



IMPLEMENTATION OF HALAL PRODUCT ASSURANCE PROGRAM IN THE FOOD AND BEVERAGE SMALL AND MEDIUM INDUSTRY (IKM) IN SOUTH KALIMANTAN PROVINCE

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Abstract

Law Number 33 of 2014 concerning Halal Product Guarantee and revealed in Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Assurance Sector mandates that Products that enter, circulate, and are traded in Indonesian territory must be certified Halal. This study aims to analyze the implementation of the Halal Product Assurance Program in Food and Beverage Small and Medium Industries (IKM) in South Kalimantan Province. The research method used is qualitative research with descriptive research type. Data collection techniques used are interviews, observation and documentation studies. The data sources of this research consist of primary data and secondary data. The primary data in this study were obtained from interviews with informants from the Industry Office of South Kalimantan Province, Banjarbaru City Trade Office, South Kalimantan Province MUI LPPOM MUI, Food and Beverage IKM Actors, South Kalimantan Province BPS and Banjarbaru City BPS. The results of the research are the implementation process of the Policy Implementation mandated by law and regulated in government regulations which is carried out through the Industrial Planning and Development program with the Industrial Growth Percentage activity in which there are performance indicators of the number of industrial human resources who receive facilitation of the types of Product Outreach, Facilitation and Assistance activities. Halal. Implementation of the Halal Product Assurance Program in Small and Medium Food and Beverage Industries (IKM) in South Kalimantan Province with the final result to be achieved, namely all Food and Beverage IKMs that have Halal certificates by means of socialization.

Keywords: Development Planning, Halal Product Assurance, Halal Certification.

INTRODUCTION

Today's business world is increasingly being discussed in various sectors of life. Industry is one of the fastest growing business worlds in the Digital Age (Magfiroh, 2019; Meliala & Nugrahani, 2020). Law Number 3 of 2014 concerning industry has placed industry as one of the pillars of the economy and has given a large enough role to the Regional Government to encourage industrial progress in the region in a planned manner. This role is needed in directing the regional economy to grow faster and catch up with other regions that have advanced earlier (Budianta, 2010; Selvi, 2019; Firdaus, 2020). Development planning in autonomous regions must pay attention to synchronization, coordination and integration with national development planning (Langden, 2019; Kholik, 2020).

Small and Medium Industry (IKM) is an inseparable part when talking about Industry. Small and Medium Industries (IKM) are industry which is a small and medium scale industry (Ratnasari, 2013; Lestari, 2010). according to Minister of Industry Regulation No. 64 year 2016 concerning the Amount of Manpower and Investment Value for Industrial Business Classification explained that small industry is an industry that has value investment less than 1 billion rupiah, employing employees most widely 19 people, and does not include land and buildings for business premises because the land and place of business are located together with the location of the residence of the business owner. And what is meant by medium industry is an industry that has an investment value of at least 1 billion rupiah and employs employees https://id.wikipedia.org/wiki/Industri_Kecil_Menengah-cite_note-1 most widely 19 people or investment value at most 15 Billion Rupiah and hire employees at least 20 people.

The world market makes the halal industry a new source of economic growth. Several countries, some of which have a non-Muslim majority population, are one of the driving forces of the economy (Adinugraha et al., 2018; Nasution, 2020). Indonesia is participating in improving the halal industry and will make Indonesia the number one producer of halal products by 2024, by making Halal Certification an absolute requirement that must be needed (Kamila, 2021; Safira et al., 2019). Along with the growth of the food and beverage industry, people will of course have to be smarter in choosing the food they eat, namely healthy food and because the people of South Kalimantan, who are predominantly Muslim, are of course looking for halal food to be consumed both for themselves and their families.

Small and medium industries certainly have limitations both in terms of finance, infrastructure and human resources (Kaunang et al., 2021). As the industry advances, it can be seen, one of which is the increasing number of food and beverage industries that are growing and developing (Lubis, 2019; Nasrullah, 2018). Then it will be seen that SMIs that have good financial, infrastructure and human resources will continue to grow. So this is where the role of the Regional Government, in this case is the Department of Industry, in coordinating the implementation of the Facilities, Infrastructure and Industrial Empowerment policy as a tangible manifestation of the Government's intervention in realizing competitive IKM.

The food and beverage industry that grows productively and competitively must have a business license and standard certificate required by the Government in order to continue to grow and be able to compete in the market. Competitive Food and Beverage SMEs will grow the regional economy in general and be safe for public consumption in particular.

Industrial business licenses and Standard Certificates set by the Government for the Food and Beverage Industry are very influential on IKM actors who want to continue to grow. Standard certificates required by the Government, one of which is halal certified as regulated in Law Number 33 of 2014 concerning Halal Product Guarantee in article (4) which developed and

then the stipulation of Government Regulation Number 39 of 2021 concerning Implementation of the Halal Product Guarantee Section article (2) which confirms that Products that enter, circulate, and are traded in the territory of Indonesia must be certified Halal.

Based on the current phenomenon, there are still foods and beverages that are not labeled halal on the packaging. This is added to the number of SMIs that are facilitated in order to obtain a Halal certificate with the assistance of the Industry Service.

MATERIAL AND METHOD

This type of research is qualitative research. Researchers attempt to describe the implementation of the Halal Product Assurance Program in Small and Medium Food and Beverage Industries (IKM) in South Kalimantan Province by going directly to the field and observing directly the activities or activities in the field. The research assumption in this study is how much is the implementation of the Halal Product Assurance Program in the Food and Beverage Small and Medium Industries (IKM) in South Kalimantan Province, the influencing factors and the impact and benefits of the implementation of the Halal Product Assurance program. If the implementation of halal product guarantees is carried out properly, there will be a strengthening of the halal industry in South Kalimantan.

The research was conducted at the Industry Service of South Kalimantan Province, the Trade Office of Banjarbaru City, the Institute for the Assessment of Food, Drugs and Cosmetics, the Indonesian Ulema Council, South Kalimantan Province, several food and beverage SMEs located in Banjarbaru City. The research time includes research preparation, research planning, research implementation, data processing, report preparation and thesis seminar. The implementation time of this research is in 2021.

Data was collected through three stages, namely interviews, observations, and documentation studies. Data sources are divided into primary data and secondary data. Primary data is data taken directly from interviews with research informants about the implementation of the Halal Product Assurance Program. Secondary data is data taken from relevant documents (indirect data) regarding the Implementation of the Halal Product Assurance Program. The research instrument used was an interview guide, including semi-structured questions and documentation.

RESULTS AND DISCUSSION

Food and Beverage Small and Medium Industry (IKM) Data

Based on the results of the documentation obtained from the Industry Service and the Official Website of the Central Statistics Agency of South Kalimantan, the South Kalimantan Province Industrial data was obtained which is the 2019 data. The data for Food and Beverage SMEs that have met several requirements in 2021 include halal certification, the number of food and beverage industries and There are 23,955 beverages in Kalimantan Province and 1,530 IKM already have Hala certificates, which means there are 22,425 Food and Beverage IKMs that do not yet have Halal certificates. And the share of Food and Beverage SMIs to the GRDP Distribution of South Kalimantan Province in 2020 according to Business Fields based on current prices is 9.00% and based on constant prices (2010) is 8.15%.

Table 1. Table of Cumulative Industry Data for South Kalimantan Province in 2019

| No | Kab / Kota | Unit Usaha (Buah) | Tenaga Kerja (ORG) | Nilai Investasi (Rp. 000) | Nilai Produksi (Rp. 000) | Nilai Bahan Baku (Rp. 000) |
|----|--------------|-------------------|--------------------|---------------------------|--------------------------|----------------------------|
| 1 | Banjarmasin | 2.649 | 30.914 | 1.388.399.141 | 3.046.294.732 | 2.221.684.747 |
| 2 | Banjarbaru | 3.829 | 24.952 | 1.786.443.826 | 586.355.523 | 331.764.863 |
| 3 | Banjar | 9.464 | 27.621 | 264.201.650 | 728.852.905 | 370.763.525 |
| 4 | Tapin | 211 | 942 | 13.846.645.738 | 23.653.649 | 9.682.601 |
| 5 | HSS | 814 | 2.610 | 25.453.486 | 80.678.297 | 50.715.586 |
| 6 | HST | 7.405 | 16.430 | 286.146.587 | 1.411.679.796 | 1.115.434.577 |
| 7 | HSU | 20.368 | 37.688 | 85.072.517 | 560.935.619 | 407.428.047 |
| 8 | Balangan | 2.129 | 3.787 | 1.447.201.997 | 3.124.875 | 520.885.894 |
| 9 | Tabalong | 7.955 | 20.996 | 415.117.052 | 757.634.263 | 412.157.982 |
| 10 | Barito Kuala | 2.219 | 10.960 | 184.054.532 | 287.012.727 | 88.086.979 |
| 11 | Tanah Laut | 9.267 | 25.854 | 3.801.678.487 | 1.340.027.422 | 512.951.997 |
| 12 | Tanah Bumbu | 2.578 | 6.775 | 146.473.631 | 199.028.512 | 60.020.708 |
| 13 | Kotabaru | 3.268 | 10.587 | 5.122.721.402 | 186.487.232 | 63.492.238 |
| | Jumlah | 72.156 | 220.116 | 28.799.610.046 | 9.211.765.552 | 6.165.069.744 |

Table 2. Table of Food and Beverage Industry Data in 2021

| No. | KAB/KOTA | J U M L A H | | | | | | |
|-----|---------------|---------------|--------------|--------------|--------------|------------|--------------|-----------|
| | | IKM MAMIN | P-IRT | PKP | HALAL | MD | WAJIB MD | SNI |
| 1 | BANJARMASIN | 2,345 | 2,345 | 1,853 | 249 | 24 | 113 | 2 |
| 2 | BANJARBARU | 953 | 953 | 923 | 658 | 33 | 98 | 3 |
| 3 | BANJAR | 2,779 | 422 | 494 | 217 | 43 | 9 | 6 |
| 4 | BALANGAN | 1,729 | 168 | 79 | 68 | 0 | 1 | 0 |
| 5 | BATOLA | 501 | 266 | 213 | 26 | 0 | 2 | 0 |
| 6 | HSS | 430 | 430 | 779 | 65 | 3 | 3 | 3 |
| 7 | HST | 3,292 | 379 | 325 | 30 | 2 | 40 | 1 |
| 8 | HSU | 1,329 | 197 | 367 | 19 | 2 | 10 | 1 |
| 9 | TAPIN | 68 | 68 | 157 | 24 | 1 | 12 | 0 |
| 10 | TABALONG | 2,672 | 127 | 97 | 35 | 0 | 40 | 0 |
| 11 | TANAH LAUT | 4,993 | 254 | 254 | 50 | 24 | 809 | 9 |
| 12 | TANAH BUMBU | 1,548 | 212 | 319 | 52 | 6 | 342 | 2 |
| 13 | KOTABARU | 1,316 | 175 | 281 | 37 | 10 | 47 | 3 |
| | KALSEL | 23,955 | 5,996 | 6,141 | 1,530 | 148 | 1,526 | 30 |

Source: Industry Office of South Kalimantan Province

a. Socialization and Workshop on Halal Product Assurance to IKM

The provision of socialization and Halal Certification workshops is one of the concrete steps in achieving fully certified Food and Beverage SMEs, this makes Food and Beverage SMEs understand and understand the purpose of Halal Certification and its benefits (Aprilliyani, 2020). Based on Interview with Plt. The Head of the Industrial Facilitation, Green Industry and Industrial Standardization Section for Facilities, Infrastructure and Industrial Empowerment at the South Kalimantan Provincial Industry Office, the Industry Service will hold a Workshop at the end of November or early December 2021.

"For the 2021 fiscal year, a Halal Certification Workshop will be held at the end of November or early December 2021 due to circulars from the top leadership and the ongoing pandemic" (Interview 03 November 2021)

This was confirmed by the Head of the Industry Office of South Kalimantan Province.
"It is true that a Workshop will be held this year" (Interview 05 November 2021)

The Banjarbaru City Government has carried out Halal Socialization activities for industry in Banjarbaru City based on the results of interviews with the Head of the Facilities Development and Industrial Business Development Section of the Banjarbaru City Trade Office.

"The socialization of Halal for Industry in Banjarbaru City has been carried out on October 7, 2021, with 30 IKMs and only once this year" (Interview 04 November 2021).



Figure 1. Interview with the Head of the Facility Development and Industrial Business Development Section of the Banjarbaru City Trade Office



Figure 2. Halal Socialization for Industry in Banjarbaru City



Figure 3. Halal Socialization for Industry in Banjarbaru City

b. Halal Product Guarantee Facilitation

The provision of Product Guarantee Facilitation, which is the Facilitator of the Halal Assurance System, is also one of the concrete steps in achieving fully certified Food and Beverage SMIs (Susilo et al., 2017), this activity makes Food and Beverage SMIs understand and understand and can implement the Halal Assurance System in the industry in order to ensure the halalness of its products.

The researcher succeeded in carrying out observations and documentation of Halal Facilitation activities at one of the Food and Beverage SMEs in Banjarbaru, in this activity the Halal Assurance System Facilitator explained how the procedures and requirements needed to produce a Halal Assurance System that complied with the requirements and could be issued a Product Guarantee halal in the industry. To become a Halal Facilitator, you must also have a certificate as proof of having carried out the Halal Facilitator Training.



Figure 4. Halal facilities for industry in Banjarbaru City by the Industry Office of South Kalimantan Province

c. Halal Audit Assistance

Halal audit assistance is the next step from the halal facilitator, the halal audit is carried out by the Halal Guarantee Agency in this case the Institute for the Assessment of Food, Drugs and Cosmetics, the Indonesian Ulema Council, South Kalimantan Province, after the audit, a Halal Fatwa session will be held by the MUI (Ni' uh, 2018). The audit activity was carried out according to the existing SOP and there were no obstacles in its implementation. Information

was obtained based on an interview with Herman, Administrative Staff of LPPOM MUI South Kalimantan, for Auditors at LPPOM South Kalimantan totaling 12 people consisting of Unlam academics who were in accordance with their fields of science. There are actually several LPHs in South Kalimantan, such as the Indonesian surveyor agency and Sucofindo, but the tendency for the LPH to be chosen is LPPOM MUI.

"For South Kalimantan, we have 12 auditors consisting of academics. Previously, certificates were issued by MUI, now they are issued by BPJPH. The problem is not the number of auditors, but the IKM. The question is whether or not the SMIs apply for halal certification. For independent submissions to those facilitated by the Provincial and Regency/City offices, about 200 SMIs per year." (Interview 05 November 2021)



Figure. 5 Interview with LPPOM MUI

d. Supporting Factors for the Implementation of the Halal Product Assurance Program in Small and Medium Food and Beverage Industries (IKM) in South Kalimantan Province

Halal training and socialization were also carried out by the Cooperatives and MSMEs Office of South Kalimantan Province and Regency/City based on the results of interviews with the Head of the Industry Office of South Kalimantan Province.

"The office that carries out Halal Facilitation Assistance is not only the Provincial Industry Office but also the South Kalimantan Province and Regency/City Cooperatives and MSMEs Department" (Interview 05 November 2021).

There is cooperation between the Regional Government and the City of Banjarbaru in the implementation of Halal Certification Facilitation. This can be seen in the alignment of the direction of Industrial Development between Provinces and Regencies/Cities towards industrial development in South Kalimantan, which in this case is Halal certification.

e. Compliance with the Implementation of the Halal Product Assurance Program in Food and Beverage Small and Medium Industries (IKM) in South Kalimantan Province

Compliance with applicable regulations is by implementing Law Number 33 of 2014 concerning Halal Product Guarantee and Government Regulation Number 39 of 2021 concerning Implementation of the Halal Product Assurance Sector.

- 1) Application of Standardization Program (Halal and SNI) and protection of Intellectual Property Rights in Small and Medium Industry Development Program 2018-2038 contained in the Industrial Development Plan Document of South Kalimantan Province for 2018-2038;
- 2) The Regional Medium-Term Development Plan of South Kalimantan Province for 2016-2021 is on mission 5: Developing Regional Economic Competitiveness Based on Local Resources, By Paying Attention to Environmental Sustainability Priorities: South Kalimantan Food Centers, South Kalimantan Towards One of the National Tourism Destinations, South Kalimantan Towards Industrial Areas, Trade and Services, South Kalimantan Towards a Quality Environment, with the aim of increasing economic competitiveness with the target of Increasing the Contribution of the Industry, Trade and Services Sector with Indicators of the GRDP Contribution of the Industry, Trade and Services Sector. The relationship with the PBRB contribution lies in the percentage of the Food and Beverage Industry Contribution to the distribution of GRDP by Field of Business in 2020 on a valid basis of 9.00% and at constant 2010 prices of 8.10%.
- 3) The Strategic Plan of the Industry Office of South Kalimantan Province for 2016-2021 on Agro-based IKM Implementation Programs and Activities, Application of Standardization (HALAL and SNI) and Protection of Intellectual Property Rights (HKI).
- 4) One of the objectives of the Banjarbaru City Medium-Term Development Plan 2016-2021 is to improve infrastructure economic infrastructure on the target of increasing Small and Medium Industries which lies in mission 3: strengthening independence, increasing investment cooperation, providing economic infrastructure and facilities, improving institutions and entrepreneurship opportunities.
- 5) Performance and development indicators on Activities.

Based on the results of an interview with one of the food and beverage SMEs who do not yet have a Halal certificate, that they really want to have a halal certificate to find out for themselves how and the process of implementing it and even though they have to wait in line from the Provincial Government and City Government for its implementation.

“My husband wants to come along, even though it's paid for, we don't even know how to make it happen” (Interview 04 November 2021).

The support of food and beverage SMEs who already know and understand halal certificates are eager to participate, justified by the Head of the Industry Service of South Kalimantan Province.

“The awareness of IKM actors is very high to have Halal certification” (Interview 05 November 2021).

f. Smooth Routine Implementation of the Halal Product Assurance Program

The implementation of socialization, facilitation and assistance for Halal Certification almost every year to SMEs that have not yet received a Halal certificate can be seen from the availability of APBD funds. So it can be seen that the smooth routine has been running according to the direction of the policy.

g. Inhibiting Factors in the Implementation of the Halal Product Assurance Program in Small and Medium Food and Beverage Industries (IKM) in South Kalimantan Province

1) Lack of Understanding of Food and Beverage SMEs regarding the Importance of Halal Certification

The lack of understanding of SMIs towards Halal Facilitation can be seen from less than 10% of SMIs that have Halal certification and are independent submissions and extensions of the halal certificate itself. Even those who have received certification from the government are reluctant to independently extend Halal certification, this is based on the results of interviews with LPPOM MUI.

"About 50 SMIs that independently carry out the renewal of the halal certificate" (Interview 05 November 2021)

2) Limited Government Budget

The budget for Halal Socialization and Facilitation activities is not sufficient because the number of those facilitated each year does not reach 20% of the IKMs that do not have Halal certificates.

3) Limited budget for SMEs

Based on the results of interviews with Plt. The Head of the Industrial Facilitation, Green Industry and Industrial Standardization Section for Facilities, Infrastructure and Industrial Empowerment at the South Kalimantan Provincial Industry Office explained that this budget limitation was due to the high cost of halal certification.

"As for the detailed costs, sir, 1. file verification: 450,000; 2. honorarium for 2 auditors/IKM: 945,000; 3. Halal Determination Fee: 1,650,000; 4. transport: borne by the party submitting it" (Interview 03 November 2021).

Based on the results of an interview with the Head of the Industry Service of South Kalimantan Province, he explained that in addition to budget constraints, food and beverage SMEs wishing to obtain a Halal certificate must follow Islamic Sharia, one of which is rehab / repair of production kitchens to comply with existing terms and conditions, this can result in costs. which is greater than the issuance of the halal certificate.

"The cost of renovating a production kitchen that complies with the requirements of a halal audit is more than the halal certification itself." (Interview 05 November 2021).

4) Lack of communication with non-government organizations

Socialization and extension actually do not only look at the socialization carried out by local and district/city governments but should be built with support from non-government organizations.

"Actually, we don't only use it for socialization from the Provincial/Regency/City Offices, we can also use non-government organization partners who must be communicated with Hipmikindo, Gekrindo, GKN, Iwapi, I amndiri, Oke Oce Forever, and AFGI" (Interview 05 November 2021)

5) Lack of Halal Certification Facilitators

Based on the results of interviews with Plt. Section Head of Industrial Facilitation, Green Industry and Industrial Standardization in the Field of Facilities, Infrastructure and Industrial

Empowerment of the Industry Service of South Kalimantan Province, the number of Halal Facilitators spread across regencies/cities in South Kalimantan Province is 18 people because the halal facilitator must be certified, this is very minimal once considering the number of regencies and cities in South Kalimantan Province, there are 13 regencies/cities.

"There are 3 Halal facilitators in Banjarbaru City, 15 people spread across the Regency/City while in the Province there are 3 people so a total of 18 people" (Interview 03 November 2021).

Implementation of Halal Product Assurance in Food and Beverage IKM in South Kalimantan Province which is carried out by the Regional Government of South Kalimantan Province can be seen through the Socialization and Halal Certification workshop. Facilitation of Halal Product Assurance makes Food and Beverage SMIs understand and understand and can implement the Halal Assurance System in their Industry in order to guarantee the Halalness of their Products; and Halal audit assistance can create Food and Beverage SMEs that can meet the requirements and get Halal certificates. The whole series of activities is one of the concrete steps in achieving Halal-certified Food and Beverage SMEs.

Based on field data, the number of food and beverage IKMs that have halal certificates targeted by the Regional and Regency/City Governments still cannot reach 10% of the number of food and beverage SMEs that do not have halal certificates every year. For example, in 2021 only 56 Food and Beverage IKMs were facilitated out of 23,955 Food and Beverage IKMs, the Development target was indeed achieved, but in essence the number of IKMs that have halal certificates has not yet reached the maximum implementation to be able to make Indonesia the number one halal product producer. in 2024.

Policy measures and objectives are very important because they can measure the success of a policy implementation (Mokodompis et al., 2018; Akibu, 2015; Kusnadi & Baihaqi, 2020). Data on Food and Beverage SMIs that have met several requirements in 2021, which include halal certification, the number of food and beverage industries in Kalimantan Province as many as 23,955 and those that already have a Halal certificate are 1,530 IKM, which means there are 22,425 Food and Beverage IKMs that do not yet have a Halal certificate. . The measure of implementation of this policy is the number of IKM certified Halal and the goal is that all goods circulating in Indonesia have a Halal certificate.

The ability to utilize resources is important in implementing the Policy. The most important resource is human, the number of Halal Facilitators in South Kalimantan is 18 people, which is clearly not sufficient with the number of existing IKMs, but basically is the ability of the Facilitators to facilitate SMIs who apply for halal certificates and who have met the requirements.

Resources that are no less important are the amount, namely finance and budget, due to regional limitations in providing budgets, the number that is certified halal each year does not meet the amount to be achieved (Harahap, 2021), but that is where the provincial and district/city governments take concrete steps in completing the project. existing problems. By means of facilitation, socialization and assistance of halal audits.

The success in the implementation of the Halal Product Assurance Program cannot be separated from the characteristics of the implementing agents (Destiana et al., 2020). Support for the implementation of this program can be seen from the ability of its implementing agents, which consist of LPH, in this case LPP0, Provincial Government and Regency/City

Government. LPPOM's ability to audit halal is in accordance with the fields required by the auditor, as a Facilitator already has a certificate as a Halal Facilitator.

The success in the Implementation of the Halal Product Assurance Program cannot be separated from the Characteristics of the Implementing Agent. Support for the implementation of this program can be seen from the ability of its implementing agents, which consist of LPH, in this case LPPOM, Provincial Government and Regency/City Government. The ability of implementing agents that tend to support this activity, such as the Provincial and City Governments which have Halal facilitators, although limited but clearly visible support for Program Implementation, to become a halal facilitator must have a certificate of competence.

The implementation of this Halal Policy implementation can run well if there is good communication between implementing agents. In this case the establishment of communication between the Provincial Government of South Kalimantan and the Regency / City in this case the City of Banjarbaru to realize IKM that have a Halal Product Guarantee as well as good communication with LPPOM MUI South Kalimantan but there is no communication with Non-Governmental Organizations or NGOs in order to achieve more good in Halal Product Assurance in South Kalimantan.

Success in policy implementation is strongly influenced by environmental conditions, the external environment is social and economic conditions. •The economic condition of the Food and Beverage IKM actors, especially the Micro Industry, which is in dire need of Human Resources, Financial and Time assistance, of course, will make the Government have to be extra in handling it. The social condition of the food and beverage IKM that strongly supports the existence of Halal Product Guarantee is because the majority of the people of South Kalimantan Province are Muslim.

Compliance with applicable regulations is by implementing Law Number 33 of 2014 concerning Halal Product Guarantee and Government Regulation Number 39 of 2021 concerning Implementation of the Halal Product Assurance Sector. Compliance with the implementation of the Halal Product Guarantee by the Regional Government which is in line can be seen through the support for Food and Drink SMEs in South Kalimantan Province. Compliance with the implementation of the Halal Product Guarantee by the Regency/City Government, which in this study took the location of the Banjarbaru City Trade Office, can be seen through the support for Food and Drink SMEs in Banjarbaru City. The compliance of the Halal Guarantee Institution based on the Laws and Government Regulations that regulate it has been carried out with the description of the draft requirements and proposals presented by the Halal Guarantee Agency which in this case is the Institute for the Study of Food, Drugs and Cosmetics (LPPOM) of the Indonesian Ulama Council of Kalimantan Province. South when IKM asked about the application for Halal Certification. The compliance of Food and Beverage SMEs is very high, but due to limited financial resources, energy and time, SMEs are still willing to wait in line to get halal certification for free.

Food and Beverage SMEs want to have a halal certificate to find out for themselves how and the process of implementing it and even though they have to wait in queues from the Provincial Government and City Government for its implementation. Food and beverage SMEs really want to get a halal certificate. Food and beverage IKM looks enthusiastic to implement Halal Product Guarantee, but due to the lack of budget in this implementation, IKM only expects assistance from the government, even to extend the guarantee of halal certificate IKM food and beverage still expects assistance from the Government. Socialization, facilitation and assistance for Halal Certification almost every year to SMEs that have not yet received a Halal certificate

can be seen from the availability of APBD funds. So it can be seen that the smooth routine has been running according to the direction of the policy. The existence of a waiting list for SMIs that will carry out Halal Product Guarantee Facilitation in 2022 is one measure of this activity running well every year.

One of the inhibiting factors for implementing Halal Product Assurance in South Kalimantan is the lack of understanding of Food and Beverage SMEs regarding the importance of Halal-labeled products in the global market, besides that the people of South Kalimantan Province, which are predominantly Muslim, are very important to pay attention to, in order to facilitate sales which will ultimately increase Production value. The limited budget makes the number of IKMs that receive socialization, facilitation and assistance for halal audits and facilitation of Halal certification every year is limited.

Communication with non-government organizations has not yet been established, this must be realized in order to take advantage of the means of socialization to SMIs that do not yet have a Halal certificate. The number of Halal Facilitators spread across regencies/cities in South Kalimantan Province is as many as 18 people due to the need for certification of these halal facilitators, this is very minimal considering the number of regencies and cities in South Kalimantan Province is 13 regencies/cities.

CONCLUSION

Implementation of the Halal Product Assurance Program in Small and Medium Food and Beverage Industries (IKM) in South Kalimantan Province with the final result to be achieved, namely all Food and Beverage IKMs that have Halal certificates by means of socialization, facilitation and assistance of halal audits are not optimal because they are not yet optimal. the fulfillment of 10% of the number of food and beverage SMEs that get halal certificates every year due to lack of budget. The mindset of food and beverage SMEs still does not fully desire to have a halal certificate, the importance of halal certificates can be seen from the food and beverage SMEs who are reluctant to independently extend their certificates and even make new certificates. The number of food and beverage IKM in South Kalimantan Province is used as an indicator of achievement (output) Activities that make the number of certified food and beverage IKM each year a performance benchmark by the regional and district/city governments, but again due to the lack of budget so that the achievements made for the total Very few SMEs have halal certificates. Supporting Factors for the Halal Product Assurance Program in Small and Medium Food and Beverage Industries (IKM) in South Kalimantan Province including Halal training and socialization also carried out by the Cooperatives and MSMEs Office of South Kalimantan Province and Regency/City and the direction of Industrial Development between Province and Regency/City towards industrial development in South Kalimantan, which in this case is Halal certification.

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