



Halal Ecosystem for MSMEs: Assistance with Product Certification to Strengthen the Local Economy

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Abstract

The community engagement programme on halal certification assistance for cassava-based crackers (lempeng) was carried out in Ledokombo Village, Sumberjambe District, Jember Regency, East Java, Indonesia, with the aim of enhancing halal literacy, improving product quality, and fostering a community-based halal ecosystem. This initiative was motivated by the limited understanding among micro, small, and medium enterprises (MSMEs) of halal certification procedures and the necessity of legal compliance to expand market access. A participatory approach was employed through several stages: awareness-raising sessions, raw material identification, administrative assistance, and technical guidance on packaging and branding. The findings indicate significant improvements in three key areas. First, MSMEs' halal literacy increased through a deeper understanding of certification procedures and the principles of halal and thayyib production. Second, product quality and competitiveness improved via the adoption of hygienic production standards, the use of certified halal ingredients, and the development of more attractive and informative packaging. Third, a supportive network involving MSMEs, local government, and relevant institutions emerged, reinforcing programme sustainability and strengthening the halal ecosystem at the local level. Moreover, the programme offered experiential learning opportunities for students as change agents, enabling them to develop practical skills in community empowerment. Overall, the halal certification assistance programme in Ledokombo Village, Jember Regency not only facilitated legal compliance but also generated substantial socio-economic impacts, contributing to the national agenda of positioning Indonesia as a global hub for the halal industry.

Keywords: Assistance, Community engagement, Halal certification, Halal ecosystem, MSMEs



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1. INTRODUCTION

The halal industry is a strategic sector that continues to grow rapidly, both nationally and globally. This growth is inextricably linked to increasing awareness among Muslim consumers of the halal status of the products they consume and to the development of regulations governing halal product assurance across various countries, including Indonesia (Camelia et al., 2024). In the context of community economic empowerment, halal certification plays a crucial role, particularly for micro, small, and medium enterprises (MSMEs). In the context of community economic empowerment, halal certification plays a crucial role, particularly for micro, small, and medium enterprises (MSMEs). MSMEs are the backbone of the Indonesian economy, yet they still face various obstacles, particularly in meeting halal certification standards. The



certification process, which involves administrative and technical procedures, often presents a barrier for MSMEs due to limited knowledge, resources, and access to information (Anam et al., 2023). As a result, many local products with high market potential, such as traditional foods, have not been able to penetrate broader markets due to a lack of official halal certification (Aisyah et al., 2023).

Ledokombo Village in Jember Regency, East Java, has significant potential for traditional processed products. One of the village's flagship products is lempeng, a popular cassava-based snack. The market potential for this product is very promising, both locally and regionally, but most businesses lack halal certification. This limits their access to modern markets and distribution networks that require halal-compliant products (Tanoker, 2017). Therefore, systematic efforts to assist business actors in obtaining halal certification are an urgent need that cannot be ignored.

Community assistance in the halal certification process is not merely an administrative activity but rather part of an economic empowerment strategy grounded in Sharia values. This assistance includes education on halal concepts, technical assistance with production processes that comply with halal standards, and facilitation of the processing of certification documents. Through practical assistance, business actors not only obtain halal certification but also improve their managerial capacity, product quality, and understanding of production standards aligned with market demands (Yeni Afifiana, 2025).

Theoretical studies show that halal certification is a key factor in increasing consumer trust and competitiveness. With halal certification, local products can enter broader markets, including the global market, which increasingly prioritizes halal products. This aligns with the halal ecosystem concept, which emphasizes the interconnectedness among regulations, business actors, certification bodies, and consumers in creating a sustainable value chain (Sukmana et al., 2025). In this context, halal certification assistance is one form of intervention that strengthens MSMEs' position within the national halal ecosystem.

Beyond the economic aspect, halal certification also has important social and religious dimensions. For Muslims, consuming halal products is part of fulfilling their religious obligations. Therefore, the mentoring program is not only oriented towards business profits but also towards strengthening local religious and cultural values. According to Febbyani, an approach based on local wisdom and religious values in the mentoring program can increase community participation and ensure the program's sustainability (Ine Febbyani, 2024).

However, the reality on the ground shows that the halal certification process still faces several obstacles. These obstacles include limited technical understanding among



business actors, limited funding for certification, and limited access to information regarding applicable procedures (Astiwara, 2024). In such circumstances, the presence of educational institutions, community organizations, and the government is crucial. Multi-stakeholder collaboration through systematic mentoring programs can help overcome these obstacles and strengthen the halal ecosystem at the local level.

The mentoring program in Ledokombo Village serves as a concrete example of how participatory interventions can positively impact MSME empowerment. The program involved students, educational institutions, and local stakeholders to provide education, assistance, and supervision to business actors. As a result, the mentoring not only resulted in halal certification for flat products but also improved product quality, packaging, and branding to meet the needs of the halal market (Nasrulloh & Santi, 2025). Other positive impacts identified include increased consumer trust and broader market opportunities for business actors.

Taking these various aspects into consideration, this study examines the halal certification assistance process for flat products in Ledokombo Village as an effort to strengthen the local economy through a halal ecosystem. Unlike similar assistance programs in other regions, which generally focus solely on issuing administrative halal certifications, this program integrates halal literacy education, technical production assistance, packaging innovation, and community network strengthening in a continuous process. The study focuses on the assistance stages, supporting factors, obstacles encountered, and benefits experienced by business actors. It also assesses how this combined approach fosters a stronger halal ecosystem at the local level.

This activity also has broader significance because it combines local wisdom—namely, the preservation of traditional lempeng products—with the needs of the modern market, which demands legal compliance and halal-thayyib quality standards. This approach is rarely addressed in similar community service programs, which still lack the link between halal certification and the revitalization of traditional products and the strengthening of community economic networks. The results of this study are expected to serve as a reference for developing a more effective, sustainable, and contextually relevant halal mentoring model, as well as a policy reference for other regions seeking to build a halal ecosystem grounded in local potential. Thus, the halal certification mentoring program in Ledokombo not only increases MSME competitiveness but also offers a model for strengthening the local economy and creating an inclusive halal ecosystem, which has not been widely reported in previous literature.

2. METHOD

This research uses a qualitative, descriptive approach to provide an in-depth description of the halal certification assistance process for plate product businesses in



Ledokombo Village. The qualitative approach was chosen because it is well-suited to examining complex social phenomena contextually, particularly the dynamics of assistance, the obstacles encountered, and their impact on business actors. This research activity was conducted in conjunction with the 2025 Community Service Program (KKN), enabling students to serve in dual roles as both mentors and field research partners.

The activities in this approach include participatory observation during the KKN mentoring process, in-depth interviews with MSMEs, student mentors, and village officials, focus group discussions (FGDs) to explore shared perceptions, and documentation studies of halal certification application archives and program administrative records. The integration of KKN activities with qualitative research methods enables researchers to obtain rich, contextual, and multi-layered data, thereby fully capturing the mentoring stages and the factors influencing program success (Khoiriyah & Pratama, 2025).

The research location was determined to be Ledokombo Village, Jember Regency, East Java, which is known as one of the centers of traditional lempeng production. The research subjects included MSMEs that produce lempeng and parties involved in the mentoring program, including field facilitators and village officials. In total, there were 11 informants: 5 MSMEs who produce lempeng, 4 KKN student participants serving as field facilitators, and two village officials involved in program facilitation. Subject selection was carried out using purposive sampling, namely based on the consideration that informants have relevant and in-depth knowledge of the halal certification mentoring process, including its stages, obstacles encountered, and perceived benefits.

Data collection was conducted using three main techniques. First, participant observation, in which the researcher was directly involved in the mentoring activities. Through this observation, the researcher was able to observe each stage of the mentoring process, from halal certification socialization and halal concept education to raw material identification and certification document processing (Alaslan, 2021) This direct involvement allowed the researcher to obtain a clear picture of mentoring practices and business actors' responses

Second, informal interviews were conducted flexibly with business actors, facilitators, and related parties to explore their experiences, perceptions, and challenges. These interviews did not use a rigid questionnaire; instead, the flow of the conversation was adapted to allow informants to convey information openly and in depth. Third, documentation in the form of photos, videos, and certification administration archives was collected to strengthen the findings from the observations and interviews and to increase the validity of the data(Nurdin & Hartati, 2019).



The research process began with the identification of target MSMEs, namely plate businesses that did not yet have halal certification. After that, mentoring was carried out in stages, starting with socialization regarding the importance of halal certification, education on procedures and requirements, and technical assistance in the production process to ensure compliance with halal standards. In addition, mentors also facilitated the processing of administrative documents with the Halal Product Guarantee Agency (BPJPH). After all mentoring stages were completed, monitoring and evaluation were conducted to determine the effectiveness of the mentoring in improving business understanding and its impact on product quality and market competitiveness (Khoiriyah & Pratama, 2025)

The collected data was analyzed using Miles and Huberman's interactive model, which includes three stages: data reduction, data presentation, and conclusion drawing. The analysis process was cyclical and continuous, from data collection to the end of the study, enabling a comprehensive description of the mentoring phenomenon. In the data reduction stage, researchers selected and focused on information relevant to the research questions, namely the implementation of the halal certification assistance stages, the supporting and inhibiting factors, and the benefits obtained by MSMEs. Field notes from observations of the production process and transcripts of interviews with five MSMEs, four student KKN mentors, and two village officials were summarized to highlight key themes, including halal literacy, changes in production governance, and collaboration dynamics.

The data presentation stage involved compiling a thematic matrix and a narrative that combined observation results, interview excerpts, and supporting documents (production process photos and SIHALAL application documentation). This presentation helped researchers explore the relationship between mentoring activities—from outreach and administrative assistance to packaging innovation—and their impact on strengthening the local economy and establishing a halal ecosystem.

Next, in the conclusion-drawing stage, researchers confirmed initial findings through an iterative verification process, ensuring that the identified patterns honestly answered the research questions. For example, the finding that student mentoring plays a crucial role in overcoming digital literacy barriers was supported by comparing interview data with MSMEs and by observing certification application activities through the SIHALAL system. To ensure data validity, this study employed triangulation of sources and methods: observational data from the production process were compared with interview results, while documents such as halal certificates and village meeting minutes were reviewed. All key findings were reconfirmed with key informants to ensure the researcher's interpretations aligned with the participants' actual experiences.



With this concrete application of the Miles and Huberman model, the analysis can comprehensively answer the research questions—showing that halal certification assistance not only issues certificates but also strengthens halal literacy, improves product quality, and forms a halal ecosystem network that supports the local economy (Miles et al., 2014). This method is expected to provide a comprehensive overview of the halal certification assistance process for plate products in Ledokombo Village as part of strengthening the halal ecosystem and empowering the local economy.

3. RESULT AND DISCUSSION

3.1 Halal Certification Mentoring Process as the Foundation of the MSME Halal Ecosystem

The halal certification assistance provided in Ledokombo Village is a strategic intervention to integrate MSMEs into the halal ecosystem. The halal ecosystem extends beyond certification and encompasses a value chain comprising regulation, education, supervision, and the empowerment of businesses to sustainably operate in accordance with Sharia standards (Khoiriyah & Pratama, 2025). This assistance process demonstrates a systematic, participatory approach intended to create a long-term impact on MSME competitiveness and strengthen the local economy.

First, the mentoring program began with a socialization and education phase regarding the importance of halal certification. This education is the primary foundation because many business owners do not yet understand the procedures and strategic benefits of halal certification. Five MSMEs plate producers participated in the entire series of activities from start to finish, ensuring that the program's impact could be clearly observed in representative business units in Ledokombo Village. Prior to the program, most plate producers had only a general understanding of the halal concept without detailed knowledge of the standards set by the Halal Product Assurance Agency (BPJPH).

During the socialization session attended by the five MSMEs, the facilitators explained that halal certification is not merely an administrative formality but a strategic tool to build consumer confidence and expand markets. The education included an introduction to raw material requirements, controlling the production process to prevent contamination with haram elements, and the procedures for submitting certification applications through the SIHALAL online system. With the full participation of these five MSMEs, the education process became more measurable. It provided a strong empirical basis for assessing the program's impact on increasing halal literacy and readiness for certification applications (Nasrulloh & Santi, 2025). This stage has succeeded in increasing business actors' awareness that obtaining a halal certificate can be an effective business strategy for competing in the modern market.



Figure 1.1 Students and village officials are having a discussion

Second, mentoring continued to the raw material identification stage and production process supervision. Based on observations and interviews, most of the main ingredients used to make the plates, such as cassava, are naturally halal. However, several additional ingredients, such as cooking oil, seasonings, and packaging materials, require further investigation to ensure compliance with halal requirements. Mentors provided guidance to business owners on selecting ingredients with official halal labels and avoiding ingredients of questionable status. Furthermore, production process supervision was conducted to ensure cleanliness and avoid cross-contamination with non-halal ingredients. Simple practices, such as separating equipment and cleaning the production area, were emphasized to ensure compliance with the principles of halal thayyib (Sukmana et al., 2025). This stage demonstrated how mentoring focused not only on administration but also on improving the quality and compliance of the production process.

Third, mentoring focuses on administrative assistance for halal certification. This process is one of the biggest challenges faced by MSMEs due to a limited understanding of the procedures and online application system provided by BPJPH. Mentors assist businesses in preparing the required documents, including a list of raw materials, photos of production locations, a statement of halal material status, and proof of payment. Furthermore, mentors provide technical guidance on uploading documents to the halal certification platform. This assistance is invaluable because most businesses are unfamiliar with the digital technology used in the certification process Kurniawan lestari 2022. Through this stage, businesses can complete the certification application process without encountering significant obstacles.



This assistance extends beyond issuing certificates to include coaching aimed at strengthening product competitiveness. The mentors encourage businesses to improve product packaging, include halal labels after certification, and develop branding that meets modern market standards. This approach aligns with the belief that successful halal certification must be accompanied by an appropriate marketing strategy to ensure product acceptance in the broader market (Aisyah et al., 2023).

From a community empowerment perspective, this mentoring model reflects a participatory approach. Business actors are not positioned as objects of assistance, but rather as active subjects involved in the entire process. This model is crucial to ensuring the long-term sustainability of halal practices, as understanding and involvement by business actors will foster collective awareness of the importance of maintaining product halalness (Ma'ruf, 2025)Amar Ma'ruf 2025. Therefore, this mentoring is not merely about meeting administrative standards, but rather about knowledge transformation that strengthens MSMEs' capacity to maintain the quality and Sharia values of their products.

In addition to the successes achieved, this mentoring also revealed several challenges that require attention. Some business owners complained about limited funding for certification, despite government-provided relief schemes. Furthermore, limited digital literacy means businesses are still heavily reliant on mentors for online application processes. Another challenge is the limited understanding of the comprehensive halal concept, necessitating ongoing training to ensure compliance with halal standards not only during the certification process but also in daily production practices (Ine Febbyani, 2024).

When linked to the halal ecosystem framework, the mentoring provided in Ledokombo Village can be seen as a gateway to the national halal value chain for MSMEs. Obtaining halal certification not only increases product added value but also opens up opportunities for partnerships with distribution networks that require halal legality. Through collaboration among mentors, educational institutions, and the government, this mentoring helps strengthen the foundation of an inclusive halal ecosystem at the local level (Anam et al., 2023).

Overall, this discussion confirms that the halal certification assistance process is not simply an administrative procedure, but an empowerment strategy with broad implications for business sustainability, halal literacy, and product competitiveness. By prioritizing a participatory and systematic approach, this assistance not only leads to halal certification but also shapes business actors' mindsets to adhere to halal principles consistently. To achieve sustainability, regulatory support, access to funding, and the use of digital technology must be continuously strengthened so that these good practices can be replicated in other regions.



3.2 The Impact of Student Community Service in Assisting with Halal Certification of Lempeng Products

The community service program conducted by students at the Nurul Qarnain Islamic College in Ledokombo Village, which assists with halal certification for plate products, is a concrete example of higher education's role in empowering the local economy through sharia values. This activity is not merely administrative but has a multidimensional impact on MSMEs, the village community, and the students themselves. These impacts can be analyzed under three main aspects: increasing halal literacy, strengthening product quality and competitiveness, and establishing a support network to strengthen the local halal ecosystem.

First, the results of this community service are evident in the significant increase in halal literacy among business actors. Prior to the mentoring, the majority of MSMEs understood halal certification only for key ingredients, such as cassava for flat cakes, without understanding the details of the BPJPH certification process. They also did not realize that halal certification can increase consumer trust and expand market access. Through student mentoring, business owners gain comprehensive knowledge of halal concepts, including raw materials, equipment hygiene, and certification procedures (Reza, 2024). This education is conducted systematically through discussion sessions, practical forms, and material inspection simulations.



Figure 1.2 Student process in monitoring of making Plates at local MSMEs

This increase in halal literacy is a crucial achievement, as it is a prerequisite for creating sustainability. Without a deep understanding, business owners tend to comply only during mentoring sessions, but revert to old habits after the program ends. With practical education, they not only memorize the rules but also internalize Sharia values in business management. For example, business owners are beginning to understand the



importance of separating production equipment and selecting additional ingredients with official halal labels. This awareness not only affects consumer trust but also demonstrates business owners' moral responsibility within the Muslim community (Sabila, 2024). Furthermore, increased halal literacy has also broadened business owners' understanding of market opportunities. They are beginning to understand that halal certification is key to penetrating modern markets, both through large retailers and online platforms that require halal legality as a primary requirement. This impact is significant because one of the classic challenges faced by MSMEs is limited access to formal markets due to product noncompliance. With halal certification, plate products have greater bargaining power, enabling them to compete not only in traditional markets but also in broader markets with export potential.

Second, this community service program has had a tangible impact on improving product quality and competitiveness. Prior to the program, the plate production process was still traditional, using simple equipment without strict adherence to hygiene standards. Students, acting as mentors, encouraged businesses to adopt more hygienic production procedures in accordance with halal (sound) principles, such as separating raw material processing areas from frying areas, using halal-certified cooking oil, and storing ingredients in sealed containers.

In addition to the technical aspects of production, students also assisted in packaging and branding development. Previously, the plate products were packaged in plain plastic without any brand identification or information labels. After mentoring, the product packaging was redesigned to be more attractive and informative, listing the ingredients, distribution permit, and halal certification after certification was obtained. Professional packaging not only enhances aesthetic value but also plays a crucial role in influencing the purchasing decisions of more modern consumers.

This impact became even more evident when several businesses successfully obtained official halal certification from the BPJPH (Indonesian Food and Drug Authority) thanks to the students' technical assistance. This certification serves as proof of legality, boosting consumer confidence and opening opportunities for access to larger distribution networks, such as minimarkets or regional souvenir shops. In the context of increasingly competitive halal markets, this certification serves as a strategic tool for maintaining and expanding market share. In other words, the students' service is not only educational but also has significant economic implications (Ramadhani, 2024).



Figure 1.3 Issuance of halal certificates to MSMEs

Beyond legality, improving product quality also has a domino effect on selling prices and profit margins. Products with better packaging and halal certification tend to command higher prices, thereby generating additional income for businesses. This impacts family economic well-being, which is one of the primary goals of community empowerment programs (Ramadhani, 2024).

Third, student community service helps build a support network that strengthens the local halal ecosystem. This program does not stand alone; it involves various parties, including village officials, educational institutions, and local governments. This collaboration creates a complementary synergy: students provide mentoring and knowledge transfer, the government provides administrative support, and businesses serve as both beneficiaries and key actors in implementing halal standards (Reza, 2024).

In addition to formal networks, this community service also encourages the formation of informal communities among business actors. These communities serve as spaces for sharing experiences, assisting each other with certification processes, and consistently maintaining halal production standards. The existence of such forums is crucial to the program's sustainability, as one of the biggest challenges of community service is ensuring that changes persist after mentoring ends. With these communities, business actors have a space to discuss, exchange information, and find solutions together when facing new challenges.

Another equally important impact is strengthening students' capacity as agents of change. Through this program, students not only apply the knowledge they gain in college but also develop practical skills such as communication, program management, and problem-solving. This experience reinforces the role of universities as centers of social innovation, producing not only academic graduates but also genuine contributors to



community development. In other words, this service provides mutual benefits: the community gains increased economic capacity, while students gain empirical experience that enriches their professional competencies.

Table 1. Comparison of the Condition of Lempeng MSMEs Before and After Halal Certification Assistance

Assessed Aspects	Condition Before Mentoring	Condition After Mentoring
Halal Literacy	Limited understanding that "cassava is already halal as the main ingredient." Unfamiliar with BPJPH regulations and certification procedures	Understands the principles of halal-thayyib (halal-thayyib), BPJPH procedures, and the importance of legality for market expansion.
Raw Materials and Production Process	No recording of additional ingredients; production areas have not been separated; hygiene practices follow traditional practices.	All raw materials are verified for halal status, production areas are separated, and hygiene practices meet halal-thayyib standards.
Product Packaging	Plain plastic without composition information, expiration date, or halal label.	New packaging design with composition information, expiration date, and halal label (after certification is obtained).
Certification Administration	Lack of understanding of the SIHALAL registration process, and no account or supporting documents.	Complete administrative documents, registered SIHALAL account, certification application submitted and verified.
Market Access	Marketing only in traditional markets around the village	Entering the local retail network and ready to be registered with the digital marketplace.
Economic Awareness and Networking	No forum or community for halal MSMEs.	The "Ledokombo Halal MSME Actors" networking group was formed to share experiences and maintain standards.

However, the results of this community service also left several important notes. First, although halal literacy has increased, some businesses still require further assistance, particularly for periodic certification renewals. Second, limited certification costs remain a barrier for MSMEs, necessitating government incentives or subsidies. Third, digital literacy among businesses remains low, so the use of technology for



certification applications and online marketing needs to be continuously encouraged to enable MSMEs to become more independent in the digital era (Nasrulloh & Santi, 2025).

Overall, the students' dedication to assisting with halal certification in Ledokombo Village not only resulted in administrative achievements in the form of halal certificates but also had a transformational impact in three areas: increasing halal literacy, improving product quality and competitiveness, and strengthening the halal ecosystem support network. This impact is evident in the active involvement of five participating MSMEs, who now have a comprehensive understanding of the halal-thayyib principles, the certification process, and halal legality-based marketing strategies.

If this mentoring model is systematically replicated in other regions, its contribution to strengthening the sharia economy and the independence of MSMEs will be even greater, while also supporting the national agenda of making Indonesia a global hub for the halal industry. The strength of the Ledokombo approach lies in the integration of education, technical assistance, and the formation of a support community, a distinction rarely found in similar programs in other regions, which typically stop at the administrative stage. Therefore, this model can serve as a reference for local governments, universities, and certification bodies in designing more sustainable halal mentoring programs.

Furthermore, this community service (KKN)-based mentoring practice emphasizes the strategic role of universities as agents of community empowerment. Students not only act as technical facilitators but also as bridges between national policies and local realities, ensuring that halal standards are implemented without neglecting local cultural wisdom. Collaboration among actors—students, MSMEs, village officials, and the BPJPH—is a key success factor that other regions can adapt to strengthen the national halal industry value chain.

With this foundation, the halal certification assistance program in Ledokombo not only enhances the competitiveness of local products but also serves as a prototype for a village halal ecosystem relevant to the development of sharia economic policies. Replicating this model, if supported by fiscal policies and government incentives, could accelerate the emergence of halal-producing villages connected to the global halal industry network, thereby strengthening Indonesia's position as a major player in the global halal economy.

4. CONCLUSION

The halal certification assistance for plate products, conducted through a student community service program in Ledokombo Village, has had a significant impact on MSMEs. This program not only focuses on fulfilling administrative requirements for



obtaining halal certification but also creates fundamental changes in business actors' understanding of the importance of maintaining product halal integrity. The education provided has increased halal literacy, enabling business actors to understand procedures, raw material requirements, and hygiene principles as regulated by the Halal Product Guarantee Agency (BPJPH). This awareness is a crucial first step in ensuring the continued implementation of halal standards in daily business practices.

In addition to increasing literacy, this mentoring has significantly improved product quality and strengthened competitiveness. Previously, plate products were produced traditionally, with simple packaging and no clear identification. With student assistance, business owners improved production processes in accordance with halal-thayyib principles, used halal-certified ingredients, and enhanced packaging quality to make it more attractive and informative. This transformation not only added value to the product but also expanded market access because halal-certified products are more trusted by consumers and can enter modern distribution networks.

The success of this program is also evident in the strengthening of the network that forms a local halal ecosystem. Collaboration between students, business owners, village governments, and relevant institutions creates synergy that supports the program's sustainability. The established business community provides a space for sharing information and mutual support in maintaining halal production standards. Thus, this community service not only impacts individual business owners but also builds a sustainable socio-economic foundation in the village.

Overall, the students' dedication to assisting with halal certification demonstrates their role as agents of change, capable of providing practical solutions to MSME challenges. This program not only produces halal certification but also creates an ecosystem that supports the strengthening of a sharia-based economy. If this mentoring model is replicated in other regions, its contribution to Indonesia's achievement as a global hub for the halal industry will be even more evident, while also enhancing the competitiveness of MSMEs in the era of globalization.

As a follow-up, the community service team, along with the village government and MSMEs, is planning a post-certification program focused on digital marketing assistance, four-year certification renewals in accordance with BPJPH regulations, and the development of the "Lempeng Ledokombo Halal Village" as a training and promotion center for halal products. This activity will involve universities, the Cooperatives and MSMEs Office, and national marketplaces to expand the distribution network, while ensuring the maintenance of halal-thayyib production practices and providing sustainable economic impact for the local community.



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