



Research Article

## Understanding of Micro and Small Entrepreneurs in East Kalimantan Regarding the Self-Declare Halal Certificate Process

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### Abstract

This study evaluates entrepreneurs' comprehension of self-declared halal processes in several areas of East Kalimantan. Self-declaration halal certification is one of the schemes for obtaining halal certificates for micro and small businesses in food and beverage products that have been confirmed as halal based on the ingredients used to make their products. In the process of arranging a self-declare halal certificate, there are personnel involved, namely the halal product process assistant (P3H). The method used in this research was to collect data by direct interviews and filling out questionnaires with 200 entrepreneurs who had received halal certificates and 10 P3H in East Kalimantan. The research results show that 90% of micro and small food and beverage product entrepreneurs who received halal certification were fully assisted by P3H, from creating a halal account to filling in the entrepreneur data, ingredient lists, product descriptions, and the product manufacturing process. Meanwhile, only 10% could independently complete the process from account creation through application submission. This shows that the role of P3H is very influential in the process of processing self-declared halal certificates.

### Keywords

Halal Certificate, Self Declare, P3H, Entrepreneurs



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## INTRODUCTION

East Kalimantan is one of Indonesia's provinces with a Muslim population of around 87.4%. As a Muslim, carrying out Allah's commands and staying away from everything that is prohibited is a must, including the command to consume halal food. To consume halal food, food and beverage entrepreneurs must, of course, prepare it by paying attention to several aspects. The primary concern is the recognition of the product's halal status. Halal recognition can be proven by having a halal certificate, which is a written acknowledgment of the product after undergoing several processes, including a site visit to ensure its halal.

The government is encouraging increased halal certification to realize a sharia-based economy (Yazid et al., 2020). In accordance with UU No. 33 of 2014 on Halal Product Guarantees, for food and beverage products, products entered, distributed, and traded must be halal-certified. Halal is an important consideration when we consume food, especially for Muslims in Indonesia. The concept of halal is no longer limited to religious matters; it has become part of business and trade. The halal concept has been accepted by many food industries, not only in Muslim countries but also in non-Muslim countries, such as in the Philippines. The existence of halal certification can increase the awareness of the Muslim community in the Philippines of the importance of innovation that produces halal products and services (Salindal, 2019; Fitri et al., 2024).

Halal certification is a process or method producers/sellers use to obtain halal certificates, or it can be interpreted as a process carried out to provide certainty of halal status. Halal certification is a systematic assessment process that is decisive for a product. The company meets its halal requirements. As part of the halal certification process, a halal certificate is issued when the product meets the requirements for a halal product (Fatima et al., 2023).

The self-declare halal certification process goes through several stages, starting with creating a halal account for entrepreneurs, followed by completing data on the person in charge, factory, outlet, and halal supervisor. The next stage is submitting a self-declared halal certificate service by selecting the proposed product group. The entrepreneur then completes all necessary data, including materials used to make the product, packaging, and the cleaning agent, explains how the product is made, and includes photos of the proposed product. After the entrepreneur completes all stages, verification and validation are carried out by the halal product process assistant (P3H) at the desk and on-site to ensure the accuracy of the information submitted by the entrepreneur (Fitri & Anindya, 2024; Shasa et al., 2025). P3H is a certified individual who assists micro and small businesses in the self-declare halal certification process.

Before applying for a halal certificate, entrepreneurs usually receive training or socialization to make it easier for them to apply for or process it. The materials provide not only an understanding of halal and haram but also the steps entrepreneurs must take to apply for a halal certificate (Muntholib & Setiawan, 2025). Even though an understanding of the steps for obtaining a self-declared halal certificate is necessary for entrepreneurs, it is still essential to conduct research into this matter, whether the application is carried out by the entrepreneur himself or fully assisted by P3H. This research is very important, and the results will later serve as presentation material for parties involved in halal certification. The purpose of this study is to evaluate entrepreneurs' understanding of the self-declare halal process in several areas of East Kalimantan.

## MATERIALS AND METHODS

### Study Location

This research was conducted in several areas of East Kalimantan, including Samarinda, Balikpapan, Bontang, and Kutai Kartanegara. The research took place from September to December 2025.

### Methods

This research uses quantitative and qualitative methods with hypothesis testing. Data was collected using a questionnaire and scale assessment, which was distributed to 200 micro and small entrepreneurs located in several regions in East Kalimantan with categories of food and beverage products that have been certified as halal on the self-declare route as a result of assistance from the P3H Halal Product Process Assistance Institute (LP3H) Mulawarman University. In its implementation, researchers used several data collection methods, including the following questionnaire assisted by in-depth interviews. The distribution of questionnaires was carried out by researchers, assisted by community members from micro and small enterprises in several areas of East Kalimantan, to obtain representative results. This research uses a quantitative approach with a survey design (Barroga et al., 2023; Iba & Wardana, 2023; Kurniawati & Rindrayani, 2025) to analyze micro and small entrepreneurs' understanding of applying for self-declare halal certificates. This research aims to measure the percentage who apply for halal certificates themselves or with the help of P3H. The research sample consisted of 200 micro and small food or beverage entrepreneurs selected through purposive sampling. The selection criteria stipulate that participants must have a business of at least 1 month. The research instrument used in this study is a structured questionnaire comprising two parts (Iba & Wardana, 2023; Romdona et al., 2025). The first part collects demographic data on respondents, including age, education level, length of business experience, and training or socialization they have attended regarding self-declared halal certification. The second part assesses the respondent's understanding regarding applying for a self-declare halal certificate.

## RESULT AND DISCUSSION

### Description of Respondent Demographic Data

This study carefully collected demographic data from its respondents, focusing on key variables that are important for comprehensive analysis in the research context. The demographic profile of 200 micro and small food and beverage product entrepreneurs includes age, educational qualifications, general experience, and specific experience in training or socializing the management of halal certification. Each of these variables was documented systematically to provide a strong basis for interpreting research findings. The detailed collection of these demographic attributes ensures that subsequent analysis can account for the potential influence of these factors on the observed outcomes, thereby increasing the validity and generalizability of the study. The following explanation of each demographic variable is presented below:

## 1. Age

The age distribution of micro and small food and beverage product entrepreneurs in several regions of East Kalimantan is presented in Table 1 below:

**Table 1.** Respondents' Characteristics by Age.

Age (year)	Respondents	Percentage (%)
<20	6	3
21-30	62	31
31-40	68	34
41-50	42	21
51-60	22	11
<b>Total</b>	<b>200</b>	<b>100</b>

Table 1 depicts the age distribution of respondents, highlighting the diversity of micro- and small-food-and-beverage product entrepreneurs across age groups. The largest proportion of entrepreneurs (34%) was in the 31-40 age group, with 68 respondents, indicating their significant representation in this occupation. The 21–30 age group is the second-largest segment, accounting for 31% (62 respondents), suggesting high involvement among younger individuals. In third place is the 41-50-year-old age group, namely 21%. If we add up those aged 21-50, it reaches 86%. At this table, only 3% of respondents were aged under 20, indicating that their participation is still low, as at that age, many are continuing higher studies or working in other sectors. The second smallest demographic, namely 11%, is the group aged over 50 years, which shows less involvement of people approaching the elderly.

The age group under 20 years is the smallest percentage (6%) and is followed by the age group over 50 years (11%). Entrepreneurs in this category are most likely start-up entrepreneurs or entrepreneurs who have passed on their business to their children. Most of the age group under 20 years are still in the student category so few run businesses. Apart from that, individuals under 20 years of age still need substantial training or guidance if they plan to start a food or beverage product business.

Ages that are still in the productive period usually have a higher level of productivity compared to older workers, because the physical body becomes weak and limited (Apriliyanti, 2017). The age for workers is between 20 and 40 years, this age is considered very productive for the workforce because if the age is under 20 years, the average individual has not yet developed sufficient skill maturity and is still in the educational process. Meanwhile, at the age of 50 years, physical abilities begin to decline for individuals (Yaslin & Priyono, 2016). This is also supported by Yulianti, et al., (2023), which states that one thing that influences work productivity is ages old. According to Karima et al., (2018) in theory it says that the higher a person's age, the lower his work productivity will be. This is reinforced by the human biological system, which is increasingly as a person ages, the immune system and work system decreases hormones and a person's sensory, motor and neurological nervous systems (Desanti & Ariusni, 2021; Febriyanti et al., 2023).

## 2. Education Level

The education level of respondents is presented in Table 2 which outlines the distribution of participants in various educational categories. These data provide important insights into the academic background of the sample population, serving as basic variables for subsequent analysis and interpretation in the study. Respondents' education levels are detailed in Table 2:

**Table 2.** Respondent Characteristics by Highest Education Level

Education Level	Respondents	Percentage (%)
Non-Formal Schooling	8	4
Elementary school	17	8.5
Junior High School	62	31
Senior High School	76	38
Higher Education	37	18.5
<b>Total</b>	<b>200</b>	<b>100</b>

As shown in Table 2, based on respondents' education level, the majority had upper secondary education (38%), followed by junior high school (31%). This shows that the educational level of junior high school and high school graduates is the most productive among entrepreneurs. Although only 18.5% of respondents were college graduates, they ranked 3rd compared to elementary school graduates or those with no education. This data explains that college graduates have a great desire to become entrepreneurs. The desire of several college graduates to become food and beverage product entrepreneurs is supported by the limited number of competitive job opportunities in the private sector or as civil servants. Meanwhile, the number of respondents who graduated from elementary school and did not attend school was only 12.5%. This indicates public awareness of the importance of education in supporting family welfare. Family welfare should be directly proportional to the level of happiness. This is supported by research findings from Saputri & Pierewan (2015), which show that individuals with a high school education are happier than those with an elementary school education. On the other hand, the majority (90%) of the reviews show a positive correlation between community welfare and education level (La Eha, 2024). Apart from being a large number, the Indonesian workforce also has an average level of low education. If the worker's education level is positively correlated with skills and productivity, these conditions indicate that the majority of the Indonesian workforce has low skills and low productivity (Swarsih et al., 2020; Febrianti et al., 2023). According to Wibowo (2023), education level is one of the factors that influences a person's work patterns.

## 3. Work Experience

The distribution of respondents' work experience is detailed in Table 3, providing a comprehensive overview of employment duration across the study sample. The distribution of respondents by work experience provides a detailed overview of the varying lengths of

employment within the sample. This data serves as a crucial variable for understanding the professional backgrounds and potential skill levels of the individuals included in the study.

**Table 3.** Work Experience as a Food or Beverage Product Manufacturer

(Year)	Number of Respondents	Percentage (%)
<1	7	3.5
1-5	63	31.5
6-10	64	32
11-15	48	24
>15	18	9
<b>Total</b>	<b>200</b>	<b>100</b>

Table 3 shows that 32% of respondents have been micro and small entrepreneurs for 6-10 years, followed by 31.5% for 1-5 years and 12% for 11-15 years. Meanwhile, the percentage of respondents who have been in business for less than 1 year and more than 15 years is around 12.5%. This distribution provides invaluable insight into the maturity of the entrepreneurs and the work history they have undertaken in this research sample. Halal certification for entrepreneurs' products has many benefits. For consumers, halal certificates provide a sense of security and confidence that the products they consume comply with halal principles. This is especially important in countries with a majority Muslim population, such as Indonesia. For entrepreneurs, halal certification opens up wider market opportunities. Not only domestically, but also in export markets to countries with large Muslim populations, such as Malaysia, Brunei, Saudi Arabia, and Middle Eastern countries. Halal certificates are an added value that can increase the competitiveness of local products in international markets. Halal certificates also serve as a form of regulatory compliance. By obtaining a halal certificate, micro and small entrepreneurs can avoid administrative sanctions or product distribution bans that could harm their businesses. Halal certificate ownership can also encourage improvements in production systems and product quality management. In the certification process, entrepreneurs are required to meet certain standards and systems, which ultimately improve overall product quality. In the context of Sharia economic empowerment, halal certification is an important foundation in encouraging the growth of a business ecosystem that is in accordance with Islamic principles.

#### 4. Training or Socialization of Self-Declare Halal Certification

Table 4 below presents data on respondents' participation in self-declaration halal certification training or socialization. The data presented reflects the extent to which individuals have engaged in training or socialization relevant to their job role in administering halal certificates. This information is very important for assessing an entrepreneur's ability to prepare all the required data to apply for a halal certificate, because training or socialization experience often correlates with that ability. By examining the frequency and nature of training or socialization participation, this study can identify gaps in professional development and provide recommendations for future capacity-building efforts in the target population or sector studied. Data on training or socialization participation is summarized in Table 4 below:

**Table 4.** Data of Training or Socialization Self-Dclare Halal Certification

<b>Training or Sozialization Category</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Non-Training or Socialization	128	64
Attend Training or Socialization	72	36
<b>Total</b>	<b>200</b>	<b>100</b>

Based on the data in the table above, 64% of entrepreneurs have not participated in training or socialization on the stages of applying for a halal certificate, while 36% have attended training or socialization on halal certificates. The training and socialization related to processing halal certificates by self-declaration that entrepreneurs have participated in have not had much impact on their understanding of how to apply for halal certificates. This is supported by data in the field, when entrepreneurs apply for halal certificates, 90% of their applications are assisted overall by P3H. Only 10% of entrepreneurs prepare all the data for halal certificate applications themselves. The implementation of training and socialization, previously facilitated by government agencies and private companies' CSR, was eliminated this year due to budget constraints. This actually leaves many entrepreneurs unsure about the method or flow for applying for a halal certificate. P3H finally took on the task of filling in the data required for applying for a halal certificate, replacing the entrepreneur's role. Without training and socialization, it creates several perceptions among entrepreneurs, including that the process of obtaining a halal certificate is difficult and complex, that there is minimal access to information, and that high costs are the main obstacles in the field (Putri, 2024). According to research from Huda et al. (2019), halal certification has a significant influence on consumer purchasing decisions Muslims in Indonesia. However, process obtaining halal certification is often considered complicated and requires a lot of money not a few, so there are many micro and small entrepreneurs find it difficult to fulfill the requirements. This kind of perception of entrepreneurs regarding obtaining halal certificates must be eliminated through massive, structured and organized socialization. The government, through BPJPH, already has a self-declaring halal certification program whose financing is facilitated by the government, both central and regional. Apart from that, it is also supported by financing from the private sector to accelerate the achievement of halal certification targets. In this era, for micro and small food and beverage product entrepreneurs, if they obtain a halal certificate with their own financing, the cost is very cheap, namely Rp. 230,000,- each certificates for the same type of product. Apart from that, the processing time is also very fast, it doesn't take more than 1 month for the halal certificate to be issued. The provisions in articles 139 and 140 of Government Regulation Number 39 of 2021 show that the government not only encourages the implementation of halal certification as a whole, but also pays attention to the real conditions in the field, especially the challenges faced by entrepreneurs of food and beverage products. The self-declare mechanism is a form of state facilitation that supports the growth of micro and small businesses so they can continue to compete in the market with products that offer added value through halal guarantees. Alternatively, entrepreneurs are required to be honest and transparent in declaring the halal status of their products (Shasa et al., 2025).

## CONCLUSION

From the results of the research conducted it can be concluded that:

1. Demographically, age, level of education, training or socialization have a significant influence on a person's ability to understand the work being carried out, including in obtaining a halal certificate.
2. The research results show the need for targeted training to foster independence for entrepreneurs, because so far they still require full assistance from P3H for the halal certification application process.

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