

Empowering Micro Enterprises through Facilitation of Halal Certification under the Self-Declare Scheme

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the national economy, including in Kapuas Regency, Central Kalimantan, which is dominated by the culinary sector. However, most MSME owners have not yet obtained halal certification due to limited understanding, lack of access to information, and the perception that the certification process is complicated. This community service program aimed to improve MSME owners' awareness, knowledge, and technical capacity in obtaining halal certification through the self-declare scheme. The service method employed a participatory and mentoring-based approach, implemented through structured stages consisting of preparation, implementation, and evaluation. The preparation stage involved coordination with local stakeholders, identification of MSME needs, and participant registration. The implementation stage consisted of material delivery using lectures and discussions to enhance awareness of the importance of halal certification, followed by hands-on technical assistance in using the official online halal certification system. Participants were also guided through a simple internal audit of production processes to ensure compliance with halal standards. The evaluation stage was conducted using questionnaires and direct observation to measure participants' satisfaction, understanding, and ability to independently complete the halal certification registration process. A total of 37 culinary MSME participants successfully completed the halal certification registration through the self-declare scheme. Evaluation results indicated that the program was highly beneficial, with an average participant satisfaction rate exceeding 80%. Furthermore, the program increased MSME owners' awareness of halal certification as a guarantee of product quality and a strategic tool for enhancing business competitiveness. Overall, this community service program successfully strengthened MSME capacity in utilizing digital-based halal certification systems and supported the development of a more competitive halal MSME ecosystem in Kapuas Regency.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a major pillar of the national economy, contributing more than 60.5% to Indonesia's Gross Domestic Product (GDP) and absorbing approximately 97% of the national workforce ([Kemenkop UKM, 2023](#)). In Kapuas Regency, Central Kalimantan, the culinary sector is one of the most prominent MSME fields, particularly restaurants and food stalls located along the interprovincial border route between Central Kalimantan and South Kalimantan. This area serves as a strategic point for the flow of goods and people, creating significant potential for the development of halal products and halal culinary tourism. Therefore, through continuous socialization, training, and mentoring activities, MSMEs in Kapuas Regency are expected to enhance their business capacity, expand market access, and strengthen their contribution to the regional economy through productive, regulation-compliant business practices oriented toward halal product development ([Anam et al., 2023](#); [Pardiansyah et al., 2022a](#); [Anandita, et al., 2022](#))

However, based on preliminary observations and data from the Kapuas Cooperative and MSME office (2023), out of approximately 476 active culinary MSMEs, only about 15% have obtained official Halal Certificates from the Halal Product Assurance Organizing Agency (BPJPH). The remaining businesses are uncertified due to several obstacles, including: (1) lack of understanding of halal application procedures, (2) limited access to digital information, and (3) the perception that the process is expensive and complicated, even though the government has provided Free Halal Certification facilities for micro-enterprises ([Hidayati & Primadhany, 2021](#); [Indriastiningsih et al., 2025](#); [Muntholip & Setiawan, 2025](#); [Rahmaita et al., 2024](#)). This issue affects the competitiveness of local products and risks reducing trust among Muslim consumers, particularly in high-mobility interprovincial areas. At this point, synergy between higher education institutions and MSME actors becomes essential. To address these issues, this community service program was designed as an intensive mentoring initiative for culinary MSMEs in Kapuas Regency through the following stages: (1) Socialization on the importance of halal certification and Halal Product Assurance regulations (Law No. 33 of 2014). (2) Technical training and digital literacy on the use of the BPJPH SIHALAL (the Halal Information System) application. (3) Direct assistance in applying for halal certification, including account creation, form completion, and uploading supporting documents. (4) Monitoring and evaluation of application success and sustainability guidance. This program aims not only to provide administrative solutions but also to build business capacity based on Sharia values and sustainable digital competitiveness. Ownership of Halal Certificates among Culinary MSMEs in Kapuas Regency is shown in Figure 1.

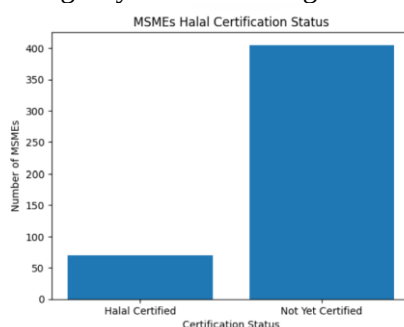


Figure 1 Graph of halal certificate ownership among culinary MSMEs in Kapuas Regency

This program utilizes SIHALAL, an online halal certification service system developed by the BPJPH. SIHALAL is an official digital platform developed by BPJPH to manage the entire process of registration, verification, and issuance of Halal Certificates in Indonesia. The system plays a crucial role in implementing Law Number 33 of 2014 concerning Halal Product Assurance, which mandates that products circulated and traded in Indonesia must have halal certification. This technology has proven effective in accelerating the halal certification process digitally and is supported by the Free Halal Certification policy for micro-enterprises. The reliability of this technology and program approach is supported by findings indicating that digital literacy and direct mentoring significantly increase MSME participation in halal certificate applications ([Qisthi & Ekawati, 2025](#); [Sofy et al., 2025](#)). Several halal certification mentoring programs conducted in other regions also demonstrate that the use of digital systems such as SIHALAL and the implementation of halal certification play a strategic role in improving efficiency and strengthening MSME competitiveness ([Pardiansyah et al., 2022b](#); [Sinaga et al., 2022](#); [Sofy et al., 2025](#); [Wijayanti et al., 2024](#)). The use of SIHALAL has been shown to reduce application processing time and costs by up to 40% compared to conventional manual mechanisms, thereby facilitating business actors in fulfilling halal administrative obligations. However, field observations indicate that the utilization of this system among MSMEs, particularly in the culinary sector, remains low due to limited digital literacy, insufficient procedural understanding, and the perception that halal certification is complicated and costly. This condition creates a gap between policy and business capacity, resulting in reduced competitiveness and potential decline in Muslim consumer trust. From an academic perspective, community service activities through mentoring in the use of SIHALAL are highly urgent as an implementation of the Tri Dharma of Higher Education, serving as a means of knowledge transfer, digital literacy enhancement, and strengthening a sustainable halal MSME ecosystem ([Asrida et al., 2020](#); [Pardiansyah et al., 2022b](#); [Prayogi et al., 2025](#)).

Based on these considerations, this community service program is expected to create a tangible impact in building a strong, competitive, and technology-based halal MSME ecosystem in the Kapuas region and its surroundings. Kapuas Regency, Central Kalimantan, has a strategic geographical position as an interprovincial border route between Central Kalimantan and South Kalimantan. Along this corridor, numerous restaurants and local culinary businesses serve travelers, tourists, and cross-regional communities. This is particularly important, considering that halal certification is no longer merely a form of religious compliance but also a component of product quality assurance and competitiveness in national and global markets ([Yuwana & Hasanah, 2021](#); [Wahyuni et al., 2023](#)). Through synergy between universities and MSMEs, this program aims to enhance awareness, capacity, and independence of business actors in obtaining halal certification, thereby increasing local product competitiveness, creating a healthy halal economic ecosystem, and strengthening Kapuas' position as a key distribution hub in Central Kalimantan.

METHODS

This community service activity was implemented using the Asset-Based Community Development (ABCD) approach, which emphasizes utilizing local potentials and assets already possessed by MSME actors, such as business experience, production resources, and local community networks. The ABCD approach was chosen because it is relevant for MSME empowerment programs oriented toward improving partner capacity and independence ([Kretzmann, 1993](#); [Nugraha et al., 2025](#)). The activity was conducted on

October 27, 2025, at the Village Hall of Kapuas Regency, Central Kalimantan Province, targeting MSME actors in the culinary and processed food product sectors within the Kapuas Regency area. This activity was designed in the form of a workshop and direct assistance for MSME (Micro, Small, and Medium Enterprise) actors engaged in the culinary and processed food sectors. The implementation of this community service activity was divided into three main stages ([Chambers, 1994](#); [Kretzmann, 1993](#)). The flowchart of the implementation method is shown in Figure 2.

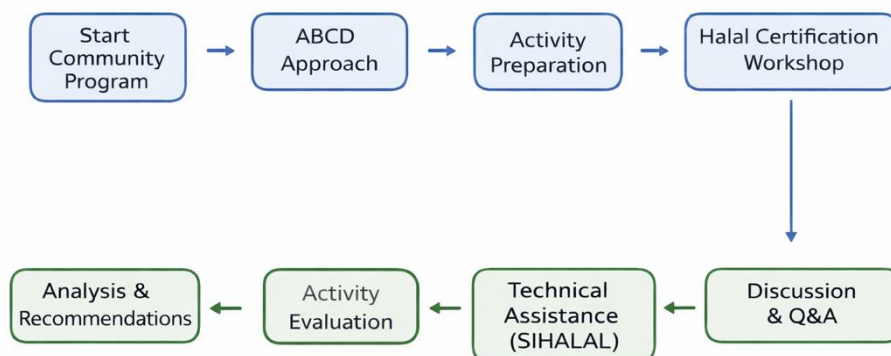


Figure 2 Flowchart of implementation method

Preparation Stage

At the initial stage, the community service team conducted coordination and technical planning with the village authorities and relevant government agencies regarding the mechanism for socialization and the implementation of halal certification assistance. The team then carried out data collection and distributed invitations to MSME actors targeted for the activity. MSME actors who were willing to participate in the assistance program were added to a WhatsApp group for coordination and document collection prior to the mentoring process.

Material Delivery Stage

The core activity was conducted face-to-face at the Village Hall and attended by 50 local business actors from various sub-districts in Kapuas. The materials were delivered by lecturers and competent Halal Product Process Assistants (PPH). The main topics discussed included: (i) the urgency and importance of halal certification for micro and small enterprises following the enactment of Law No. 33 of 2014 on Halal Product Assurance, and (ii) the free halal certification program (SEHATI) using the self-declare system provided by BPJPH of the Indonesian Ministry of Religious Affairs.

This session was complemented by a question-and-answer discussion and experience sharing from business actors who had previously obtained halal certification. MSME actors were also provided with a pocket guidebook to facilitate the registration process.

Technical Assistance for Registration Stage

At this stage, 37 MSME actors received direct guidance on the steps for online registration through the website ptsp.halal.go.id, including administrative requirements, document uploads, and completion of digital forms. Assistance was provided individually to ensure that each MSME actor was able to complete the independent registration process correctly. In addition, business actors undergoing assistance were also audited regarding the cleanliness of their premises, equipment, and production materials.

After the entire series of technical assistance activities was completed, the community service team conducted an evaluation by distributing participant response questionnaires.

The questionnaire was administered to all MSME actors who had attended the workshop and halal certification registration tutorial. The purpose of the questionnaire was to measure satisfaction levels, the usefulness of the activity, and the effectiveness of the assistance method implemented. The questionnaire was completed immediately after the activity concluded, with guidance from the team to ensure that each respondent clearly understood the statements.

The data collection instruments in this community service activity included an observation sheet and a participant response questionnaire. The observation sheet was used to assess the readiness of MSME actors in the halal certification registration process and was developed by the service team based on official BPJPH guidelines. Meanwhile, the participant response questionnaire was designed by the service team using a four-point Likert scale to measure satisfaction, usefulness, and the effectiveness of the assistance method applied.

The evaluation was conducted to assess the achievement of the community service objectives, particularly in improving MSME actors' understanding and independence in the halal certification registration process. Quantitative data obtained from the questionnaires were analyzed using descriptive percentage analysis, while qualitative data derived from discussions and observations were analyzed using descriptive narrative analysis. The evaluation results were used to assess the effectiveness of the community service activities and to serve as a basis for improving and developing future assistance programs.

RESULT AND DISCUSSION

Preparation Stage

During the preparation stage, coordination between the community service team and relevant agencies resulted in a mutual understanding regarding the mechanism for implementing socialization and halal certification assistance. This coordination process was effective, supported by a shared commitment to strengthening the competitiveness of local products through halal legality. The service team also successfully conducted preliminary data collection of MSME actors who had the potential to participate in the program, prioritizing businesses in the culinary and processed food sectors. Through invitation distribution and direct communication, the team received strong enthusiasm from local business communities. During the material delivery stage, participants were provided with an understanding of the urgency of halal certification, regulations on Halal Product Assurance, and the benefits of possessing a halal certificate, including guaranteeing product halal status, increasing consumer trust, and strengthening MSME competitiveness. The materials also covered the free halal certification scheme (SEHATI) and the self-declare mechanism through the SIHALAL BPJPH system. As a follow-up, a WhatsApp group was established as a communication and coordination medium. This group played an important role in document collection, dissemination of technical information, and scheduling, enabling all MSME actors to prepare the necessary documents before the workshop. This stage demonstrated the effectiveness of digital media in accelerating coordination and increasing community participation.

Material Delivery Stage

The material delivery stage, held at the Kapuas Village Hall, was active and participatory, attended by 50 business actors from Kapuas. The socialization session provided space for two-way interaction between speakers and MSME actors, allowing them not only to receive information passively but also to engage in discussions and share practical experiences.

The materials presented by lecturers and PPH assistants successfully improved MSME actors' understanding of the importance of halal certification, particularly in the context of implementing Law No. 33 of 2014 on Halal Product Assurance. MSME actors began by preparing required documents, including ID cards (KTP), Business Identification Numbers (NIB), Tax Identification Numbers (NPWP), product data, raw materials, and photos of the production process. After the documents were prepared, business actors registered an account in the SIHALAL system via ptsp.halal.go.id, completed the forms, and uploaded all required documents. The next stage involved verification by the Halal Product Process Assistant (PPH), who examined the completeness and conformity of the data and production process. Once declared complete, the documents were forwarded to the Halal Fatwa Session by the Indonesian Ulema Council (MUI) to determine the halal status of the product. If the product was declared halal, the business actor would receive an official halal certificate. This certificate remains valid indefinitely as long as there are no changes in the composition of the raw materials used. Documentation of the socialization of halal certification assistance is shown in Figure 3.



Figure 3 Documentation of the halal certification assistance socialization

MSME actors gained a deeper understanding that halal certification is not merely an administrative obligation, but also a strategic tool to enhance consumer trust and increase product value. In addition, the explanation regarding the free halal certification mechanism (SEHATI Program) under the self-declare scheme received significant attention from MSME actors, as it was considered highly beneficial for micro enterprises with limited financial and human resources. The question-and-answer and experience-sharing sessions further enriched participants' understanding of practical challenges and solutions in the certification process, such as document completion, raw material management, and halal labeling. The following is Figure 4: Halal certification registration process.

The process begins with the creation of a business account and completion of business data on the website ptsp.halal.go.id, which generally takes about 10–30 minutes. Next, business actors submit an application for halal certification by filling in product and production process data forms and uploading supporting documents, which can be completed within one day if all documents have been prepared in advance. The subsequent stage is verification by the Halal Product Process Assistant (PPH), including a simple audit of the cleanliness of the premises, equipment, and production materials, with an estimated time of 3–5 working days. Once declared compliant, the determination of halal status and issuance of the electronic Halal Certificate by BPJPH are carried out, each requiring approximately 1–2 working days and 1 working day, respectively. Overall, the halal certification process through the self-declare scheme can be completed within

approximately 7–10 working days, particularly when MSME actors receive intensive assistance, although the timeline may depend on the central processing queue.

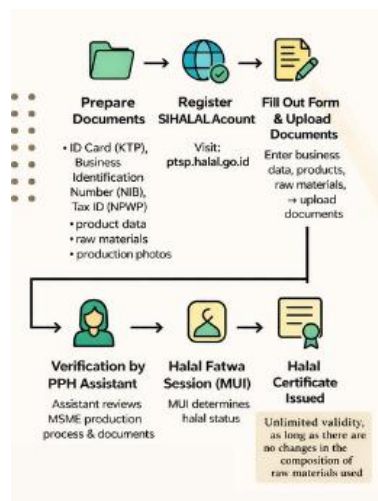


Figure 4 Halal certification registration process flow

In addition to material delivery and discussion sessions, MSME actors were also provided with a halal certification guidebook prepared by the community service team. The pocketbook contains practical steps for halal certification registration, document requirements, and guidance on using the ptsp.halal.go.id website. The distribution of this guidebook aims to provide MSME actors with a written reference that can be used independently after the activity concludes, ensuring the sustainability of the registration process. The following is Figure 5: Cover of the halal certification guidebook.



Figure 5 Cover of the halal certification guidebook

Assistance Stage

The technical assistance stage was attended by 37 participants who had met the administrative requirements. This was the most practical stage of the program, where participants directly practiced the online halal certification registration process through the ptsp.halal.go.id website. The assistance team provided individual guidance to ensure that each business actor understood how to correctly complete the digital forms.

The mentoring process was conducted step by step, starting from account creation, document uploading, and business data verification. As a result, most participants successfully completed the registration process smoothly, while a small number required further guidance regarding document completeness. This activity demonstrated that a tutorial-based and hands-on approach is more effective than purely theoretical socialization. Participants acknowledged that technical assistance helped them concretely understand the halal registration system and increased their confidence to carry it out independently in the future. The following is Table 1: List of MSME actors who registered for halal certification in this activity.

Table 1 List of MSME actors who registered for halal certification

No	MSME Actor	Type of Business	No	MSME Actor	Type of Business
1	NA1	Cake and Bread	19	RX1	Meatball Skewers (Pentol)
2	SX1	Food Stall	20	OR	Cake
3	SF	Food Stall	21	IW	Various Culinary Products
4	LS	Snacks	22	SA	Wedang Uwuh (Herbal drink)
5	HX	Food Stall	23	MA	Spicy Fried Meatballs (Basreng)
6	IX1	Snacks	24	SM2	Food Stall
7	DM	Snacks	25	EX	Fish cracker (Amplang)
8	ZX	Frozen Food	26	HA	Fried Chicken Intestine Chips
9	NS	Cake Dan Cookies	27	HM	Meatball Skewers (Pentol)
10	IY	Crackers, Chips, and Peanut Brittle Industry	28	SX4	Food Stall
11	UM	Catering, Healthy Food	29	MX	Traditional cakes
12	IX2	Wadai Banjar (Traditional Banjar cakes)	30	RX2	Onion Crackers
13	AF	Eatery	31	SX5	Crackers and Chips
14	SM1	Fried Snacks	32	KX	Crackers
15	NJ	Risoles (Stuffed Fried Pastry)	33	HS	Crackers and Chips
16	YR	Crackers	34	NL	Kue Lempeng (Thin traditional cake)
17	SX2	Eatery	35	NY	Crackers
18	SX3	Chocolate Banana	36	BX	Empek-empek (Fish cake dish)

A simple audit was also conducted by the service team to ensure consistency between uploaded data and actual field conditions. The audit included a review of production processes, cleanliness of business premises, use of raw materials, and documentation of ingredient sources. The audit was conducted on a sampling basis among several MSMEs who had completed the registration stage to ensure that their production practices complied with halal principles, safety standards, and hygiene requirements. The audit results indicated that most MSME actors had implemented hygienic production processes in accordance with halal provisions. However, several administrative and technical issues were still identified, such as incomplete proof of raw material origins and insufficient documentation of production processes. These findings were used as evaluation material for improvement, and the team provided recommendations and follow-up assistance to ensure that all participants could fully meet halal standards. Through this audit, the community service activity did not stop at the registration stage but also ensured the

implementation of halal principles in daily business practices. Audit documentation for one MSME actor is shown in Figure 6.



Figure 6 Documentation of an audit of one MSME actor

The service team distributed questionnaires to MSME actors to evaluate satisfaction levels, the usefulness of the activity, and the effectiveness of the assistance method. Table 2 presents the responses of MSME actors regarding the halal certification assistance

Table 2. MSME responses to halal certification assistance

No	Questionnaire Items	Percentage
1	The material presented was easy to understand and relevant to my business needs.	82.70
2	Technical assistance helped me understand the halal registration steps.	90.81
3	Speakers and assistants provided clear and communicative explanations.	80.54
4	The guidebook provided was useful for independent registration.	86.49
5	This activity increased my motivation to obtain halal certification.	81.62
6	Overall, I am satisfied with this community service and assistance activity.	83.24

Based on the evaluation questionnaire results completed after the technical assistance activity, overall participant satisfaction was categorized as high. Most participants gave positive assessments across all aspects of the program. The second item received the highest percentage (90.81%), indicating that technical assistance was considered highly helpful in understanding the online halal certification process. This confirms that hands-on practice is an effective approach for MSME actors. Additionally, 86.49% of participants found the guidebook beneficial, demonstrating that the combination of direct mentoring and written supporting materials produced a strong learning impact. Overall satisfaction reached 83.24%, indicating that participants were satisfied with the workshop and mentoring implementation. These findings reinforce that the community service activity in Kapuas Regency was effective, relevant, and positively impactful for MSME actors participating in the halal certification program.

The findings align with studies by [Pardiansyah et al., \(2022\)](#), [Qisthi, N. dan Ekawati, N. \(2025\)](#), [Sinaga et al. \(2022\)](#), [Sofy et al. \(2025\)](#), dan [Wijayanti et al. \(2024\)](#) which state that Free Halal Certification for micro enterprises is a strategic instrument to expand MSMEs' access to the halal product assurance system. The success of this program depends not only on cost exemption policies but also on the reliability of digital technology and the assistance approach applied. Similarly [Asrida et al. \(2020\)](#), [Pardiansyah et al., \(2022\)](#), dan [Prayogi et](#)

[al. \(2025\)](#) highlight that the SIHALAL system significantly reduces time and costs compared to conventional manual mechanisms, facilitating business compliance with halal administrative requirements. Furthermore, halal certification ownership has been proven to positively impact market expansion, consumer trust, and business image strengthening, particularly for MSMEs in the culinary sector and border regions with strong potential to develop local flagship products based on halal values and assured product quality.

CONCLUSION

Overall, the halal certification assistance program for MSME actors in Kapuas Regency was successfully implemented and achieved its planned objectives. Each stage—from preparation and material delivery to technical assistance—was conducted systematically and received positive responses from participants. MSME actors were able to understand the halal registration procedure through hands-on practice and mentoring. Evaluation results indicated a high level of satisfaction, demonstrating that the activity was beneficial and relevant to business needs. The program also enhanced participants' ability to independently register through the SIHALAL system and strengthened their awareness of the importance of halal certification in business management.

As a follow-up, this assistance program will be further developed through continued mentoring until the issuance of halal certificates, monitoring of halal product assurance implementation in production processes, and expansion of target participants to other MSME actors in Kapuas Regency. Strengthened collaboration with local government and Halal Product Process Assistants (PPH) is also planned to ensure program sustainability and enhance the long-term competitiveness of MSMEs. Future community service activities are recommended to focus on post-certification sustainability, including assistance for certificate renewal, product data updates, and monitoring the consistency of halal production processes. Further programs may also emphasize downstream strengthening aspects, such as halal labeling on packaging, halal product branding strategies, and utilization of digital platforms for MSME product marketing. Additionally, future initiatives should integrate digital literacy and business management improvement, ensuring that halal certification is not merely administrative but provides tangible impacts on MSME competitiveness and sustainability.

CONFLICTS OF INTEREST

The authors declare that there is no conflict of interest.

AUTHOR CONTRIBUTIONS STATEMENT

Conceptualization, OAR and MR; methodology, OAR and AS; program design and implementation, OAR, AS, MR, and AW; legal and regulatory assistance related to halal certification, HA; data collection, MR and AW; formal analysis, OAR; writing original draft preparation, OAR; writing review and editing, all authors. All authors have read and agreed to the published version of the manuscript.

AI DISCLOSURE STATEMENT

The authors used ChatGPT for language refinement and grammar checking during the preparation of this manuscript. After using the tool, the authors thoroughly reviewed and edited the content and take full responsibility for the final version of the publication.

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