

SWOT ANALYSIS TO OPTIMIZE BUSINESS ASSISTANCE ACTIVITIES IN OBTAINING HALAL CERTIFICATION (A CASE STUDY OF THE HALAL CENTER AT UMLA)

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Abstract

This study aims to determine the strengths, weaknesses, opportunities, threats, and strategies that can be applied in mentoring activities for business actors to obtain halal certification at Halal Center UMLA. This study uses a qualitative method with live observation and interviews in depth, then the data is analyzed in a descriptive. The results of this study are Strategy for Optimising Business Actor Assistance in Obtaining Halal Certification Regular Scheme at the Halal Center UMLA, SO strategy: utilizing all P3H owned to be used as a promotional *agent* while collaborating in terms of organizing socialization or other cooperation; ST: maximizing cooperation owned by the Muhammadiyah organization or its network to be able to synergize in providing workshops and free quotas in issuing *self-declare halal certification*, WO: collaborating with other agencies to increase funding sources that can be used for training programs and scientific development of P3H; and WT: optimizing the role of the competent and highly committed P3H Halal Center UMLA in implementing SJPH. And Strategy for Optimising Business Actor Assistance in Obtaining Halal Certification Regular Scheme at the Halal Center UMLA SO strategy: taking a special approach to all Muhammadiyah charitable businesses so that they can carry out regular scheme halal certification. by using the services of the UMLA Halal Center; ST: disseminating information about the existence of the Halal Center institution that provides regular halal certification assistance services with a team that has high credibility and professionalism through Muhammadiyah cadres, WO: maximizing the Muhammadiyah organizational network, especially in the Bojonegoro Residency to get the opportunity to provide halal certification assistance to Muhammadiyah charitable efforts that focus on the health sector and WT: collaborating with other agencies related to the implementation of halal certification to form activity to align perceptions so that there are differences of opinion in the field between the parties involved in the halal certification application process.

Keyword: *Halal Certification, Halal Center, Self Declare, Regular*

A. INTRODUCTION

The process of halal certification involves a series of stages designed to verify that the ingredients, methods of production, and the Halal Assurance System (SJH) adhere to the standards mandated by Islamic law (Warto & Samsuri, 2020). Implementing Law Number 33 of 2014 concerning Halal Product Assurance has brought about substantial shifts in Indonesia's policies governing the assurance of halal products. Among the most significant outcomes is the establishment of BPJPH (the Halal Product Assurance Organising Agency), which now holds the responsibility and authority over the halal certification process—a role previously managed by MUI (the Indonesian Ulema Council) through its Food, Drug, and Cosmetics Assessment Institute (LPPOM-MUI) (Khairuddin & Zaki, n.d.).

Regarding obtaining halal certification in Indonesia, there exist two possible approaches: certification may be pursued either through the conventional registration scheme or the self-declaration scheme Rohman & Sudiro (2023). The registration processes of these two schemes differ in several respects, one of which relates to the associated costs, which vary according to the scale of the business and the complexity of the type of business or product involved (Humas BPJPH, 2022). By the 3rd quarter of 2024, more than five million products in Indonesia have been successfully halal certified by BPJPH (BPJPH, 2023). This achievement is an implication of the policies set by BPJPH and is also inseparable from the support of various parties, one of which is LP3H. LP3H's duties and responsibilities are vital in the halal certification process because as an institution assisting the process of applying for halal certification, LP3H is required

to ensure that the products produced by the assisted business actors meet the halal standards set by it (LPH BMS, 2022). There are at least 268 LP3H in Indonesia, one of which is the Halal Center UMLA (University of Muhammadiyah Lamongan) which is located in Lamongan Regency.

Since its establishment in 2022, there have been 130 academicians of Universitas Muhammadiyah Lamongan as P3H, and 2 as Penyelia Halals. (Kusumo, 2024). The implication of the existence of P3H and Penyelia Halal under the Halal Center UMLA is that it has succeeded in assisting approximately 170 business actors to obtain halal certification, both through the *self-declaration* scheme and the regular scheme. This number is certainly not balanced between assistants and business actors who have been successfully assisted. Based on the above problems, to overcome them, the Halal Center UMLA needs to design an effective strategy to maximize the existence of P3H and Penyelia Halals to be able to assist more business actors in obtaining halal certification. In designing a strategy, an analytical tool is needed. One of the efforts in developing strategies, one of the well-known analytical tools is the SWOT (*Strengths, Weaknesses, Opportunities, and Threats*) analysis tool. SWOT analysis was chosen. It is considered the most relevant to use because it allows us to evaluate the internal conditions (strengths and weaknesses) and external conditions (opportunities and threats) that affect the success of the program (Arief, 2020).

Research similar to research that the following researchers have conducted: Fathoriq (2024), Nurdinia (2023), Albab (2024), Cahyani (2024). However, there are differences between this research and previous research. These differences are 1) the object of research, namely, the Halal Center UMLA; and 2) in this study, SWOT analysis was not only carried out on self-declare halal assistance but also on regular scheme halal assistance.

B. PROBLEM FORMULATION

1. What is the strategy for optimizing business actors' assistance in obtaining halal certification for the self-declaration scheme at the Halal Center UMLA?
2. What is the strategy for optimizing business actors' assistance in obtaining halal certification for the regular scheme at the Halal Center UMLA?

C. METHOD

The object of this research is the Halal Center UMLA in Lamongan Regency. This research was conducted using a case study approach, which is a method used to research natural objects, where the researcher is the key instrument, data collection techniques are combined, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Sugiyono, 2028).

Sampling in this study uses *purposive sampling*, namely sampling techniques using certain considerations (Anshori & Iswati, 2009). The criteria for respondents set are part of the Halal Center UMLA which is directly related to the halal certification assistance program and has provided halal certification assistance. Based on the criteria set, 7 respondents were selected consisting of the Head of the Halal Center UMLA, 5 P3H people consisting of lecturers and students, and 1 Penyelia Halal. The data collection technique uses the triangulation method, namely checking data from various sources in various ways and at various times.

D. RESULTS AND DISCUSSION

1. Overview of Halal Center UMLA

Halal Center Universitas Muhammadiyah Lamongan (HC UMLA) is a BPJPH representative with the registration number 2202000020 in the Sihahal system and acts as the Representative Manager of LPH-KHT Muhammadiyah in Lamongan Regency. Halal Center UMLA was formed to be a center for study and empowerment related to halal products. Halal UMLA was inaugurated by Deputy Regent of Lamongan KH Abdul Rouf, M.Ag on 19 April 2022. At the inauguration of the Halal Center, it was also the opening of MSME socialization activities and Halal Process Assistance Training which took place from 19 to 22 April 2022 (Sari, 2022).

Halal Center UMLA offers several types of services, consisting of main services and additional services that are not only focused on halal certification assistance but also business consulting and others Kusumo (2024).

2. SWOT Analysis and Strategy for Optimising Business Actor Assistance in Obtaining Halal Certification Self Declare Scheme at the Halal Center UMLA

Based on the SWOT analysis carried out, here are some strategies carried out by the Halal Center UMLA: Suryani (2024), Annas (2024), Wibowo (2024), Pratiwi (2024), Mumtahanah (2024).

Table 1: SWOT Analysis for Self Declare Scheme at the Halal Center UMLA

	Strengths	Weakness
	<ol style="list-style-type: none"> 1. Halal Center UMLA has many Halal Product Process Assistants (P3H) who live in all sub-districts in the Lamongan Regency. 2. All of its administrators and P3H at the Halal Center UMLA who are the Academic Community of UMLA are considered capable of being competent assistants. 3. The status of Halal Center UMLA as part of the Muhammadiyah organization opens up opportunities for cooperation with various parties, both in the form of funding, promotion, and others. 	<ol style="list-style-type: none"> 1. The mandatory halal certification policy that is increasingly being socialized by the government makes business actors inevitably move to carry out halal certification. 2. Promotion of the existence and performance of the Halal Center UMLA through the entire UMLA academic community. 3. Synergy of the university and halal center activities both in the form of halal certification assistance and in the form of halal education.
Opportunities	The strategy of Using Strengths to Seize Opportunities (SO)	The Strategy to Minimize Weaknesses by Utilising Opportunities (WO)
<ol style="list-style-type: none"> 1. The mandatory halal certification policy that is increasingly being socialized by the government makes business actors inevitably move to carry out halal certification. 2. Promotion of the existence and performance of the Halal Center UMLA through the entire UMLA academic community. 3. Synergy of the university and halal center activities both in the form of halal certification assistance and in the form of halal education. 	<p>The recommended SO strategy that can be carried out by the UMLA Halal Center is that the UMLA Halal Center can utilize all P3H-owned and PDM Lamongan cadres to become a promotional agent related to the existence of the UMLA Halal Center and the services offered as well as collaborating in terms of organizing socialization and implementing Tri Dharma.</p>	<p>The recommended WO strategy is that the UMLA Halal Center can request a policy from the university regarding the academic rewards received by P3H who are active in carrying out their duties.</p> <p>Request that the University provide access to its partners to obtain additional funding sources that can be used for P3H training and scientific development programs so that P3H's role can be optimized in assisting business actors to obtain halal certification.</p>
Threats	The Strategy to Use Strengths to Avoid Threats (ST)	The Strategy to Minimize Weaknesses and Avoid Threats (WT)

<p>1. Halal knowledge and awareness regarding halal certification among Micro and Small Business Actors (MSEs) is still limited. Halal certification registration entirely uses a computer system which is intended to provide convenience to the halal certification process. However, this makes it difficult for business actors who are less educated about technology. The effect then causes the burden of the <i>self-declare</i> halal certification process to be entirely the responsibility of P3H. This then makes many P3H less interested in assisting.</p> <p>2. The quota of SEHATI is very limited, this of course can hinder P3H in assisting the MSME halal certification process.</p> <p>3. There are several P3Hs apart from HC UMLA who abuse procedures, resulting in a domino effect.</p>	<p>The ST strategy that is recommended to be carried out by the UMLA Halal Center is the UMLA Halal Center by maximizing cooperation between the Muhammadiyah organization and other institutions to be able to synergize in providing further training to P3H, training to business actors to register for halal certification via the SIHALAL website and procurement free quota in issuing self-declared halal certification.</p>	<p>The WT strategy that is suggested to be carried out by the Halal Center UMLA is to encourage the optimization of the role of P3H Halal Center UMLA which is competent and highly committed to implementing SJPH so that the halal certification process with the <i>self-declaration</i> scheme continues to run by the established rules and does not violate Islamic law.</p>
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3. SWOT Analysis and Strategy for Optimising Business Actor Assistance in Obtaining Halal Certification Regular Scheme at the Halal Center UMLA

Based on the SWOT analysis carried out, here are some strategies carried out by the Halal Center UMLA: Niswah (2024).

Table 2: SWOT Analysis for Regular Scheme at the Halal Center UMLA

	Strengths	Weakness
	<p>1. In the Bojonegoro Karesidenan area, Halal Center UMLA is the only institution that offers halal certification assistance with a regular scheme through 2 Penyelia Halals who have been professionally certified through BNSP certification.</p> <p>2. Brand image guarantee under Muhammadiyah Institution.</p>	<p>1. The Halal Center UMLA is not yet widely known, so there are still several business actors who carry out regular scheme halal certification with the help of Halal Centres outside Lamongan.</p> <p>2. The team doesn't have a high commitment to promotion. There is no structured flow nor a qualified system for facilitating business</p>

	Collaboration with the Livestock and Animal Health Service Department of Lamongan Regency to provide halal meat raw materials	actors in the process of submitting applications for halal certification assistance
Opportunities	The strategy of Using Strengths to Seize Opportunities (SO)	The Strategy to Minimize Weaknesses by Utilising Opportunities (WO)
<ol style="list-style-type: none"> 1. The lack of clarity on the free quota for halal certification encourages business actors to use the regular scheme. 2. The acceleration of halal certification obligations by the government, which is emphasized by health agencies, opens up opportunities to assist the regular scheme halal certification process at Muhammadiyah charities in Bojonegoro. 	<p>The SO strategy that is suggested to be carried out by the Halal Center UMLA is to take advantage of advantage of being the only institution under the Muhammadiyah organization that offers services that offer halal certification assistance with regular schemes in the Bojonegoro Karesidenan area (Bojonegoro Regency - Lamongan Regency - Tuban Regency - Blora Regency), by making a special approach to all Muhammadiyah business charities in the region so that they can carry out regular scheme halal certification using the services of the Halal Center UMLA.</p>	<p>The WO strategy that is suggested to be carried out by the Halal Center UMLA is to maximize the network of Muhammadiyah organizations, especially in the Bojonegoro Prefecture, to obtain opportunities to provide halal certification assistance to Muhammadiyah charities that focus on the health sector.</p>
Threats	The strategy of Using Strengths to Avoid Threats (ST)	The Strategy to Minimize Weaknesses and Avoid Threats (WT)
<ol style="list-style-type: none"> 1. The high cost of halal certification under the regular scheme. 2. The occurrence of regulations that are not connected between all elements concerned with the halal certification process of a business creates problems of overlapping regulations which result in confusion felt by business actors. <p>It is feared that the easy process of obtaining the title of Penyelenggara Halal will result in an increase in interest that will not be balanced</p>	<p>The ST strategy that is suggested to be carried out by the Halal Center UMLA is the Halal Center UMLA by disseminating information regarding the existence of a Halal Center institution in Lamongan Regency that provides regular halal certification assistance services with high credibility and professionalism. This is done to be able to make business actors, both members of the Muhammadiyah organization and outside of it, put more trust in regular halal certification assistance through the Halal Center UMLA institution compared to other institutions or use the services of <i>independent</i> Penyelenggara Halals.</p>	<p>The WT strategy that is suggested to be carried out by the Halal Center UMLA is by collaborating with other agencies related to the implementation of halal certification to form an activity to equalize perceptions so that there are differences of opinion in the field between parties involved in the process of applying for halal certification.</p>

with the competencies they possess. It is feared that this will result in the halal certification process not being implemented properly.		
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E. CONCLUSIONS

1. Strategy for Self Declare Scheme at the Halal Center UMLA

SO strategy: utilizing all P3H owned to be used as a promotional *agent* while collaborating in terms of organizing socialization or other cooperation; ST: maximizing cooperation owned by the Muhammadiyah organization or its network to be able to synergize in providing workshops and free quotas in issuing *self-declare halal certification*, WO: collaborating with other agencies to increase funding sources that can be used for training programs and scientific development of P3H; and WT: optimizing the role of the competent and highly committed P3H Halal Center UMLA in implementing SJPH.

2. Strategy for Regular Scheme at the Halal Center UMLA

SO strategy: taking a special approach to all Muhammadiyah charitable businesses so that they can carry out regular scheme halal certification. by using the services of the UMLA Halal Center; ST: disseminating information about the existence of the Halal Center institution that provides regular halal certification assistance services with a team that has high credibility and professionalism through Muhammadiyah cadres, WO: maximizing the Muhammadiyah organizational network, especially in the Bojonegoro Residency to get the opportunity to provide halal certification assistance to Muhammadiyah charitable efforts that focus on the health sector and WT: collaborating with other agencies related to the implementation of halal certification to form activity to align perceptions so that there are differences of opinion in the field between the parties involved in the halal certification application process.

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