 3) assistance implementation, 4) monitoring and evaluation and 5) reporting of assistance results.

Panembahan is a village located in Plered District, Cirebon Regency, West Java Province. This village has beautiful natural panoramas and cool and comfortable weather because of its location on the Pantura Route, Cirebon Regency. In addition, the people of Panembahan Village are active in entrepreneurship for home industry licensing to develop their economy. In Panembahan Village there is also a Joint Home Industry Licensing Group (KUB) as well as several MSMEs. This shows that the community's enthusiasm for the home industry Licensing entrepreneurship activities is quite high. MSMEs in Balesari Village consist of 2 creative industry sub-sectors, namely the craft industry and the culinary industry. The craft industry is a home industry permit that produces products using hands or mechanical equipment and is related to creation from the beginning to the end of the production process (Arifianti & Mohammad, 2017; Ilhamuddin et al., 2018; Rochani, 2017). Culinary MSME products in Panembahan Village are household industry permits that produce processed food and beverage products typical of Indonesia (Ilhamuddin et al., 2018; Kumaram, 2014). MSME products in the culinary sub-sector in Panembahan Village consist of coffee and snacks (snacks such as chips, crackers and dumplings).

MSMEs in Panembahan are hereditary household industry permits. This condition causes a managerial pattern that tends to be traditional. MSME snack

products are made from raw materials in the form of cassava with the consideration that cassava is the main commodity in the Cirebon area so it is easy to obtain and process. The production process is carried out by workers who are family members or neighbors of MSME owners. The length of the production process is approximately 1-2 days. Products are distributed to the business market, namely to middlemen in the market or to stalls to be resold to the final consumer market.

The problems with snack food SMEs in Panembahan Village include limited product distribution areas, fluctuating product sales rates, and a lack of consumer buying interest in products. In addition, the products marketed do not yet have PIRT numbers and MUI halal labels. Even though this is important to increase buying interest and consumer confidence in products (Majdi et al., 2020; Sriyana & Sari, 2018). This is also supported by statements from Wibowo & Galistiani (2018) and Garside et al., (2020) which explain that products that are safe and labeled as halal can increase consumer confidence and interest in the product to be purchased. PIRT and halal certification can also improve product quality and also function as an increase in product competitiveness (Anita et al., 2019).

The problems experienced by snack food SMEs in Panembahan Village are thought to be caused by a lack of understanding of home industry permit owners regarding PIRT licensing procedures and halal certification. Based on these conditions, assistance is needed regarding PIRT licensing and halal certification for MSME snack players in Panembahan Village. This assistance is expected to provide benefits and increase the understanding of MSME actors and be motivated to take care of PIRT and halal certification. Thus, it is expected that the selling value of the product will increase, the trust and interest in buying consumers will also increase. This also has the potential to expand the distribution area and increase sales, so that it can increase people's income and welfare.

Accompaniment

The sustainability development process contained in the mentoring concept is a benchmark for its achievement in a program. Thus that in terms of language that assistance comes from the verb "accompany" which is an activity of helping someone who for some reason needs to be accompanied. According to the Ministry of Agriculture (2004), mentoring is an activity in community empowerment by placing assistants who act as facilitators, communicators, and dynamicators.

Empowerment of human resources is carried out through mentoring programs as an effort to provide assistance in the form of directions, support to individuals/groups in carrying out a Home Industry Licensing process .

Assistance efforts provide knowledge and motivation in the process of implementing individual/group household Industry Licensing to become even better. According to the Ministry of Social Affairs, (2005, h. 7) mentoring is the process of guiding or providing opportunities to the community, especially the poor, which is carried out by companions or facilitators through a series of activities that enable the community to have the ability and confidence in dealing with problems around their lives. Apart from that, the meaning of mentoring is to provide individual assistance to develop their solutions and train thought processes which can then be applied independently for future developments.

The context that mentoring is generally an effort to develop communities in various potentials allows for the development that is owned by each community itself. It aims to show a better and decent life. In addition, mentoring means assistance from other parties who are voluntary to assist a person or even in a group to meet the needs and solve problems of each individual or group. Thus that the concept of Assistance includes efforts to improve the quality of life of the people as measured by increasing economic welfare, participation.

The objective is that mentoring is a process of empowerment. Empowerment means developing the strength or ability (power) of effort, potential, human resources that exist in humans so that they are able to defend themselves. In mentoring activities it is necessary to have clear goals and objectives and can be seen from the results. This mentoring method is in the form of activities 1) consultation, 2) learning and 3) counseling. Consultation is an effort of assistance provided by a companion to the community by providing answers, solutions and solving problems needed by the community. b) Learning Learning is the transfer of knowledge and value systems owned by companions to the community in a deliberate process. c) Counseling Counseling is to help explore all the problems and potential they have and open up alternative solutions to encourage people to make decisions based on existing considerations and have the courage to be responsible for people's lives. (Bintan, 2010) The benefits of mentoring according to Bintan (Rudi Prihartono, 2010: 57) are: 1) Creating community self-reliance, so that they can plan, implement and preserve programs. 2) Empowering the community to face business challenges and opportunities (by creating a micro-home industry Licensing unit so that they can be self-sufficient) 3) Increasing community capacity building by providing knowledge, expertise and access to information 4) Developing oversight community social control over development programs by improving the transparent management of funds.

Assistance with principles that can be used as a guide in efforts to empower the community through mentoring programs, namely 1) The principle of community self-sufficiency, namely by providing motivation and encouraging them to obtain permits for home industries on the basis of their own will and ability and not always dependent on outside assistance. 2) The principle of grouping. This means that the group grows out of, by and for the benefit of society. Through work done in groups, what is desired will be easier to realize. In addition, a group can become a power base (bargaining position), both for building networks, and for negotiating and 3) Principles of sustainability

Initiative growth activities, development are oriented towards creating systems and mechanisms that will support community empowerment in a sustainable manner. Various activities carried out are activities that have the potential to continue in the future.

Permit according to R. Kosim Adisoeputra is defined as government action that allows an act that is prohibited by general regulations. The meaning of this permit is when it is connected with a product license elements of food can be withdrawn, namely the government through statutory regulations prohibiting circulation processed food without a license, and regulations regulates general food product permits (law public) PIRT is a food industry that is produced in the owner's house with kitchen equipment that is used daily to produce products. In marketing these home industry products, owners of home industry permits are advised to apply for a production certificate, also known as a Home Industry Food Production Certificate (SPP-IRT).

These SPP-IRTs are obtained by licensees for household industries from the Regent or Mayor through the Health Office.

Registration of SPP-IRT is in line with Article 91 paragraph (2) of Law No. 18 of 2012 concerning food which reads: "in terms of safety, quality and Nutrition control, any Processed Food made domestically or imported for trade in retail packaging, the Licensing Person for the Food and Home Industry is required to have a distribution permit." The regulation was made by the government so that people can consume food that is safe for mental health and safety. Those of you who have a small-scale home-produced food industry permit need to register your business to get an SPP-IRT. Benefits of PIRT Licensing if you have food production certification, including:

1. Products Eligible for Circulation

The first benefit that you can get as the owner of a PIRT home industry permit is if you have a food production certification, which indicates that your product has been tested as fit for marketing. No one will be able to prohibit your home industry Licensing product from being circulated. This is because your food product has obtained a distribution permit from the Health Service. You can also make this one benefit an advantage over competing products that are similar to your household Industry Licensing.

2. Ensure Product Safety

Another advantage that you can get if you have an SPP-IRT, is that your food products have guaranteed quality and safety. Reporting from *the Jamak Community Service Journal (Management & Accounting)*, in the registration process, home industry food products will be strictly tested and selected by parties from the Health Service. In addition to products, the owner of a home industry permit will also carry out a knowledge test on food ingredients and be given education through guidance. If you pass this stage, only then can the PIRT permit be issued. Considering that the procedures followed are quite stringent, it can be ensured that the safety and quality of the products in circulation are

truly guaranteed. Also Read: 6 Benefits of Having an IUMKM (MSME Permit), Here's How to Get It

3. Increase Customer Confidence

Another advantage of having a food certificate for PIRT owners is that it can increase customer confidence in your home industry permits. This is because the SPP-IRT shows that the PIRT owner carries out his household industry permits honestly so that he can pass the test from the health office. This means that the safety of the raw materials used and the food produced is guaranteed. Food products that have safety certification and are fit for distribution will have a more positive image in the eyes of customers. That way, their trust in buying products will increase and they won't hesitate to consume the food you produce.

4. Able to Compete with Big Industry

Not only does it improve product quality and make customers more confident to buy, the SPP-IRT also allows your home industry licensing to be able to compete better in the market. Having proof of food production certification allows your food industry permits to be distributed widely. From door to door, supermarkets, to bigger and more competitive markets. Food products made by you will also be able to side by side with products from large home industry permits.

5. Increasing Home Industry Licensing Income

When a product can reach a wide market, it will be widely known and known by many people so that the chances of being sold are also higher. That way, SPP-IRT can also help your home industry Licensing to obtain greater income. If you have a high income, it will be easier for you to develop a home industry permit.

For example, by increasing the amount of production, marketing products more widely to all regions in Indonesia, or making new food products. The purpose of Licensing for PIRT for Home Industry Food (**PIRT**) is a written guarantee given by the Regent/Mayor – through the Health Service, for food produced by Home Industries that meets certain requirements and safety standards, in the context of production and distribution of food products.

IRT permits or Home Industry Food Permits are regulations that regulate the safety of food products from raw materials, processing, to the final product (*Anonymous, 2017*). The importance of this regulation is because the existence of P-IRT is very closely related to food safety for consumers. This regulation only applies to small to medium-capacity home industry permits or often called small and medium-sized home industry permits (UKM). According to Maulidi (2016), P-IRT permits are specifically given to food products. with a low level of risk. For products with a shelf life of more than 7 days, the P-IRT permit is valid for 5 years and can be extended. Whereas for products with a shelf life of under 7 days, the license granted is only valid for 3 years and can be extended as well. P-IRT arrangements themselves take approximately 1 week to 3 months, depending on

the region. The P-IRT permit is indicated by the presence of a 12-15 digit number label on the food product packaging. The following will explain further about the meaning of the 15-digit code :

1. The 1st digit indicates the packaging type code according to the BPOM regulations.
2. The 2nd and 3rd digits show the serial number/code of the IRTP food type according to the BPOM regulations.
3. The 4th, 5th, 6th, 7th digits show the provincial and district/city codes in accordance with the appendix of the BPOM regulations.
4. The 8th and 9th digits indicate the food order number of the IRTP that has obtained the SPP-IRT.
5. digits show the serial number of the IRTP in the district/city concerned.
6. The 14th and 15th digits indicate the expiry year of the P-IRT permit.

IMPLEMENTATION AND METHODS

Supporting the *Participatory Action Research* (PAR) method in this mentoring activity takes the following steps:

1. Home Industry Licensing Mindset
Providing knowledge material on how to think about home industry licensing that is oriented towards the development of the world of home industry licensing.
2. Make a clear household industry licensing plan
Provide a clear and programmed conception of planning in the development of home Industry Licensing based on needs analysis.
3. Home Industry Licensing strategy marketing concept
Providing knowledge about marketing strategies that are more leveraged with a digital marketing approach.
4. Digital marketing strategy (digital marketing),
Assistance efforts to expand production marketing and provide efforts to increase sales even more.
5. Productivity improvement strategy
Providing knowledge about strategies to increase the productivity of Home Industry Licensing by adjusting to sales needs.
6. preparation of financial reports,
Provide assistance in the process of preparing financial reports in an orderly manner following standard rules.
7. Compile a profile of Home Industry Licensing and complete the legality of Home Industry Licensing,
Directing to compile and complete the legality of home Industry Licensing as a legal entity Licensing for small home industries with due observance of completeness according to regulations.
8. Understanding the principles of occupational health and safety in the practice of Licensing for the household Industry.

Providing knowledge that the importance of paying attention to safety and work and the need for clear rules in the production process.

RESULT AND DISCUSSION

The following are the results of the implementation of Community Home Industry Licensing (PKM) activities carried out in Panembahan Village for MSME snack actors Motivational Lecture on the Importance of PIRT and Halal Certification. The first material is conveyed to partners through the lecture method. The material presented was Motivation for the Importance of PIRT and Halal Certification. The material explains how important it is for food and beverage products to have PIRT and halal certification, especially since the majority of target consumers are Muslims so it is important for a product to have a halal label. Furthermore, he also explained the benefits of having a product that has a PIRT number and has a halal label. The benefits include increasing the selling value of products, improving product image, increasing the trust of potential consumers, increasing consumer buying interest, providing opportunities for expansion of the distribution area, increasing product sales figures, increasing income from Home Industry Licensing, and improving people's welfare. The objectives of implementing motivational lectures on the importance of PIRT and halal certification are (1) to increase partners' understanding of the importance of managing and having PIRT and halal certification, (2) to increase participants' understanding of the benefits of having PIRT and halal certification, and (3) to motivate participants to immediately take care of PIRT and halal certification for their products

Assistance for PIRT Submission Procedures

Assistance for the procedure for submitting a Home Industry Food permit (PIRT) is carried out through the tutorial method. The implementation of this assistance is intended so that PKM partners can process snacks that are safe for consumption so as to increase the trust and interest in buying from consumers who are the target of product marketing. The tutorial material provided consists of 3 stages which are described as follows:

1) The first stage of product preparation explanation

In the first stage, PKM partners were given an understanding of the benefits of having a PIRT, the legal basis for a PIRT permit, PIRT components such as SPP-IRT, IRTP, PIRT number and label, the nature of certification (mandatory and voluntary), and the authority to grant PIRT certification by the Health Service. Regency/City.

2) The second stage is an explanation of the PIRT requirements

In the second stage, the requirements for managing PIRT were explained to the PKM partners. Requirements needed are following food safety counseling so participants will have a certificate of food safety counseling, filling out the PIRT permit application form, results of inspection recommendations for home industry food production facilities, information on types of food that are permitted to obtain SPP-IRT, attaching product label designs permits for food or drink, attach a photocopy of KTP and 3x4 size photo, packaging that is permitted to be used is glass/plastic/cardboard/paper/cans/aluminum foil. Furthermore,

the PKM team also explained to partners that starting in 2012 the PIRT number consisted of a minimum of 15 digits, was given to one type of IRT food, and applications for an extension of the SPP-IRT could be made at least 3 months before the validity period of the SPP-IRT expired. In addition, it is also explained that the SPP-IRT can be revoked by the Regent/Mayor/Health Office if the owner of a home industry permit violates regulations, food products cause Extraordinary Events (KLB) such as food poisoning, or if food products are proven to contain hazardous materials.

3) The third stage is an explanation of the procedure for submitting a PIRT

At this stage, the PKM team explains the procedure for submitting PIRT permits to partners. First, the partner submits an application addressed to the Head of the local Health Service, then a file inspection process is carried out (approximately 1 day), after the administrative files pass the check then wait for approval from the Head of Health Service (approximately 1 day). Furthermore, the proposer will wait for the implementation of food safety counseling which is carried out once every 3 months, then attend the food safety counseling event which is held for 1 day. After that, an inspection of the means used will be carried out (approximately 1 to 14 days). If it is approved, then it will then enter the levy payment process. The food certificate for the PIRT home industry will be handed over later to the proposer or applicant after going through the process previously described, so that the total time for obtaining a PIRT permit ranges from 1-3 months.

Halal Certification Procedure Assistance

Assistance for halal certification procedures is also carried out through the tutorial method. The implementation of this assistance is intended so that PKM partners can realize the needs of target consumers who are predominantly Muslim so that consumers will be more interested in buying products when the product is labeled halal. At this stage it was explained to the PKM partners that a halal certificate is a written fatwa from the Indonesian Ulema Council (MUI) stating the halalness of a product in accordance with Islamic law (Anggriawan, 2020; Arafat & Budiwati, 2021; Astuti et al., 2020; Saan, 2018). In addition, the halal certificate is a requirement to include a halal label and as one of the requirements if MSMEs in Balesari Village want to become product suppliers in supermarkets or minimarkets.

PKM partners also received explanations about the history of the legislation on halal certification services in Indonesia and how it developed. In 2004, discussions were held on the bill on halal product guarantees. Furthermore, in 2014, on October 17, 2014, the Bill on Halal Product Guarantee (JPH) was ratified to become Law No. 33 of 2014 concerning Guarantee of Halal Products. Furthermore, in 2019, Government Regulation (PP) Number 31 of 2019 was issued concerning Regulations for Implementing Law Number 33 of 2014 concerning Guarantees for Halal Products. Furthermore, on October 17, 2019 Law No. 33 of 2014 was enacted regarding mandatory halal certification, BPJPH as the regulator, MUI as fatwa issuer and LPH as product halal inspector.

Material regarding procedures for halal certification was also explained to PKM partners consisting of 7 stages, namely (1) submitting an application for a

halal certificate accompanied by requirements and documents, (2) checking the completeness of documents, (3) the perpetrator chose the LPH and then determined by BPJPH, (4) inspection and testing of product halalness by LPH, (5) inspection of test results documents by BPJPH, (6) determination of product halalness by MUI, and (7) issuance of halal certificates by BPJPH. The estimated length of the processing process, in the second stage is 10 working days, the third stage is 5 working days, the fourth stage is 40-60 working days, the sixth stage is 30 working days, and the seventh stage is 7 working days. So the length of processing of halal certification ranges from 3-4 months.

The documents for requesting a halal certificate consist of data on home industry licensing actors such as NIB (Home Industry Licensing Identification Number), NPWP, SIUP, IUMK, copy of KTP and curriculum vitae, name and type of product to be certified halal, product raw materials, a description of the product processing process from the processing of raw materials to product distribution, as well as documents on the halal assurance system consisting of MSME management. In administering the halal certificate, the PKM partners will be in contact with 3 halal industry stakeholders in Indonesia, namely BPJPH, MUI, and LPH. BPJPH (Halal Product Assurance Organizing Body) has the authority to register halal certification and issue halal certificates, and is tasked with providing socialization or education and counseling on halal products to household industry licensing actors. LPH (Halal Inspection Agency) has the authority to inspect or test product halalness and is required to have at least 3 halal auditors, while the MUI (Indonesian Ulema Council) plays a role in establishing fatwa on halal products.

Halal products are products that have been declared halal in accordance with Islamic law. After obtaining a halal certificate, PKM partners or MSME actors are required to put a halal label on their products, maintain product halalness, separate locations and production processes between halal and non-halal products, renew halal certificates if their validity period is about to expire, and report changes in material composition. to BPJPH if there is a change in raw materials. The PKM team also explained to partners that the inclusion of a halal label must be easily seen and read by consumers, not easily removed, not easily removed, not easily damaged. At the end of the tutorial, it is also explained the importance of managing halal certification, namely to fulfill obligations as perpetrators of home industry licensing in conveying product information to consumers, improving product image, and being able to increase consumer trust and interest in buying so that consumers are expected to be satisfied and have the potential to become loyal customers.

Evaluation of the PIRT Assistance Program and Halal Certification

After the mentoring was completed, then the assistance participants or PKM partners who were MSME snacks in Balesari Village were asked to provide an assessment. The assessment is carried out by filling out a questionnaire which aims as a form of evaluation of the PIRT assistance program and halal certification. The assessment was carried out on 3 materials, namely (1) motivation for the importance of taking care of PIRT and halal certification, (2) PIRT assistance, and (3) halal certification assistance. Indicators of success for

material 1 were increasing participants' understanding of the importance of taking care of PIRT, increasing participants' understanding of the importance of taking care of halal certification, motivated participants to take care of PIRT, and motivated participants to take care of halal certification. The indicator for the success of material 2 is increasing participants' understanding of the benefits of taking care of PIRT, preparation of PIRT products, requirements for PIRT and procedures for taking care of PIRT. The indicators for the success of material 3 are increasing participants' understanding of the benefits of halal certification, halal certification procedures, halal certification stakeholders and their duties, and obligations that must be carried out after being halal certified.

Ratings are given between 1 to 5, 1 means very less, 2 is less, 3 is sufficient, 4 is good, and 5 is very good. The results of the questionnaire were processed and analyzed based on descriptive statistics (mean or average). However, because the average results for each indicator do not always have a unanimous value, it is therefore necessary to categorize based on the class interval value (0.8), whose categorical results consist of 5 categories described as follows: Very Poor Category (SK) = 1, 1-1.8 Poor category (K) = 1.9-2.6 Fair category (C) = 2.7-3.4 Good category (B) = 3.5-4.2 Very good category (BS) = 4.3 -5.0

The results of processing the assessment questionnaire in the context of evaluating the mentoring program. These results indicate that the mentoring program implemented can increase PKM partners' understanding of PIRT and halal certification, and can motivate PKM partners to take care of PIRT and halal certification.

CONCLUSION AND RECOMENDATION

The Implementation of Community Home Industry Licensing (PKM) is assistance for MSME snacks in Panembahan Village, Plered, Cirebon. Assistance is carried out with the aim of providing solutions to the problems faced by these snack MSMEs, namely the products do not yet have a PIRT number and are not yet halal certified. The mentoring activities carried out consisted of giving motivational lectures on the importance of taking care of PIRT and halal certification, tutorials on procedures for taking care of PIRT, tutorials on procedures for taking care of halal certification, discussions and questions and answers, and evaluations. The results of the mentoring evaluation show that the programs provided to MSME snacks in Panembahan Village can increase MSME actors' understanding of the importance of taking care of PIRT and halal certification, motivate them to take care of it in the future, and increase understanding regarding the requirements and procedures for managing it. . Based on these results, partners can then arrange PIRT and halal certification so that program sustainability can be carried out and provide benefits for partners such as increased product quality and selling value, increased consumer trust and buying interest, expanded distribution area, increased product sales, and increased welfare. community in Panembahan Village, Plered, Cirebon.

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