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Empowering Halal-Certified Local Processed Products to Enhance the Competitiveness of MSMEs: A Community-Based Approach in Wiyung, Surabaya

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Abstract

In the digital era, integrating Islamic values with business practices has become crucial for inclusive and ethical economic growth. This study aims to empower local micro, small, and medium enterprises (MSMEs) in Wiyung, Surabaya, through the development of halal-certified processed food products. The program involved training and mentoring sessions focused on halal production, certification procedures, digital marketing strategies, and product branding. Using a pre-test and post-test method involving 25 women entrepreneurs from the local PKK group, the study observed a 50% increase in participants' understanding of halal standards. The results confirm that enhancing halal literacy and digital capability improves the competitiveness and sustainability of local MSMEs. This model can serve as a replicable framework for promoting halal economy and ESG values at the grassroots level.

Keywords:

Halal Certification, MSMEs, ESG,
Digital Marketing, Islamic
Economy, Community
Empowerment

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Introduction

The global halal economy has experienced rapid growth, creating new opportunities for Muslim-majority communities to compete in ethical markets. Yet, many MSMEs in Indonesia lack awareness and resources to fulfill halal standards (Dwikiwibowo & Iqbal, 2025). Integrating Islamic values into sustainable business models becomes imperative in advancing ESG (Environmental, Social, Governance) principles, as halal now symbolizes not only faith-based compliance but also global ethical assurance (Syahril & Nugroho, 2024). Community service and knowledge-transfer programs in finance and management have been shown to significantly strengthen small entrepreneurs' resilience and efficiency, especially when incorporating digital tools for bookkeeping and marketing (Hidayah et al., 2022). This paper presents a community-based intervention to support MSMEs in Wiyung Brantas Permai, Surabaya, in developing halal-certified processed food products that align with sharia and market requirements.

In recent years, the halal industry has transcended its religious origins to become a universal symbol of quality, hygiene, and ethical assurance—factors increasingly demanded by global consumers (Masrurroh, 2024). Indonesia, as the world's largest Muslim-majority country, holds a strategic advantage in this sector, yet the vast potential remains underutilized due to limited halal literacy and accessibility to certification pathways among grassroots entrepreneurs (Gunawan & Gunawan, 2025). Women-led MSMEs, in particular, face challenges in navigating bureaucratic processes and adopting digital tools needed to reach broader markets (Harahap, 2025; Irawan, 2025). Community engagement frameworks have emphasized that inclusive participation—such as in peri-urban food production and women farmer cooperatives—can elevate women's role in economic resilience while enhancing food security (Adji, 2025).

Recognizing these gaps, there is a pressing need to design empowerment models that are not only rooted in Islamic economic principles but also integrate contemporary business strategies such as digital marketing, branding, and ESG values (Hadi, 2025). The resilience of MSMEs also depends on addressing structural and market barriers, as shown in Bangkalan where halal-certified MSMEs still struggled due to low awareness and limited marketing opportunities (Yulianto, 2025). Evidence from higher education studies further shows that citizenship competence and entrepreneurial effectiveness grow when community members are actively engaged in sustainable, value-driven initiatives (Bastida, 2023). This study responds to that need through a participatory action research framework that combines education, mentorship, and community engagement to promote inclusive and sustainable halal entrepreneurship (Shah, 2025). As emphasized in recent discourse, effective stakeholder dialogues and collaborations are key to ensuring community projects achieve equity and long-term sustainability (Yatmo et al., 2025). The outcomes of this research aim to serve as a blueprint for other communities seeking to bridge traditional values and modern economic practices, particularly as Indonesia accelerates halal certification growth through digitalization initiatives (Halal Times, 2024).

Method of Study

This study adopted a Participatory Action Research (PAR) framework over a 5-month period (February to July 2025) as part of a structured community engagement program. The participatory nature of this research emphasized co-learning and empowerment, positioning the

participants not merely as beneficiaries but as active agents of change. The program was collaboratively designed with the PKK Wiyung Brantas Permai community in Surabaya, focusing on 25 women entrepreneurs engaged in local food processing.

The methodology comprised several sequential phases:

- a. Needs Assessment and Module Design
The program began with a field survey and informal interviews to identify participants' knowledge gaps in halal production, certification procedures, and digital marketing. This formative input was used to tailor the training module covering halal standards, certification processes, branding, and packaging.
- b. Face-to-Face Training
A two-day intensive training was conducted, consisting of:
 - i. Lectures on halal-thayyib principles and relevant legal frameworks (MUI, BPJPH, UU JPH No. 33/2014),
 - ii. Demonstrations of halal-compliant production techniques,
 - iii. Simulated completion of halal certification forms,
 - iv. Hands-on design of halal-compliant packaging and labeling.
- c. Digital Marketing Coaching
Participants received a focused session on utilizing social media platforms (Instagram, Facebook, TikTok) for halal product marketing. Practical content creation techniques and basic photography for promotion were included.
- d. Integrated One-Day Workshop
A final workshop was held featuring collaboration between trainers, participants, and representatives from halal certification institutions. The workshop provided real-time feedback on participants' product packaging and readiness for certification.
- e. Ongoing Assistance Post-training support was facilitated through:
 - i. A dedicated WhatsApp group for consultation and peer discussion,
 - ii. Distribution of printed and digital learning materials (PDFs, PowerPoint slides, templates),
 - iii. Follow-up mentoring for halal certification applications.
- f. Evaluation
To assess the program's effectiveness, a mixed-method evaluation was employed:
 - i. Pre-Test and Post-Test: Knowledge acquisition was measured quantitatively through standardized tests administered before and after the training.
 - ii. Practical Assessment: Participants were evaluated on their ability to apply halal production standards and develop compliant packaging.
 - iii. Participant Feedback: Qualitative data was gathered via satisfaction questionnaires to assess perceived usefulness, engagement, and areas for improvement.
 - iv. Success Indicator: A minimum increase of 20% in post-test scores was established as a benchmark for learning effectiveness. In addition, completion of practical tasks and consistent attendance (minimum 80%) were required to be considered a successful participant.

Results and Discussion

Program Implementation Overview

The Community Engagement Program (Pengabdian kepada Masyarakat / PKM) was implemented from February to July 2025 in collaboration with PKK Wiyung Brantas Permai. The core objective was to enhance the capacity of local micro, small, and medium enterprises (MSMEs), particularly women-led home industries, in producing halal-certified processed food products and improving product competitiveness through packaging and branding.

Although only one physical (offline) training session was conducted, training materials were distributed in stages through digital documents (PDF), printed manuals, and guided self-

learning via WhatsApp group discussions. The activities followed the proposed timeline and included multiple aspects of halal product development, certification, and digital marketing.

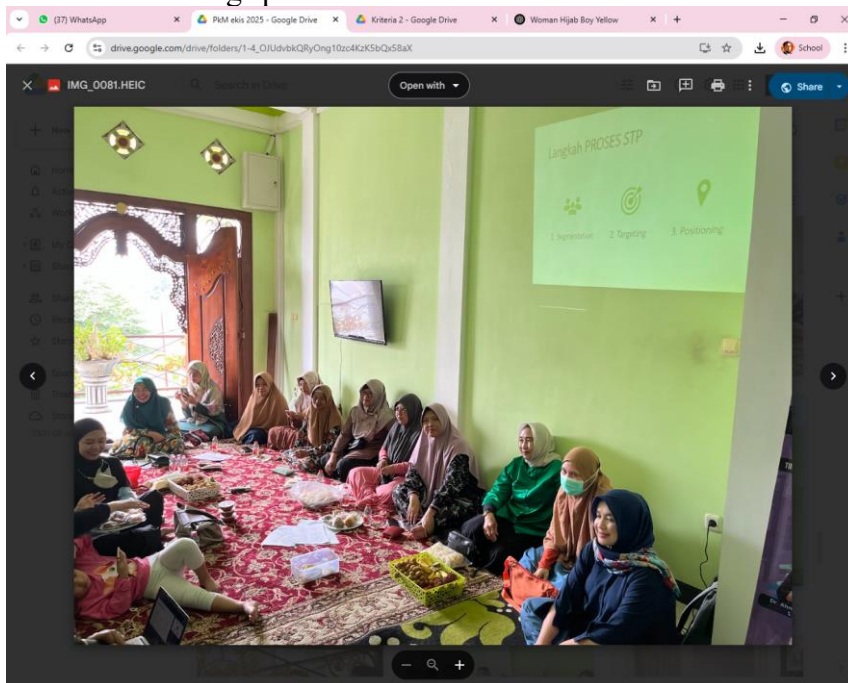
Visual Documentation of Activities



Source: Personal documentation.

Figure 1. Women's religious gathering during the session

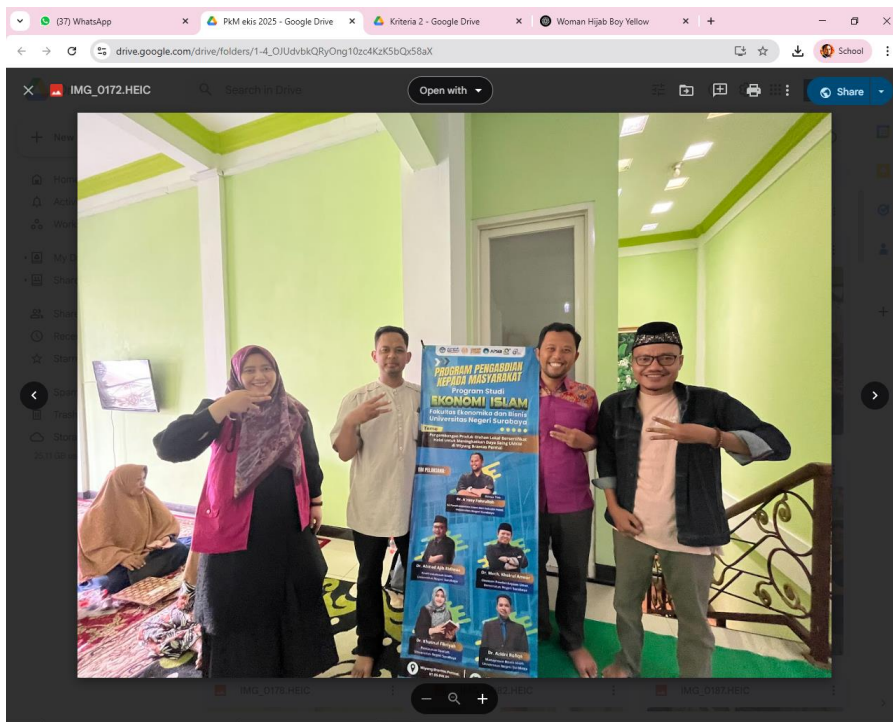
The picture shows women sitting together on the carpeted floor during a religious study session, with food offerings placed in front of them.



Source: Personal documentation.

Figure 2. Training session on halal production and certification

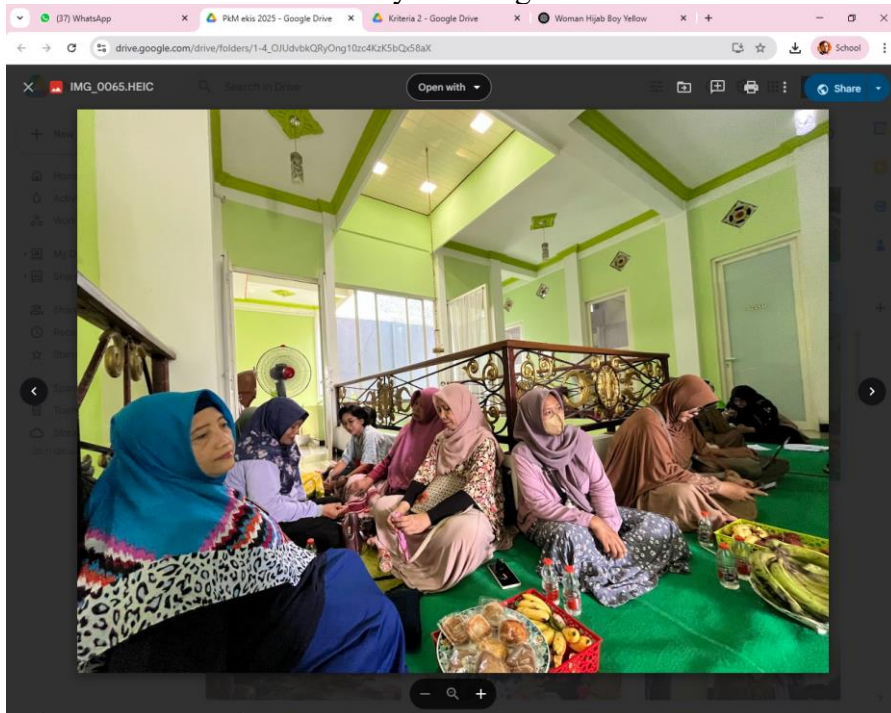
Participants listen to trainers explaining halal-thayyib principles and relevant legal frameworks during the workshop.



Source: Personal documentation.

Figure 3. Team mate documentation with the x banner

All members of the community service gather to become evidence of the session



Source: Personal documentation.

Figure 4. Women enthusiastically participating in the event.

They actively engaged in completing both the pre-test and post-test, while also showing strong involvement during the interactive question-and-answer session led by the trainers. Their participation reflected not only their curiosity but also their commitment to understanding the materials presented throughout the workshop.

Pre test and post test Activities

No.	Nama	Tandatangan
1	PV Adom	Li
2	Fibri (Fader)	<i>[Signature]</i>
3	ENDANG (KADER)	<i>[Signature]</i>
4	Murung (Kader)	<i>[Signature]</i>
5	Tanti (Kader)	<i>[Signature]</i>
6	Burungti (Kader)	<i>[Signature]</i>
7	B. Atip	<i>[Signature]</i>
8	A. Aman	<i>[Signature]</i>
9	B. Rus	<i>[Signature]</i>
10	B. Echy S	<i>[Signature]</i>
11	B. Anbi	<i>[Signature]</i>
12	B. Yik	<i>[Signature]</i>
13	B. Yanto	<i>[Signature]</i>
14	B. Hardi	<i>[Signature]</i>
15	B. Rian	<i>[Signature]</i>
16	Bu Edi Subisimo	<i>[Signature]</i>
17	Sandy Chusnul M. (Kader)	<i>[Signature]</i>
18	NAMA	<i>[Signature]</i>

[illegible]

Peserta kegiatan PKM

Post-Test

Nama: Mariyah
Produk yang dijual (jika ada):

13. Apa yang dimaksud dengan halal dalam konteks produk makanan?
 - A. Produk yang mematuhi standar lingkungan
 - B. Produk yang mematuhi hukum dan pedoman Islam
 - C. Produk yang berbasis vegan
 - D. Produk yang tidak menggunakan bahan pengawet
14. Mengapa sertifikasi halal penting untuk bisnis?
 - A. Hanya merupakan persyaratan hukum
 - B. Membantu meningkatkan umur simpan produk
 - C. Menjamin produk aman untuk dikonsumsi oleh semua kalangan
 - D. Menjamin produk memenuhi hukum diet Islam, meningkatkan kepercayaan di kalangan konsumen Muslim
15. Mana yang BUKAH merupakan komponen utama dalam produksi halal?
 - A. Menggunakan bahan yang sudah terjamin halal
 - B. Menghindari kontaminasi dengan bahan non-halal
 - C. Mengikuti metode memasak yang tidak sesuai dengan Islam
 - D. Menjaga kebersihan dalam proses produksi
16. Menurut hadis riwayat Ibnu Majah, ilmu yang nantinya dilupakan dan dicabut dari umat paling awal adalah
 - A. Ilmu muawarits
 - B. Ilmu hukum
 - C. Ilmu syaria
 - D. Ilmu nahwu
17. Apa yang dimaksud dengan "Asobah" dalam ilmu waris Islam
 - A. Ahli waris yang ditentukan bagannya
 - B. Ahli waris yang sudah meninggal
 - C. Ahli waris yang berpisah agama
 - D. Ahli waris yang tidak ditentukan bagannya
18. Salah satu rukun dalam pewarisan adalah
 - A. Harta Karun
 - B. Ahli waris
 - C. Tanah negara
 - D. Uang rakyat
19. Salah satu produk digital bank syariah adalah:
 - A. Mobile banking
 - B. Aplikasi Masarak
 - C. Tidak ada jawaban yang benar
20. Salah satu cara memilih fintech lending yang baik adalah:
 - A. Terdaftar dalam OJK
 - B. sesuai hati Nurani
 - C. lembaga yang berkredibilitas
 - D. tidak ada jawaban yang benar
21. Skimming adalah:
 - A. Pengipuan
 - B. virus computer
 - C. kejahatan dengan cara mencuri data kartu debit atau kartu kredit untuk menarik dana di rekening
 - D. tidak ada jawaban yang benar
22. Dibawah ini merupakan unsur-unsur dari sebuah branding, kecuali :
 - A. Nama merek
 - B. Suara (logo trademark)
 - C. Karakteristik produk
 - D. Kompetitor
23. Apa saja unsur yang harus ada di dalam kemasan?
 - A. Logo Halal
 - B. Daftar bahan
 - C. Isi berat/bersih
 - D. Jawaban benar semua
24. Apa saja kriteria kemasan/packaging yang baik?
 - A. Jelas dan informatif
 - B. Menarik perhatian
 - C. Ramah lingkungan
 - D. Jawaban benar semua

Instrumen Persepsi Peserta
Pengabdian Kepada Masyarakat (PKM)

Nama: Mariyah
Alamat: Desa Suman Angpal 4/4
Umur: 39 th.

Peringkat:
1. Setelah mengikuti kegiatan PKM, mohon kenadiahkan hasil/itu untuk memberikan persepsi terhadap pelaksanaan Workshop
2. Dari hasil tentang pada kriteria persepsi yang sesuai
3. Mohon/terbilang/kuantitas dan saran untuk pelaksanaan kegiatan PKM ke depan.

Aspek Persepsi	Indikator	Kriteria				
		Sangat Baik	Baik	Cukup	Tidak Baik	Sangat Tidak Baik
Pelayanan Panitia PKM	1. Kondisi tempat/ruang	✓				
	2. Kondisi sarana-prasarana	✓				
	3. Pengaturan waktu oleh instruktur	✓				
	4. Pemberian kesempatan dalam bertanya	✓				
	5. Layanan panitia	Sangat Baik	Baik	Cukup	Kurang Baik	Tidak Baik
Kejelasan Penyampaian Materi oleh Instruktur	6. Kejelasan dalam penyampaian oleh instruktur	✓				
	7. Sistematis (urutan) penyampaian materi	Sangat sistematis	Sistematis	Cukup	Kurang Sistematis	Tidak Sistematis
Penjelasan Materi yang disampaikan	8. Penjelasan materi yang disampaikan dalam kegiatan PKM	Sangat Penjelasan	Penjelasan	Cukup	Kurang Penjelasan	Tidak Penjelasan
	9. Kegiatan PKM seru/aktif ini perlu diterapkan pada waktu yang akan datang dengan materi yang berbeda	Sangat Setuju	Setuju	Biasa Saja	Kurang Setuju	Tidak Setuju
Keberlanjutan kegiatan	10. Setelah mendapatkan kegiatan PKM ini, apakah anda berkeinginan untuk mengaplikasikan pengetahuan/keahlian yang didapat?	Ya	Ragu-ragu	Tidak		

Komentar umum: Sangat memuaskan

Saran: ke depan juga lebih baik dari ini

Peserta kegiatan PKM
Mariyah

Output of Activities

→ [youtube.com/watch?v=PYS9vupMUC8](https://www.youtube.com/watch?v=PYS9vupMUC8)

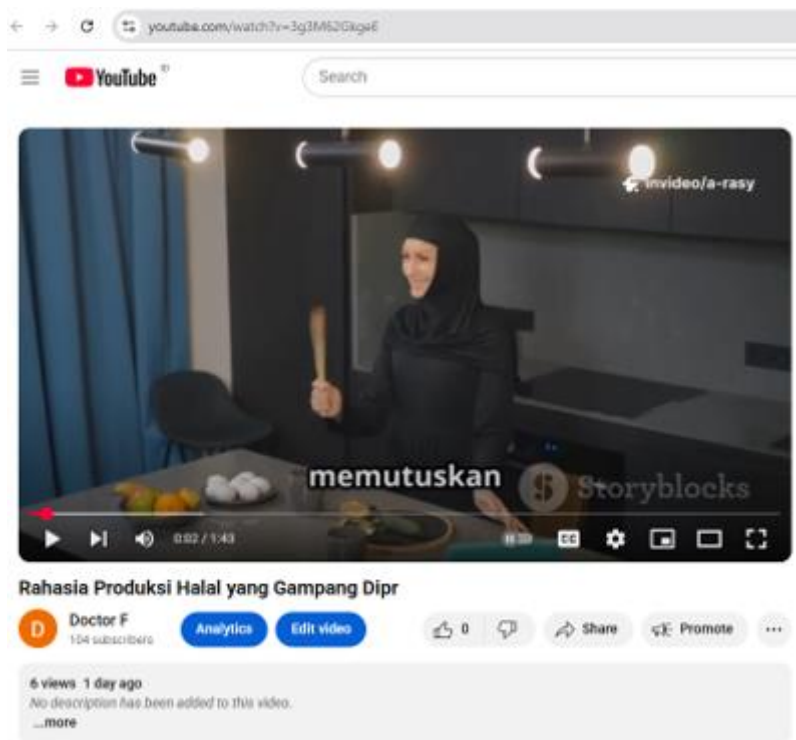
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Summary of Activities and Outputs

No	Activity	Timeframe	Immediate Output
1	Coordination and initial preparation	February 2025	Needs assessment, training module development
2	Distribution of halal production materials	March 2025	Guidelines for halal ingredients and procedures (PDF & printed modules)
3	In-person Integrated Training Session	19 April 2025	One-day intensive workshop: halal production, certification, and branding
4	Self-guided digital marketing training	May 2025	Social media marketing guidebook and digital flyer templates
5	Informal mentoring on packaging and branding	June–July 2025	Packaging label revisions, proper halal logo placement, and product information

Measured Impact on Participants

To assess the effectiveness of the program, pre-test and post-test evaluations were conducted with participants. Results showed a significant improvement in understanding halal production and marketing strategies. Below are parts of participants grade:

Participant	Pre-Test (Correct/12)	Post-Test (Correct/12)	Remarks
Sandy	4	6	Improved by 2 points
Manisih	7	10	Significant improvement
Nana	6	9	More accurate responses
Dwi Tianti	7	11	Near perfect understanding

Average Scores:

Pre-Test Average: 6.0

Post-Test Average: 9.0

Improvement: +3 points (50% increase)

These results indicate that the training was effective in increasing both knowledge and awareness regarding halal standards among participants.

Challenges and Solutions

Despite the overall success, several challenges were encountered during the implementation:

Challenge	Solution
Lack of knowledge about OJK and Halal Bodies	Provided additional explanation and real-life simulation during training
Digital literacy gaps among participants	One-on-one mentoring by student facilitators during digital marketing phase
Limited packaging design skills	Ready-to-use label templates were distributed for ease of use

Sustainability Plan and Follow-Up

To ensure long-term impact, the following follow-up activities are planned:

Activity	Timeline	Expected Output
Finalizing scientific article	August 2025	Journal publication
Preparing IP submission	August 2025	Copyright registration of the halal training module
Writing public education articles	September 2025	Online or printed media publication
Formation of local halal community group	Oct–Dec 2025	Neighborhood-based halal business group
Assisting official halal certification	December 2025	At least 1 MSME registered with BPJPH through a certified LPH

Additionally, collaboration with local stakeholders (e.g., municipal offices, LPHs) and periodic mentoring will be organized to maintain momentum and ensure the sustainability of the program.

4. Conclusion

The findings demonstrate that structured halal training enhances MSMEs' capabilities to meet both Islamic and market standards. By supporting local economies with faith-based and ESG-oriented strategies, the model contributes to a more inclusive halal ecosystem. Future programs may incorporate AI-driven tools for halal traceability and digital sales optimization.

Furthermore, the participatory and empowering nature of this intervention has proven effective in fostering self-reliance among women entrepreneurs, encouraging them to adopt best practices in halal production and branding. The use of both face-to-face and digital methods has allowed the training to be accessible and scalable, ensuring broader reach and long-term sustainability. The increase in post-test scores reflects not only improved knowledge but also heightened confidence in navigating halal certification systems.

This initiative also opens opportunities for policy makers and educational institutions to replicate similar programs in other regions, especially those with high concentrations of informal food businesses. By linking religious values with modern business standards, this model strengthens the social fabric while enhancing economic competitiveness. Moving forward, a collaborative approach involving government, academia, certification bodies, and community leaders is essential in realizing the vision of Indonesia as a global halal hub.

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