

Problems of Halal Product Assistance for Micro and Small Businessman in Polewali

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Abstract. Halal Product Assistance for Micro and Small Enterprises in Polewali Mandar Regency has been implemented. Halal assistants who have obtained accounts at Sihahal after being declared graduates as assistants have carried out their duties, but it cannot be denied that there are many obstacles faced in the field. The aim of this research is to determine the problems of assisting halal products for micro and small businessmen through the Free Halal Certification (SEHATI) program in Polewali Mandar Regency. This is a preliminary study that conducted in qualitative descriptive study. Data collection was carried out through observation, interviews, and documentation techniques with Halal Product Companions (PPH) in the Free Halal Certification (SEHATI) program in Polewali Mandar Regency. The results of the research found that: 1) the problems faced by Halal Product Assistants (PPH) are limitations in accessing technology and information in assisting halal certificates for micro and small business actors carried out online; 2) features in the PTSP and SIHALAL applications, which have been experienced several times menu changes; and 3) there is still a lack of preparation and knowledge from Halal Product Companion who have not yet taken to the field. Several technical matters were not clearly covered during the training for Halal Product Companion (PPH).

Keywords: problems, halal product assistance