


Implementation of Halal Certification for Segar Doger Poncowati Products

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received Aug 9, 2023 Revised Aug 20, 2023 Accepted Aug 28, 2023</p> <hr/> <p>Keywords:</p> <p>Implementation Production Halal Certification</p>	<p>This research aims to understand the production process at Segar Doger Poncowati. To understand the implementation of halal certification or halal labeling for Segar Doger products in Poncowati. This research employs a qualitative approach with a descriptive method. The types of data used in this research are primary and secondary data. Data collection techniques include observation, interviews, and documentation. The research informants consisted of 1 small and medium-sized enterprise (SME) manager, 1 SME financial personnel, and 2 SME employees. The data analysis techniques involve data reduction, display, and conclusion drawing. Production consists of providing goods and services while considering the values of justice and benefits for society. The research results indicate that Segar Doger's output is based on ingredients such as freshly squeezed orange juice and granulated sugar as the main components. The production equipment is relatively simple and manual. The Halal Certificate held by Segar Doger is issued by the Lampung branch of the Indonesian Council of Ulama (MUI) and is valid for 2 years, requiring renewal every 2 years.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p> 

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1. INTRODUCTION

The development of globalization, science, and developments in the fields of economy, industry and trade have produced various variants of goods and services that can be obtained and consumed quickly and easily. The impact of these developments is especially visible in food and beverages with various ways of managing and producing them. So that the processed products look good, last long, and are superior to the competitive world of trade but practical and at low cost, many food and beverage managers use and mix addictive substances in the form of colorings, flavorings and food preservatives, without much thought and attention to the impact of the mixture. These chemicals are good for health (Wood, 2009).

In 2014, the public was shocked by the news about the discovery of a number of food ingredients containing formaldehyde. Formalin, which is actually used as a preservative for corpses, is also used by the community as a food preservative.

In Islamic teachings, there are many regulations relating to food, starting from regulating halal and haram food. One of the most important regulations is the prohibition on consuming haram food or drinks. Consuming things that are haram or not yet known to be halal will have serious consequences, both in this world and in the afterlife (Ambarwati & Respati, 2014).

The Ministry of Health and BPOM explained that the consequences of continuously consuming formalin cause irritation of the respiratory tract, vomiting, chronic cough, dizziness and burning sensation in the throat, difficulty concentrating, and easy to forget. If used continuously for a long time can cause cancer, damage to the liver, heart, brain, spleen, and kidneys (Hasyim Asy, 2019).

From the explanation above, the problem of formalin is not a problem that can be taken lightly. Because of its enormous impact on human health. It is very likely that formalin has resided in most of the bodies of the Indonesian people considering that this new case has now been revealed. After all this time this rogue producer without supervision has spread their products to all parts of Indonesia.

In the Indonesian context, the Indonesian Ulema Council (MUI) as a religious institution, has tried to function in its role in the life of religious society as a guardian of moral values, both horizontally and vertically. The role of the Indonesian Ulema Council (MUI), as originally intended, is to act as a mouthpiece for the community to the government, and the government to the community. In addition to the Indonesian Ulema Council (MUI) as an organization of scholars who are warosah al-anbiya, they must have optimism in that direction. For example, in issuing fatwas regarding food products to be consumed by Indonesian Muslims, the Indonesian Ulema Council (MUI) has an independent institution, namely LPPOM Indonesian Ulema Council (MUI) (Indonesian Ulema Council's Institute for Food, Drug and Cosmetic Studies). Since its founding until now, this institution has been recognized as the institution with the right to issue halal certificates for every food product in Indonesia. (for producers who apply) (Apriantono & Nurbowo, 2003).

In Islamic law, Allah SWT has permitted all food that contains *maslahah* and benefits, whether it returns to the soul or body, both to the individual and society. Likewise, on the contrary, Allah SWT expects all foods to be harmful or more harmful than their benefits (K. Lubis, 2012).

The guarantee of the implementation of halal products also aims to provide comfort, security, safety and certainty of the availability of halal products for the public in consuming and using products. The aim of protecting halal products is very important, because advances in science and technology in the fields of food, medicine and cosmetics are developing in line with the times. In accordance with the mandate of Law No. 33 of 2014 article 4: "Every product that enters, circulates and is traded in Indonesian territory must be certified halal" (Kristiyanti, 2009).

In Lampung Province, in 2016, the number of small industries recorded was 6,755 industrial units (BPS Lampung Province, 2017). Industry is a sector that is related to each other, where agriculture provides raw materials, while industry processes agricultural products to obtain added value. Small industries or SMEs (Small and Medium Enterprises) have a very large role in the wheels of a country's economy.

Segar Doger Poncowati has had a halal certificate since 2014, as time goes by, is Segar Doger in production and so on, is it still using equipment or materials that comply with the provisions of the LPPOM-MUI and the process of obtaining a halal certificate is difficult and has various stages starting from checking production place and supervision of each processing of raw materials until they become finished materials or products that are ready to be marketed which must comply with the requirements of LPPOM-MUI and if there are terms or conditions that are not fulfilled or violated then the halal certificate can be revoked. -his.

Based on the author's observations regarding the halal certificate at Segar Doger Poncowati with Mr. Hasan as the leader of Segar Doger, the halal certificate he has was issued by LPPOM-MUI Lampung. The management of halal certificates is difficult and has various stages. The halal certificate has a term of two years and must be renewed every two years.

2. RESEARCH METHODS

This type of research is field research. using a qualitative approach. The selection of respondents was carried out using convenience sampling, namely a convenient sampling technique carried out by selecting respondents freely according to the wishes of the researcher (Noor, 2011). Primary data is data obtained directly from the leadership and members of Segar Doger Poncowati. So primary data is data obtained from field observations by researchers, interviews with Segar Doger Poncowati managers. Secondary data is data that supports the problem to be discussed, obtained from the internet, libraries, journals, theses and related departments related to the research topic.

Data collection techniques are carried out through observation, interviews and documentation. Data analysis techniques are the process of systematically searching and compiling data obtained from interviews, field notes, documentation and literature studies by organizing data into categories, describing it into units, arranging it into patterns, (Sugiyono, 2010). The components in data analysis are Data Reduction, Data Display, and Conclusion Drawing.

3. RESULTS AND DISCUSSION

Fresh Doger Production

Based on the findings of researchers in the field in the production of Segar Doger Poncowati squeezed UKM regarding the production of pressed syrup. After picking the squeezed oranges from the tree, they are sorted first, choosing which ones are good and which ones are not good, discarded, after that proceed to the washing stage, which is to wash the oranges as a whole, which will be processed with running water, then let the citrus fruits first. which has been washed so that the water used for washing is dry and proceed to the citrus fruit slicing stage where the slicing should not touch the seeds of the orange so that the resulting taste is good and not bitter, then the next stage is to squeeze it using plastic gloves on the hands so that cleanliness is maintained, then to the filtering stage so that the seeds are not mixed with the squeezed orange juice. The next stage is separation by adding natural granulated sugar and cooking until the sugar dissolves for around 45-60 minutes and it becomes a pressed syrup that is ready to be packaged and marketed. From the results of the interview, Segar Doger in producing Segar Doger squeezed syrup still uses manual equipment or does not use technology so that production quantities are still limited and the product produced is not optimal.

The next stage is separation by adding natural granulated sugar and cooking until the sugar dissolves and becomes pressed syrup and the precipitated syrup can become pressed jam and the syrup itself can be used as a mixture to make pressed jelly and is the same as making jelly in general, just add syrup. Squeeze it to add to the taste of the orange juice. From the results of interviews with Segar Doger, their product which is well known and widely marketed is Segar Doger squeezed orange syrup.

For more details on the processing of squeezed oranges, the author will take the example of a processed product that comes from squeezed oranges, namely the processing of squeezed orange. Squeezed syrup is a type of drink favored by the people of Indonesia so that it has a promising market share. In this case, Segar Doger's management of squeezed oranges into Segar Doger syrup is the right action to increase economic value. From the process of making pressed syrup, the product produced apart from pressed syrup also produces what is called pressed jam, which is the result of the settling of pressed syrup.

Fresh Doger Halal Certificate

Has been in possession since 2014. This halal certificate meets the requirements of the relevant institutions and in obtaining it, the business owner first registers his product with LPPOM-MUI and later LPPOM-MUI will process it according to the applicable provisions, whether it has met the predetermined requirements or not, then LPOM-MUI will send an auditor to the location to check and see how the production and other equipment and processes related to the product are halal. If everything has been completed according to the existing provisions, the halal certificate will be processed at the office of the institution concerned. Halal certificates are valid for two years from the time the certificate is issued by the institution concerned and must be extended if more than two years have passed with the requirements or other elements set by LPPOM-MUI. If UKM does not extend the term of the halal certificate then the product those being marketed no longer have the right to include the halal label. Segar Doger's own halal certificate is included in their product type, namely squeezed syrup.

The production of Fresh Doger orange syrup can be done on any day depending on how many orders are received except for national holidays such as holidays and so on. For the level of welfare of employees from UKM, it is enough to help the economy of employees, namely by having side income from working as UKM employees and in payroll there are also bonuses from UKM. The product from UKM is famous for being made from pure squeezed oranges and using pure sugar and without preservatives and coloring so it is safe for consumption and has a very delicious and fresh

taste. From the results of interviews with the leadership of Segar Doger that the halal certificate owned by Segar Doger has been from 2014 and continues to be extended every two years with the existing procedures in the relevant institutions.

4. CONCLUSION

Based on the results of the research, it can be concluded that the first Fresh Doger production process is the processing of raw materials from citrus fruits that are washed and then cut and then squeezed and then filtered to get orange juice and added sugar then cooked for 45-60 minutes then allowed to stand. The second is that the syrup that has been allowed to stand is then packaged using the available packaging, namely 30 ml, 50 ml and 100 ml, then the packaging is branded or labeled and ready to be marketed to various outlets or customers who have ordered it. Everything from the start of production to packaging uses materials and tools that are halal and already have a halal certificate from MUI Lampung. Implementation of Halal Certification for SME Products in Lampung. The halal certificate owned by Segar Doger issued by LPPOM-MUI Lampung has been in place since 2014 with various requirements from the relevant institutions and the halal certificate is included on their product, namely Segar Doger, in the form of a halal label. With the existence of a halal label on the product, prospective buyers and customers will not hesitate in purchasing the product. The halal certificate or often known as the halal label itself has a period of 2 years and is extended or re-registered to the relevant body or institution after a period of two years. If the extension is not carried out, the UKM is no longer entitled to put a halal label on its products.

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