



## Halal Certification and Branding : Unlocking The Potential of SMEs in The Islamic Economy

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**Abstract:** This community service program aims to empower Micro and Small Enterprises (MSEs) under the guidance of MEK 'Aisyiyah Jawa Barat through halal certification and halal branding to enhance product competitiveness and expand market access. The implementation method consists of three stages: (1) Preparation, which includes needs assessment and material development; (2) Implementation, encompassing counselling, technical assistance, and training; and (3) Evaluation, involving pre-test and post-test analysis. The data collected is subsequently analyzed using descriptive methods by comparing pre- and post-test percentages to identify improvements in participants' knowledge, attitudes, and skills. The core activities include counselling on halal certification, assistance in creating a self-declaration-based SIHALAL account, training in logo design using Canva, and support in setting up a GoBiz account for digital marketing. Post-test results demonstrated significant improvements in participants' knowledge, attitudes, and skills. The program successfully enhanced participants' understanding of halal branding and certification while broadening market opportunities through the integration of digital technology. Key recommendations include sustained mentoring, in-depth technical training, and collaboration with relevant stakeholders to ensure the program's long-term impact and sustainability.

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## Introduction

The global halal food market was valued at USD 1.8 trillion in 2019, with a projected growth rate of 6.05% between 2020 and 2028. This growth is driven by the increasing Muslim population and rising awareness of the importance of halal food among both Muslim and non-Muslim consumers. One of the primary factors contributing to this trend is the growing popularity of halal branding among young Muslim generations in various countries (Hosain, 2021). Halal-branded products are also gaining traction among non-Muslim consumers due to the ethical treatment of animals before and during slaughter, as well as the perception that halal products are healthier and safer. Furthermore, halal products are regarded as business commodities that go beyond profit-making, integrating ethical, moral, social, and religious values (Kartika, 2020).

Halal branding has a positive impact across various sectors, particularly in the food industry. Many products have adopted halal branding as a strategy to enhance their market value and competitiveness compared to non-halal-labeled products (Sabbar et al., 2023). According to (Rachman, 2020), when halal is perceived merely as a label, it is reflected only in the external aspects of a product. Conversely, when halal is integrated as part of branding,



it is manifested comprehensively, encompassing both external and internal product attributes. As noted by (Febriandika et al., 2023), halal branding strengthens consumer trust, influencing purchasing decisions among both Muslim and non-Muslim consumers. The initial step in establishing halal branding is ensuring that products obtain halal certification (Rahmanita et al., 2023). This certification is crucial as it provides consumers with reliable information regarding the halal status of the products they purchase (Ayunda & Harsoyo, 2024).

In Indonesia, the consumption of halal products reached USD 144 billion in 2019, making it the largest consumer in the halal industry. Additionally, the contribution of the halal industry to the national economy has increased, with the market share of halal products in the GDP rising from 24.3% in 2016 to 24.86% in 2020 (Adenan et al., 2023). To support the growth of halal products, the government issued Government Regulation No. 39 of 2021, mandating halal certification beginning on October 18, 2024. The Halal Product Assurance Agency (BPJPH) of the Ministry of Religious Affairs has urged business actors to obtain halal certification promptly to avoid sanctions such as warnings, fines, or product recalls (BPJPH, 2024). However, as of October 2023, only 4.5% of micro and small enterprises (MSEs) had obtained halal certification. The primary challenges include a lack of knowledge about regulations, limited access to necessary facilities, and the perception that halal certification is only relevant for medium and large-scale businesses (Puspita Ningrum, 2022).

Majelis Ekonomi dan Ketenegakerjaan (MEK) 'Aisiyiah Jawa Barat focuses on economic empowerment amidst ongoing economic challenges, particularly affecting women, who are often the most directly impacted by poverty. 'Aisiyiah strives to improve livelihoods through programs such as Bina Usaha Ekonomi Keluarga (BUEKA), Sekolah Wirausaha 'Aisiyiah aimed at enhancing business skills for underprivileged women, empowerment programs for farmers, fishermen, and livestock breeders, and strengthening the position of women-led MSEs by improving their access to and control over economic resources. Most of MEK 'Aisiyiah Jawa Barat's partner MSEs are in the early or developing stages and face significant challenges in understanding halal concepts, which hinder their optimal growth. The key obstacles faced by these MSEs include:

- 1) Limited knowledge of the halal certification process and its potential to enhance product value. This lack of understanding significantly impacts market expansion opportunities, particularly among Muslim consumers both domestically and internationally, who increasingly prioritize halal products (Puspita Ningrum, 2022).
- 2) A lack of effective branding strategies among most partner MSEs, necessitates comprehensive guidance on branding and marketing. Halal branding strengthens product identity, enhances consumer trust, expands market opportunities, and improves product competitiveness in both domestic and global markets (Widyanto et al., 2022).
- 3) Reliance on conventional sales methods, which limit business growth. By adopting halal branding, MSEs can increase product value and consumer confidence, supporting empowerment goals by strengthening their market position through modern marketing strategies (Widyanto et al., 2022).

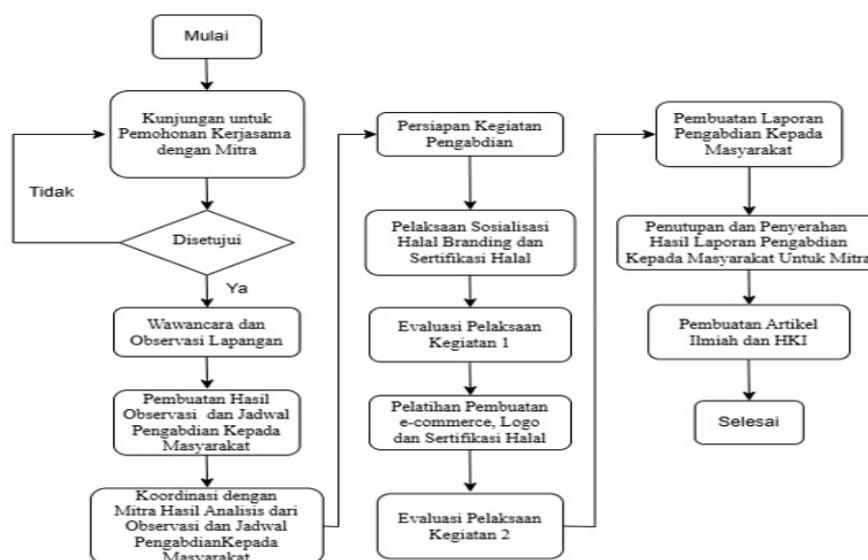
This community service initiative focuses on empowering partner MSEs through halal certification and halal branding to build consumer trust, enhance product competitiveness, and open access to broader markets, including international ones. Halal certification ensures regulatory compliance and addresses production challenges, while halal branding enables effective marketing strategies that meet consumer demand for ethically and religiously valued products (Widyanto et al., 2022).



The program includes in-depth training on the halal certification process (both technical and administrative) and the integration of halal branding into business strategies to attract both Muslim and non-Muslim markets. Through digital training and branding strategies, this initiative aims to expand market reach and improve the marketing of halal products. Overall, this community engagement program focuses on strengthening the competitiveness and economic independence of MSEs, particularly women-led businesses, by leveraging halal certification as a competitive advantage and boosting the confidence of MSE owners in competing in the global market. The novelty of this PKM program lies in its comprehensive integration of halal certification and branding, the utilization of digital technology, and an approach that connects local challenges with global market opportunities.

## Method

The implementation of the community service program follows a systematic approach comprising three stages: preparation (needs assessment, material development, and coordination), execution (counseling, mentoring, and technical training), and evaluation (pre-test and post-test analysis). This structured approach ensures that the program effectively achieves its objectives and maintains long-term sustainability.



**Figure 1. Implementation Method**

### 1) Socialization

The PKM program begins with a socialization session conducted through face-to-face meetings to introduce the program to participants. This session covers the program's objectives, the benefits of halal certification, and the significance of halal branding in enhancing product competitiveness. The socialization process is designed to provide participants with a comprehensive understanding, prepare MSE actors for program implementation, and present concrete solutions to challenges related to product management and marketing (Ulfin et al., 2022).

### 2) Counseling and Training

#### a) Counseling on the Fundamentals of Halal Certification and Halal Branding

This session was conducted for eight women-led MSEs in the culinary sector under the guidance of MEK 'Aisyiyah Jawa Barat. The objective was to ensure that participants understood the significance of halal certification in enhancing



- consumer trust and implementing halal branding to establish a strong product image. This initiative aimed to improve product competitiveness in both local and global markets, making them more appealing to consumers who prioritize halal standards (Nurani et al., 2020).
- b) **Intensive Assistance in the Halal Certification Process via the SIHALAL Platform**  
Participants received step-by-step assistance in obtaining halal certification through the self-declare method on the SIHALAL platform. This guidance covered form completion, document verification, and certification submission. The self-declare approach enabled MSEs to independently manage the certification process under strict supervision, ensuring their understanding of the requirements and compliance with halal standards throughout the production process (Faraby, 2023).
  - c) **Business Digitalization Assistance Guidance on Creating a GoBiz Account**  
This initiative aimed to assist MSEs in accessing digital platforms for more efficient business management. Participants were guided in entering business data, uploading documents, and setting up an online store. By utilizing GoBiz, MSEs could expand their market reach, attract more customers, and leverage digital tools to enhance sales and business operations (Oktavia & Indarwati, 2023)
  - d) **Assistance in Logo Design Using Canva**  
MSEs were trained to develop professional product labels in alignment with halal branding principles. Participants learned how to create visually appealing and informative labels that reflect halal values. The training included selecting templates, incorporating halal logos, and adding relevant product information. Properly designed labels help improve product recognition and credibility, increasing competitiveness in the market (Alawiah et al., 2023).
- 3) **Technology Integration**
- a) **Counseling on Halal Certification via the SIHALAL Application**  
MSE participants were provided with training on using the SIHALAL application, the official government platform for halal certification processing. This session aimed to help entrepreneurs understand the online halal certification process, including requirements and necessary steps.
  - b) **Self-Declared Halal Certification via the SIHALAL Application**  
Participants were guided through the self-declaration process for halal certification using the SIHALAL platform. This method allows eligible MSEs to independently obtain halal certification, simplifying and expediting the certification process.
  - c) **GoBiz Account Creation**  
Participants received assistance in registering on GoBiz, a platform developed by Gojek that enables small and medium-sized enterprises to sell their products digitally. A GoBiz account facilitates access to digital payment services, order management, and market expansion through Gojek's ecosystem.
  - d) **Product Label Design Using Canva**  
MSEs were trained to use Canva for designing professional product labels aligned with halal branding. Participants were taught how to create visually appealing labels that adhere to industry standards, incorporating elements that reflect halal values to enhance product appeal and consumer trust.



#### 4) PKM Program Evaluation

The data collected was analyzed using descriptive methods by comparing pre- and post-test percentages to identify improvements in participants' knowledge, attitudes, and skills.

##### a) Pre-Test and Post-Test Analysis

A comparative analysis of pre-test and post-test scores was conducted to evaluate the participants' progress in terms of knowledge, attitudes, and skills following the mentoring sessions. This analysis served as a measurable indicator of the effectiveness of the program in enhancing participants' understanding and competencies.

##### b) Verification of Canva-Designed Logos and Halal Certification Submission

Monitoring and verification activities were carried out on the logos designed using Canva, ensuring alignment with branding guidelines. Additionally, the participants' progress in submitting halal certification applications via the SIHALAL platform and registering products on the GoBiz platform was also reviewed to assess the practical implementation of the training.

## Result and Discussion

The PKM program was officially inaugurated on the first day by the Head of the Undergraduate Program in International Trade and the Chairperson of MEK 'Aisyiyah Jawa Barat. In their opening remarks, both speakers expressed their appreciation to the program's partners and participants while outlining the objectives, benefits, and planned activities of the initiative. The event was also attended by faculty members from Universitas 'Aisyiyah Bandung, as well as students who actively participated in the program's implementation.



**Figure 2. Chairperson of Majelis Ekonomi dan Ketenagakerjaan 'Aisyiyah Jawa Barat, Ms. Hj. Suriaty Kasto**



**Figure 3. Head of the International Trade Undergraduate Program, Mr. Abdul Rozak, M.Si**

At the initial stage, PKM participants completed a pre-test questionnaire designed to assess their baseline understanding of halal branding and halal certification. This questionnaire aimed to measure participants' comprehension of fundamental concepts, benefits, and the extent to which they had applied halal branding and certification in their business activities. It consisted of three main components: (1) knowledge, which evaluated participants' theoretical understanding of halal branding principles; (2) attitude, which assessed their perceptions and awareness of the importance of halal branding in business development; and (3) skills, which measured their ability to practically implement these concepts.



**Table 1. Pre-Test Result**

Description	Halal Branding	Halal Certificate	GoBiz
Knowledge	87%	76%	44%
Attitude	97%	75%	42%
Skills	71%	72%	36%

Table 1 illustrates that in terms of knowledge, participants demonstrated a strong understanding of halal branding, with an average score of 87%. They were already familiar with the fundamental concepts, benefits, and applications of halal branding in building a halal-based product image. However, their understanding of halal certification was at a moderate level, with a score of 76%. Although they recognized the importance of halal certification, there remained gaps in their knowledge regarding the procedures and applicable regulations. In contrast, participants' comprehension of GoBiz was significantly lower, with a score of only 44%, indicating that most were unfamiliar with the digital platform, primarily due to limited experience with technology.

Regarding attitude, participants exhibited a highly positive perception of halal branding, achieving a score of 97%. They believed that halal branding is crucial for enhancing consumer trust and improving product competitiveness. Their attitude toward halal certification was moderately positive, with a score of 75%, although some participants were still uncertain about its benefits for their businesses. Meanwhile, their attitude toward GoBiz was notably low, scoring 42%, suggesting that most participants had not yet recognized the significance of leveraging digital platforms like GoBiz for business development.

Lastly, in terms of skills, participants displayed a fair ability to implement halal branding, with a score of 71%. They were able to create logos and develop halal-based marketing strategies, although some still required further guidance. Their skills related to halal certification were also at a moderate level, with a score of 72%, but they encountered difficulties in understanding the technical procedures and application steps. However, participants' ability to use GoBiz was very low, scoring only 36%. Most were unable to register, manage accounts, or utilize GoBiz features independently.



**Figure 4. Day 1, Sharing Session**

The first day of the event continued with a counselling session on halal branding, delivered by Maisa Azizah Asmara, S.E., M.M., a lecturer in Entrepreneurship at Universitas 'Aisyiyah Bandung. In her presentation, she explained the fundamental concepts of halal branding, including the integration of Islamic values with marketing practices, the importance of halal certification and transparency, and the role of consumer trust in building brand equity (Heryanto et al., 2019). Halal branding is not only about compliance with religious standards, but also serves as a marketing tool that enhances brand credibility and appeals to ethically conscious consumers (Amani, 2024). This explanation was supported by previous research, which shows that halal brand image has a significant and positive influence on perceived

quality, brand satisfaction, brand trust, and brand loyalty. Furthermore, perceived quality, satisfaction, trust, and loyalty significantly affect consumers' purchase intention of halal brands (Ali et al., 2020).

Additionally, Rivaldi Arissaputra, S.E., M.S.M., also a lecturer at Universitas 'Aisyiyah Bandung, provided an overview of the GoBiz platform. He explained the key features of GoBiz, the registration process, business account management, and the platform's role in improving business efficiency and product marketing. This session aimed to provide participants with a comprehensive understanding of the importance of halal branding and the utilization of digital technology, such as GoBiz, in business development.



**Figure 5. Day 2, Mentoring Session**

On the second day, the activities focused on practical mentoring to ensure that participants not only understood the theoretical concepts but could also apply them effectively in their businesses. These activities included:

1) Logo Design Using Canva

Participants received step-by-step guidance in designing logos using Canva, ensuring alignment with their brand identity and halal values. Despite initial challenges due to limited digital skills, intensive mentoring enabled them to master template selection, color and font adjustments, and halal branding principles. Ultimately, all participants successfully created professional logos, enhancing both their technical skills and their understanding of visual design's role in brand development.

2) Counselling and Registration for Halal Certification via SiHalal



**Figure 6. Day 2, Sharing and Mentoring SiHalal**

Before initiating the account registration process, participants first attended a counselling session conducted by Susi Indriana, S.Pd., M.Ikom., assisted by Alan Barok Ulumudin, M.Pd., a halal certification expert. This session aimed to provide participants with a fundamental understanding of the importance of halal certification and the steps required for application. Following the counselling, participants received intensive assistance in creating accounts and completing the halal certification application forms through the SiHalal platform. This mentoring process was designed to ensure that participants could independently navigate the entire submission procedure.

All participants successfully grasped the necessary steps, from account registration to form completion. However, some encountered difficulties due to incomplete administrative requirements, such as the Business Identification Number (NIB). To address this issue, the facilitation team assisted participants in obtaining their NIB through <https://oss.go.id> to fulfill the necessary prerequisites for halal certification submission. Consequently, participants not only gained a clear understanding of the certification process but also received practical assistance in meeting the required administrative criteria.

### 3) Registration on the GoBiz Platform



**Figure 7. Day 2, Mentoring Gobiz Platform**

Participants received guided assistance in registering on the GoBiz platform to enhance their digital business management. Pre-test results revealed minimal knowledge, attitude, and skills regarding GoBiz, indicating limited familiarity and usage. This gap, likely due to a lack of digital experience, underscored the need for intensive mentoring and specialized training, which proved crucial in improving participants' proficiency in utilizing the platform effectively.

Upon completing the counselling and mentoring sessions, participants were required to take a post-test to assess improvements in their knowledge, attitude, and skills related to halal branding, halal certification, and GoBiz. The post-test results were then compared with the pre-test scores to evaluate participants' learning progress and measure the overall effectiveness of the program.

**Table 2. Post-Test Result**

Description	Halal Branding	Halal Certificate	GoBiz
Knowledge	95%	88%	70%
Attitude	98%	90%	75%
Skills	85%	83%	65%

Based on the post-test results, there was a significant improvement in participants' understanding, attitudes, and skills across the three main topics. For Halal Branding, participants' knowledge increased from 87% to 95%, indicating a stronger understanding of the fundamental concepts, benefits, and implementation strategies of halal branding. Their attitude scores also improved from 97% to 98%, reflecting a heightened conviction regarding the importance of halal branding in enhancing product competitiveness. Additionally, participants' skills in logo creation and halal-based marketing strategies increased from 71% to 85%, demonstrating improved practical abilities.

Regarding Halal Certification, participants' knowledge increased from 76% to 88%, reflecting a deeper understanding of the procedures and regulations governing halal certification. Their attitude scores also improved from 75% to 90%, indicating greater awareness of the benefits of halal certification for business development. Furthermore, participants' skills in applying for halal certification through the SiHalal platform improved

from 72% to 83%, demonstrating enhanced technical competence following intensive mentoring.

For GoBiz, the most significant improvement was observed in knowledge, which increased from 44% to 70%, indicating that participants had begun to understand the features and benefits of GoBiz for digital business management. Their attitude scores also rose from 42% to 75%, reflecting a greater interest and confidence in the potential of GoBiz to enhance business efficiency. Additionally, participants' skills in registering, managing accounts, and utilizing GoBiz features increased from 36% to 65%, although further mentoring is still needed to achieve optimal proficiency.



**Figure 8. Closing Ceremony**

The most significant improvement was observed in the GoBiz topic, particularly in the areas of knowledge and skills. This indicates that the intensive training and mentoring sessions effectively enhanced participants' understanding and ability to use the digital platform. On the other hand, the smallest increase occurred in the Halal Branding topic, as participants already possessed a solid foundation of knowledge and positive attitudes from the outset. However, their skills in halal branding improved significantly following the practical training sessions.



**Figure 9. Contribution to Production Aspects**

The findings align with previous research that emphasizes the role of halal branding in enhancing consumer trust and business credibility (Amani, 2024; Heryanto et al., 2019). The improvement in participants' knowledge and skills validates the effectiveness of structured training and mentorship in empowering MSEs, particularly those led by women entrepreneurs. The integration of digital business platforms, such as GoBiz, also supports existing studies on the importance of technological adaptation for business growth (Jufriyanto & Deny, 2023).

One of the key insights from this study is that the success of halal branding initiatives is highly dependent on the accessibility of training resources and continuous support.



Participants who engaged more actively in mentoring sessions showed greater progress in applying branding and certification concepts. This suggests that personalized guidance and interactive learning approaches are crucial for maximizing program impact.

However, challenges related to digital literacy and administrative complexities in the halal certification process indicate a need for additional support mechanisms. Simplified training materials, such as step-by-step video tutorials and structured guidelines, could address these challenges and further enhance program effectiveness. Additionally, stronger collaboration with government agencies and halal certification bodies could streamline the certification process and provide MSEs with easier access to necessary resources.

The results of this community service program have both conceptual and practical implications. Conceptually, they reinforce the significance of halal branding, digital business integration, and entrepreneurial empowerment, highlighting halal certification as a key factor in brand credibility and market competitiveness. Practically, the program provides MSEs, particularly women entrepreneurs, with structured training, digital literacy, and access to certification processes, enabling them to enhance business sustainability. Strengthening collaboration with government agencies and halal certification bodies further facilitates market access, demonstrating that long-term mentoring and digital adaptation are crucial for MSEs growth.

## **Conclusion**

This community service program underscores the importance of a holistic approach to SME empowerment, combining technical training, digital integration, and continuous mentorship. Addressing the identified challenges through improved training methodologies and stakeholder collaboration will be essential for sustaining the program's long-term impact.

## **Recommendation**

To enhance the effectiveness and sustainability of the program, the following recommendations are proposed for program organizers, participants (particularly MSEs and women entrepreneurs), and relevant institutions such as the government and halal certification bodies:

- 1) Sustained Mentoring and Digital Support: Continuous guidance is necessary to ensure participants fully optimize digital platforms like GoBiz for their business operations.
- 2) Expansion of Technical Training on Halal Certification and Branding: More in-depth training on administrative procedures and marketing strategies should be provided to help participants independently manage their businesses.
- 3) Development of Structured and Accessible Training Modules: Visual guides and tutorial videos should be made available to facilitate learning, particularly for participants with limited technological proficiency.
- 4) Strengthening Collaboration with Key Stakeholders: Partnerships with government institutions and halal certification bodies should be reinforced to ensure easier access to facilities and information related to halal certification.
- 5) Regular Evaluation and Feedback: Periodic assessments should be conducted to align the program with participants' evolving needs and to ensure its long-term impact on MSE empowerment, particularly for women entrepreneurs.

These recommendations aim to support the program's sustainability and ensure that its benefits are optimally realized by participants and relevant stakeholders.



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