



STAKEHOLDERS SYNERGY IN ACCELERING MSME (UMKM) HALAL CERTIFICATION THROUGH HALAL SELF-DECLARE

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ABSTRACT

A series of halal product guarantee regulations in Indonesia starting from Law Number 33 of 2014 until Government Regulation Number 39 of 2021 mandates that every MSME's actor has a halal certificate on their products. In order to answer this mandate, a halal self-declare process was initiated to make it easier for MSME's actors. This paper is a critical study of the halal self-declare which contains the pros and cons of acceleration and the consequences in it. This critical study aims to explore the synergy of stakeholders in halal certification effort for MSME through self-declare. The qualitative analysis of this study shows that the implementation of the self-declare flow requires solid synergy. Starting from the MSME's actors, Ministry of Finance, Ministry of Investment, Halal Product Process Assistance, MUI, to the Organizing Agency of Halal Product Guarantee Organizing Agency, they have an active contribution in the self-declare flow. This synergy from the contribution of stakeholders will then optimize the halal self-declare as an acceleration of MSME's halal certification and minimize the consequences that could potentially occur in the MSME's self-declare.

Keywords: Halal Certification, Self-declare, Synergy, Stakeholders, MSME.

ABSTRAK

Rentetan regulasi jaminan produk halal di Indonesia mulai dari Undang-Undang Nomor 33 Tahun 2014 hingga Peraturan Pemerintah Nomor 39 Tahun 2021 mengamanatkan setiap pelaku UMKM untuk memiliki sertifikat halal pada produknya. Guna merespon hal tersebut maka teretuslah proses self-declare halal untuk mempermudah pelaku UMKM. Tulisan ini merupakan kajian kritis terhadap self-declare halal yang menyimpan pro-kontra sebagai akselerasi dan konsekuensi didalamnya. Kajian kritis ini bertujuan untuk menelusuri sinergi dari stakeholders dalam upaya sertifikasi halal UMKM melalui self-declare. analisis kualitatif dari kajian ini menunjukkan pelaksanaan alur self-declare membutuhkan sinergi yang solid. Mulai dari pelaku UMKM, Kementerian Agama, Kementerian Keuangan, Kementerian Investasi, Pendamping Proses Produk Halal, MUI, hingga Badan Penyelenggara Jaminan Produk Halal memiliki peran kontribusi aktif dalam alur self-declare. Adanya sinergi dari kontribusi stakeholders inilah yang kemudian akan mengoptimalkan self-declare halal sebagai percepatan sertifikasi halal UMKM dan meminimalisir konsekuensi yang berpotensi terjadi dalam self-declare halal pelaku UMKM.

Kata Kunci: Self-declare, Sertifikasi Halal, Sinergi, Stakeholders, UMKM.



INTRODUCTION

Halal discourse in Indonesia began to show its escalation since the enactment of Law Number 33 of 2014 concerning Halal Product Guarantee. This is a responsive reaction from the government to answer the huge potential of the halal ecosystem in Indonesia. Demographically, the total population of Indonesia as of June 2021 is 272.23 million people and as many as 236.53 million people (86.88%) are Muslims. (Kusnandar www.databoks.katadata.co.id). This demographic aspect contains the potential to make Indonesia the country with the largest halal market share in the world. (Zein 2018, 46). Therefore, the government and relevant stakeholders have begun to grow halal stretches in Indonesia, one of which is through halal certification for MSME actors.

Halal certification is a breakthrough to support the potential of the halal ecosystem in Indonesia. Halal certification for MSME actors is also able to move the real sector and maximize national economic growth (2014). The point is that halal certification for every business actor, especially MSME actors is part of their responsibility in making products that not only offer economic satisfaction but also satisfaction such as halal guarantees. Based on data from the Ministry of Cooperatives and MSMEs in March 2021, the number of MSME actors in Indonesia has reached 64.2 million and is the majority type of business in Indonesia. This number is certainly a good indicator for Indonesia's halal ecosystem if MSME actors are able to carry out halal certification. To support this, a strategy for accelerating halal certification for MSMEs

was initiated, namely through a halal self-declare.

Accelerating MSME halal certification through self-declare has become the government's focus recently. This can be seen from the emergence of regulations governing halal activities in Indonesia since 2019. Seven regulations related to halal activities have been issued in the 2019-2021 period. One of the provisions in these regulations is to facilitate a self-declare strategy to be able to become a halal certification acceleration program for MSME actors. The seven regulations are:

1. Government Regulation Number 31 of 2019 concerning Implementation Regulations of the Halal Product Guarantee Act;
2. Regulation of the Minister of Religion Number 26 of 2019 concerning the Implementation of Halal Product Guarantees;
3. Decree of the Minister of Religion Number 464 of 2020 concerning Types of Products that Must be Certified Halal;
4. Law Number 11 of 2020 concerning Job Creation;
5. Regulation of the Minister of Religion Number 20 of 2021 concerning Halal Certification for Small and Micro Business Actors;
6. Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Assurance Sector; and
7. Regulation of the Minister of Finance Number 57 of 2021 concerning Service Tariffs for the BPJPH Public Service Agency at the Ministry of Religion.

Halal self-declare is a statement of halalness by MSME actors regarding the halal status of the product, the materials used, and the production process they do. This statement is an independent or unilateral statement issued by MSME actors. Quoted from the Indonesian Ministry of Religion News, the Acting Head of BPJPH when he was a resource person in the socialization of Halal Product Assurance initiated by the Central Java Chamber of Commerce and Industry (KADIN) on April 2 2021 confirmed that Halal statements by MSME actors do not necessarily make an auto-halal product. That is why a self-declare by referring to the BPJPH standard and its mechanism needs to be carried out by MSME actors.

Looking at the other side, the position of self-declare as an independent statement has its pros and cons. This is inseparable from its position as a form of new breakthrough to accelerate the halal certification process which is an urgent need not only for MSME actors but also for Muslims at large. Self-declare that is packaged with compliance with BPJPH halal standards on the one hand is indeed a way and strategy to accelerate halal certification for MSME actors. This will accelerate MSMEs to have a halal certificate. But on the other hand, the possibility of manipulation or asymmetric information is something that has the potential to exist in the halal self-declare statement of MSME actors.

The existence of these two self-declare positions is certainly something that must be considered by the stakeholders involved in it. This is because the self-declare and halal certification mechanism for MSME actors

does not only involve one party but various parties. Moreover, there are pros and cons in the self-declare itself which requires more supervision in order to avoid all forms of the worst possibility that could potentially occur in it. This is where the importance of the form of synergy from stakeholders to ensure self-declare as an acceleration strategy for MSME actors in Indonesia.

Based on the issues and phenomena above, this article aims to explore the forms of contributions from various stakeholders related to self-declare in accelerating MSME halal certification. This contribution is a synergy that is needed to truly make self-declare an instrument for accelerating halal certification for tens of millions of MSME actors in Indonesia. This article is the result of research with a qualitative analysis approach. Through various regulations governing halal product guarantees in Indonesia as well as the position and authority of each relevant stakeholder, this article describes and analyzes them systematically and thoroughly to get a general picture.

In addition, the literature review that the author has done has found that there is one study that is closely related to the object of the author's research. The research in question is an article written by Musataklima in the *De Jure Journal* with the title "*Self-declare Produk Halal Usaha Kecil Mikro: Antara Kemudahan Berusaha dan Jaminan Hak Spiritual Konsumen*". This study focuses on examining the constitutionality of the Job Creation Act as a regulation that also regulates product halalness (Musataklima 2021b, 35) The author's research focuses on studies identifying the contributions and synergies of

stakeholders needed so that the halal self-declare breakthrough can run smoothly optimal.

The phenomena described above and the results of the literature that the authors found show the importance of conducting a self-declare assessment as a form of accelerating halal certification for MSME actors. This is what prompted the author to conduct research and put it into this article with the title "Stakeholder Synergy in Accelerating MSME Halal Certification Through Halal Self-declare". Two discussions are described in this article, namely: First, analyzing self-declare as a form of acceleration for MSME actors in carrying out halal certification and the potential consequences in it. The second is to explore and describe the synergies carried out by stakeholders through their contribution to the self-declare flow and halal certification of MSMEs in Indonesia.

RESEARCH METHODS

The research in this article is a qualitative research that seeks to produce descriptive data in the form of written words and the meanings contained therein. The descriptive data is the identification of the contribution of stakeholders in the process of self-declare halal and halal certification through the implementation of their duties and institutions. This type of research includes library research with the source of data collection, namely secondary data. This means that data collection is carried out using literature studies in the form of books, journals, and other literary texts to then be used as the basis for research activities and practices (Raihan 2017, 50). After obtaining the data, the substance of the text is then

processed theoretically. In order to obtain the results of the study, the authors used a descriptive-analytic approach in this study. Through this approach, the researcher tries to describe the results of the analysis of library materials in a systematic and comprehensive manner. The aim is to obtain an overview of the object discussed in the study.

DISCUSSIONS AND RESULTS

Halal certification is an effort to verify and validate the halal status of a product so that the interests of consumers to choose products according to Islamic law are guaranteed (Yulia 2015, 126). The presence of this halal certification is also a form of protection by the government in providing consumption comfort for the community in terms of spirituality (Charity 2018, 99). The basis for the mandatory halal certification in Indonesia is the mandate of Article 4 of Law Number 33 of 2014 concerning Guaranteed Halal Products (Nasrullah 2012, 53).

Since October 17, 2019, the Halal Product Guarantee Act (JPH) has been effectively enforced and binds the public, especially those in the Indonesian halal industry. The provisions for the mandatory halal certification for MSMEs are regulated in Article 4 of the Halal Product Guarantee Act that products that enter, circulate, and are traded in the territory of Indonesia must be halal certified (Komite Nasional Keuangan Syariah 2021a, 2–3). Starting from this, the government began to aggressively pursue the strategy and technical certification.

The existence of Law Number 11 of 2020 concerning Job Creation and Government Regulation Number 39

concerning the Implementation of the Halal Product Assurance Sector then became regulations that followed up on the obligation of halal certification for MSMEs. Implicitly, the two regulations regulate the technical things that SMEs can do to get halal certificates from BPJPH. Prior to the existence of BPJPH, the halal certification process was carried out and issued by the Indonesian Ulama Council through the Institute for the Study of Food, Drugs and Cosmetics of the Indonesian Ulama Council (LPPOM-MUI). However, since the issuance of Law Number 33 of 2014 concerning Guaranteed Halal Products and PP RI Number 31 of 2019 concerning Implementing Regulations of Law Number 33 of 2014 concerning Guaranteed Halal Products, the halal certification process for food, beverages, drugs, cosmetics and other products has been carried out and issued by BPJPH.

BPJPH is an echelon I work unit under the Minister of Religion of the Republic of Indonesia and has only been effective in carrying out its duties in 2017. The position of BPJPH as a structural organizational unit at the level of Echelon I in the Ministry of Religion indicates a major change, especially in the development of the halal industry. It is also hoped that the existence of BPJPH can be expected to further revive the halal ecosystem in Indonesia (Sukoso 2020, 31).

The technical referred to above is self-declare halal. That is, further study and discussion regarding the halal self-declare, both its dual position which contains an acceleration and consequence as well as the synergy of the stakeholders involved in it, will

not be separated from the two regulations. The following will describe the two discussions, namely the position of the halal self-declare which contains an acceleration and consequence as well as the synergy of stakeholders in MSME halal certification through halal self-declare.

Halal Self-Declare for MSME Actors: Acceleration and Consequences

The certainty of consuming halal products for the Muslim community is a form of carrying out religious orders and has the value of worship. This is what is referred to in the Qur'an as the concept of *halalan tayyiban* (Murjani 2015, 210).

يَأْتِيهَا النَّاسُ كُلُّوًا مِمَّا فِي الْأَرْضِ حَلَالًا
طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ
لَكُمْ عَدُوٌّ مُبِينٌ ١٦٨

O mankind, eat what is lawful and good on earth, and do not follow the steps of the devil; for verily the devil is a real enemy to you. (Al-Baqarah [2] : 168).

According to Yusuf Al-Qardawi, the argument that regulates the concept of *halalan tayyiban* shows that Islam is in an understanding of freedom about food and is extremist in terms of prohibition. Based on these arguments, Islam commands to consume everything that is lawful and good on earth complete with its contents. The prohibition in this argument is a prohibition on following in the footsteps of Satan so that

humans do not fall into the prohibition of something that has been made lawful by Allah and the prohibition of something that is of good value in the sight of Allah. (Qardawi 2007, 47–48).

The implementation of worship in the spirit of *halalan tayyiban* for Muslims in Indonesia is regulated and protected by the 1945 Constitution as the highest law in the hierarchy of laws and regulations. This arrangement is contained in Article 28E and Article 29 of the 1945 Constitution which affirms that the Indonesian people are free to embrace religion and worship according to their religion. (Manar 2016, 246). Therefore, it is the duty of the government to ensure the halal products that will be consumed by Muslims in Indonesia. One of the tasks carried out by the government is through halal certification and self-declare in its mechanism.

The provisions in Government Regulation Number 39 of 2021 divide the process of applying for halal certification into two mechanisms, namely the regular mechanism and the special mechanism for MSMEs. Regular submission of halal certification is intended for business actors other than MSMEs and is regulated in articles 59-78 of Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Assurance Sector. In this case, the process is carried out regularly by covering the following flow; (1) Submission of a written application along with the required documents and requirements to BPJPH through the online system; (2) Checking the completeness of documents containing the application for a halal

certificate; (3) Determination of the Halal Inspection Agency (LPH) to conduct product halal testing; (4) Inspection and testing of product halalness by the Halal Inspection Agency; (5) Determination of product halalness through the fatwa session of the Indonesian Ulema Council; and (6) Issuance of halal certification by BPJPH.

The second mechanism for submitting halal certification is specifically for MSMEs. This mechanism is carried out with a halal self-declare technical or halal statement from the relevant MSMEs and is regulated in articles 79-81 of Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Guarantee Sector and Law Number 20 of 2021 concerning Halal Certification for Micro Business Actors. and Small. These mechanisms include; (1) Assistance in the process of halal products carried out by social and religious organizations that are legal entities, universities, or also religious instructors and halal supervisors; (2) Issuance of a self-declare from MSMEs; (3) Delivery of halal self-declare to BPJH; (4) Determination of product halalness in the form of legitimacy from the MUI fatwa trial; and (5) Issuance of halal certification by BPJPH.

Comparing the two mechanisms, it is found that in the special mechanism for SMEs, there is no halal inspection and testing of products by the Halal Inspection Agency. The Halal Inspection Agency (LPH) is an important element in the implementation of halal certification and implementation of halal product guarantees. Previously LPH was LPPOM MUI, but now LPH is not only LPPOM MUI, but is open to any institution

that wants to become a halal inspecting agency. Law Number 33 of 2014 concerning Halal Product Guarantee states that LPH can be established by the community, namely Religious Organizations, in addition to universities, both public and private (Koeswinarno 2020, 16).

The halal verification process is facilitated before MSMEs issue their halal self-declare through assistance in the process of halal products. This is also regulated in Article 4A of the Job Creation Law that the halal self-declare from MSMEs cannot be separated from the guidelines in the halal standards set by BPJPH. The existence of stages of assisting the process of halal products and references to BPJPH standards indirectly summarizes the inspection and testing process after the submission of halal certification is received by BPJPH. This is what makes the halal self-declare mechanism for MSME actors a mechanism for accelerating halal certification.

The halal self-declare with all its provisions is the government's focus as an acceleration so that all MSMEs have a halal certificate. This also increases legal certainty for both MSMEs and consumers (Siradj 2015, 36). The acceleration of halal certification for MSME actors is suspected for several reasons, including; (1) Follow up on the mandate of the Law on Halal Product Assurance regarding the obligation of business actors in Indonesia to have a halal certificate. In this case, the halal self-declare becomes an acceleration strategy from the government to achieve the objectives of the law; (2) The large number of MSME actors in Indonesia. Quoted from *Republika*, Andin

Hariyanto (Director General of Treasury of the Ministry of Finance) stated that with the majority and even dominant number of MSME actors in Indonesia, it takes 23 years for all MSME actors to obtain halal certification; (3) The lack of halal inspection institutions in Indonesia. Currently there are only three LPHs that have been registered by BPJPH, namely LPPOM-MUI, LPH PT. Sucofindo, and LPH Surveyor Indonesia (Tsurayya and Izzati, n.d.). This is what makes the process of checking and testing halal products take a long time. Therefore, a mechanism for assisting the process of halal products is arranged with the aim that halal certification does not take a long time but can still ensure its halal status properly; and (4) the public is intense in transacting and consuming MSME products. The very large number certainly makes MSMEs the largest share for consumers in Indonesia. So the focus of halal certification on the MSME sector of course also has an impact on the more guaranteed protection of the spirituality of consumers to get products with halal certainty.

It is clear that the important point of the halal self-declare for MSME actors is how all MSMEs in Indonesia can have a halal certificate quickly. This is called the acceleration. Among the forms of support and support for halal self-declare as an acceleration of halal certification for MSME actors are as follows:

1. Compilation of reference standards for business actors who will issue their halal self-declare.
2. There are many parties who can provide assistance in the process of halal products, such as community and religious

organizations with legal entities, universities, religious instructors, and halal supervisors.

3. Free fees for MSME actors who apply for halal certification. Based on the Minister of Finance Regulation Number 57 of 2021, it is regulated that MSME actors who will apply for halal certification through a halal self-declare are not subject to fees and are borne by state finances. Furthermore, it is regulated in Article 5 of the Regulation of the Minister of Finance Number 57 of 2021 concerning Service Tariffs for the BPJPH Public Service Agency at the Ministry of Religion, that the tariff for self-declare services for micro and small business actors, tariffs for halal certificate renewal services, and additional service tariffs variants or types of products are subject to a service tariff of Rp. 0.00 for micro and small business actors who enter the halal statement criteria by considering the state's financial capacity.
4. Fast and easy process. The implementation of halal certification through the halal self-declare of MSME actors is carried out using the SI-Halal application. This, in addition to shortening the time, will also make it easier for both business actors and BPJPH to carry out halal certification.

All forms of provisions, processes, and support for the halal self-declare described above place it as a breakthrough that contains acceleration of the government's mission. However, as an acceleration, the halal self-declare for MSME actors needs to be studied more deeply whether the acceleration is an accurate breakthrough or actually has

consequences that must be considered. This is inseparable from the vital function of halal certification as a tool that guarantees consumer protection rights with halal certainty for a product. Therefore, halal certification is not only about acceleration so that the quantity of business actors who have halal certificates increases. However, it is also important to pay attention to the quality of halal certification so that it can truly become a tool that protects consumer rights.

Based on this, it is necessary to view the self-declare not only as a technique for accelerating MSME halal certification but also its substance as an independent statement issued by an MSME actor. According to Khotibul Umam, a halal self-declare is a statement by business actors with the criteria that the product is not at risk, the ingredients are definitely halal, and the production process is confirmed to be halal and simple, in the form of a pledge after passing the verification of the companion of the halal product process. The verification process on the halal self-declare is carried out at the lower level, namely between the Halal Product Process Facilitator and MSME actors. After passing the verification, MSME actors can issue their halal self-declare.

In contrast to the regular mechanism, verification is carried out at the top level by the Halal Inspection Agency which has been registered by BPJPH. This condition allows the verification process to be low on the self-declare mechanism. This is because the self-declare verification is carried out by individuals while the verification on the regular mechanism is carried out by an institution supervised by BPJPH. In other

words, behind its position as an acceleration, halal self-declare contains consequences in the form of verification that is not optimal and has the potential to cause fraud in the form of moral hazard.

Moral hazard is a form of moral disability that occurs because of the tendency for immoral behaviors from one party that have an impact on the other party, such as dishonesty and indifference. (Sayidah 2017, 2). Moral hazard is a form of fraud that has the potential to occur in self-declare as a consequence of the absence of a halal inspection and testing process at the BPJPH level. This moral hazard misappropriation is identical to the existence of asymmetric information carried out by one party. When it comes to the self-declare process, the absence of such verification opens up opportunities for business actors to provide incorrect information regarding the halal statement of their products.

This consequence is something that has the potential to occur because the halal self-declare verification is only carried out in the initial process by individuals who are not institutions registered by BPJPH. Among the moral hazards that can occur in the halal self-declare process as a consequence of the ability of MSME actors to issue their halal statements include the following: 1) Dishonesty in the process; 2) Information hiding; 3) Manipulative actions and agreeing to commit fraud when compiling a self-declare pledge.

The things mentioned above could have happened due to the demand for MSME actors to have a halal certificate. This consequence then becomes something that

the government must pay attention to. More than that, these consequences will have a long impact on the loss of protection for consumer rights in consuming halal products. That is, self-declare becomes a technique that contains the value of accelerating halal certification for MSME actors. However, it is not immediately easy to do. Halal self-declare saves moral hazard consequences which result in the loss of protection for consumers. In other words, these two positions require maximum role and contribution and active participation from the government.

Stakeholders Synergy in MSME Halal Certification Through Halal Self-Declare

The flow in the MSME halal certification process through the halal self-declare is divided into the mentoring process by the Halal Product Companion, making a self-declare pledge by MSME actors, sending halal self-declaring to BPJPH, determining halal through a fatwa session of the Indonesian Ulema Council, and ending with the issuance of halal certificate by BPJPH. This series of flows involves various stakeholders, both from the MSME actors themselves, government institutions, as well as parties directly involved in the process. Among the stakeholders in question are MSME actors, BPJPH, Indonesian Ulema Council, Ministry of Religion, Halal Product Process Facilitator, Ministry of Finance, and Ministry of Investment.

The involvement of various stakeholders here certainly requires the synergy of each party through a clear distribution of contributions so that the whole process can run well. The following is the contribution

and role of stakeholders in the flow of MSME halal certification through a halal self-declare.

1. UMKM'S Actors

MSME actors are the main characters in the self-declare process and acceleration of halal certification. This is because the process is intended for all MSME actors in Indonesia. The contribution of MSME actors here is related to their right to be able to issue a self-declare halal statement. The point is that the best contribution from MSME actors in the halal self-declare process is to make a true halal statement without any deviation, engineering, or manipulative. Pledge of halal statement without manipulation and manipulation can be made through:

- a. Follow the assistance of the halal product process properly.
- b. Delivering true information related to MSME products and activities.
- c. Comply with halal rules and standards issued by BPJPH.
- d. Making a halal statement honestly.

With an active contribution like this, MSME actors can really not only accelerate the halal certification process but can also provide halal certainty for their products. Contributions like this also continue to minimize consequences in the form of moral hazard fraud in the halal self-declare process. This will lead to a fast process and also remain at the quality that is able to be a guarantor of consumer rights to the certainty of halal products.

2. Halal Product Guarantee Agency (BPJPH)

BPJPH's contribution in the self-declare flow and halal certification process can be seen from the following:

- a. Introducing a wider range of halal standards that become a reference for MSME actors to issue their halal self-declare.
- b. Optimizing halal certification services through the SI-Halal application.
- c. Accelerate the issuance of halal certificates for MSME actors who have been declared eligible.

This BPJPH contribution is needed in the initial and final process of halal certification. In the initial process, BPJPH's contribution can be seen from the extent to which MSME actors who will issue a self-declare recognize halal standards. As for the final process, it can be seen from the convenience of BPJPH when issuing halal certificates for MSMEs that have been declared halal.

3. Indonesia Religious Leader (MUI)

The Indonesian Ulema Council occupies an urgent position in the series of halal certification. This is because the self-declare issued by MSME actors will be validated in the MUI fatwa session which is attended by experts, ministries, and related agencies (Syafriada 2016, 167). Failure in this process means failure for MSME actors to obtain halal certificates. In addition to the fatwa trial for determining halal, MUI also contributed to issuing a fatwa on halal standards that became a guideline for MSME actors.

4. Halal Product Process Companion

Halal Product Process Facilitators are individuals who are tasked with verifying and validating halal self-declare by MSME actors. According to Government Regulation

Number 39 of 2021, Halal Product Process Facilitators are Islamic community organizations or Islamic religious institutions that are legal entities and/or universities. In addition, Halal Product Process Assistance can also be carried out by halal supervisors and religious instructors. This Halal Product Process Assistance Contribution is carried out as a process to prepare a self-declare pledge through the recommendations it provides. Without the recommendation given by the Halal Product Process Assistant, BPJPH will not accept the halal self-declare sent by MSME actors.

5. Ministry of Religion

Halal supervisors and religious instructors are parties that can carry out the process of assisting halal products. The existence of these two parties is a function of the ministry of religion. Therefore, the contribution of the ministry of religion can be seen from its role in preparing halal supervisors and religious instructors who can carry out the duties of Halal Product Process Assistant. The more Hala supervisors and religious educators, the greater the opportunity for MSMEs to issue a halal self-declare. That is, the contribution of the Ministry of Religion is to prepare human resources who are able to provide assistance to MSME actors to issue their halal self-declare.

6. Ministry of Finance

As previously mentioned, the implementation of MSME halal certification through a halal self-declare does not require a fee. This is based on Ministry of Finance Regulation Number 57 of 2021. This is proof that the Ministry of Finance supports the

mission of halal certification to all MSME actors. Based on this, it was found that the Ministry of Finance's contribution to the halal certification process through self-declare was to socialize the free halal certification program for MSME actors and facilitate financing of the certification process so that the entire flow could run properly.

7. Ministry of Investment

The implementation of MSME halal certification through a halal self-declare cannot be separated from the role and contribution of the Ministry of Investment in it. The Ministry of Finance through its regulations has freed certification fees for MSME actors. However, there is a requirement to get free access, namely that MSME actors who carry out halal certification have a Business Identification Number registered in the Online Single Submission (OSS) managed by the Ministry of Investment. That is, to make the halal self-declare a mechanism that accelerates halal certification, the Ministry of Investment is required to provide support in the form of accelerating the process of making Business Identification Numbers for all MSME actors.

Based on the explanation above, it can be classified the contribution of stakeholders in the self-declare flow and halal certification of MSMEs into two groups, namely stakeholders with direct contributions and stakeholders with indirect contributions.

Table 1. Classification of Stakeholders Based on Their Contribution

No.	Direct Contribution	Indirect Contribution
1	UMKM's Actors	Ministry of Religion

2	BPJPH	Ministry of Finance
3	MUI	Ministry of Investment
4	PPPH	

Stakeholders with direct involvement are stakeholders who participate directly in the self-declare flow and MSME halal certification. Among them are MSME actors through making their pledge, BPJPH through the issuance of halal certificates, MUI through its fatwa trial, and Halal Product Process Assistance through its recommendations. The stakeholders who are not directly involved are stakeholders who support the MSME halal certification process through a halal self-declare. Among them are the Ministry of Religion through the preparation of human resources, the Ministry of Finance through certification financing, and the Ministry of Investment through the licensing of Business Identification Numbers. The follow-up to these various contributions is the need for good synergy from each stakeholder. This synergy then presents a mutually supportive cycle between stakeholders in carrying out their duties so that the goals of the self-declare can be achieved properly.

Analysis

Synergy means a combination or combination of elements and parts that can produce a better and greater output (Najiyanti and Susilo 2011, 160). Synergy is a cooperative action and the work of various parties in the same mission, namely to get maximum results. So what is meant by synergy in this research is cooperation between stakeholders in accelerating MSME halal certification through halal self-declare.

A synergy can be formed in two ways, namely (Rahmawati 2014, 643):

1. Communication

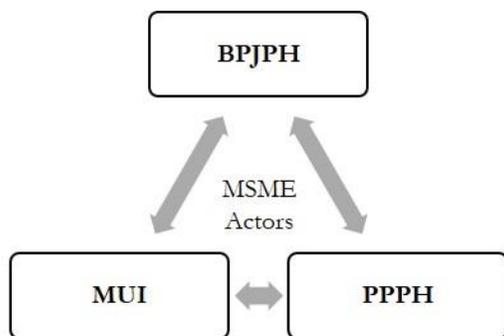
Communication is a form of human interaction (subjects) that mutually influence each other (Cangara 2016, 19). Communication is a process that occurs when a subject has something in common or is in the same situation as another subject.

2. Coordination

Coordination is the integration of individual activities and units into a common task and working towards a common goal. Coordination is born due to individual activities that affect other individual activities in an effort to achieve common goals.

In order to produce synergistic relationships, roles, and contributions, good communication and coordination are needed. This is because basically synergy will occur if good communication and coordination is created. The two are related to each other. Communication will not be able to stand alone without coordination and vice versa. These two things are a necessity in the synergy of stakeholders.

Communication as the first element to create synergy is carried out with stakeholders who contribute directly to the halal self-declare flow. The order of the halal self-declare process for MSME actors involves four stakeholders directly. This involvement can be seen in the following figure.



Sceheme 1. Stakeholders in the Order of Self-Declare Halal

Stakeholder synergy in this area is carried out in the form of good communication. This is because the four stakeholders interact directly with each other in the sequence of the process. Starting from communication between MSME actors and Halal Product Process Facilitators in preparing halal self-declare, communication between MSME actors and Halal Product Process Facilitators with BPJPH in applying for halal certification, BPJPH communication with MUI in determining halal, to BPJPH communication with MSME actors to issue halal certificate.

Good communication from these four stakeholders will create an easy process and success in achieving goals. At the same time, in this realm, communication functions as a way to anticipate various obstacles, both flow and process congestion or errors that have the potential to occur either intentionally or unintentionally.

Building a synergy besides communication also needs coordination. Coordination in the halal self-declare process and halal certification of MSME actors occurs with stakeholders who support the smooth running of the previous four stakeholders in carrying out their duties and obligations.

Among the coordination needed in the halal self-declare process and halal certification for MSME actors are as follows: *First*. Coordination Between BPJPH and Ministry of Investment. Before the halal self-declare is submitted to BPJPH, MSME actors are required to have a Business Identification Number registered with the OSS belonging to the Ministry of Investment. After this has been fulfilled, the submission and submission of the halal self-declare can be done through the SI-Halal application belonging to BPJPH. In order to create a smooth process in this certification process, it is necessary to coordinate the OSS and SI-Halal applications. This becomes a necessity because without an NIB, MSME actors cannot carry out halal certification for free. So in this case, coordination between BPJPH and the Ministry of Investment is carried out in the form of sharing the OSS database with SI-Halal so that BPJPH can verify that MSME actors who apply for halal certification have an NIB or not. This coordination will have an impact on reducing the potential for errors in verification of MSME actors at BPJPH.

Second, Coordination Between BPJPH and Ministry of Finance. The contribution of the Ministry of Finance in the halal self-declare process and halal certification for MSME actors is to bear the costs incurred for the certification process. As for the costs required and the process of using them, BPJPH is the authority that organizes all halal product guarantee activities in Indonesia. Based on this, the coordination between BPJPH and the Ministry of Finance is transparency of the costs required and accountability for the costs that have been

incurred by BPJPH so that the process of financing halal certification by the Ministry of Finance can run well.

Third, Coordination Between PPPH and Ministry of Religion. The majority of MSME actors in Indonesia result in the increasing need for Halal Product Process Facilitators. This is because the Halal Product Process Assistant is an important subject for MSME actors who want to issue a halal self-declare and apply for halal certification. Without a recommendation from the Halal Product Process Assistant, BPJPH's halal self-declare will not be accepted by BPJPH. This is where the contribution of the Ministry of Religion lies.

Halal Product Process Assistance, apart from coming from Ormas or Universities, can also be carried out by Halal Supervisors and Religious Counselors. The existence of these four parties is the duty and authority of the Ministry of Religion in recruiting them. Through the Director General of Islamic Community Guidance, the Ministry of Religion contributes to preparing Halal

Product Process Facilitators, both from CSOs, Universities, Halal Supervisors, and Religious Counselors. The contribution is made by the Ministry of Religion through the provision of training and certification for prospective Halal Product Process Facilitators. It is clear that the coordination between the Halal Product Process Facilitator and the ministry of religion is around the preparation of human resources who can carry out the duties of the Halal Product Process Assistant professionally. With this coordination, all MSME actors who will issue their halal self-declare can be served and accommodated by an adequate number of Halal Product Process Facilitators.

The overall synergy in the form of communication and coordination from each relevant stakeholder becomes an instrument that supports the mission of accelerating halal certification for MSME actors. In summary, the picture of the synergy of these stakeholders can be seen in the following figure.

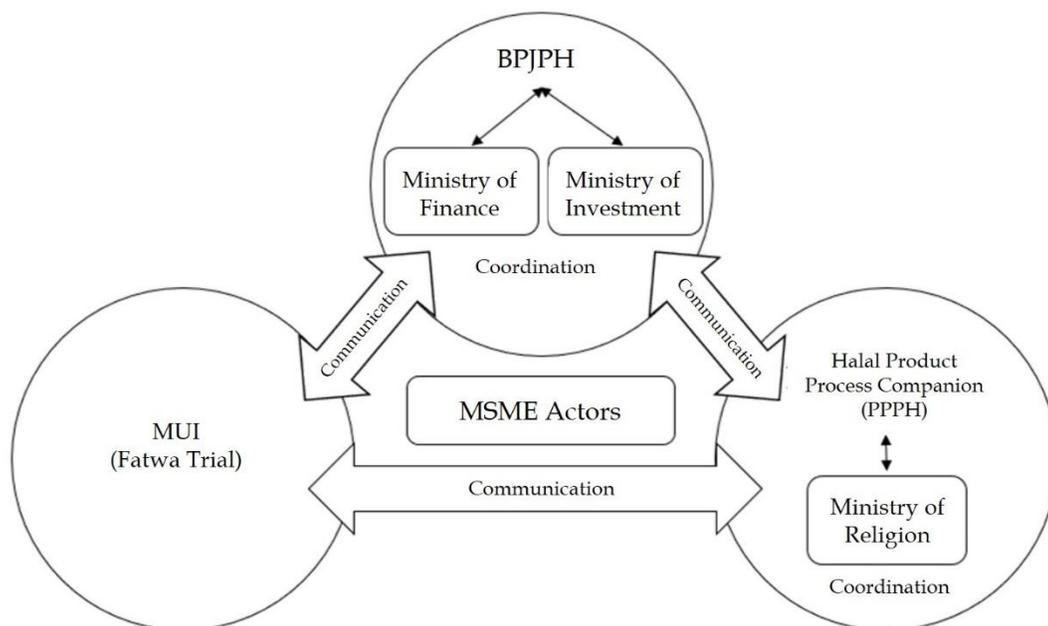


Figure 2. Stakeholders Synergy in Accelerating MSME Halal Certification Through Halal Self-Declare

Based on the description above, it can be seen that to achieve the acceleration of MSME halal certification through halal self-declare requires the contribution of various stakeholders. Starting from MSME actors who are the target of acceleration, BPJPH, MUI, Halal Product Process Facilitator, Ministry of Religion, Ministry of Finance, and Ministry of Investment. The involvement of various stakeholders requires synergies that include good communication and solid coordination in achieving self-declare goals.

The synergy of stakeholders in the self-declare and halal certification process for MSMEs is divided into two forms, namely: First, communication from stakeholders who are directly involved in the self-declare process and MSME halal certification; Second, the coordination of various influential stakeholders in supporting the process. Among them are the synergy between BPJPH and the Ministry of

Investment in terms of sharing the OSS database, the synergy between BPJPH and the Ministry of Finance in terms of setting up certification financing, as well as coordination between the Halal Product Process Facilitator and the Ministry of Religion in terms of HR providers who are able to carry out the duties of a Halal Product Process Assistant professionally. With this synergy, self-declare really does not only become an acceleration but also minimizes the moral hazard consequences that have the potential to exist in the halal self-declare process.

CONCLUSION

Summarizing the overall description in this research and article, it can be concluded that the series of processes in the halal self-declare flow make it a strategy to accelerate halal certification for MSME actors. The process in question is the verification process carried out at the beginning through the

Assistance of Halal Product Processes and without any verification at the BPJPH level (through LPH) which takes quite a long time. However, apart from being an acceleration, the existence of such a series of processes also presents consequences for the halal self-declare in the form of the potential for moral hazard deviations which will lead to the guarantee of halal certainty being questioned.

In order to achieve the goal of self-declare, it is necessary to have good synergy from each stakeholder. The synergy is divided into two forms, namely; communication from stakeholders who are directly involved in the self-declare process and MSME halal certification; and coordination of influential stakeholders in supporting the process. Among them are the synergy between BPJPH and the Ministry of Investment in sharing the OSS database, the synergy between BPJPH and the Ministry of Finance in setting up certification financing, as well as coordinating the Halal Product Process Assistance and the Ministry of Religion in providing human resources capable of carrying out the duties of a Halal Product Process Assistant professionally. With this synergy, self-declare really does not only become an acceleration but also minimizes the moral hazard consequences that have the potential to exist in the halal self-declare process.

An interesting note from the author is that although good stakeholder synergy can theoretically be a strategy for accelerating and preventing potential consequences, there must be an evaluation that must be considered. One of them that the author highlights is to ensure halal certainty from the self-declare process, BPJPH and LPH can

conduct post-audits either by sampling or other means against MSME actors. This is an anticipatory action that will certainly increase supervision of MSME actors and increase public trust in guaranteeing halal products.

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