



Promoting Religious based Tourism through Traditional Culinary Product Up-Scaling

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Abstract: This community service aims to provide training and assistance in making business legality in the form of Halal Certificates (HC), Business Identification Numbers (BIN), and Household Industry Food License Numbers (HIFL) as an effort to support halal tourism in the Seberang Kota area. This service applied a Participatory Action Research (PAR) approach that emphasizes active participation from service participants to ensure the transfer of knowledge and skills. The participants of this activity consisted of 24 business actors who processed various superior products based on local potentials such as processed fish, shrimp, and tubers. We employed objective-oriented, management-oriented, and participant-oriented monitoring approaches. Furthermore, we applied the participatory evaluation method by involving the community, facilitators, and project team. The results of this community service showed that there was an increase in participants' knowledge about the urgency of business legality, halal sharia provisions, and knowledge of the halal certification process. There is also a change in behavior from being unable to process legality to being able to access various online creation pages. At the end of the activity, the team submitted 24 BIN, HIFL, and CH documents.

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Introduction

Jambi City has a long history as one of the early cities for the spread of Islam in Jambi Province and Sumatra Island. The Arabs came to Jambi in the early 20th century with a trade mission and to spread Islam (Sucialinda, 2019), strengthening the existence of Islam which was previously brought by the Malay ethnic group. Economic and religious activities then developed in Jambi City with the area now known by the acronym Sekoja as its center. The term Sekoja morphologically refers to Pelayangan District and Danau Teluk District based on its position right on the banks of the Batanghar River (Aldiansyah & Nareswari, 2019).

Sekoja is the center of the Malay Islamic government and the development of Islam and the forerunner of Jambi City. Religious values that have been attached to culture, tradition and art have survived to this day, making the Jambi City government designate this area to become a halal tourism destination based on religion and culture (Kristiana et al., 2019). The various culinary potentials in the area have the opportunity to support and become part of Sekoja tourism, which is planned to be a religious and cultural-based tourism development area (Putra, 2006). They have long utilized the potential of the river resources by becoming fishermen, the catch from the river is then sold at the Angso Duo Market on the opposite side of the area. Over time, the catch is processed into various traditional culinary delights such as tepek ikan, fish crackers, pempek ikan, kletек ikan, and shrimp and tekwan udang. In addition, the region's plantation products in the form of cassava are processed into



various chips. The Sekoja area is famous for the production of wet cakes such as Maksuba, Lapis Legit and 8-hour cake. The cake is a favorite in Jambi City, especially before the big day.

Furthermore, according to the Ministry of Tourism and Creative Economy, halal tourism focuses more on additional services provided by tourism and creative economy business actors so that they can comply with the halal category, one of which is in the culinary sector. Therefore, the most urgent aspect in supporting halal tourism is halal culinary (Abdullah et al., 2023; Boğan et al., 2023; Rahayu et al., 2022). Unfortunately, the large culinary potential in Sekoja has not supported halal tourism in Sekoja, even though tourism development can be greatly influenced by its culinary potential (Ariani et al., 2022). Observations found that there were at least 24 traditional culinary business actors in Sekoja, all of whom do not yet have a Halal Certificate, of course, they also do not understand the criteria for halal product guarantees, even though this is an important aspect of culinary businesses to support halal tourism. Moreover, currently food and beverage businesses are required to have a halal certificate, as stated in the Job Creation Law and Government Regulation Number 39 of 2021. Unfortunately, business actors in Sekoja are not yet aware of the need for the legality of a Halal Certificate.

The legality of halal certification itself is not just a certificate document, there are a series of halal principles set by the Indonesian Government in accordance with Islamic law (Sampoerno et al., 2023). These principles are accommodated in the Halal Product Assurance System (HPAS) which is designed to ensure that products produced, distributed, and consumed by the public are in accordance with halal principles. HPAS includes a series of procedures, standards, and mechanisms implemented by business actors to ensure the halal of products at every stage of the production process. The implementation of HPAS is regulated by Law Number 33 of 2014 concerning Halal Product Assurance (UU JPH).

In addition, through discussions with the Kelurahan government and business actors that the team managed to meet, the processed agricultural and fishery products are still marketed on a limited basis by relying on relations and displayed on the terrace of the house. The big name of Tahtul Yaman Culinary has been widely known by people outside Pelayangan District itself. This marketing limitation is certainly caused by other systemic problems. First, home businesses that in this proposal we refer to as Micro and Small Enterprises (UMK) do not yet have a business license in the form of a Business Registration Number (NIB). In fact, NIB is a business identity that must be owned by business actors. NIB is a requirement for business actors who can provide convenience in doing business.

Although the majority of the population in Sekoja are Muslim, knowledge about HPAS is not yet widely known by the general public. Therefore, an understanding of the HPAS criteria is needed to ensure that the products produced to support halal tourism meet the halal criteria and can be submitted for halal certification. Then, the Food SME actors in Tahtul Yaman Village also do not yet have a Home Industry Food (PIRT). This permit is mandatory for production houses as a requirement for distribution and marketing, especially if they want to expand distribution channels. Thus, it can be concluded that the culinary business has not been run professionally; business actors do not yet have the knowledge and ability to design attractive labels along with good packaging materials.

The community service team consists of students implementing the Ormawa Membangun Negeri (POMN) Program which is fully funded by the Directorate General of Vocational Education in 2024. The Ormawa Study Program D.IV Government Management is assisted by a Supervising Lecturer who is a Halal Companion certified by BPJPH and also



a Halal Supervisor with a competency certificate from the National Professional Certification Agency (BNSP). Based on this explanation, the purpose of this community service is to improve business capacity or scale-up activities through training on the application of HPAS and assistance in the preparation of HPAS. The output of this program is NIB, PIRT, and Halal Certificates for Business Actors in the Sekoja area to support halal tourism there. The community service activity of training and mentoring to increase the capacity of traditional culinary in Sekoja aims to increase the knowledge of business actors about the concept and practice of implementing HPAS for food and beverage products, mentoring in making NIB, PIRT, and Halal Certificates.

Method

The implementation of community service used the Participatory Action Research (PAR) method PAR is considered appropriate because this method allows for collaboration between implementing actors to investigate problems and take action to bring about social change (De Oliveira, 2023). The problems faced by partners can also only be resolved if partners are willing to improve the quality of their products by implementing HPAS, can access and understand the process of making NIB, PIRT, and Halal Certificates. HPAS training was carried out as an effort to make the community independent, not dependent on the Community Service team. Thus, social change in the form of increasing the capacity of Business Actors can be realized. Because PAR requires all empowerment activities to be carried out together with partners who will be empowered (Gashi et al., 2023), this activity ensures partner participation in every stage. In addition, this activity was carried out in accordance with the PAR cycle that occurs simultaneously so that the change process occurs sustainably, namely as follows.

Table 1. Stages of community service activities

No	Stage	Information
1	Preparation of Program	Preparation of mentoring work programs and training work programs so that the activities carried out become more organized and focused. This program includes all things that are technical, managerial and time schedule.
2	Team Formation	Formation of work teams to divide the work in each work program.
3	Field coordination	Field coordination will be carried out by the Team, the socialization of the culinary product packaging and marketing coaching program for the community is carried out at the activity location, namely according to the agreed area. This socialization activity will be carried out in 2 activities so that participants gain comprehensive understanding and skills.
3	Halal Process Product (HPP) Training	HPP training is carried out by providing material on the Halal Product Assurance System (HPAS) for food products in accordance with the provisions of the Halal Product Assurance regulations which will be provided by the Community Service Team. In addition, this training will also provide material on the importance of halal certification in terms of business development, religion and health.



4	Assistance in filling out siHalal website.	Halal certificate registration assistance activities through the independent recognition pathway in collaboration with the Halal Product Process Assistance Institution of UIN Sulthan Thaha Saifuddin Jambi.
5	Assistance in filling in data on the One Single Sign (OSS) page [for Business Registration Number (NIB) and Home Industry Food (PIRT)]	Assistance activities for NIB and PIRT registration by inputting various requirements together with business actors.

The participants of this activity were 24 business actors in Tahtul Yaman Village with the criteria of products whose raw materials came from local potential. Project teams are an essential component of the project implementation process; monitoring is a corrective method to achieve the desired output while keeping the larger project outcome in mind (Tengan et al., 2021). We employ objective-oriented, management-oriented, and participant-oriented monitoring approaches. Monitoring was conducted during the activities by ensuring several planning criteria in terms of time, materials, tools, methods, personnel, and budget. Furthermore, we applied the participatory evaluation method initiated by Mikkelsen (2005) by involving the community, facilitators, and project team. Indicators of success were identified by the community and self-evaluation was conducted using simple methods.

For community development projects, data analytics is essential to enhancing decision-making procedures. Data analysis enables simple decision-making procedures and can be monitored through Google Sheets. Features in this tool can make it easier for each team member to code information from each participant related to NIB, PIRT, and Halal Certificate application data.

Result and Discussion

Training on the implementation of HPAS, assistance in making NIB, PIRT, and Halal Certificates for culinary business actors in the Sekoja area is a follow-up to observations and discussions with the community. In the management of halal certification which has recently been carried out massively in the form of community service by academics together with the government and other stakeholders, initial steps are also needed to provide an understanding of the halal criteria within the HPAS framework (Sampoerno et al., 2023).

The urgency of HPAS in halal assurance is as a manual or guide in implementing halal criteria. HPAS contains a series of rules on the implementation of halal developed by the Government of the Republic of Indonesia (Ratanamaneichat & Rakkarn, 2013). HPAS is important because the concept of halal in 'halal certification' in Indonesia is not only to meet the halal requirements according to Islamic law, but must also be *thayyib*, which means good, clean, healthy, and safe for consumption (Hassan et al., 2015). This refers to the principle of *halalan thayyiban*, namely food, and products that are halal as well as beneficial for the body and do not endanger human health or welfare.

The training activities were carried out in two stages. The first stage was the socialization of the urgency of halal certification and focused discussions on business actors' knowledge of halal certification. There were 42 business actors who participated in this socialization activity.



Figure 1. Program socialization and focused discussion

Based on the presentation of the material and discussion, it is known that almost all business actors do not understand the obligation of halal certification and do not know how to take care of halal certification. Moreover, they do not have adequate knowledge in compiling and implementing HPAS. Therefore, at the second meeting, the team prepared the main training activities with material on the urgency of halal and its policies in Indonesia as well as the concept and criteria of HPAS in five manual sections.

1) Commitment and Responsibility

In this criterion, business actors are required to have a written commitment to implement halal principles in all aspects of production operations. This halal policy was recorded and documented and used as a guideline for all employees and stakeholders. The team accompanies business actors to create posters about halal commitments that must be attached to the walls of the production area.



Figure 2. HPAS Preparation Assistance

In addition, business actors must also form a Halal Management Team tasked with managing and supervising the implementation of HPAS. Because business actors in Sekoja are home businesses, the halal management team formed consists of the business actors themselves as owners. Finally, in this criterion, all employees, especially in this case business owners involved in the production process, must receive training on halal.

This training is what is carried out in this service, including material on the concept of halal and haram, how the halal production process is, procedures for separating halal and haram materials, and cleanliness and sanitation according to halal standards. In this training, the team also provides material on the need to comply with the established halal policies and periodically conduct internal audits on the implementation of HPAS.

2) Ingredients



In this section, business actors were equipped with knowledge related to the categorization of materials in production, namely raw materials, additional materials, and auxiliary materials. All raw materials used must come from materials whose halalness can be ascertained and traced. All plant materials are halal and pure if they do not come into contact with impurities. Meanwhile, materials that have gone through the process of changing shape, taste or smell must have halal certification. For example, pepper that has changed from its original form when it was still on the tree must have a halal certificate. Because in the manufacturing process, there may be a critical point.



Figure 3. HPAS Preparation Assistance

Furthermore, business actors must ensure that there are no haram or impure materials that enter the product. In the discussion session, it was discovered that business actors also did not know that eggs must be washed before being processed, they assumed that the eggs were halal. In fact, the impurity on the egg shell can be a critical point that causes non-halal.

3) Halal Product Process

In this criterion, business actors were equipped with knowledge about the production process that meets halal standards, especially if the production kitchen also produces non-halal materials. It is necessary to separate production facilities or tools for halal and non-halal products. In this case, there were no business actors in Sekoja who produced products with haram materials; all products use materials whose legal origin is halal.

4) Products

Product naming is important to be done according to halal criteria. Business actors in Sekoja do not yet understand the critical points in product naming such as names that contain un-Islamic elements, elements of other religions, names of spirits, pornographic elements and other taboos. In addition, products must be packaged, stored, and distributed in a way that ensures there is no contamination with haram or unclean materials. So in the presentation process, it is necessary to train how to choose packaging that ensures that the product is not contaminated. In addition, the team also directed business actors to attach a halal label to the packaging, if the product has received halal certification. The obstacle in fulfilling the criteria of the material is in the products of slaughtered animals, poultry and ruminants. This is because there are not many Poultry Slaughterhouses and Animal Slaughterhouses with halal certification in Jambi City. Thus, the alternative to purchasing chicken and beef for food producers in Sekoja is to buy frozen packaged meat and chicken that already have a halal label.



Figure 4. Delivery of products that have been packaged with the logo

5) Monitoring dan Evaluation

Monitoring was carried out during each activity to see the progress of the activity. Each team ensured accountability in inputting program data so that the overall progress of the data can be known by other members according to the division of labor. The results of monitoring the making of NIB became a reference in making PIRT and halal certificates. The monitoring report showed that there were several discrepancies between the plan and the implementation, especially in terms of the completeness of the implementation time and business data. Activities only started on July 15, one month behind schedule due to the late disbursement of activity funds. By condensing the activities in the first week, all activities were completed on target in mid-October. For data correction, the team visited businesses in their homes.

The first periodic evaluation was conducted after each stage of the activity was completed, which was expected to improve the achievement of the next activity to the desired market segmentation. The second periodic evaluation was conducted every two weeks during the activity. Assessment of activities was carried out by participants and teams as a reference for future improvements. Evaluation of the results showed suitability in terms of time, materials, tools, methods and personnel. The use of all materials is in accordance with the plan. Packaging, stickers, and packaging aids have been handed over to business actors. Work was carried out in accordance with the division of labor and the coordinator, but there is flexibility where everyone will help with the process of activities that require personnel and village assistance. The Chairperson would assign members to assist certain sections that require personnel assistance according to the priority scale of work that is currently urgent. For example, during NIB creation, a lot of manpower is needed to assist PUs in creating accounts, resetting emails, and so on, so other sections will be seconded to help facilitate NIB. However, the person in charge of NIB creation remains the coordinator.

Finally, we measured the success of the program by comparing the conditions of business actors before and after the activity from several success indicators. First, there is an increase in community knowledge and skills about product packaging. The community knows that products with good packaging will increase sales, training has not been carried out but the idea or concept of scale-up has been conveyed repeatedly during activities. Businesses' packaging is currently very simple. Second, there is cooperation with medium-sized business units to market their products. Exploratory cooperation has been carried out with modern markets, namely the Fresh mart network, Trona Network, which stated that they are ready to accept their products.



Third, there is a new business group. Business groups have been formed which are divided based on the type of business, namely Crackers and Processed Fish, Wet Cakes, Dry Cakes.

Finally, business actors must continue to evaluate and improve their commitment through the implementation of HPAS which is also for the development of related policies, technology, and market needs. In addition, the monitoring criteria also need to document all activities related to the HPAS stages, in the form of halal policy documentation, raw material lists, standard operating procedures, and internal and external audit results when verification and validation are carried out by halal assistants. This documentation is proof of compliance with halal standards when audited by a halal certification body.

Through this HPAS implementation and preparation training, business actors gain knowledge about the halal concept in the context of the HPAS policy in Indonesia. Business actors also aim to equip food business actors with the knowledge and skills to implement a system that guarantees the halalness of their products.

This knowledge is directly implemented in the preparation of HPAS which is useful for business actors to increase consumer confidence, especially Muslim consumers, that the products they consume have met halal standards according to Islamic law. HPAS is a system that not only guarantees the halalness of products but also provides added value for producers and convenience for consumers, especially Muslims who need a guarantee of the halalness of the products they consume.

Finally, the community service team assists in filling out the HPAS on the sihalal platform. The halal certificate registration assistance activity through the independent recognition route is in collaboration with the Halal Product Process Assistance Institution of UIN Sulthan Thaha Saifuddin Jambi. The entire community service team are halal assistants who have the authority to assist business actors in preparing HPAS and verifying and validating business actors' products.

No	No. Daftar	Tgl. Daftar	Nama PU	Alamat	Nama Pendamping	Merk Dagang
11	SH2024-1-664319	12/4/2024 12:00:00 AM 04-12-2024	HENDRY SAPUTRA	JL. UTAMA, RT/RW -, TAHTUL YAMAN, PELAYANGAN	Mohd. Norma Sampoerno	Seblak Yuk Hana
12	SH2025-1-000495	1/6/2025 12:00:00 AM 06-01-2025	NURLIAN	JL. CEMPAKA PUTIH, RT/RW -, KAMPUNG NELAYAN, TUNGKAL ILIR	Mohd. Norma Sampoerno	Terasi Udang Mutika
13	SH2024-1-661695	11/29/2024 12:00:00 AM 29-11-2024	YULI YANI	KASANG LOPAK ALAI, RT/RW -, KASANG LOPAK ALAI, KUMPEH ULU	Mohd. Norma Sampoerno	Kerupuk bakar Rusdiah
14	SH2024-1-676365	12/20/2024 12:00:00 AM 20-12-2024	MAHMUDA	JL. KH. A. TOMO, RT/RW -, TAHTUL YAMAN, PELAYANGAN	Mohd. Norma Sampoerno	Kue Semprong Mahmudah
15	SH2024-1-676367	12/20/2024 12:00:00 AM 20-12-2024	DIAN OKTARINA	JL. KH. A. TOMO, RT/RW -, TAHTUL YAMAN, PELAYANGAN	Mohd. Norma Sampoerno	ANDALAS
16	SH2024-1-676369	12/20/2024 12:00:00 AM 20-12-2024	NARNI KUSWITA	PERUM RAKIT, RT/RW -, TAHTUL YAMAN, PELAYANGAN	Mohd. Norma Sampoerno	Kue Semprong Narni kuswita
17	SH2024-1-676371	12/20/2024 12:00:00 AM 20-12-2024	CHANDRA DINATA	JL. KH. A. TOMO, RT/RW -, TAHTUL YAMAN, PELAYANGAN	Mohd. Norma Sampoerno	Kue semprong chandra
18	SH2024-1-676372	12/20/2024 12:00:00 AM 20-12-2024	KHOZANAH APRIYANI	JL. KH. A. TOMO, RT/RW -, TAHTUL YAMAN, PELAYANGAN	Mohd. Norma Sampoerno	Kue Semprong khozanah
19	SH2024-1-676373	12/20/2024 12:00:00 AM 20-12-2024	MARCELA ZEYANTI	PERUM RAKIT, RT/RW -, TAHTUL YAMAN, PELAYANGAN	Mohd. Norma Sampoerno	Kue semprong sella
20	SH2024-1-676374	12/20/2024 12:00:00 AM 20-12-2024	HERDUJO	JL. KH. A. TOMO, RT/RW -, TAHTUL YAMAN, PELAYANGAN	Mohd. Norma Sampoerno	Peyek Anita

Figure 5. Screenshot of the certification status on the Sihahal website

Conclusion

The results of this community service showed that there was an increase in participants' knowledge about the urgency of halal certification, halal sharia provisions, and knowledge about the halal certification process. There was also a change in behavior that was initially unable to process halal certification, to being able to access the sihalal page and fill in the HPAS files online.



Recommendation

Sekoja, which is the center of Islamic religious development, is a potential religious tourism asset. Promotion of religious tourism is not enough to be done only by increasing business capacity through halal certification, but also through extensive marketing through various platforms. Further service can target marketing strategies and technical selection of attractive packaging. The Village Government can commit to continuing the program after the service activities end. The Kelurahan Government can open a BIN registration post and register for Halal Certification for new submissions outside the program target through cooperation facilitated by the Jambi University Halal Center.

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