

Socialization of the Introduction of the Halal Concept and the Legality of Womenpreneurs Products

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Abstract

This community service activity was inspired by small-scale micro-enterprises managed by the Kenanga cooperative which was founded in 2019 supported by PKK women and also by Lecturers who gave educational lectures on the introduction of the halal concept and how to obtain product legality. The purpose of this activity is to provide additional support for scientific solutions for the educational team related to the field of law and entrepreneurship. Train to use media and art materials through creative principles, and be environmentally friendly Produce works that are scientific and educational in nature and ready to be used in life, are knowledge and foundational for development based on local wisdom technology and renewable technology. of the product being developed goes on.

Keywords: Halal Concept, Legality Product.

Received: 14 July 2022. Accepted: 29 December 2022

Introduction

Gresik, East Java, is an industrial city that is experiencing rapid development both in the small and medium business sector managed by PKK women. UMKM is a business that is engaged in the economy by using personal capital, the initial business established by PKK women is a Kenanga Cooperative which was established in 2019 and was pioneered by the local community and the RT itself. business land. Small businesses that are managed are productive small and medium economic home industries that stand alone and are driven by women in the area.

The main target of this service activity is a home-based business managed by the local community which will later affect business processes, sales of income and community welfare. The business managed by the PKK women started from a waste bank first with the management and sale of ecoprints as well as processed beverage products made from telang flowers. The processing of eco-prints carried out is still relatively simple and takes a very long time, but nowadays, communication between producers and consumers is carried out directly. Manufacturers, use this form of technology to carry out production. Along with



the development of additive technology, including dyes that are increasingly expensive and the selection of quality fabrics which are also expensive raw materials and less labor and processes that take a long time will greatly complicate the processing, packaging and distribution of sales and minimal promotions. also not maximized. and what it is. In the current era of trade globalization where various processed products from abroad are so easy to enter Indonesia, the existence of halal guarantees for food products, drinks, medicines, cosmetics, and other used goods is important among PKK mothers and Muslims.

The awareness of Indonesian citizens, who are predominantly Muslim, to consume good food and drinks guaranteed to be halal is increasing in accordance with the mandate of the 1945 Constitution in accordance with Article 28 and Article 29 of the 1945 Constitution. guarantee for its citizens. Halal product guarantees as a legal instrument that provides protection and guarantees the public to consume and use halal products and can increase the online production of the businesses they develop. This socialization activity is able to provide benefits and goals for participants and also lecturers who are involved in this activity in terms of increasing knowledge in the field of women entrepreneurs and product legalization.

Method

A. Initial Survey, Observation and Partner Discussion Visit

Prior to the implementation of this community service activity, initial observations and surveys on each SME women entrepreneurs are important things that need to be passed because

a direct review, at the location is intended to find out problems and find solutions to problems experienced by partners. out puts such as business capital and human resources and the outcome of increasing income, business skills and strengthening business cooperation networks. The initial survey was inspired by trash leaves and made a visit to the location of the Green UKM eco print.

B. Socialization

The socialization of community service activities that invited womenpreneur partners provided insight into the halal concept in the field of entrepreneurship in the MSME business, where the speaker explained about business adaptation through digital marketing. In addition, the business breakthrough that has been made is managing product services. Partners are given directions on how to collaborate with universities in supporting MSME business progress. The halal business concept material provides partners with insight into the MSME legislation and views on guaranteeing the halal product of a product.

C. Training and Mentoring

Entrepreneurship training provided by SMEs is entrepreneurship which includes processing eco-prints using plants from natural materials Creative entrepreneurship seeks to explore the potential of women from one partner to another by teaching methods of certain skills provided according to the field of business by experts and also sharing partner experiences . Entrepreneurship training provides understanding according to service material and also introduces new concepts in terms of eco-print management using waste leaves. after the entire series of socialization and training activities in the

community service program have been carried out and followed by all service partners. Activity mentoring refers to monitoring activities (supervision) by the service team,

Results and Discussion

A. Education About the Process of Making Eko Print

This Community Service activity was carried out offline which was attended by PKK mothers, households, lecturers and also assisted by a team of students and some who worked as a teacher profession. Yosowilangun Manyar Gresik district. This activity was initially the start of the Kenanga Cooperative which was formed in 2019 which was managed later by sourced from the telang flower plant they produced for the tea-making process and also other businesses such as eco-printing. The whole series of community service activities have been going well, although at the core meeting that gathered womenpreneurs from different generations of age at the experience and skills sharing event there were 8-15 participants from MSMEs. housewives present.

Due to health conditions and business interests among service partners. However, the target of service activities that lead to the process of making eco-prints managed by PKK women is seen as being able to be conveyed. Proof of the achievement of the objectives of the PKK community service activity can be seen from the enthusiasm of the participants in sharing knowledge when discussing how to adapt to business during the pandemic. The activities carried out by the lecturer were in the form of seeking information and observations related to the business owned by the Kenanga Cooperative

management mother, we as the lecturers, saw how the procedures for the manufacturing process were explained by the management of the cooperative named Cucuk Sukriyah and the process was conveyed:

1. The initial stage The manufacturing process is carried out with human resources consisting of 2 to 5 people. Managing green eco print products sourced directly from natural ingredients such as teak leaves, lanang leaves, African leaves, the process is sometimes taken in the Pacet area. The results of plants that have been developed through the Home industry.
2. The tools used in the process of making eco-prints using hands that are processed manually, buying white cloth online with an initial capital of Rp. 3,000,000, - million to Rp. 5,000,000, - million.
3. The process of making eco prints was carried out by Ms. Cucuk and supported by her resources. The process was carried out with white cloth washed with washing materials and "Mordan" soaked for approximately 3 days. While waiting for the soaking cloth process for 3 days, the selection of teak leaves or lanang leaves is carried out and the process of arranging the leaves
4. The arrangement of the leaves is done by selecting the leaves that are good, thick and not torn. The process of arranging and selecting the leaves is carried out selectively, sometimes it also requires more accuracy and the process is knocked first and the leaves are steamed for approximately 2 hours. Initially the leaves are

put in a large pot. After the leaves have started to wilt, cool for a while and the coloring process is carried out with natural ingredients

5. The process of sticking hot leaves after the washing process is carried out after the leaves are finished being colored. The steps are carried out by means of soaking cloth that has been dried for 3 days and placing leaves on the hot cloth, while tapping it, then letting it sit for 7 days and vixation is carried out, namely the color locking is cleaned with certain materials.

Weaknesses The process of making eco prints, when the service took place, Mrs. Cucuk as an activist for cooperatives and waste banks and related parties, namely the lecturers who were present there were found to have several obstacles, one of which was the process of making ecoprints which did take a long time and patience in selecting good leaves and the coloring process and the attachment is also full of precision. As well as the community's lack of information on the promotion of MSMEs, the skills of people who often change and must be careful in the process of making the ecoprint. The advantages are empowering MSME mothers and cooperatives



Figure 1. *Eco Leaf Selection Print.*



Figure 2. *Interview and Obsevation Of The Process Of making ecoprint.*



Figure 3. *Process Of Making Ecoprint.*



Figure 4. *Ecoprint Fabric That Is Ready for Sale.*



Figure 5. *Product in The From Flower Tea.*

B. Halal Concept Socialization

The second day, November 1, 2021. Community service, especially lecturers consisting of 2 lecturers and students as a team visiting the service location. The service was carried out in an open garden field for socialization activities. The first lecturer named Vembri Aulia and ifahda explained about the introduction of the concept of halal products, namely this is socialized because of a lack of understanding of the commands related to halal and haram, the consequences and the rewards and benefits that can be obtained if you obey. Due to lack of awareness and concern in consuming food, lack of knowledge about technological advances about food ingredients, cosmetic medicines, body cleansers and even cooking utensils and clothing.

The awareness of Indonesian citizens, who are predominantly Muslim, to consume food or drink guaranteed to be halal is increasing. This socialization begins by explaining educational materials that will provide comfort, safety, and certainty of the availability of halal products for the public in consuming and using the product. What is shown is:

1. The first Vembri Aulia lecturer explained the importance of assessing the halalness of a

product with the aim of adding added value for business actors. Halal must be easy to see and read, not easily erased, removed and damaged.

2. Lecturer Vembri Aulia socialized that the importance of product registration issued by the Halal Product Assurance Organizing Agency (BPJPH) is an agency formed by the government to administer Halal Product Assurance (JPH).
3. The second lecturer named ifahda then explained a little about the procedures for the registration process for obtaining halal products, with business actors registering accompanied by data on business actors, names and types of business products, a list of product ingredients used and procedures for processing their products.
4. The Halal Guarantee Agency on the orders of BPJPH conducts inspection and/or testing of product halalness within 5 working days from the date the documents are declared complete. LPH halal auditors test the results of a product made by women in the laboratory. The results of the inspection and testing are then reported to BPJPH.
5. The lecturer in question also explained that the halal certificate was valid for 4 (four) years from the date of issuance by BPJH, the ifahda lecturer also explained that business actors are required to extend the validity period of the certificate when it expires no later than 3 (months) before the halal certificate period expires then added again, complete documents application for a halal certificate in the form of data on business actors, names and types of

products, product lists and product processing materials.

After the socialization activity was carried out, the socialization event for the service event was over and the question and answer session began with various questions about the procedure for applying for a halal certificate. And the activities carried out this time went smoothly.

The discussion session is the most interesting stage for partners in community service activities, namely: providing opportunities for partners to convey anything they want to ask, both regarding socialization material or other material that discusses business-related. The curiosity of the participants of the socialization was conveyed at the discussion stage. In this community service activity, they only delivered basic material from the proposed topic and had not continued socialization for tutorials on registering product permits, so that the general description of the technicalities of registering permits was still wishful thinking. During the discussion stage, several participants in the socialization, including conveying how far where is the business operation The "Yangga" Waste Bank Cooperative is run.

Anyway spirit the weakness of the business managed by the "Kanga" Waste Bank Cooperative, but from the management it is not extinguished to try to advance the business of Yosowilangun Village. The spirit of togetherness between PKK RW 12, Yosowilangun Village will be a motivation to develop their business. The strength of the spirit of togetherness will encourage their initiative as entrepreneurs to innovate. To support the production materials

needed for the "Kanga" Waste Bank Cooperative business, efforts to obtain raw materials also involve the residents of Yosowilangun Village.

The final stage of community service activities is to review the location of the production of raw materials from the product. One of the business managers The Waste Bank Cooperative "Kenanga" took turns explaining the business activities that had been carried out so far, while the others explained how the raw materials were made, namely: planting several plants, using either soil or hydroponic media. Furthermore, some of the plant products are processed into tea, food, and drinks. One of several business managers, then selected as treasurer to manage the finances of product sales.



Figure 6. Photo with PKK Women Yosowilangun Kenanga Garbage Bank.



Figure 7. Photo with PKK Women Yosowilangun Kenanga Garbage Bank.



Figure 8. *The Activity Of Observing The Leaves Of The Telang.*

Conclusion and Suggestions

Conclusion

The whole series of community service activities together with PKK women who are also managers of the "Kanga" Waste Bank Cooperative have been completed from each proposed activity method and run smoothly. Their ignorance of understanding the concept of halal products and product legality made the socialization participants enthusiastic to take part in a series of proposed service activities. The understanding of product and consumer protection for business managers of the "Kanga" Waste Bank is more widely understood than the knowledge of previous service partners, so that service activities become beneficial for service partners.

Suggestions

After conducting a survey and a series of community service activities, further programs are implemented, including:

1. Protecting the design work as part of the legality of the product for this type of craft product.
2. Registering PIRT for consumption products at the Health Office.
3. Improve human resources, especially marketing skills and product creativity.
4. Conduct product innovation and marketing innovation.
5. Expanding business network by opening up investment opportunities.

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