



Development of Culinary MSME Businesses Through the Implementation of E-Business and Halal Certification Assistance for MSME Products

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Abstract: This community service aims to increase the skills and knowledge of culinary MSME players, develop an e-business system through online sales platforms, and have certified halal culinary MSME products. This service used the Participatory Action Research (PAR) method to enhance the operational skills of culinary MSMEs in Tabek Patah Village. Through training, MSME actors gained skills in halal certification, digital marketing, and online business tools such as Shopee, Tokopedia, Instagram, WhatsApp Business, and Google Maps. They learned to create digital catalogs, register their businesses on Google Maps, and obtain Business Identification Numbers (NIBs), while understanding the benefits of halal certification for market expansion. Despite challenges like limited internet infrastructure and initial skepticism, the program significantly improved MSMEs' visibility, competitiveness, and confidence in using technology. However, continuous assistance remains crucial to sustain these advancements and address remaining barriers, ensuring long-term success in integrating technology and halal standards into their operations.

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Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in a country's economy, whether in developing or developed nations. In developing countries, the MSME sector contributes around 45% of employment and 33% of the Gross Domestic Product (GDP). MSMEs are not only economic drivers but also serve as key sources of skills, innovation, and job creation (Latief, 2022; Raharjo, 2019). In this context, MSMEs hold the potential to significantly contribute to economic growth, particularly in developing countries, if managed effectively.

However, MSMEs in Tanah Datar Regency, like in many other regions, face numerous challenges in developing their businesses, particularly in product marketing. One of the main issues is the limited access to effective marketing networks and channels, which hampers the sector's growth. To overcome this, many MSME actors have started to shift toward digital marketing, especially through e-commerce platforms, to promote and introduce their products online. This shift from offline to online marketing requires MSMEs to adapt to new technologies in order to remain relevant and competitive in an increasingly digital market (Djakasaputra, 2021; Kasmi, 2017).

Aside from product marketing challenges, MSMEs, particularly those in the food sector, also face the need to obtain halal certification to boost consumer trust. Halal certification is crucial for ensuring the quality and permissibility of products, offering consumers a sense of security and comfort. However, in Tanah Datar Regency, many food-



related MSMEs still lack halal certification. This indicates a gap between the need for halal certification and the MSME actors' understanding of and access to the process. Halal certification programs ensure that ingredients, production processes, and the halal assurance system meet the standards set by the Indonesian Council of Ulama's Assessment Institute for Foods, Drugs, and Cosmetics (LPPOM MUI), which functions to protect consumer rights (Latief, 2022).

The Law of the Republic of Indonesia No. 33 of 2014 concerning Halal Product Assurance mandates that all products circulated in Indonesia must have halal certification. Nevertheless, many MSME actors are still unfamiliar with the procedures for applying for and obtaining halal certification. This creates an additional challenge for MSMEs in Tanah Datar, where many micro and small businesses are still unaware of the importance of halal certification for business development in a market that increasingly values quality and consumer trust (Raharjo, 2019). With the rise of digital marketing through e-commerce, MSMEs are expected to expand their market reach; however, without halal certification, their products may miss out on opportunities in markets that are sensitive to halal issues.

Previous studies have shown that the implementation of e-business and halal certification assistance has a positive impact on MSME business development, especially in the culinary sector. Research by Syahrin and Fikri (2018) demonstrated that e-commerce can help MSMEs increase market share and cost efficiency, while Wibowo (2017) emphasized that halal certification is vital for boosting consumer trust and product competitiveness in the culinary market. Other studies also highlight the benefits of implementing e-business in improving sales and expanding MSME markets (Nugroho, 2019), as well as the importance of effective marketing strategies for halal products (Andriani, 2019). In addition, Latief (2022) found that e-business enables MSMEs to promote their products affordably and access global markets.

Despite the many studies outlining the benefits of e-business and halal certification, there remains a gap in the implementation of these two factors among culinary MSMEs in Tanah Datar Regency, particularly in Nagari Pariangan. While there is great potential in using e-business to expand markets and improve competitiveness, as well as in halal certification to ensure product quality and permissibility, many MSME actors in this area have not fully utilized these aspects. This indicates the need for more intensive assistance in MSME business development, both in understanding and implementing e-business and in navigating the halal certification process.

This community service aims to increase the skills and knowledge of culinary MSME players, develop an e-business system through online sales platforms, and have certified halal culinary MSME products in Kenagarian (village) Tabek Patah, Tanah Datar Regency, West Sumatra. The activity focuses on enhancing MSME actors' skills in utilizing digital technology for online marketing and understanding the halal certification process as an effort to improve product quality and consumer trust. This assistance is expected to help MSMEs expand their markets online through an efficient e-business system, thereby increasing their sales and revenue (Latief, 2022). Furthermore, halal certification allows MSMEs to meet the required halal standards, providing safety assurance to consumers and expanding their market reach on a national scale. Thus, this approach not only encourages MSMEs to adapt to digitalization but also ensures that their products meet the expectations of consumers who increasingly prioritize product quality and halal compliance (Raharjo, 2019). Overall, this activity contributes to the development of local MSMEs by enhancing competitiveness



through digital technology and halal certification, which are key strategies for responding to market dynamics and evolving consumer preferences.

Method

This community service method employs Participatory Action Research (PAR), which is an approach based on active community participation in problem-solving and planning for change (Kemmis & McTaggart, 2005). Through this approach, the implementation of community service focuses on the direct involvement of culinary MSME actors in Tanah Datar Regency, particularly in Tabek Patah, at every stage of the activity. The first stage is problem identification, carried out through field observations and interviews with MSME actors. Next, action planning is conducted by involving collaboration between researchers, local government, and MSMEs to design a business development program based on e-business and assistance in halal certification (Susilawati et al., 2020). The third stage is implementation or action, which involves carrying out the program by providing online marketing training and assistance in the halal certification process. Afterwards, an evaluation is conducted to measure the impact of the activities on improving MSME skills and achieving halal certification (Stringer, 2014).

This method not only emphasizes the improvement of technical skills in online marketing and managing halal certification but also aims to empower the MSME community so that they can manage their businesses independently and sustainably. In this process, the community is not only involved in implementation but also in decision-making that will affect their lives. Thus, this activity also functions as transformative research that not only provides direct solutions but also creates social changes that impact the economic, social, and cultural aspects of the MSME community in Tanah Datar.

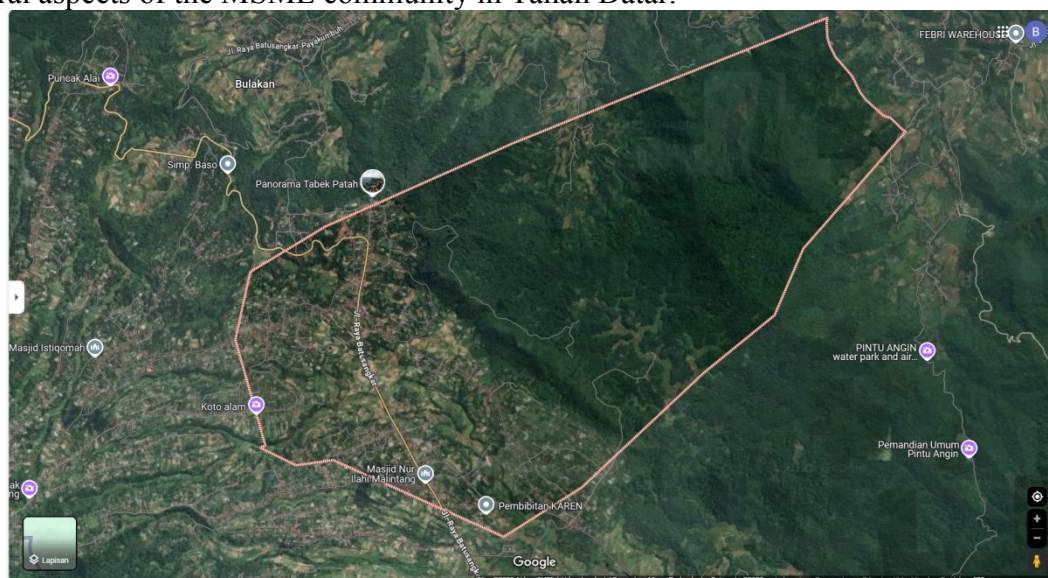


Figure 2. Map of Nagari Tabek Patah

The scheduling matrix starts with observations planned for July to August 2023, reflection scheduled for September, action planning in October and November, implementation from December to April 2024, evaluation planned for April and May, and reporting scheduled for June and July 2024. The detailed schedule for implementing the community service is presented in Table 1.



Table 1. Timeline of the Program

No	Activity	Month									
		Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	
1	Observation										
2	Reflection										
3	Action Planning										
4	Implementation										
5	Evaluation										
6	Reporting										

The stakeholders involved in this community service activity are as follows:

- Culinary MSME groups located in Tanah Datar Regency, specifically those that have not yet understood or implemented online marketing in their business activities and those whose products have not yet been certified halal. The selected MSMEs are located in Nagari Tabek Patah and consist of 13 culinary MSMEs. The business profiles of Tabek Patah are presented in Table 2.

Table 2. Business Profiles of Tabek Patah

No	Business Name	Location	Owner
1	Goreng, Bakso Kirana Depan Mesjid	Jorong Koto Alam	Bu Reny
2	Sate Uwan Kuto	Jorong Koto Alam	Sawalis
3	Telur Gulung (Warung Seafood)	Jorong Koto Alam	Vivi Octavia
4	Sate dan Warkop	Jorong Koto Alam	Revita Sari
5	Guguak Kawa Daun dan Gorengan	Jorong Data	Syafridal
6	Bika Bakar	Jorong Data	Yoskawandi
7	Kopi Kawah Daun	Jorong Data	Bu Fitra Wahyuni
8	Pecel Lele dan Sarapan Lagi	Jorong Tabek Patah	Bang Riko
9	Kilang Santan dan Rempah-rempah	Jorong Tabek Patah	Buk Susi
10	Warung Empek-empek palembang bunda	Jorong Tabek Patah	Bunda Echa
11	Kripik Talas Raffa	Jorong Tabek Patah	Cindy Aulia Nengsih
12	Sate Kurnia	Jorong Tabek Patah	Nita
13	Pusat Oleh-oleh kue bawang	Jorong Tabek Patah	Linda Wardani

- Parties involved in the implementation process of the community service. This includes collaboration with the local Ministry of Cooperatives.

Evaluation of the activity was carried out using participant observation, mentoring session records, and informal interviews. Progress was monitored through outputs such as product photos, online store creation, and steps taken toward halal certification.

Result and Discussion

1) Initial Community Response

The implementation of the MSME (Micro, Small, and Medium Enterprises) assistance program in Tabek Patah encountered initial challenges, including skepticism from community members and limited familiarity with technology and halal certification. Business owners like Mrs. Susi initially expressed doubts, but through thorough explanation, they began to appreciate the program's objectives. This shift in perspective mirrors broader findings that emphasize the importance of building trust and demonstrating practical benefits (Latief, 2022).



One of the key results was the improved understanding of digital marketing among MSME actors. They learned to create digital catalogs, manage online platforms like Shopee and Tokopedia, and integrate their businesses into Google Maps. Before the program, none of the participants were familiar with these tools. Now, all participating MSMEs have an online presence, enhancing their visibility and accessibility to consumers. Similarly, training in social media platforms like Instagram and WhatsApp Business equipped them with skills to effectively market their products, demonstrating the tangible benefits of adopting modern marketing strategies (Djakasaputra, 2021).

The program also addressed a significant gap in halal certification. Initially, many MSME actors lacked an understanding of the certification process and its importance. With detailed guidance, several businesses began their applications, laying the groundwork for compliance with national standards. This aligns with Raharjo's (2019) findings on the role of halal certification in increasing consumer trust and market opportunities.

However, challenges such as poor internet connectivity and limited resources were noted during the implementation. These issues occasionally disrupted training and data input but underscored the need for improved digital infrastructure in the region. Despite these obstacles, the program successfully provided Business Identification Numbers (NIBs) to all participating MSMEs, ensuring their formal registration and paving the way for halal certification. Overall, the program significantly improved the knowledge and operational capabilities of MSME actors in Tabek Patah. They transitioned from traditional business practices to adopting digital tools, formal certifications, and modern marketing methods. These outcomes not only enhanced their competitiveness but also set the foundation for sustained growth in a digitally driven market (Syafitri et al., 2022).

2) Challenges in Implementing Assistance

The assistance program began with efforts to raise awareness among the community and MSME actors about the importance of halal certification and the application of technology in their businesses. Initially, despite some resistance due to age and lack of understanding, most MSMEs expressed enthusiasm for the program. One of the main challenges was building trust in the process, particularly in relation to the online registration of Business Identification Numbers (NIB), which they previously perceived as complicated and requiring visits to the Village Head Office. This aligns with the findings by Rahmat (2020), who emphasized the importance of simplifying administrative processes to encourage MSME participation. We explained that the NIB application process could now be done practically through a website and guided them step by step to ensure all necessary documents were uploaded correctly.

During the assistance process, we found that although MSMEs began to understand how to apply for NIB online, they were still doubtful about the system's reliability and the results. Some wondered whether the NIB would actually be issued after submitting the documents. However, after further clarification, they started to believe in the process. Another major challenge was the unstable internet connection in Tabek Patah, which slowed down data input and disrupted the document application process. This revealed the urgent need for adequate digital infrastructure to support the program's success, as highlighted by Djakasaputra (2021), who noted that poor connectivity often hinders MSME digitalization efforts. As a solution, we proposed improving the region's communication network so that MSMEs could access services more efficiently.

On August 2, 2023, after successfully obtaining the NIBs, we continued our assistance to help MSMEs with the halal certification process. This process required time and



patience, as many MSME actors were still confused about the steps and necessary documents. Therefore, we provided detailed explanations and guided them through each stage. This approach aligns with Raharjo's (2019) findings, which emphasize the need for hands-on guidance in building MSME capacity. We also mapped MSMEs that were still struggling and identified areas that required further clarification. Furthermore, we held a Focus Group Discussion (FGD) attended by community leaders, religious figures, and local consumers. The FGD was met with enthusiasm, and participants hoped that such activities would strengthen understanding and community involvement in supporting MSME development in Tabek Patah.

On September 12, 2023, we resumed our assistance by helping MSMEs register their business locations on Google Maps. Many of them were surprised to learn that their businesses were not yet listed and were unaware of the importance of being on the platform. "We didn't know our business wasn't listed on Google Maps," said one MSME owner. After going through the registration process, the MSME actors became very enthusiastic and happy, as they realized that this registration would make it easier for consumers to find them. Seeing the joy on their faces made us optimistic that this step would have a positive impact on their business growth. This outcome reflects the findings of Nugroho (2019), who highlighted the role of digital tools in improving MSME visibility and market reach.

Then, on October 8, 2023, we continued the program by assisting MSMEs in setting up social media accounts. However, many faced obstacles due to unstable internet connectivity. In addition, most of them were still unfamiliar with how to use social media for business purposes. "We just learned how to use social media for our business," said one business owner. Although time was very limited, we tried our best to provide gradual explanations and help them understand how to leverage social media. While only a few MSMEs successfully registered on that day, they showed great interest in learning more and hoped that we could return to provide further guidance.

The community assistance we carried out appears to have had a positive impact on MSMEs in Tabek Patah. Despite some obstacles, such as a lack of understanding of technology and limited internet access, MSME actors began to realize the importance of digitalization for their business development. One MSME owner said, "We really hope you can come again to keep assisting us. This really helps the growth of our business." This response shows that despite ongoing challenges, they are becoming more confident in implementing technology to enhance their business visibility and competitiveness.

3) Progress in Halal Certification Assistance

In this stage of community service, the team identified MSME culinary actors' understanding of the importance of halal certification. Many of them lacked sufficient knowledge about halal certification and the benefits they could gain from the process. "We don't know much about halal certification or its benefits for our business," said one MSME actor. This indicates a lack of information received by MSME actors regarding halal certification and the importance of halal documentation in their businesses.

As part of the assistance efforts, the team provided more in-depth explanations about halal certification and how it can support the sustainability and growth of their businesses. We explained the steps needed to obtain halal certification and the potential benefits, such as increasing consumer trust and expanding market reach. The responses we received from MSME actors showed a growing awareness of the importance of halal certification, although doubts and a lack of knowledge about the process remained. "We just realized that halal



certification can bring more customers and make our business more well-known,” said a culinary business owner.



Figure 1. Interviews with Culinary MSME Actors

Figure 1 illustrates the interview process conducted by the team with culinary MSME actors in Tabek Patah. Through this communication, we were able to understand the extent of their knowledge regarding the implementation of halal certification and how much information they had already received on the topic. Based on these findings, the team plans to continue with further assistance by providing more intensive information and guidance related to the process and benefits of halal certification for their businesses. This assistance is expected to enhance the MSME actors' understanding and encourage them to be more proactive in applying halal standards to their products.

Halal certification is an essential part of a government program aimed at ensuring that food products and services offered are in accordance with Islamic principles. The halal certification process involves identifying ingredients and raw materials, as well as ensuring that every stage of production complies with established halal standards. This includes the separation of halal and non-halal materials and ensuring that production equipment and processes are not subject to cross-contamination between halal and non-halal products. This identification process is carried out with regular supervision and audits, intended to ensure that every product produced meets the requirements set by the halal certification authority. Through this process, food producers can ensure their products meet halal standards and provide assurance to Muslim consumers.

In addition to halal certification, it is also important to identify the potential assets owned by a region to support business activities, particularly for MSME actors. For example, in Tabek Patah, the natural assets and available resources can be utilized to support various types of businesses, especially in the agricultural and tourism sectors. For instance, the vast rice fields and plantations, as well as natural resources such as springs and forests, can be used for halal-friendly activities, such as organic food production and nature-based tourism. These potentials not only support local business development but also serve as attractions for entrepreneurs who wish to introduce their halal products to a broader market. Leveraging these assets aligns with Latief's (2022) findings on the role of local resources in enhancing MSME competitiveness.

Table 3 below illustrates the assets available in Tabek Patah, which can be utilized to enhance business potential in the area. These assets not only provide opportunities to support successful halal certification but also to promote sustainable local economic development. The utilization of agricultural land, natural resources, and existing infrastructure can serve as key capital in strengthening the local business ecosystem, which in turn will increase the competitiveness of MSMEs in the region.



Table 3. Natural and Economic Assets of Tabek Patah for MSME Development

No	Asset	Quantity
1	Residential, paddy fields, and ponds	280 Ha
2	Plantations/Smallholder agriculture	425 Ha
3	Forest or shrubs	215 Ha
4	Hills, plantation lands	8 units
5	Rivers	0 units
6	Irrigation channels	8 units
7	Natural springs	8 units
8	Dry and wet paddy fields	120 Ha
9	Caves	1 unit
10	Waterfalls	0 units
11	Traditional houses	20 PM

In addition, we also assist business owners in mapping their business locations through the Google Maps platform. In Figure 2, a map of the Tabek Patah area is shown, highlighting key locations, including the residences of KKN students involved in the program. On this map, we also marked the locations of MSMEs that have received assistance in creating location pins on Google Maps. With clear location markers, consumers can easily find these businesses and obtain the necessary information. This effort is part of a broader initiative to expand the reach of MSMEs by enhancing access to information through technology. This process is increasingly relevant in the digital era, where consumers often search for products through online platforms, including business location searches. In this regard, we present the updated and visible Google Maps markers, which can now be accessed by all parties, as shown in Figure 3.

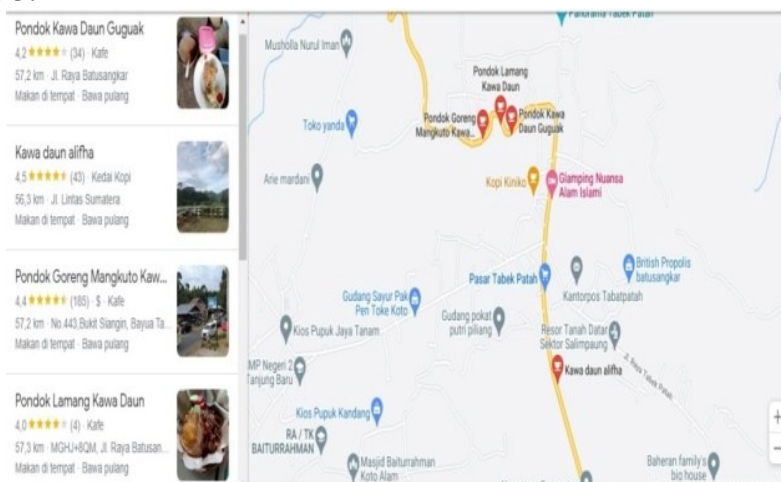


Figure 3. Putting MSMEs' Locations on Google Maps

As part of efforts to support the development of MSMEs (Micro, Small, and Medium Enterprises) in Tabek Patah, the assistance team focused on two main aspects: the halal certification process and electronic business (E-Business) management. One of the challenges faced by MSME actors is the lack of understanding regarding how to obtain a Business Identification Number (NIB), which is a crucial document in the halal certification application process. Many business owners are unaware of the procedures for obtaining an NIB, perceive the process as complicated, and struggle to access the necessary information. This leads to delays in obtaining the NIB, thereby slowing down the halal certification application process needed to legally grow their businesses.



To address this issue, the assistance team provided direct guidance to MSME actors, helping them apply for the NIB electronically and ensuring all required documents were complete. This support is essential, as the NIB is one of the main requirements for applying for halal certification. Once the application process is completed, the MSME actors only need to wait for the issuance of the NIB. With this guidance, it is expected that MSME actors will better understand the procedures they must follow, reduce administrative barriers, and expedite the NIB process. This opens up opportunities for them to obtain halal certification and develop their businesses more legally and efficiently.

Table 4 below presents the results of our assistance in the NIB application process for culinary MSME actors in Tabek Patah. Each business listed in this table has successfully obtained an NIB, enabling them to proceed with the halal certification process. The success of this assistance highlights the importance of technical support in facilitating MSMEs to adapt to modern administrative systems and utilize technology for their business development. With the NIB process completed, they can more easily apply for halal certification and move toward better business development.

Table 4. Business Identification Numbers (NIB) for Culinary Enterprises

No	Nama Usaha	Jorong	NIB
1	Goreng, Bakso Kirana Depan Mesjid	Koto Alam	0608230076294
2	Sate Uwan Kuto	Koto Alam	1908230057703
3	Telur Gulung (Warung Seafood)	Koto Alam	0608230074345
4	Sate dan Warkop	Koto Alam	0908230157624
5	Guguak Kawa Daun dan Gorengan	Data	1008230094307
6	Bika Bakar	Data	0908230163485
7	Kopi Kawah Daun	Data	0608230062533
8	Pecel Lele dan Sarapan Lagi	Tabek Patah	0608230079332
9	Kilang Santan dan Rempah-rempah	Tabek Patah	0608230056108
10	Warung Empek-empek palembang bunda	Tabek Patah	0608230057879
11	Kripik Talas Raffa	Tabek Patah	0608230074356
12	Sate Kurnia	Tabek Patah	0608230068576
13	Pusat Oleh-oleh kue bawang	Tabek Patah	1408230130177

Next, we present the results of the assistance in obtaining the Business Identification Numbers (NIB) in the form of images approved by the government, some of which are shown in Figure 4.



Figure 4. Assistance in Obtaining NIB Approved by the Government



4) Adoption of Digital Marketing and E-Business Practices

Assistance with the E-Business system for MSMEs in Tabek Patah involves a comprehensive approach to help them optimize their business potential through online sales platforms. The first step in this process is conducting an in-depth needs analysis with each entrepreneur. We held discussions with culinary MSMEs to identify their goals in using online platforms, their target audience, and the types of products they offer. With a clear understanding of their needs, we were able to provide appropriate guidance in selecting the right e-commerce platforms, such as Tokopedia, Lazada, and Shopee, which are known for their user-friendly features and affordable costs. Through this assistance, MSMEs gain an understanding of how to effectively use these platforms, from registration to managing an online store.

After selecting the appropriate platform, the next step is to assist the entrepreneurs in properly setting up their online stores. This process includes adding products, organizing categories, writing descriptions, setting prices, and managing stock — all of which are essential to ensure that the information displayed is accurate and complete. We provided step-by-step guidance on how to upload products to the e-commerce platforms, as well as how to configure efficient payment and shipping systems. These setups are crucial for ensuring secure transactions and making it easier for customers to make purchases.

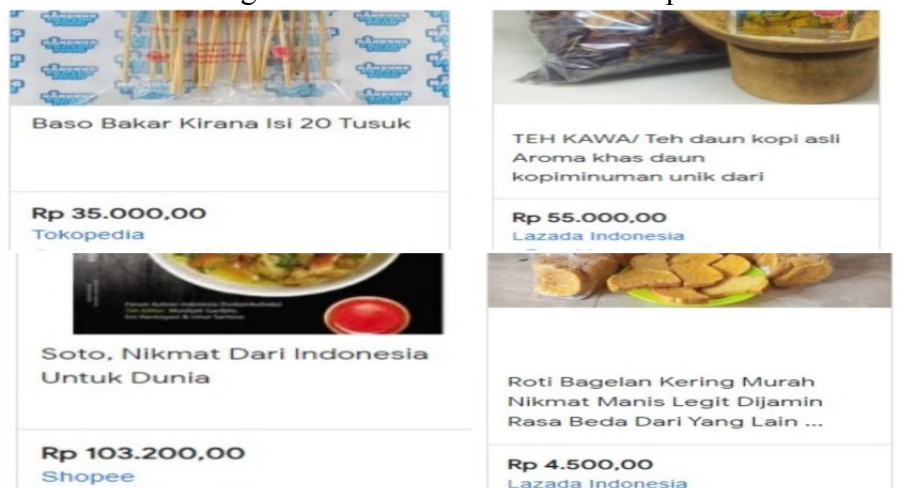


Figure 5. Culinary MSMEs of Tabek Patah, Introduced to Digital Platforms

Figure 5 illustrates an example of our mentoring efforts, where culinary MSME (Micro, Small, and Medium Enterprises) actors successfully listed their products on popular digital platforms such as Tokopedia, Lazada, and Shopee. This, in turn, enhanced the visibility and accessibility of their businesses. The assistance extended beyond merely setting up online stores. It also included training on online marketing and performance measurement. We supported MSMEs in developing marketing strategies through online advertising campaigns, search engine optimization (SEO), as well as the use of social media and email marketing. In addition, we trained them to use analytical tools to track the performance of their online stores, including data on visits, conversions, and customer retention. With this information, MSMEs are able to evaluate and adjust their strategies to maximize sales. Overall, this mentorship has helped culinary MSMEs in Tabek Patah not only manage their businesses more efficiently but also develop essential digital marketing capacities in today's modern business world.



Mentorship in the E-Business system through online sales platforms requires a sustainable approach and well-planned strategies, especially in providing the necessary technical support for MSMEs. To ensure that culinary MSMEs can face technical challenges with confidence, we provide access to technical support from platform providers or relevant services. This is crucial, as every business will inevitably encounter technical issues, whether it's problems uploading products, payment issues, or managing delivery systems. Effective technical support helps MSME actors overcome these problems without disrupting their operations. In addition, regular updates are essential to maintain the sustainability and relevance of online businesses. Given the ever-evolving digital world, it is important for MSME actors to regularly update and improve their websites, align marketing strategies with current market trends, and leverage new technologies that can enhance their efficiency and competitiveness.

This mentorship also includes various training sessions focused on developing technological skills and knowledge related to halal certification. Through Focus Group Discussions (FGDs) with business actors, communities, and local governments, we identify relevant technological needs and provide training on software for stock management, online marketing applications, as well as the importance of data security in digital business. With the right skills, MSMEs can better manage inventories and market their products more effectively. Furthermore, the development of e-commerce practices such as the use of social media and digital marketing techniques like SEO, online advertising, and acceptance of online payments is also part of the assistance we provide. These efforts help MSMEs increase their visibility and access broader markets.

5) Impact on MSME Growth and Market Reach

Beyond the technological aspects, we also assist them in collaborating with recognized halal certification institutions to ensure the certification process runs smoothly. This support not only helps them meet quality standards and gain consumer trust, but also provides opportunities to access larger markets, especially Muslim consumers who increasingly prefer products with guaranteed halal status. Networks and collaboration among culinary MSMEs are also encouraged to create spaces for the exchange of ideas and experiences. With strong collaboration among MSMEs, they can support each other and grow together in facing ever-changing business challenges. This mentoring provides a solid foundation for culinary MSMEs to develop their businesses sustainably, meet necessary standards, and achieve long-term success.



Figure 6. Focus Group Discussion (FGD) Held During the Mentoring Program



Figure 6 illustrates the outcomes of the Focus Group Discussion (FGD) held as part of our community service program. This FGD served as a platform to gather insights and feedback from various stakeholders in support of the growth of Micro, Small, and Medium Enterprises (MSMEs) in Tabek Patah. The discussion stands as a tangible testament to our commitment to contributing positively to the development of the local economy, particularly MSMEs, which serve as the backbone of the community's economic activities.

To summarize the outcomes of the community service activities conducted in Tabek Patah, the table below highlights the key achievements. It provides an overview of the specific efforts undertaken and their measurable results, demonstrating the program's impact on the targeted MSMEs.

Table 5. Summary of Key Outcomes from MSME Assistance Activities

No	Activity	Key Outcomes
1	Awareness and Trust-Building	Community members, including MSME actors, became more aware of the importance of halal certification and digital tools.
2	NIB Registration Assistance	MSME actors successfully obtained Business Identification Numbers (NIBs) as a prerequisite for halal certification.
3	Halal Certification Guidance	Culinary MSMEs gained a clear understanding of halal certification processes, with several beginning their applications.
4	Digital Business Onboarding	Culinary MSMEs created and optimized online store accounts on platforms like Shopee and Tokopedia.
5	Social Media Integration	MSME actors were trained in using social media for marketing, improving visibility and customer engagement.
6	Google Maps Registration	MSMEs successfully marked their business locations on Google Maps, enhancing accessibility for consumers.
7	Focus Group Discussions (FGD)	Strengthened community understanding and collaboration, involving stakeholders in MSME business development.
8	E-Commerce Training	MSME actors learned to utilize digital catalogs, product photography, and online sales platforms effectively.
9	Overcoming Connectivity Challenges	Highlighted the need for better internet infrastructure, with temporary solutions implemented during training sessions.
10	Enhanced Competitiveness	MSMEs improved their confidence in using technology, setting a foundation for sustainable business growth.

These results demonstrate the program's impact on MSME development in areas such as digital marketing adoption, halal certification processes, and enhanced community understanding. While challenges remain, the initiatives have set a strong foundation for sustainable growth and competitiveness among the targeted culinary MSMEs.

Conclusion

The community service was aimed at enhancing the knowledge and skills of MSME partners in Tabek Patah in areas like digital marketing, halal certification, and formal business operations. Initially, the partners operated with minimal exposure to technology and formal certification processes. Through this program, they learned to create product catalogs, utilize platforms like Shopee and Tokopedia, and register business locations on Google Maps, significantly boosting their visibility. Additionally, MSMEs gained a clear understanding of the halal certification process, with some starting their applications. Social media training empowered them to promote their products effectively via Instagram and WhatsApp Business. Legal guidance enabled all participants to obtain Business Identification Numbers (NIBs), allowing them to formalize their operations. These measurable outcomes reflect the success of this initiative in achieving its purpose of equipping MSMEs with practical tools to grow and compete in a digital, compliance-oriented market.



Recommendation

It is recommended that the assistance for culinary MSMEs in Kenagarian Tabek Patah be carried out continuously using the PAR approach, supported by government policies. The main focus should be on increasing understanding of halal certification and implementing E-Business through digital technology training. The government needs to provide support in the form of regulations, access to training, and shared digital marketing facilities. This assistance is essential so that MSMEs are not left behind in technological developments, can enhance competitiveness, and generate positive economic impacts for the community while attracting consumers from outside the area. This success can serve as a model for technology-based culinary MSME development in other regions.

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