

MSME Education Level, Not a Driver of Acceleration Halal Certification Program

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Abstract

The implication of UUJPH No. 33 of 2014 is that products that enter, circulate and are traded in the territory of Indonesia must be halal certified, however, the UUJPH is running slowly due to the low level of education of MSMEs and the low interest of MSMEs to have halal certificates, and there is no Banyuwangi Regent Regulation to strengthen the UUJPH. The purpose of this study was to determine that the level of education as a driver of the acceleration of the halal certification program. This research method uses a qualitative approach with a case study type of research, the research informants are the Banyuwangi halal task force, P3H, and business actors, data analysis using the Miles and Huberman Interactive model. The results showed that the level of education is not a driving force for the acceleration of the halal certification program in Banyuwangi MSMEs, because the education level of each MSME is not a strong basis for registering halal certificates, just as MSME academic degrees are not the main factor in creating quality products. This research rejects Soerjono's theory that the higher a person's education will make him tend to be in the degree of legal compliance and legal awareness. It can be formulated that the form of UMKM legal compliance with the UUJPH regarding halal certification obligations will be obeyed if there is education, socialization and assistance from the Halal Product Process Assistance not based on their level of education.

Keywords: *Education Level, Acceleration of Halal Certification Program*

Introduction

The implications of the Halal Product Guarantee Act make halal certificates the main requirement for products to be accepted by the global market, not only informing the raw materials used, and the manufacturing process, but as a whole from the raw materials used, processing, packaging, distribution process, and inclusion of halal labels, on products that have received a halal certificate by the Halal Product Guarantee Agency. (Ashari 2023) BPJPH as an independent institution that is given the mandate by Law No. JPH. 33 of 2014, if previously the halal certification process was the authority of LPPOM MUI, however, currently it has switched to the BPJPH institution under the authority of the Ministry of Religion after the inauguration of the JPH Law and strengthened by Government Regulation No. 31 of 2019 concerning Regulations for the Implementation of Law No. 33 of 2014 concerning Halal Product Guarantee. (Harahap et al. 2023, 26) The transition of LPPOM MUI to BPJPH marks a new era of halal product assurance in Indonesia, if previously Halal Product Guarantee was carried out by individuals and was voluntary, through Law No. 33 of 2014, JPH duties shifted and became the responsibility of the state (government) which is mandatory. (Triasih et al. 2017).

Most of the business actors who already have halal certificates are middle to upper class business actors who already understand the importance of the halal label, and make halal certificates not only as physical evidence of product legality, but also as an increase in profits with the acceptance of products in the global halal industry and a form of accountability to the public. (Majid and Prasetyo 2021) Recapitulation data for products that already have halal certificates in the halal certification program until October 2023

throughout Indonesia has reached 1,023,588 halal certificates, with details of independent registration reaching 30,175 halal certificates, registration through facilitation reaching 28,179 halal certificates and self-declaration registration reaching 964,694 halal certificates. The increase in the number of halal certificates in Indonesia is inseparable from the role of the Ministry of Religion, which has gradually modified several new programs, by conducting One Stop Integrated Services (PTSP) as a form of seriousness in improving halal product services for business actors in the regions through the Halal Information System (SiHalal) application in each District / City Ministry of Religion office.

In addition, there is a BPJPH policy to establish a Free Halal Certificate (Sehati) program through a self-declaration mechanism in 2022, (Supriyanto and Amany 2022) which is released on the page www.sehati.halal.go.id. directly connected to the SiHalal application aimed at micro and small businesses (MSEs) as a collaborative program between the BPJPH Ministry of Religion with ministries or institutions, local governments, agencies and private parties in accordance with the mandate of PP No. 39 of 2021, (Hamidah 2022) forming Halal Product Assistance (PPH) as a companion for business actors who do not understand technology by providing assistance from the initial submission of halal products to the issuance of halal certificates, which will assist MSEs to be able to get free halal certification facilities through a self-declaration scheme (halalness on the business actor's own statement).(Rafianti et al. 2022). Banyuwangi Regency has an increasing level of economic growth, the number of MSMEs has reached 802,032 with details of agricultural MSMEs totaling 238,739 and non-agricultural MSMEs totaling 529,197. (Dinas Koperasi 2021, 112) In addition, Banyuwangi Regency is one of the 10 districts with the number of business actors who already have halal certificates reaching 3,598 halal certificates.

Banyuwangi Regency is in sixth place for the highest number of halal certification registrants, namely 9,877 and business actors who already have halal certificates as many as 3,598. but still far behind with Jember Regency which is geographically close, has reached 43,173 halal certificate registrants and 7,199 business actors who already have halal certificates. The difference in numbers is due to the fact that the various programs initiated by the Banyuwangi Regency Government have not touched on the acceleration of halal certification. Starting from the flagship program to strengthen Banyuwangi MSMEs Teman Usaha Rakyat (TUR), Classroom Upgrade Stalls (Wenak), Banyuwangi Free Shipping Program (Progo Wangi), Banyuwangi MSME Promotion Cart (GoPro Wangi), Banyuwangi Mall Rebound, Banyuwangi Cooperative Consultation Services (Laktasi Wangi), and E-Tera / Rerecord Banyuwangi Information System (Terasi Wangi) directly by the Banyuwangi Regency Government. Likewise, mentoring programs include business model canvas, landing page and google business, copywriting, marketplace strategy, design, and social media management.(Ardian 2022).

The amount of economic growth that is not matched by evidence of the halalness of certified products or halal labels, of the many business actors in Banyuwangi, until now there are still few business actors who have halal certificates and who have processed halal certificates and have halal certificates through the Sehati 1 self-declaration program, namely only 124 business actors in 2022, besides that there are still many MSMEs that do not have and are still in the stage of processing halal certificates. Although Halal Product Guarantee has been established by the government and BPJPH has been formed, however, this policy is considered unable to be implemented properly, due to the low interest of business actors so that their products have halal certificates and their products can be accepted by the global market, in addition, the low desire of MSMEs to register for halal certification is also triggered by educational background, business actors are not college graduates so they do not understand the obligations of halal certification, and there has been no socialization or halal certification training that is evenly distributed in each sub-district and education from either the Banyuwangi local government or the Ministry of Religion, there is no local regulation (PerDa) or regent regulation (PerBup) of Banyuwangi Regency to support the government program for halal product certification aimed at business actors or MSMEs directly.

The level of education according to Azyumardi Azra is a human activity to develop and grow its

abilities, both in the form of attitudes, behavior and thinking as a provision for future life through organized and unorganized organizations. (Azyumardi 2012) The higher a person's education will make him tend to be in the level of legal compliance and legal awareness. (Soekanto and Abdullah 1980, 225) Research by Rachma Mardhotillah et. al. shows that there is a significant increase in knowledge (p-value 0.000) in applying for halal certification. This is indicated by the average knowledge score before training of 3.81 to 6.50 after being given training. (Mardhotillah et al. 2022) In contrast to Waluyo's research, it explains that the level of education of the respondents does not have a significant influence on halal certification awareness in Sleman and Bantul districts. (Waluyo 2013) So that if business actors already understand and know the importance of halal certificates, they will gradually realize to immediately have a halal certificate for each of their business products. Based on this phenomenon, it is the author's interest to examine more deeply and reveal the objectives and main factors whether it is true that the level of education of MSMEs is not a driving force for accelerating the halal certification program in MSMEs in Banyuwagi Regency.

Literature Review

Education Level

Education as a process of changing the attitudes and behavior of humans or community groups in order to mature these humans through teaching and training efforts. While in terminology education is a coaching, training, intelligence aimed at all humans both formally and non-formally to equip knowledge for humans to live in society so that they will become tough, intelligent, personality and have certain skills.(Panarangi 2017, 9) Education according to John S. Brubacher, is a process carried out by someone to explore the potential, ability and capacity of thought possessed by humans, influenced by habits so that they can be refined with good habits, through media or directly between one another, so that they can be arranged in such a way and can be used by humans to help others or themselves in achieving their goals or ideals.(Brubacher 1968, 1034).

According to Tilaar in Paulo Freire, explains education as a process of liberation or awareness that is owned by humans freely in order to gain certain potentials in their lives to face the nature around them. Education has the meaning of liberation, which means the enlightenment of mankind from oppression or related to resistance to something that will make humans oppressed in the attitude of ignorance.(Tilaar 2009, 52) Furthermore, Ahmad D. Marimba defines education as guidance or leadership consciously by an educator in terms of physical and spiritual in order to form a superior personality. The subject provides a broad explanation of education that includes all behaviors and actions ranging from the younger generation to the older generation to transfer educational values so that knowledge, experience, skills and skills of human attitudes and personalities will be formed, to prepare themselves for the function of physical and spiritual human life.(Marimba 1964, 19)

Furthermore, Idris defines education as a communication activity that aims, between adults and students face-to-face or by using the media in providing assistance to the development of children as a whole, in the sense that they can develop their potential as much as possible, so that adult humans are responsible. This potential is in the form of physical, emotional, social, attitudinal, moral, knowledge, and skill potential. (Idris and Jamal 1992, 10) This definition provides an understanding that education starts from the younger generation to the older generation, through several levels according to the level, level and age of the learners, so that maximum results are obtained. The level of education as stated in the Law of the Republic of Indonesia number 20 of 2003 concerning the National Education System, explains the level of education with the term education level which is a stage or process of the level of development of learners, in accordance with the learning objectives to be achieved and the abilities to be developed.

Law of the Republic of Indonesia number 20 of 2003 concerning the National Education System, explains the level of education with the term educational level which is a stage or process of the level of development of students, in accordance with the learning objectives to be achieved and the abilities to be

developed.(W. Wirawan 2011, 7) According to Buchori in Prayitno, what is meant by the level of education is the level of education evidenced by a formal diploma, a diploma is a sign of recognition that a person has completed a certain educational program. Thus a diploma can be used to demonstrate a person's ability. (Buchari 2012, 57) According to Andrew E. Sikula, in Mangkunegara, explains the level of education as a long-term process using systematic and organized procedures, consisting of managerial labor learning conceptual and theoretical knowledge with the aim of future interests. (Anwar Prabu Mangkunegara 2017, 50)

Furthermore, Ihsan added an explanation of the level of education which is often equated with the level of education, which still has the same meaning, where the level of education is the stage of a person's education that has been determined on an ongoing basis, based on the level of development of students, the level of complexity of learning materials and the systematic presentation of teaching materials. (Ihsan 2003, 22) According to Azyumardi Azra, the level of education is a human activity to develop and foster its abilities, both in the form of attitudes, behavior and thinking as a provision for future life through organized and non-organized organizations. (Azyumardi 2012, 2) According to Lestari in Wirawan, the level of education is a human activity in developing its abilities, attitudes, behavior and thinking so that it can be useful for future life both for its personality and for others. (K. E. Wirawan et al. 2019) According to Faisal in Onibala, the level of education affects the quality of poverty because education is one of the components emphasized in the cause of the vicious cycle of poverty.

Education is an obligation to establish understanding, knowledge or attitudes of the workforce so that they can more easily adjust to their work environment. Education is a form of investment in human resources. (Onibala et al. 2017) Education in the Law of the Republic of Indonesia number 20 of 2003 concerning the National Education System, article 1 paragraph (1) states that education is a conscious and planned effort to create a learning atmosphere and learning process so that students are actively able to develop their potential in order to gain religious spiritual strength, self-control, personality, noble character, and skills needed for themselves, society, nation and state. (Rukanda et al. 2020) The higher a person's education will make him tend to be in the degree of legal compliance and legal awareness. Legal compliance and good manners possessed by a person, have a relationship with the level of education he gets in school, as well as legal compliance and good manners applied in the world of work or the world of one's business. (Soekanto and Abdullah 1980, 225). According to Tirtarahardja, there are 5 dimensions of a person's education level, (Tirtarahardja and La Sulo 2005, 53) including:

1. Level of education

The level of education is a stage of education that has been determined based on the level of development of students, the goals to be achieved and the abilities developed. In this case, a person's level of education will adjust his abilities, the higher a person's level of education, the higher and broader a person's level of knowledge both in the field of work, decision making, compliance with laws.

2. Academic degree

An academic degree is a title given to everyone who has completed his education level as a graduate of a university that has organized academic education. Before an employee is recruited by the company, the level of education and suitability of the employee's education major will first be analyzed, so that later he can be placed in a position that is in accordance with his educational qualifications.

3. Competence

Competence is knowledge, mastery of tasks, skills and basic values that are reflected in habits of thought and action. The competence of each person is very different, because the competence a person has is in accordance with the form of training and experience he has had.

4. Training and development

Training and development is systematic and integrated coaching and supervision. Training as an activity to train or develop a person's skills and knowledge, in terms of competencies that are considered

useful. Meanwhile, development is an effort or effort to improve a person's ability or skill both in technical, theoretical, conceptual or moral terms, according to their needs through the fields of education and training. Someone who has participated in skills training and is able to develop it will be easier to achieve their needs.

5. Recognition and remuneration

Recognition and rewards are recognition of every work achievement and increase in one's wages or welfare. Recognition as a form of good and positive statement made by a person or group, which is in accordance with the recognition of personal facts, although many of some people prefer to be kept secret. Meanwhile, wages are a form of basic compensation paid to a worker or person according to the level or type of work, where the amount of wages is in accordance with the agreement or according to the results of his hard work.

Halal Certification Program

The term halal comes from the Arabic word *ḥalla*, *yaḥillu*, *ḥillan* which means to dissolve, free, allow, break, and release. Halal is defined as all behavior that causes a person not to be punished when using or doing it. In language, halal is an act that is allowed and justified by Islamic law. On the contrary, the word haram, which is the antonym of the word, means all forms of actions that are prohibited and by Islamic law not to do it. (Al-Qaradawi 1960, 26) Halal and haram in the Qur'an and As-sunnah have become absolute provisions in the legal basis that cannot be changed by any human being, the word of Allah surat al-Baqarah verse 178:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ ١٦٨

Meaning: O mankind, eat only that which is lawful and good from that which is found on the earth, and do not follow the steps of the devil, for indeed the devil is a real enemy to you (Republik Indonesia 2005, 36).

The Indonesian Ulema Council explains that the halalness of a product must be fulfilled starting from the halalness of the substance, how to obtain it and how to process it, in accordance with Law No. 33 of 2014 concerning Halal Product Guarantee. (Wajdi and Susanti 2021, 10) Halal certificate is a certificate issued by the Central or Provincial Indonesian Ulema Council on the halalness of a food, beverage, medicine and cosmetics product produced by the company after being tested, researched, and declared halal by BPJPH. (Hosanna and Nugroho 2018) LPPOM also explains related to MUI halal certificates. Halal certificate is a form of written fatwa issued by MUI, to declare the halalness of food products that are in accordance with Islamic law, it aims to provide certainty and legal truth for those who consume it. (Setyaningsih and Marwansyah 2019)

Halal certification organized by LPPOM MUI in 1989, it turns out that the halal certification program has existed since 1976 which was initiated by the Ministry of Health on November 10, 1976, based on the Decree of the Minister of Health of the Republic of Indonesia Number 280 / Men.Kes / Per / XI / 1976 concerning Provisions for Distribution and Marking on Pig-Based Foods signed by G.A. Siwabessy. (Sup et al., 2020) All food and beverage products containing pork must include a label that reads pork in red letters and placed on product packaging, this is so that illiterate people can still recognize and avoid haram products. (2020) All food and beverage products containing pork must include a label that reads pork in red letters and is placed on the product packaging, this is so that illiterate people can still recognize and avoid haram products. (Faridah 2019) The label that reads pork lasted for 10 years and then was replaced with a label that reads "Halal", August 12, 1985, based on the Joint Decree of the Minister of Health and the Minister of Religion No.42 /Men.Kes/SKB/VIII/1985 and No. 68 of 1985 concerning the Inclusion of Halal Writing on Food Labels. (Hamidah 2022, 21).

The birth of the halal label was followed by the birth of halal certification in Indonesia initiated by Tri Sutrisno, who conducted research on food and beverage products circulating in markets, supermarkets, and grocery stalls along with several students around 1988, and found around 34 types of products containing shortening, lard, and gelatin. (Lubis 2013) Shortening is a white margarine containing solid pig fat, lard is

pig-derived fat or oil, and gelatin is a gelling agent derived from pig skin. (Aminullah et al. 2018) The emergence of these problems requires MUI to coordinate with related agencies such as the Director General of POM (Ministry of Health), Director General of Various Industries (Ministry of Industry), Director General of Islamic Guidance and Hajj Affairs (Ministry of Religious Affairs), which then several representatives of the central MUI and Director General of the Ministry of Religious Affairs went to East Java to visit and check the truth of the allegations. Then MUI explained that the allegation was not true, the products circulating in the community were halal products and suitable for consumption.(Prodjokusumo 1995, 189).

These problems make the government to try to protect the public from worries about haram products, so that on January 6, 1989 through Decree No. 018 / MUI / I / 1989, MUI established the Institute for the Assessment of Food, Drugs, and Cosmetics (LPPOM) which is tasked with conducting research on products circulating in the community, in conducting product research to be carried out by LPPOM, with the help of the Bogor Agricultural University (IPB) in the form of laboratories and labor. (Hidayat and Siradj 2015) The first halal certificate was given on April 7, 1994 to 22 types of products meeting halal requirements, namely PT Unilever, PT Betara Darma, and PT Inbranco. The most certificates given to PT Unilever as many as 20 halal certificates.(Girindra 2005, 73) The idea of MUI to issue halal certificates in 1989 made a lot of debate among internal government, namely the Food and Drug Administration (BPOM) which felt more entitled to issue halal certificates because it was a government agency. But MUI thinks that BPOM does not really understand the law of halal and haram, and will be more concerned with the health aspect.(Afroniyati 2014)

The existence of a halal certificate on a product makes people calmer when consuming a product because it is clear that it is halal. But actually the Muslim community is still not protected from haram products, because there are still many products that have not received halal certificates from MUI.(Nugroho and Anwar 2020) One of the reasons why there are still many haram products in circulation is because the inclusion of halal labels is still voluntary and not mandatory based on Law Number 7 of 1996 concerning food. Because it is voluntary, the results are very far from the expectations of the Muslim community, one example of a case that occurred was the ajinomoto case at the end of 2000. Ajinomoto products have received a halal certificate on September 30, 1998, then suddenly ajinomoto changed the production process by using bacto soytone as a substance that accelerates the chemical reaction process and is suspected of originating from pig pancreas.(Hamidah 2022, 23)

Initially, halal labels will be given to entrepreneurs who have reported the content of ingredients and processing methods of their products to the Ministry of Health, but this regulation is considered ineffective to guarantee halal products. Based on Decree Number 924 / Menkes / SK / VIII / 1996 the procedure for providing halal labeling was changed, companies that want to include halal labels on their products must go through the approval of the Food Registration Assessment Team of the Directorate General of Food and Drug Control (Director General of POM) based on fatwas issued by MUI, in 2000 the Director General of POM changed to BPOM. The completion of the MUI halal certification process only gives advice on permitting the inclusion of halal labels and writing halal certificate numbers, the authority to permit the inclusion of halal labels is carried out by BPOM by showing a halal certificate from MUI. Decree of the Minister of Religion Number 518 of 2001 and Decree of the Minister of Religion Number 519 of 2001 explain that the Minister of Religion appoints MUI as an institution that determines halal certification while the inclusion of halal labels on products cooperates with BPOM.(Suriyani 2019)

In 2006 the DPR took the initiative to start compiling an academic paper on the draft Halal Product Guarantee Law and then submitted it to the DPR in 2008, until finally in 2014 MUI had to give up its responsibility as an institution that issued halal certificates because with the birth of Law Number 34 of 2014 concerning Halal Product Guarantee the DPR transferred the authority to guarantee halal products from MUI to BPJPH which was under the responsibility of the Ministry of Religion.(Kamaludin 2017, 29) BPJPH was inaugurated by Minister of Religion Lukman Hakim Saifuddin on October 11, 2017. The birth

of BPJPH strengthened the making of halal certificates which after years of being held by MUI, previously voluntary became mandatory based on the law for the benefit of the entire community. Based on Law Number 34 of 2014, products in Indonesia must be guaranteed halal, BPJPH has the duty and function to ensure the halalness of products circulating in the community.(Wargi 2021)

The halal label that previously read the Indonesian Ulema Council, on March 12, 2022 BPJPH officially replaced the old halal label and issued a new halal label that applies nationally, based on the Decree of the Head of BPJPH Number 40 of 200 concerning Determination of Halal Label, this letter was signed by the Head of BPJPH Muhammad Aqil Irham on February 10, 2022.(D. I. Sari 2018) The latest halal label will replace the halal label from MUI which is already known by the public, the halal label set by MUI can still be used until the validity period of the halal certificate for a product issued by MUI expires or a maximum of 5 years from Government Regulation Number 39 of 2021 is inaugurated. The Halal Product Guarantee Agency is also supported by the duties and functions as mandated by Law No. 33 of 2014, namely regarding halal registration, halal certification, halal verification, providing guidance and supervising the halalness of products, collaborating with all relevant stakeholders, and setting halal standards for a product.(Aliyudin et al. 2022)

Law Number 33 of 2014 concerning Halal Product Guarantee provides more protection and legal certainty for consumers consuming halal products. The Halal Product Guarantee Agency (BPJPH) in 2021 has planned a program of 10 million certified products through a self-declaration scheme or Free Halal Certification (Sehati) as an acceleration program towards mandatory halal certification of food and beverage products, slaughterhouses, and services.(Kasanah and Sajjad 2022) Some of the things that underlie the birth of the Sehati program are: 1) providing halal certificates for MSE actors, 2) increasing the awareness of business actors of the importance of halal branding for their products, 3) increasing public awareness of the importance of consuming halal products, 4) providing support for the growth in the number of MSEs that meet halal requirements, and increasing the added value of national brands in the regional and international arena.

Free Halal Certification is a program to provide halal certificates free of charge for MSEs that meet the requirements through a self-declaration mechanism by verifying and validating halal statements by business actors from the companion of the Halal Product Process (PPH). (Supriyanto and Amany 2022) Self Declare or business actor statement is a guarantee of conformity stated by an individual or organization for the object identified against certain requirements according to the referenced declaration, and clarifies who is responsible for the conformity of the declaration. In the context of BPJPH-style self-declaration, the self-declaration process is carried out jointly between business actors and PPH assistants. (Arifin 2023) In order to succeed the 10 million halal certified products program, through a self-declaration scheme or Free Halal Certification (Sehati), the Halal Product Guarantee Agency cooperates with Ministries / Institutions, Regional Governments and other BPJPH partners to help strengthen micro and small businesses through the Free Halal Certificate (SEHATI) program in 2022. BPJPH opens an application for free halal certification for 25 thousand micro and small businesses (MSEs) throughout 2022.

To accelerate the implementation of halal certification for these micro and small businesses (MSEs), BPJPH recruits Halal Product Process Assistance (PPH Assistance) by holding Training of Trainers (TOT) provided to institutions that have been determined by BPJPH, which involves elements of State / Private University Lecturers, as well as Islamic Organizations / Islamic Religious Institutions. (Fitri and Jumiono 2021) Furthermore, the PPH Companion Institution that has been designated by BPJPH as a partner can carry out PPH companion training in accordance with the standards of BPJPH. (Latifah et al. 2023) PPH Companion Training is carried out for 100,000 PPH companion candidates from the elements of Students at State / Private Universities, Cadres of Islamic Organizations / Islamic Institutions, and Non-Civil Servant Islamic Religious Counselors. The provision of this free certification service must go through a step or scheme of Business Actor Statement or known as Self Declare (Pamuji, 2021). Business actors can do Self

Declare if they meet certain conditions, namely there must be assistance by a halal product process assistant (PPH) registered by the Halal Product Guarantee Organizing Agency (BPJPH) of the Ministry of Religion of the Republic of Indonesia.(Rafianti et al. 2022)

Research Methodology

The research method uses a qualitative research approach, with a type of case study research, namely research by exploring a limited system (case) or several limited systems (cases). (Creswell and Poth 2016, 475) As for what is a case study in this study related to the acceleration of the halal certification program. Determination of informants in the study using purposive sampling technique. (Moleong 1989, 224) The research informants used in this study were MSMEs, Halal Product Process Assistants (P3H), halal task force and halal coordinator of the Ministry of Religion of Banyuwangi Regency. Data collection techniques with observation, interviews and documentation. This research analysis uses the Miles and Huberman Interactive model, which consists of several stages, namely data collection, data reduction, data display, and conclusions drawing / verifying. (Huberman and Miles 2002, 10-12). Testing credibility or validity using triangulation of sources and triangulation of techniques (Bungin 2017, 83).

Results And Discussion

1. Level of education provides knowledge of the procedures for registering a halal certificate

The level of education provides knowledge to business actors about how to obtain halal certificates, as legal compliance with the Halal Product Guarantee Law, and as a condition for products to be circulated in the retail market and consumed by the public. Education can influence the knowledge that occurs within a person, education is one of the best methods to create an awareness of the social problems of halal certification obligations. (Shahid et al. 2018) The low level of education of business actors is only junior high school and high school graduates, making them unaware of the obligation of halal certificates on products sold and procedures for obtaining halal certificates, so that halal certification obligations have not been able to be implemented properly. According to Meivi, the legal awareness of MSME business actors in owning Halal Certificates is very low due to the level of education of business actors and access to information, efforts made by the Gresik Regency Cooperative and UKM Office are only limited to preventive efforts, namely installing banners.(M. K. Sari and Sulistyowati 2020)

In contrast to business actors with S1 education level who already understand the Halal Product Guarantee Law and the procedures for obtaining halal certificates. However, in this case the level of education is not a benchmark for business actors who register for halal certificates so that their products have halal certificates, but it is necessary to socialize the importance of halal certification, procedures for registering halal certificates and assisting the halal product process. According to Meivi, legal knowledge, legal understanding, legal attitudes and legal behavior become a benchmark for the level of legal awareness of processed food MSME business actors in Gresik Regency who trade their products that do not have Halal Certificates. So that there needs to be a comprehensive socialization to the association of traders or producers of food products regarding the importance of halal certification and the existence of cooperation between academics and halal certification bodies related to the management of halal certificates.(Ma'rifat and Sari 2017)

2. Education degrees are able to make business quality even better

Academic degree for an entrepreneur is not the main factor for business actors in working, but how business actors can create quality products and be accepted by the market. Even though only junior and senior high school graduates, they are also able to make quality business products. (Munizu 2010) In line with Susono, SMEs in Wonosobo Regency in producing candied carica, carica jam, eggplant syrup and eggplant dodol only use simple production tools and human resources education of SME actors is still low but still produce

quality products, in terms of SME product quality is good, but needs improvement. In terms of value: the price of SME products produced is acceptable to the community, SMEs can also promote through exhibitions and the internet or marketplace. However, some SMEs in Igrimranak Village do not yet have branding, halal certification and patents (Susono et al. 2022).

For Banyuwangi Regency businesses, an academic degree is not a guarantee of creating a quality business. According to Purhantara, a college degree is not a guarantee of success, about 52% of the CEOs of 800 world companies have a college degree, the remaining 48% do not have a college degree, because education does not have to be achieved through formal education at school or university. There are many ways to always learn and sharpen creative and critical thinking from everyday life, for example by emulating successful people or by following various kinds of skills.(Purhantara 2010) For an entrepreneur, a quality business is a business actor who can read market opportunities and create halal products, processing according to Islamic law, product packaging, has a halal certificate and includes a halal label. Education for entrepreneurs starts with the personality of business actors in taking risks, and the ability to read situations and see market opportunities.(Remeikiene et al. 2013)

Products that do not have halal certificates are not due to the academic degree of business actors, however, due to the lack of understanding of business actors regarding the obligation of halal certification and the absence of socialization of the importance of halal certificates, and how to register for halal certificates, so that it is necessary to assist the halal product process that is active in conveying to all business actors regarding halal certification registration through the self-declaration program. According to Mulyaningsih, the lack of awareness of MSMEs regarding the management of halal certification is based on a lack of socialization and understanding of the mechanism for applying for halal certification. (Mulyaningsih et al. 2021) Furthermore, Astuti explained that the legislation on halal product guarantees to provide protection and guarantees to consumers, for producers to provide guidance on how to process, process, produce, and market products to the consumer community, as well as how to make halal product information to consumers. (Astuti 2020).

3. Work and entrepreneurial competency skills according to the level of education

Business actors who have expertise and experience in entrepreneurship will advance and develop their business faster, because they can create superior products and easily attract customers. Entrepreneurial skills and competencies are obtained from education taken and training followed and work experience. According to Notoatmojo education and training is an effort to develop human resources, especially for the development of aspects of intellectual ability and human personality.(Notoatmodjo 1992) Banyuwangi Regency business actors have good entrepreneurial skills competence supported by the level of education and experience. The higher the level of education, the broader the scientific insight, the more experience will be easier to deal with risk. The stronger and broader the insight and learning experience in facing the challenges of an increasingly advanced era.(Siregar et al. 2020) The higher a person's education, the broader his insight, the more mature, the higher his ambition, and the broader his business insight, has better communication skills and has better leadership skills.(Tullah 2017)

Between the level of education and experience, they are mutually influential in running a business. According to Alfina, the level of education has an impact on business success, to do a business is not easy, there needs to be a lot of knowledge gained or learned from education. With his higher education, a businessman will have a mind one step ahead and be able to think for the future about what plans or strategies are good to implement. (Ratnasari 2017) Elsa's research states that the level of education has a significant influence on business success. (Damanik and Natalia 2023) However, in business activities the level of education is not the main factor in business success, but the experience that is the main factor in entrepreneurial success. Experience is the basis for running a business where the success of a business activity must be based on adequate experience.(Wartika 2015) According to Munizu, experience or length of

business in a similar business field is the main strength for entrepreneurs.(Munizu 2010)

Many people are highly educated but only become employees, as well as people who graduated from junior high or high school who can create business opportunities, create products and can be enjoyed by the community. However, college graduates not only concentrate on finding jobs, but also creating jobs. On the other hand, there are not a few college graduates who have a bachelor's degree, but they cannot easily find a job armed only with the theoretical knowledge they have received in college. Many students concentrate on becoming a worker or employee in order to fulfill their next life needs. However, in fact, there are still many college graduates who have not and have difficulty finding work so that many are still unemployed. So that young people are required to be able to develop new ideas and innovations, and open new jobs for people who need work. So that with this, Indonesian pereknomian can also develop and can also catch up. According to Siswoyo, entrepreneurship is a process of creativity and innovation that has a high risk in producing added value for products that are beneficial to society and the ability to bring prosperity to the perpetrators. Entrepreneurship is an effort to optimize resources and take risks in order to succeed in the business being undertaken.(Siswoyo 2009)

4. Halal certification training makes it easier to register for halal certificates

Someone who has attended training will find it easier to carry out the tasks and work assigned. According to Ambar Teguh, experience allows a person to improve technical knowledge and work skills by observing others, imitating and performing their own occupational tasks. By doing work repeatedly, a person will be more adept at carrying out his duties and opportunities will open up to obtain a more practical, efficient, productive way of working'. (Sulistiyani 2004, 51) Likewise, business actors who have received halal certification training will make it easier to register for halal certificates. Halal certification training is only given to halal product process assistants (P3H) by the Ministry of Religion and BPJPH, while business actors are only given information, socialization and education so that their products are immediately registered for halal certificates so that business actors do not understand how to register and obtain halal certificates.

Halal Product Process Assistance (P3H) plays a significant role in assisting, carrying out the process of verification and validation of halal statements by business actors. Assistance to the product process must begin with the determination of halal certified obligations for MSE actors based on the statement of business actors with the Halal Product Process Assistance Institution (LP3H) which houses the Halal Product Process Assistants. (Rachman et al. 2023) The form of socialization carried out by P3H by directly visiting the Banyuwangi business association, every business owner's house, through recitation forums, community institutions to convey the existence of free halal certification, also through communication media by conducting podcasts on the importance of halal product certification on Youtube. According to Zain et. al. to increase effectiveness and facilitate the registration of halal certification, the government implemented a combined system, namely the certification of one association with one coordinator so that the costs incurred were not too much and attracted the interest of small business actors to register their products.(Zain et al. 2021)

The position of the Halal Product Process Assistance (P3H) is the spearhead of the liaison in assisting businesses to register for free halal certification through the self declare mechanism. free halal certification is a program to provide halal certificates free of charge for MSEs that meet the requirements through the mechanism of business actors' statements (self declare) by verifying and validating the halal statement by business actors from the companion of the Halal Product Process (PPH). (Hosanna and Nugroho 2018) Self declare or business actor statement is a guarantee of conformity stated by an individual or organization for the object identified against certain requirements according to the referenced declaration, and clarifies who is responsible for the suitability of the declaration. (Kasanah and Sajjad 2022) Registration for free halal certification through the self declare mechanism, which is accompanied directly by P3H, is carried out free

of charge, by being done online by P3H, with the requirements of the business actor's KTP, Supervisor's KTP, Tel No, NIB No, and the complete sheet of halal certificate application file. The complete file will be input by P3H in the Sihalal account. According to Mya et. Al. the process of applying for halal certification, which is now completely digital, will certainly make it difficult for business actors who are still relatively technology illiterate, especially business actors who are no longer young.(Mya and Handayani 2023)

5. Business profits increase after the product has a halal certificate

An entrepreneur's salary or wage is realized in the form of business profits, increased consumer confidence, will increase market share, and increase business competitiveness. In addition, products have halal certificates, so they will be accepted by the market, especially among Muslim consumers who need halal products both in the domestic and international markets. According to Tahliani, halal product certification has positive implications for increasing the competitiveness of the Company. For consumers, halal certification provides protection, assurance, information on product halalness and becomes an instrument of business ethics. For business actors, halal certification provides benefits to increase consumer confidence so that sales turnover will automatically increase with good consumer confidence, increase product market reach in the community and products have a unique selling point (USP) that makes products more valuable in the eyes of consumers and of course reach the global halal food market.(Tahliani 2023)

Profit is the top priority for business actors in running their business, in order to meet their daily needs, even though business capital is actually a barrier to production activities, so that business actors continue to try to keep their business increasing and making profits by registering products to have halal certificates, maintaining product quality and maintaining customer trust, so that their products can compete in the national market and be accepted in the global market. Business profit is the first order according to business actors which is very important, followed by sales turnover and then low business costs.(Dias 2014, 18) Business actors in increasing their business profits by marketing their products online through Shopee, Tokopedia, Lazada, and social media such as whatsapp business instagram ads, facebook ads, and google ads. According to Firdaus and Setyobudi, digital platforms (go food, grab food and shopee food) help accelerate halal certification of MSME products, by campaigning, socializing and educating the urgency of halal certification of MSME products, facilitating the financing aspects of halal certification of MSME products through CSR funds, making halal MSME products their partners.(Firdaus and Setyobudi 2022).

Conclusion

The following conclusions based on the research results presented above are as follows:

1. The low level of education of business actors only graduates of junior high school and high school, making them not understand the obligations of halal certificates and procedures for obtaining halal certificates, so that halal certification obligations have not been implemented properly. Business actors who graduated from Strata 1 have understood the Halal Product Guarantee Law and the procedures for obtaining halal certificates. However, it is not a benchmark for immediately registering a halal certificate, without any socialization of the importance of halal certification, procedures for registering a halal certificate and assisting the halal product process.
2. An entrepreneur's ademic education degree is not the main factor for business actors in entrepreneurship, business actors must be able to create quality products and be accepted by the market. Even though junior and senior high school graduates are able to create quality businesses, by reading market opportunities, creating halal products, processing according to Islamic law, packaging products, registering halal certificates and including halal labels. Products that do not have halal certificates are not due to the academic degree of business actors, but do not understand the obligations of halal certification and there is no socialization of the importance of halal certificates, and how to register halal certificates.

3. Business actors who have expertise and experience will quickly progress and develop. Entrepreneurial expertise and competence are obtained from education and training as well as work experience. The higher the level of education, the broader the scientific insight, the more experience it will be easier to face risks, between the level of education and experience have a mutual influence in running a business. However, in business activities the level of education is not the main factor in business success, but, experience is the main factor in entrepreneurial success. Many people with higher education only become employees, many people who graduated from junior high or high school are able to create business opportunities, and create products that can be enjoyed by the community.
4. Halal certification training is only provided to halal product process assistants (P3H) by the Ministry of Religion and BPJPH, business actors are only given information, socialization and education so that their products are immediately registered for halal certificates by going directly to the homes of business actors, Banyuwangi business associations, recitation forums, community institutions to convey the existence of free halal certification, so that business actors do not understand how to register and obtain halal certificates. The Halal Product Process Assistance becomes a liaison in assisting business actors to register for free halal certification through an online self-declaration mechanism through the Sihalal account after all requirements have been completed by business actors.
5. Business profits for business actors are increasing after having a halal certificate, products are accepted in domestic and international markets, increasing consumer confidence, wider market share, and business competitiveness and maintaining product quality and can market products online through Shopee, Tokopedia, Lazada, and social media such as whatsapp business instagram ads, facebook ads, and google ads. Business profits are the main priority for business actors in running a business to make ends meet, even though business capital is actually a barrier to production activities.

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