

Assistance in the Submission of Halal Certification through the Self-Declare Scheme for Small Enterprises

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ABSTRACT

Halal products hold significant religious and cultural importance for Muslims, ensuring adherence to Islamic law, ethical practices, sustainability, and consumer trust through certification, enhancing competitiveness and contributing to the development of the global halal industry. This community service activity aims to describe the mentoring process for halal certification via the self-declare scheme, starting from obtaining a business permit through the OSS (Online Single Submission) system to the submission of documents on the SiHalal platform. The activity employed a Participatory Action Research approach, involving 100 small business actors and 10 mentors in Susukan Village, using presentations and documentation as supporting media. The results indicate that the halal certification mentoring program is a close collaboration between halal facilitators and business actors, resulting in the successful acquisition of business identification numbers and halal certificates. The business permits were obtained through the OSS website, while halal certification was submitted through the SiHalal platform. The self-declare scheme is only applicable to businesses that do not process meat-based products, use packaging free from pornographic elements, and have product names that are free from ethnic, religious, racial, or inter-group issues. Certification submission requires the business owner's identity, business license number, and product photos with proper packaging. The halal certificate enhances consumer trust, expands distribution opportunities, and supports Indonesia's goal of becoming a global halal hub. In conclusion, the halal certification mentoring was well received, significantly improving the legal standing of business actors' products and expanding their market reach.

Keywords: *Mentoring, Halal Certification, Self-Declare Scheme, Small Enterprises.*

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A. INTRODUCTION

Halal products hold profound religious and cultural significance for Muslim communities. Religiously, the consumption of halal products is an obligation that ensures compliance with Islamic dietary laws and maintains religious integrity (Osman, 2023). Culturally, halal products are an inseparable part of the Muslim identity, shaping consumption patterns and daily activities (Yarar, 2020). Consumer trust in halal products has grown due to certification processes that provide transparency and assurance of compliance with established halal standards (Abbas et al., 2025). Global market demand for halal products continues to rise, in line with the growing Muslim population, with the halal economy projected to reach a market value of USD 2.8 trillion encompassing not only food but also cosmetics, pharmaceuticals,



logistics, and tourism (Saba et al., 2025). Consequently, halal education has become increasingly important for personal and professional development within the halal industry (Idris, 2025).

Beyond religious and cultural values, halal products also promote ethical and sustainable practices by integrating halal principles that emphasize environmental responsibility and ethical production, in line with the Sustainable Development Goals (SDGs) (Qadir et al., 2025). These products highlight humane animal treatment, environmentally friendly packaging, and ethical supply chains, aligning with the growing trend of responsible consumption (Shovkhalov, 2024). Today's Muslim consumers prioritize quality, health, and sustainability in halal products (Bakhshizadeh Borj et al., 2025), while non-Muslim consumers are also drawn to halal products for their safety and sustainability attributes (Ramli et al., 2023). Strong regulatory support and effective certification systems are essential to ensure market integrity and maintain consumer trust (Othman et al., 2016). Although challenges remain—such as differing interpretations and investment needs technological advancements and strategic policymaking have opened significant market opportunities (Nazaruddin et al., 2023; Ustadi & Mat, 2023).

The rising awareness among the Muslim population regarding the importance of consuming products per Islamic principles has led to growing demand for halal-certified goods (Warto & Samsuri, 2020). Halal certification encompasses food and beverages, cosmetics, pharmaceuticals, consumer goods, and related services (Hartini & Malahayatie, 2024). The Indonesian government has regulated this through Law No. 33 of 2014 on Halal Product Assurance, which mandates halal certification for all products distributed in Indonesia (Larasati et al., 2019). This requirement is being implemented gradually according to product categories (Fathoni, 2020). Thus, business actors are legally obliged to apply for halal certification (Mardi, 2023), which is also essential for consumer protection (Thamrin et al., 2022). The certification process is a legal requirement and a commitment to product quality and customer trust (Qolbi et al., 2024; Ab & Mohd, 2020).

Halal-certified products have a competitive advantage in both domestic (Sayyaf, 2023) and international markets (Yousaf & Xiucheng, 2018), and they contribute to the sustainable growth of the global halal industry (Sholihin et al., 2023). Halal certification adds significant value to food products (Adha et al., 2024), increasing consumer confidence and ensuring product safety (Maulizah & Sugianto, 2024). Moreover, it enhances product competitiveness in national and international markets (Usman et al., 2023), especially in Muslim-majority countries (Agustina et al., 2024). A halal certificate proves a product complies with Islamic standards (Amarul & Supriatna, 2023). With halal certification, Muslim consumers can be assured that the products they consume are free from prohibited (haram) or impure (najis) substances (Fadilah & Alfianto, 2022).

Halal certification also reflects business compliance with Indonesian regulations (Maulana & Nahidloh, 2023), particularly Law No. 33 of 2014 on Halal Product Assurance (Ilmia & Ridwan, 2023). Since the law was enacted, all circulating food products must be halal certified (Ashari, 2021), including those produced by large and small businesses (Akhtar et al., 2020). Besides being a legal obligation, halal certification enhances product value and competitiveness (Hong et al., 2019). High demand from Muslim-majority countries such as Malaysia and Saudi Arabia offers significant export opportunities (Hong et al., 2019). The certification process promotes improved quality, discipline, and product safety (Astuti, 2020), and guarantees that

products are wholesome, safe, and compliant with Islamic teachings (Herianti et al., 2023).

Halal certification assistance has significantly impacted micro, small, and medium enterprises (MSMEs), particularly regarding legal recognition, consumer trust, and business development (Kashim et al., 2023). This process helps entrepreneurs better understand the often complex halal requirements, especially in coastal regions such as Banten, where access to information remains limited (Supriyanto & Amany, 2022). Halal-certified products are considered safer, more hygienic, and follow religious values, attracting Muslim consumers (Al Mustaqim, 2023). Certification also opens access to retail, digital, and export markets (Mansur et al., 2025). Furthermore, halal certification assistance helps improve production capacity and business organization, from raw material documentation to halal labeling (Aprilia & Priantina, 2022), strengthening the halal ecosystem and enhancing the global positioning of local businesses (Japar et al., 2024; Amelia et al., 2024).

This community engagement program aims to describe the halal certification mentoring process via the self-declare pathway, from submitting a business license through the OSS (Online Single Submission) system to the final submission of documents on the SiHalal platform. The activity involved direct mentoring of small and medium-sized business owners in coastal areas, most of whom were previously unfamiliar with the halal certification process. The outcomes revealed increased understanding and capability among business actors in independently navigating the halal certification procedure. This research has significant implications for MSMEs nationally, as halal certification is a legal acknowledgment and a form of commitment to business development. Furthermore, the mentoring program encouraged coastal MSMEs to manage their businesses more seriously per Islamic standards, enhancing their competitiveness in local and international markets.

B. METHOD

This community engagement activity employed a Participatory Action Research (PAR) approach, which emphasizes the active involvement of the community throughout the process. The program was implemented in Susukan Village, Tirtayasa Subdistrict, Serang Regency, Banten Province. The activities were conducted over four months, from January to April 2025. 100 participants from the Susukan Village community participated in the program, most of whom were small business owners. Additionally, 10 facilitators from the Halal Product Process Assistance Institution (LP3H) guided the process. The tools and media used during the program included presentation materials via projector, outreach modules, and internet access for live demonstrations of online document submission. Facilitators also used communication and documentation tools to support smooth implementation and facilitate the evaluation of the program outcomes. The primary focus of this initiative was to explain the procedure and flow that business actors must follow to obtain legal halal certification for their products, starting from the registration of the Business Identification Number (NIB) to the issuance of the halal certificate. The sequence of activities carried out during the community engagement is as follows:



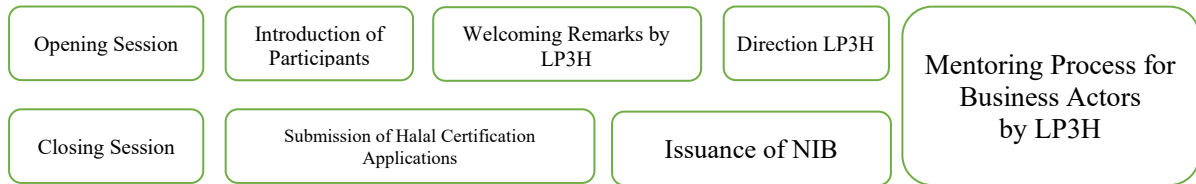


Figure 1. Community Engagement Activity Scheme.

C. RESULTS AND DISCUSSION

Halal Product Process Assistance in Susukan Village, Tirtayasa Subdistrict, Serang Regency, Banten Province was carried out through the following stages:

1. Opening, Introduction, Welcome Remarks, and Guidance

This service activity, the community engagement activity, began with an opening session led by the Halal Product Assistance Institution representative in Banten Province. This session also served as an introduction between the local community and the halal product facilitators who were ready to assist and guide business actors in the coastal areas of Banten. During the introduction, the facilitators also explained which products are eligible for halal certification through the self-declare scheme. It was emphasized that certain conditions must be met for halal certification applications through the self-declare pathway (Apridayani et al., 2023). These include specific requirements such as packaging free from any elements related to ethnicity, religion, race, and inter-group issues (SARA), the absence of meat-based ingredients (Istianah & Dewi, 2022), and labels that do not contain pornographic content.

Table 1. Requirements for Halal Certification Application via the Self-Declare Scheme

Element	Requirement
Packaging	Must not contain pornographic elements
Ingredients	Must not include any meat-based substances

Under the self-declare scheme, products containing meat or meat-based ingredients are not eligible for submission, as this scheme is free (Arifin, 2023). This contrasts with the independent and regular certification schemes, which may involve fees.



Figure 2. Opening Ceremony, Social Interaction & Welcome Remarks by the Head of LP3H with the Community

During the welcome remarks delivered by the Head of the Halal Product Process Assistance Institution (LP3H) in Banten Province, the overall process and procedure for applying for halal certification were outlined, starting from the registration of the Business Identification Number (NIB) to the issuance of the halal certificate for the community's business products. It was also emphasized that effective collaboration between business actors and halal facilitators requires data synchronization to streamline the application process.

Table 2. Requirements for Halal Certification Application via the Self-Declare Scheme

Element	Purpose
National Identity Card	Required for registering a business license through the OSS platform
Phone Number	Used for verification code validation for business actors
Product Photo	Required as supporting documentation for the halal certification claim

2. Assistance and Registration of Business Identification Number (NIB)

The first step in the halal certification is obtaining a Business Identification Number (NIB). Registration for the NIB is carried out online through the OSS (Online Single Submission) platform (Amalia et al., 2025) and is facilitated by halal certification mentors. This process requires a valid National Identity Card and an active mobile phone number to complete the verification and registration steps.

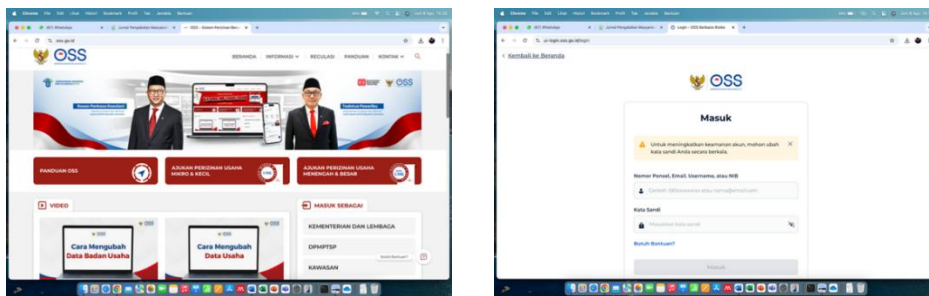


Figure 4. OSS Website Interface

Applying for a Business Identification Number (NIB) can be time-consuming, as several details must be provided. These include the business owner's name, business label, and the type of business qualification being registered. The selection of the business classification must refer to the 2020 Indonesian Standard Industrial Classification (KBLI). This classification, issued by the Central Statistics Agency (BPS), provides a government-regulated framework for identifying business types across Indonesia.

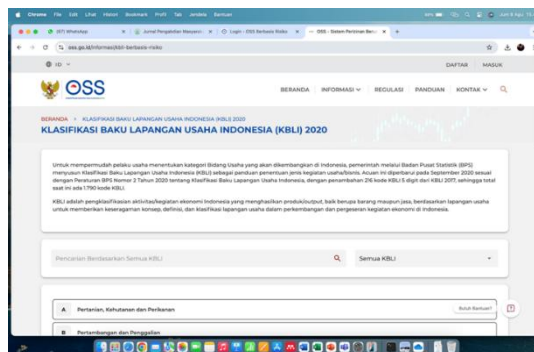


Figure 5. Indonesian Standard Industrial Classification (KBLI) Website Interface

In Figure 5 above, the process of applying for a Business Identification Number (NIB) by business actors is facilitated under the guidance of halal certification assistants who are ready to support the procedure. This process constitutes a necessary series of steps that must be undertaken to obtain a halal certificate for a product. During this activity, the assistants discuss the items to be submitted with the business actors, particularly the names and types of products involved. This stage is crucial, as it determines the alignment between the business license number and the halal certification of the products. Among the required information that business actors must provide when registering for a Business Identification Number are the name of the business actor, WhatsApp number, Tax Identification Number (NPWP), business name and type, and product production qualifications.



Figure 6. Assistance Process for Business Identification Number (NIB) Registration

3. Issuance of Business License Number

Figure 6 illustrates the process of assistance in obtaining a Business License Number (NIB), which must involve three key elements: the assistant, the business actor, and products that are already properly packaged. This step is essential to ensure the halal certification application process can proceed efficiently. Furthermore, before applying for halal certification, the Business Identification Number must first be obtained through registration on the OSS (Online Single Submission) platform. All three components must be fulfilled appropriately to expedite the issuance of the business license. Once the Business License Number is issued, the business actor can proceed to the next step, registering their product for halal certification through the Silayar website.

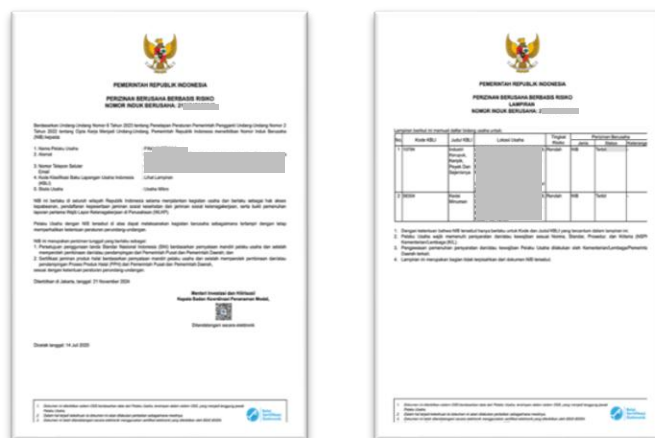


Figure 7. Business License Document

Figure 7 shows the business license document successfully issued for a business actor through halal certification assistance. This document outlines crucial details transparently, which are clearly recorded on the business license sheet. These include the business actor's name, business address, contact number, and the Indonesian Standard Industrial Classification (KBLI) code as previously discussed in Figure 5.

4. Halal Certification Application via Self-Declare Scheme

Following the issuance of the business license, the business actor then focuses on applying for halal certification for their products. This process also involves both the assistant and the business actor. The procedure for this application is similar to that for obtaining the business license, as it is conducted online via the SiHalal website. SiHalal is the only official platform for halal certification applications (Pohan et al., 2024), covering all schemes: self-declare, independent, and regular. The key difference among these schemes lies in their eligibility and scope. Products containing meat-based ingredients are not permitted in the self-declare and independent schemes. In contrast, the regular scheme is typically used by larger businesses and involves a paid process.

Most residents are still unaware of the self-declare halal certification scheme in the coastal region of Banten Province, particularly in Susukan Village. Limited access and insufficient information are among the leading indicators of the unequal dissemination of information related to halal certification. Only a small portion of the population has adequate knowledge of this program. This is unfortunate, especially considering the Ministry of Religious Affairs' objective through the Halal Product Assurance Agency (BPJPH) to achieve equitable halal certification and position Indonesia as a global halal hub. Therefore, BPJPH, through recognized Halal Product Institutions, has assigned assistants to promote this program and support the broader goal of making Indonesia a global center for halal products by facilitating access to halal certification through the SiHalal platform.

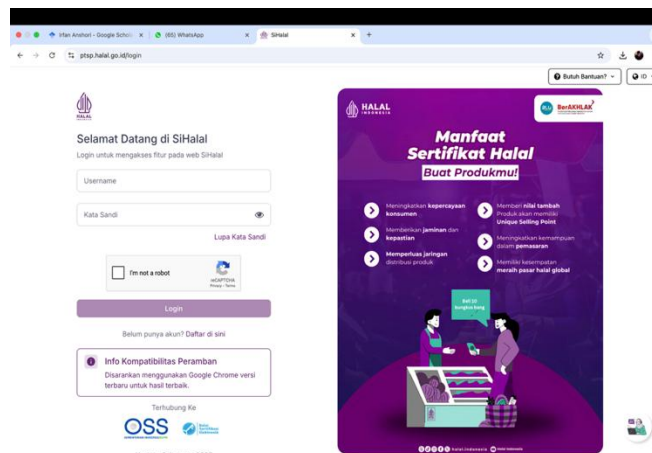


Figure 8. SiHalal Website Interface

At this stage, halal product assistants help business actors submit the required documentation for halal certification under the self-declare scheme through the SiHalal website. The registration process necessarily involves both the assistant and the business actor. The assistant confirms which documents and components must be prepared and submitted, while the business actor is required to design their product label. This label design is then incorporated into the product submission, which is uploaded through the SiHalal

platform. Below is an example of a label design submitted by a micro, small, and medium-sized enterprise (MSME) applying for halal certification via the self-declare pathway.



Figure 9. Product Label Design

Figure 9 illustrates an example of a product label from a community-based beverage business located in the coastal region of Banten. This label reflects the focus of the business on beverage production. Referring back to Figure 7, the second page of the Business License Document specifies the business classification title as “Beverage Stall” under the Indonesian Standard Industrial Classification (KBLI) code 56304. In order to maintain consistency, the information in Figure 9 must align not only with Figure 7 but also with Figure 6, which involves a beverage stall business. As such, the uploaded documents should include photographs of the assistant, the business actor, and the packaged beverage product.

The application for halal certification via the SiHalal platform involves several stages: data entry, submission, and verification/finalization. Data Entry includes filling in all required components, such as the person in charge, business address, and list of ingredients. Submission refers to formally submitting all documentation through the system. Finalization involves verification and potential corrections.

Table 3. Halal Certification Application Details (Self-Declare Pathway)

Component	Description
Halal Certification Application Data	Application ID, Submission Date, Type of Service, Product Type, Brand Name, Assistant and Institution Name, KBLI Code
Person in Charge	Name of Business Owner, Address, Email
Legal Aspects	Business Identification Number (NIB), Tax ID Number (NPWP)
Outlet Name	Business Name
Halal Supervisor	Name of Business Owner
List of Ingredients	Ingredients used in the product
Product List	Names of products to be certified
Production Process	Description of the production flow from start to finish

From Table 3, it is clear that all application components must be thoroughly prepared. The full certification process takes time and involves multiple review stages, starting with the Halal Product Institution, verification by the Halal Product Process Assistant Institution, the Halal Product Process Assistant, and finally, the Fatwa Committee of the Ministry of Religious Affairs. Fortunately, the SiHalal platform allows applicants to monitor the progress of their application and revise any documents flagged as incomplete, ensuring the process continues efficiently.

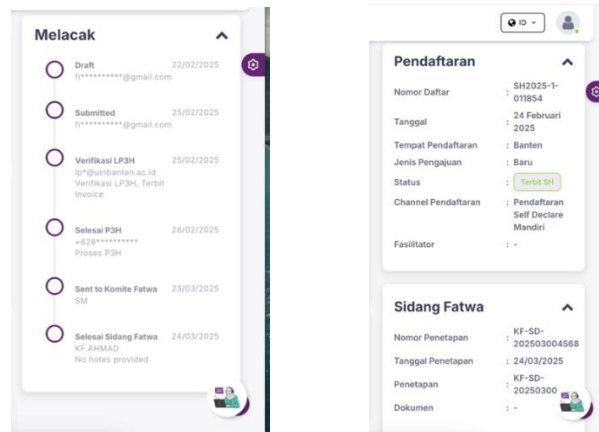


Figure 9. Halal Certification Application Flow

As shown in Figure 9, the diagram illustrates the step-by-step process of halal certification for business actors until the halal certificate is officially granted. Obtaining halal certification is not an instant process; it generally takes around three months from initial submission to final approval. Due to the complexity and duration of this process, the assistance provided by halal product facilitators plays a crucial role in guiding business actors through each step. One beverage business owner expressed that the halal certification assistance program has instilled motivation and confidence, encouraging continuous innovation and business development. Despite being located in the coastal area of Banten, where access to information is more limited compared to urban regions, these business actors remain highly enthusiastic about growing their enterprises. Once all documents and requirements are submitted without any revisions required by the Fatwa Committee, the halal certificate is approved and issued through the SiHalal platform. This structured assistance process has proven highly beneficial for Micro, Small, and Medium Enterprises (MSMEs), particularly those in remote coastal areas like Banten Province.



Figure 10. Halal Certificate Handover

5. Follow-up, Monitoring, and Evaluation

Halal product assistants conduct regular monitoring and evaluation to ensure the sustainability of halal certification and the continued compliance of certified products.

One of the main recommendations during this stage is for business actors to include their product's Halal ID Number on its packaging. Each product's Halal ID is unique, even when produced under the same business type or category. This requirement confirms successful halal certification and supports broader efforts to position Indonesia as a global halal hub. The Halal ID must be displayed alongside the latest official Halal logo, reflecting adherence to current national standards.



Figure 11. Product with Halal Label and ID

In the monitoring process conducted in coastal Banten, assistants also provided additional counseling and support to business actors who had not yet obtained halal certification. One business owner explained that they had not registered their product on the SiHalal platform due to limited knowledge and unfamiliarity with the online application system. Since the process is entirely digital, this represents a significant barrier in more isolated regions. During these monitoring sessions, business actors holding halal certificates are also advised to immediately generate and use their Halal ID and display it with the updated halal logo. The Halal ID refers to the number listed on the issued halal certificate. This monitoring and evaluation process is key to ensuring compliance among business actors, particularly in coastal areas, who have participated in the halal certification assistance program.

In addition, surveys measuring satisfaction among participants in the coastal areas of Banten were conducted. These surveys assessed the perceived impact of the program on their business activities. Most participants responded positively, stating that the program was highly beneficial. One beverage business owner praised the assistance program, citing increased motivation and improved product development. A snack producer expressed a slightly different opinion, particularly in the cassava chips sector. They found the program brief but impactful, and suggested that the assistance program be held regularly each month to ensure sustainability. They emphasized that the benefits of halal certification are extensive and long-lasting.

Table 4. Benefits of Halal Certification

No	Indicator	Description
1	Consumer Trust	Increases consumer confidence in the product
2	Legal Assurance	Provides a guarantee of the product's halal status
3	Market Expansion	Halal-certified products have broader distribution potential compared to uncertified products.
4	Added Value	Enhances the product's unique selling proposition
5	Global Halal Market	Offers opportunities to access the global halal market

D. CONCLUSION

The halal certification assistance program conducted in the coastal region of Banten received a highly positive response from the local community. Due to its distance from urban centers, this area has limited access to information, including knowledge about product legality. As a result, the presence of this program was welcomed enthusiastically, especially by local entrepreneurs who form the backbone of the coastal economy. The main target of this activity was business actors who had not yet obtained a Business Identification Number (NIB) and halal certification. Through structured assistance, many of them could fulfill these legal requirements. NIB and halal certification are essential in building consumer trust toward a product. The mentoring process generally took around three months, reflecting the complexity of the steps from the registration of the NIB to the issuance of the halal certificate. This required close synergy between the facilitators and business actors, especially in preparing business data, assigning a halal supervisor, identifying the person in charge, listing products and raw materials used, and describing each production stage in detail. As a result, this initiative significantly increased awareness among coastal communities in Banten about the importance of halal legality. Many business actors have now actively registered their products through the SiHalal platform. Halal certification guarantees the product's compliance with Islamic law and contributes to enhancing its market value and expanding its distribution reach.

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AUTHORS' CONTRIBUTIONS

- Author 1 : Designed the assistance framework, coordinated with related institutions, and provided direct technical training on NIB registration to business actors.
- Author 2 : Assisted in filling out data on the SiHalal platform, helped identify ingredients, and conducted awareness campaigns on the importance of halal certification for local entrepreneurs.
- Author 3 : Created visual guides for certification, facilitated communication between assistants and business actors, and regularly monitored the progress of halal certificate applications.
- Author 4 : Managed activity documentation, archived participant business documents, and supported writing production flow narratives for halal certification submission.



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