

Halal Certification Assistance as an Effort to Strengthen the MSME-Based Halal Industry in Maringgit Village

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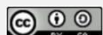
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Abstract

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in sustaining local economies, yet they face persistent challenges related to product legality, hygienic packaging, and adoption of modern marketing strategies. In Maringgit Village, Hulu Sungai Tengah Regency, most MSMEs specialize in traditional food products such as kue cincin (ring-shaped cake), roti beras (rice bread), kue apam (apem or steamed cake), kue jabuk (jabuk cookies), and kacang gula (sugar-coated peanuts). Although these products are widely consumed locally, their competitiveness in broader markets is limited due to the absence of halal certification, weak branding, and low digital literacy. This community service program aimed to strengthen the capacity of 30 MSMEs by facilitating halal certification while enhancing product identity and marketing strategies. The implementation method combined Participatory Action Research (PAR) to involve MSMEs in identifying problems and solutions, Asset-Based Community Development (ABCD) to optimize local culinary potential as economic capital, and Service Learning (SL) to integrate student participation in mentoring and capacity building. Activities included socialization, administrative assistance for halal certification through the SiHalal system, training on digital marketing and packaging design, provision of halal-compliant production facilities, and structured evaluation. The results showed that 18 MSMEs successfully obtained halal certification from BPJPH, all participants updated product logos and adopted more hygienic packaging, and received production tools such as stoves, pans, woks, presses, containers, and gas cylinders. Social impacts also emerged, including the establishment of the Maringgit Halal MSME Group, the emergence of local leaders, and increased collective awareness of halal industry standards. Overall, the program successfully met its objectives by producing halal-certified products while enhancing MSME competitiveness and institutional capacity. These findings will strengthen Maringgit Village's potential as a hub for the MSME-based halal industry and also support the achievement of sustainable development goals (SDGs) 9 and 12.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play strategic role in Indonesia's economy. MSMEs have contributed to absorbing around 97% of total workforce and contributed more than 61% to Gross Domestic Product (GDP) in 2023 (Kadin Indonesia, 2023). However, this significant role does not always align with MSMEs' ability to compete in an increasingly competitive market. Many MSMEs still face various structural and technical challenges, ranging

from product legality, quality standards, and marketing strategies, to the utilization of digital technology (Wijaya & Priantina, 2024).

Maringgit Village in Batang Alai Utara District, Hulu Sungai Tengah Regency, South Kalimantan, is one of the areas with great potential for the development of MSMEs based on traditional food. The village's signature products, such as *kue cincin* (ring-shaped cake), *roti beras* (rice bread), *kue apam* (apem or steamed cake), *kue jabuk* (jabuk cookies), and *kacang gula* (sugar-coated peanuts) are not only part of the local culinary tradition but also have the potential to be marketed more widely. Nevertheless, this potential has not yet been fully realized. Based on observations and interviews with local MSME actors, the main problems identified are (1) most products do not yet have official halal certification, (2) product packaging remains simple and lacks hygiene, (3) marketing is still limited to local and traditional markets, and (4) production facilities owned by most business actors do not yet meet halal standards and production efficiency.

The issue of halal certification is particularly crucial, considering that the majority of Indonesian consumers are Muslims who require halal assurance for the products they consume. Many MSME actors perceive the halal certification process as complicated, time-consuming, and costly (Azwar & Sarip, 2024), especially for those in the food and beverage sector. They often cannot complete the certification process due to limited information and financial resources (Mubarak & Imam, 2020 ; Sani, 2023). The low level of literacy among MSME actors regarding the meaning, process, and importance of halal certification hampers the development of the halal ecosystem in Indonesia (Styaningrum et al., 2025). Without halal certification, Maringgit Village MSME products face difficulties in penetrating modern markets or export opportunities. In fact, halal certification is not only a religious requirement but also a competitiveness instrument recognized internationally. Another equally important challenge lies in branding and marketing. Simple packaging makes products less attractive, while traditional marketing strategies hinder digital market penetration (Chaffey et al., 2019). In today's digital transformation era, the ability to use social media and e-commerce platforms has become a key success factor for MSMEs (Sari, 2018).

Various previous community service programs have attempted to address MSME problems, but they generally focused on a single aspect. Wibowo & Yuliafitri (2025) revealed that halal certification assistance programs often stop at the educational stage without comprehensive administrative support. Meanwhile, training programs on packaging and digital marketing are rarely integrated with halal certification efforts (Shokhikhah et al., 2023). This gap is what the community service programs in Maringgit Village seeks to address. The uniqueness and novelty of this program lie in its comprehensive approach that combines five key interventions: socialization of the importance of halal legalization, administrative assistance for halal certification through the *SiHalal* system, improvement and design of logos and packaging, training in digital marketing, provision of production facilities that meet halal standards, and monitoring and evaluation of outcomes.

The urgency of this program becomes more evident when linked to global trends. The State of the Global Islamic Economy (SGIE) Report 2023/2024 notes that global Muslim consumers spend significantly in six main halal sectors: food, pharmaceuticals, cosmetics, fashion, travel, and media (DinarStandard, 2023). In 2022, consumption in these sectors reached USD 2.29 trillion and is projected to increase to USD 3.1 trillion by 2027. These figures highlight both opportunities and challenges for local MSMEs to adapt to global standards. The shift in global consumer preferences toward halal industries means that halal is no longer viewed solely as a religious requirement, but has also developed into one of the most promising economic sectors (Natsir et al., 2025). In the context of sustainable development, supporting MSMEs in Maringgit Village also contributes to achieving the Sustainable Development Goals (SDGs), particularly SDG 9 (Industry, Innovation, and Infrastructure) and SDG 12 (Responsible Consumption and Production). SDG 9 emphasizes the importance of strengthening small industries through technology and innovation, while SDG 12 encourages responsible production and consumption practices, including compliance with halal and hygienic food standards.

The solutions offered in the community service program in Maringgit Village are comprehensively designed through five main stages. First, socialization about the importance of

halal certification, hygienic packaging, and digital marketing to improve awareness and literacy among MSMEs. Second, improving MSME skills in logo design, packaging, and product branding through technical training. Third, utilizing technology through the use of *SiHalal* application for halal certification registration and *Canva* application for packaging design, also distribution of basic production facilities to support halal standards. Fourth, administrative and technical assistance, accompanied by periodic evaluations to ensure the implementation of quality standards. Fifth, a sustainability strategy through the establishment of halal MSME groups, strengthening of marketing networks, and long-term business planning. This series of solutions provides an integrated approach that not only results in halal certification but also enhances the competitiveness and independence of MSMEs.

Through these five stages, the community service program in Maringgiti Village emerges as a strategic effort to address the real problems faced by local food MSMEs. The program not only provides short-term solutions in the form of halal certificates but also builds a long-term foundation through strengthening product identity, improving digital skills, and providing production facilities. Its success is expected to serve as a replicable model in other areas with similar characteristics, while also reinforcing Indonesia's position as a global halal industry hub.

IMPLEMENTATION METHOD

This community service program was carried out in Maringgiti Village, Batang Alai Utara District, Hulu Sungai Tengah Regency, South Kalimantan. The location and object of the program were chosen because Maringgiti Village is one of the centers of traditional food MSMEs with great potential for development, particularly since the majority of its residents depend on the production of local food products for their livelihood. The products include *kue cincin* (ring-shaped cake), *roti beras* (rice bread), *kue apam* (apem or steamed cake), *kue jabuk* (jabuk cookies), and *kacang gula* (sugar-coated peanuts), which are commonly sold in local markets. However, the MSMEs in Maringgiti Village face several challenges, including: (1) the absence of halal certification, which makes it difficult to enter modern markets; (2) simple and less hygienic packaging, making the products less attractive; (3) limited knowledge of modern, digital-based marketing strategies; and (4) production capacity that is not yet optimal. Based on the initial identification with partners, there are 30 MSME actors in Maringgiti Village under the UP2K Kemayu group, of which 18 are actively producing traditional processed food products.

Responding to these problems, the community service program in Maringgiti Village employs a combination of three main approaches: Participatory Action Research (PAR), Asset-Based Community Development (ABCD), and Service Learning (SL). This combination ensures that the program is not only top-down, but also participatory, based on local potential, and provides direct learning experiences for students.

Ensuring the active involvement of MSMEs from beginning to the end of this program, the Participatory Action Research (PAR) approach is implemented. Maringgiti MSMEs are not only beneficiaries (Zunaidi, 2024), but also participated in identifying problems, formulating solutions, implementing activities, and conducting evaluations (Rahmat & Mirnawati, 2020). Issues as halal certification, packaging, digital marketing, and limited production facilities, which are directly faced by MSMEs, make their participation crucial to strengthening the relevance of this program.

Next, the ABCD (asset-based community development) approach is applied to explore (Alhamuddin et al., 2020) and optimize existing local community assets (Mustoip & Al Ghazali, 2022). Traditional products of Maringgiti MSMEs, namely *kue cincin*, *roti beras*, *kue apam*, *kue jabuk*, and *kacang gula*, have become the culinary identity of Maringgiti Village. Not only as local identity, but also as socio-economic capital that can be develop and strengthened through halal certification, better packaging, digital marketing, and the distribution of production facilities in compliance with halal standards. Thus, this PkM program does not start from scratch but builds upon the existing strengths (Najamudin & Al Fajar, 2024).

Furthermore, the service learning (SL) approach is integrated as it involves students as part of the community service implementation team (Novita et al., 2024). Students not only assist MSMEs in socialization, training, and technology utilization but also gain real learning experiences regarding the dynamics of community empowerment, the use of the *SiHalal* application and digital design platforms such as *Canva*, halal certification regulations, and digital marketing strategies.

Therefore, this program serves a dual function, namely empowering MSMEs and enriching students' academic learning process (Diyan, 2023).

The combination of PAR, ABCD, and SL within the four operational stages ensures that the program is not only focused on achieving halal certification but also on strengthening product identity, improving digital literacy, and promoting the sustainable independence of MSMEs. In this way, MSMEs are not merely beneficiaries but also key actors in the transformation of their businesses. The following diagram presents the stages of the community service program implementation.

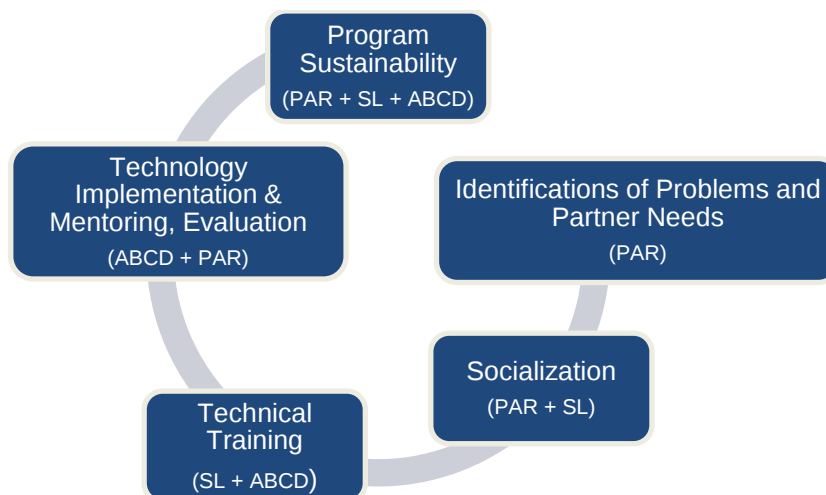


Figure 1. Stages of Community Service Implementation in Maringgih Village

The implementation of this community service program was carried out in five main stages: identification of problems and partner needs, socialization, technical training, technology implementation and mentoring as well as evaluation, and program sustainability. The initial stage consisted of socialization on the importance of halal certification, hygienic packaging, and digital marketing strategies. This was conducted to align the understanding of Maringgih Village MSME partners regarding the urgency of halal certification, hygiene standards, and modern marketing strategies. The socialization was carried out through group discussions involving MSMEs under UP2K Kemayu. This activity aimed to raise awareness of the importance of halal certification and to build collective motivation among MSME actors to improve product competitiveness (Fakhriyyah et al., 2022).

In the second stage, Maringgih Village MSME partners were provided with practical skills through direct guidance on the halal certification administrative process. The MSMEs were trained in submitting halal certification applications using the OSS and *SiHalal* applications.

Subsequently, with the utilization of technology, Maringgih Village MSME partners were directly mentored to apply digital applications in registering for halal certification and redesigning logos/packaging using applications such as Canva. In addition, support was provided in the form of production facilities to assist the halal certification process, such as stoves, pots, pans, production containers, and gas cylinders. In this way, Maringgih Village MSMEs were able to improve production quality in line with halal standards.

The next stage involved intensive mentoring, including guidance on preparing halal certification documents up to the submission stage to BPJPH. Field visits were conducted to ensure the smooth process of halal certification administration and the application of production facilities.

Evaluation was carried out by measuring the achievement of indicators through field observations, monitoring of production results, and discussions with partners, to ensure the number of Maringgih Village MSMEs that successfully obtained halal certification, improved logos and packaging, and utilized digital media for marketing. Evaluation was also conducted to reflect on achievements and identify challenges faced.

Ensuring program continuity, the final stage focused on strategies to sustain the program's long-term impact. For this purpose, Maringgiti Village Halal MSME group was established as a forum for strengthening business networks, maintain product quality, and develop long-term business plans. This sustainability effort also involved the role of the village government, UP2K, and relevant stakeholders to ensure that the program continues after the completion of the community service activities. Thus, this initiative does not stop at the stage of halal certification but continues to encourage UMKM to become independent and competitive.

RESULTS

The implementation of the community service program in Maringgiti Village involved 18 active UMKM out of 30 UMKM in the village, which are part of the UP2K Kemayu group. The organizational structure of the UP2K Kemayu UMKM group consists of a chairperson, secretary, treasurer, and members. This indicates the existence of a simple governance system that supports activity coordination, particularly in the process of halal certification assistance and digital marketing training. The following is the profile of the UP2K Kemayu UMKM group.

Table 1. Profile of UP2K Kemayu Maringgiti Members (n=30)

Description	Category	Frequency	%
Gender	Female	30	100%
	Male	0	0%
Age	20–30 years	5	17%
	31–40 years	12	40%
	41–50 years	9	30%
	>50 years	4	13%
Education Level	Senior High School	30	100%
	Elementary/Junior High School	0	0%
	Diploma/Bachelor	0	0%
Type of Business (Cake or Cookies)	Ring Cake (Kue Cincin)	18	60%
	Rice Bread (Roti Beras)	4	13%
	Steamed Cake (Kue Apam)	2	7%
	Jabuk Cookies (Kue Jabuk)	2	7%
	Savory Crackers (Kue Bawang)	1	3%
	Sugar-Coated Peanuts (Kacang Gula)	1	3%
	Jengkol-based Food	1	3%
	Other Food Variants	1	3%

Source: Primary data collected from UMKM identification in Maringgiti Village (2025)

The majority of participants in this community service activity are women aged 30–55 years, most of whom have more than five years of experience in running traditional food businesses but have never participated in halal certification or digital marketing assistance programs.

The products produced are quite diverse, ranging from *kue cincin* (ring-shaped cake), *roti beras* (rice bread), *kue apam* (apem or steamed cake), *kue jabuk* (jabuk cookies), *kacang gula* (sugar-coated peanuts), *tape beras* (fermented rice cake), *makrumi* (makrumi traditional snack), *kue bawang* (garlic-flavored crackers), to *olahan jengkol* (processed stinky bean products). From the list in Table 1, it can be seen that *kue cincin* is the dominant product produced by more than half of the group members, followed by *roti beras*, which is also a signature product of the village. This wide variation of products demonstrates the potential of Maringgiti Village as a center for traditional food specialties in South Kalimantan.

The identification of problems and partner needs was carried out through group discussions and interviews with UMKM actors in Maringgiti Village. There are three main problems that faced by Maringgiti MSMEs: lack of halal certification, poor packaging quality, lack digital marketing literacy, and limited production capacity. This identification is the first step in

determining the appropriate form of assistance. Responding to these issues, the first step was socialization that held at the Maringgih Village Hall, involving 30 MSME members from the UP2K Kemayu group. This activity to align perceptions and raise awareness among MSME actors about the importance of product legality and digital marketing. Participants showed great enthusiasm, as seen in active discussion about their experiences in facing challenges on legality and marketing. This Activity successfully increased participants' understanding of importance of halal certification, hygienic packaging, and digital marketing strategies.

Table 2. Description of Activities

Documentation Photo	Description
	Socialization of Products and Halal Certification, and Digital Marketing for UMKM in Maringgih Village
	
	Training on Halal Legalization Application for UMKM Products in Maringgih Village
	
	Consultation and Assistance on UMKM Product Logos in Maringgih Village
	Halal Certification Obtained by One of the UMKM Participants in Maringgih Village

The second step was training, which aimed to provide deeper insight about the goals of this community service program, halal certification, and the use of technology in product

packaging design. This activity was attended by 18 MSME members of the UP2K Kemayu group in Maringgiti Village, service team, support staff, two students as assistant facilitators, and stakeholders.

MSME participants received materials about the stages of applying for halal certification and the basics of design during training session. They were also given a Business Identification Number (NIB) before requesting halal certification, which had been prepared by the community service team. Then, participants were trained to use *OSS* and *SiHalal* application in the halal certification process. They also introduced to *Canva* application to redesign their product logos. As a result, MSMEs in Maringgiti Village can be more competitive in wider markets, especially for Muslim consumers.

All steps ran well and got positive responses from participants, who were excited to apply what they learned right away. This successful training is expected to be followed by applying what they learned in their daily operations, which will improve the quality and competitiveness of their products in wider markets. Real results were also seen in the steps of applying technology and distributing production facilities. The use of technology and applications such as *Canva* provide chance for participants to consult on improving their product logo design. They were asked to adjust the colors, layout, and uniqueness of their product branding, to make it more attractive to costumers. Most participants who were previously unfamiliar with digital technology, were ultimately able to choose a new eye-catching logo. The design process became more efficient with the support of technology, enabling them to create designs by themselves.

Participants also received production equipment assistance, including stoves, pans, woks, production containers, and gas cylinders. These tools were immediately utilized to improve the quality of production in accordance with halal standards.

During this stage, the community service team also provided technical assistance to ensure that the production process complied with established standards, especially regarding the composition and labeling requirements on packaging, given the importance of maintaining product quality for marketing. Several UMKM participants began to replace simple packaging methods with modern packaging labeled with halal certification and newly designed logos.

In the mentoring and evaluation stage, 18 UMKM successfully completed the administrative process of halal certification and obtained official certificates from BPJPH. This mentoring also led to significant behavioral changes, as UMKM actors became more disciplined in maintaining product hygiene, documenting the production process, and managing their businesses with a digital approach.

To assess the effectiveness of the halal certification assistance program in Maringgiti Village, evaluations were conducted on two main aspects, namely substantive and technical. The substantive evaluation aimed to assess the extent of improvements in participants' knowledge and skills related to halal certification, product packaging, digital marketing, and the use of production facilities according to halal standards. The results of the substantive evaluation are presented in the following table.

Table 3. Results of Substantive Aspect Evaluation

Indicator	Before Activity	After Activity
Do participants understand the halal certification procedure through <i>SiHalal</i> / <i>OSS</i> ?	15%	90%
Do participants know the importance of hygienic and attractive packaging?	20%	95%
Are participants able to design simple logos and packaging using <i>Canva</i> ?	10%	85%
Do participants understand digital marketing strategies (social media/marketplace)?	18%	88%
Do participants know how to use production facilities according to halal standards?	12%	92%

Source: Processed data (2025)

The evaluation results indicate a significant improvement in the knowledge and skills of MSMEs after the program. Before the mentoring, only 15% of participants understood the halal certification procedure. After the mentoring, this figure rose to 90%, with 18 MSMEs successfully obtaining halal certification. Understanding of the importance of hygienic packaging increased from 20% to 95%, and 85% of participants were able to design logos/packages using Canva. Knowledge of digital marketing strategies improved from 18% to 88%, while understanding of halal-compliant production facilities surged from 12% to 92%. These outcomes demonstrate the success of the program in enhancing the substantive capacity of the partners.

Furthermore, a technical evaluation of the program implementation was conducted to assess the quality of the delivered materials, the competence of the trainers, and the adequacy of the facilities provided during the program. This evaluation was crucial to ensure that the implementation methods aligned with the partners' needs and supported the achievement of the community service objectives. The results of the technical evaluation are presented in Table 2.

Table 4. Results of Technical Aspects of Activity Implementation

Indicator	Fair	Good	Very Good
Materials delivered	2 (10%)	14 (70%)	4 (20%)
Presenters' delivery ability	3 (15%)	12 (60%)	5 (25%)
Facilities provided	2 (10%)	13 (65%)	5 (25%)

Source: Processed data (2025)

The technical evaluation showed positive participant responses toward the activities. As many as 70% of participants rated the delivered materials as good and 20% as very good, although 10% still rated them as fair. The trainers' delivery skills were appreciated, with 60% rating them as good and 25% as very good, indicating that the materials were conveyed clearly and interactively. The facilities provided, such as training rooms, production equipment, and access to digital applications, were rated good by 65% of participants and very good by 25%.

Although there were minor notes, such as limited time for hands-on practice, overall the program implementation went according to the planned schedule and objectives. This evaluation confirms that the community service program in Maringgiti Village has succeeded in enhancing the knowledge, skills, and readiness of MSMEs to compete in the halal market. In addition, the program has demonstrated a behavioral shift among the partners toward more hygienic, legal, and digitally-based business practices.

A follow-up evaluation stage was also carried out after the continuation of production for a certain period. This evaluation aimed to assess the effectiveness of the training provided and to measure the extent to which the group was able to independently conduct further legalization processes and advanced packaging design. It also sought to identify whether the group faced challenges in production or marketing, enabling the community service team to provide necessary feedback and further assistance.

The final stage of this program is sustainability. The community service team will continue to assist the UP2K Kemayu group until the program becomes self-sustaining. One of the main focuses of sustainability is ensuring that the group consistently processes halal certification and designs their products, while also keeping up with market developments and consumer needs.

The community service team will ensure the Maringgiti MSMEs are involved in every product exhibition opportunity, organized by local government or private sectors, to promote their products to wider markets. Another important outcome is the formation of the Maringgiti Village halal MSME group as a platform for coordination, experience sharing, and maintaining common quality standards. This group is led by UP2K Kemayu as a local leader, supporting sustainability program.

Based on the result of this program, it can be seen that there has been an increase of awareness on the importance of halal certification, changes in behavior in production and marketing management, new identity formation in the form of halal MSME products with modern

packaging, and development of local institutions that strengthen the position of Maringggit Village MSMEs in the halal industry value chain.

DISCUSSION

Community service program in Maringggit Village have successfully demonstrated achievements in supporting the transformation of MSMEs toward a more competitive halal industry. These achievements highlight that PAR, ABCD, SL approaches are effective in driving both technical and social change. It can be seen through six key indicators, namely the number of MSMEs have obtained halal certification, improved understanding of certification procedures and halal literacy, enhanced product packaging quality and branding, utilization of technology and digital marketing, utilization and effectiveness of decentralized production facilities, establishment of local institutions (halal MSME groups).

First, 18 of 30 MSMEs in Maringggit Village that participated in this activity successfully received halal certification from BPJPH after mentoring. Previously, most UMKM actors had little understanding of halal certification procedure, let alone accessing Online Single Submission (OSS) system or *SiHalal* application. Through administrative assistance and practical training, MSME owners were able to fill out documents, meet requirements, and ultimately obtain halal certificates.

This achievement supports legitimacy theory, which emphasizes the importance of business legality in building consumer trust and expanding market access (Suchman, 1995). The findings are consistent with Yasin et al., (2023), who highlighted that halal certification provides significant added value to MSME products by enhancing credibility and increasing opportunities for expansion into modern markets. In practice, the mentoring approach that combined technical education and document assistance through OSS/SiHalal proved effective, although some MSMEs still required additional time due to documentation challenges and facility standards. The implication is that legal and formal assistance must be followed by post-certification monitoring to ensure consistent compliance with operational requirements, such as halal labeling and proper process recording.

The second achievement concerns the improvement of halal literacy and procedural knowledge, measured through pre and post-test. The increase in participants' understanding from a low to an adequate level indicates the effectiveness of participatory socialization and training methods. The use of PAR and SL approaches facilitated contextual learning, enabling MSME actors to understand not only the administrative procedures but also production practices in line with halal principles (Wibowo & Yuliafitri, 2025). Practically, this improvement in literacy helped reduce resistance toward the halal certification process.

The third achievement is the enhancement of packaging quality and product branding. Before the intervention, most MSME products in Maringggit Village were packaged in simple plastic without labels, making them less attractive in modern markets. Through training in design applications such as *Canva*, participants were able to improve their logos and create new packaging that was more hygienic, informative, and compliant with halal standards. This aligns with marketing theory, which emphasizes that packaging is not only a tool for protecting products but also a medium for communicating value to consumers (Park, 2020 ; Evans et al., 2021 ; Kartajaya et al., 2021). A study by Sukartaatmadja et al., (2023) confirmed that packaging innovation and digital marketing significantly enhance MSME competitiveness in Bogor, both in terms of image and consumer appeal. Similar findings were reported by Sufaidah et al., (2022) in Jatiwates Village. In Maringggit Village, product packaging improvements can be viewed as a form of rebranding that supports business sustainability. This will be more sustainable if MSMEs are provided with access to mass printing services, joint labeling, and long-term brand management training.

The fourth achievement relates to the adoption of digital technology for marketing. Prior to the program, most MSME actors relied heavily on traditional sales methods through local markets. After training, 80% of participants began using social media and online marketplaces for promotion. This reflects the process of innovation diffusion as explained by Rogers (2003), where new innovations can be adopted by the majority of a community through intensive communication and guidance. Studies conducted during the COVID-19 pandemic also highlighted that digital

marketing became a decisive factor in the survival of MSMEs during the crisis (Patma et al., 2021; Sudarmiatin & Hidayati, 2023; Agistina et al., 2023). In line with these findings, the adoption of digital technology in Maringgih Village's MSME products not only expanded market reach but also strengthened business resilience. However, uneven digital literacy remains a challenge for sustaining these achievements, underscoring the need for further training on practical content creation, online order management, and logistics fulfillment.

The fifth achievement concerns the provision and utilization of halal production facilities. Assistance in the form of stoves, pots, pans, production containers, and gas cylinders supported more hygienic production practices aligned with halal standards. According to MSME productivity theory, the availability of adequate physical facilities enhances efficiency and product quality consistency (Beheshti & Beheshti, 2010; Jones et al., 2024). Without such equipment, halal certification and packaging improvements would be difficult to sustain. This strategy is consistent with the findings of Yusuf et al., (2016), Ab Talib et al., (2017), Hendijani Fard & Seyyed Amiri (2018), who emphasized the importance of integrating halal certification with production system improvements to build global competitiveness.

The sixth achievement, from a social perspective, lies in the emergence of behavioral change and new institutions. Prior to the program, MSMEs in Maringgih Village operated individually with limited collaboration. After mentoring, the Halal MSME Group of Maringgih Village was established, serving as a forum for coordination, coaching, and information sharing among business actors. A local figure also emerged as a group leader and facilitator of communication with external stakeholders. This phenomenon can be explained through collective efficacy theory, which stresses that shared belief in a group's capacity fosters collective change (Bandura, 2000).

This community service program is also aligned with global halal industry trends. The halal market continues to grow, requiring small businesses to meet international standards. The achievements of MSMEs in Maringgih Village can be seen as a local effort that contributes to the global agenda. Furthermore, the program's success also contributes to the achievement of the Sustainable Development Goals (SDGs), particularly SDG 9 and SDG 12.

Nevertheless, several challenges remain. *First*, not all MSMEs succeeded in obtaining halal certification during the program, indicating the need for longer-term mentoring. *Second*, limited digital literacy meant that some business actors still struggled to fully utilize technology. *Third*, the sustainability of the Halal MSME Group is highly dependent on external support from village governments, educational institutions, and private partners.

Therefore, the recommendations include strengthening the institutional structure of the Halal MSME Group, conducting periodic follow-up training, and building collaborative networks with government agencies, NGOs, and the private sector. The Maringgih Village community service program can serve as a model practice, both in supporting MSME-based halal industrialization at the village level and in contributing to the broader sustainable development agenda.

CONCLUSIONS

The community service program in Maringgih Village, Batang Alai Utara District, Hulu Sungai Tengah Regency, has demonstrated significant success in supporting the transformation of micro, small, and medium enterprises (MSMEs) toward a more competitive halal industry. Out of the 30 MSMEs assisted, 18 entrepreneurs successfully obtained halal certification from the Halal Product Assurance Organizing Agency (BPJPH). In addition, all participants showed improved understanding of halal legalization, product hygiene, modern packaging, and digital-based marketing strategies. The provision of production facilities in accordance with halal standards also enhanced the quality and efficiency of business processes. These achievements confirm that the program was relevant to the partners' needs while delivering tangible impacts in terms of legality, product quality, and the transformation of entrepreneurial capabilities. Nevertheless, several challenges were still encountered, such as limited digital literacy among some business actors, time constraints in hands-on practice, and the fact that not all MSMEs were able to immediately complete the certification process. To ensure sustainability, it is necessary to strengthen the institutional framework of the halal MSME group through the establishment of a formal organizational structure, the implementation of periodic advanced

training, and the expansion of collaborative networks with both government and private partners. Through these measures, the program's success is expected not only to have an immediate effect but also to support the transformation of MSMEs toward a sustainable halal industry while contributing to the achievement of the Sustainable Development Goals (SDGs), particularly Goal 9 (industry, innovation, and infrastructure) and Goal 12 (responsible consumption and production).

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ETHICAL CONSIDERATIONS

We guarantee that all community service activities are conducted based on ethics, fully informed voluntary participation, clear transparency of information, full respect for the rights of partners, and confidentiality of sensitive data in accordance with privacy standard to maintain integrity and trust.

CONFLICT OF INTEREST

The authors state that there are no conflicts of interest with this publication of community service activities.

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