



Increasing halal value chain awareness: training for food and beverage entrepreneurs

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ARTICLE INFO

Article history:

Received 24th September 2025

Revised 28th October 2025

Accepted 22nd November 2025

Available online

<https://talenta.usu.ac.id/jst/index>

E-ISSN: 2621-4830

P-ISSN: 2621-2560

How to cite:

H. Pratiwi, L.E. Fitri, Y.Z. Aprizal, A. Pratama, M. Roihan "Increasing halal value chain awareness: training for food and beverage entrepreneurs," *Journal Saintech Transfer*, vol. 8, no. 2, pp. 176-182. 2025.

ABSTRACT

The Mandatory Halal October 2024 (WHO) Campaign is a strategic initiative implemented by the Halal Product Guarantee Agency (BPJPH) of the Ministry of Religious Affairs to accelerate Indonesia's ambition to become a global halal center. This program supports the enforcement of mandatory halal certification regulations, covering food and beverage products, raw materials and additives, as well as slaughter products and services. Mendalo Indah Village, which hosts Jambi University, has approximately 19.5% of its population engaged in trading and entrepreneurial activities, particularly in the food and beverage sector, where halal certification remains limited. This community-based program aimed to improve awareness, readiness, and institutional support for halal certification among local Micro, Small, and Medium Enterprises (MSMEs). The program identified 25 MSMEs ready for halal certification and strengthened collaboration among government agencies, academic institutions, and business actors to support the implementation of the Mandatory Halal policy. Assistance in the Halal Product Process (PPH) was provided to facilitate applications for free halal certification in line with WHO targets. Key outputs included a Cooperation/License Agreement, enabling partners to sustainably utilize the program to support halal certification for food and beverage MSMEs. The initiative enhanced MSME empowerment and complemented previous support programs such as Business Identification Number (NIB) and Home Industry Food Permit (PIRT) facilitation, while local media publications supported broader dissemination of the WHO campaign.

Keyword: Halal Mandatory, Halal value chain, Micro Small and Medium Enterprises (MSEs)

ABSTRAK

Kampanye Wajib Halal Oktober 2024 (WHO) merupakan salah satu program strategis yang diinisiasi oleh Badan Penyelenggara Jaminan Produk Halal (BPJPH) Kementerian Agama untuk mempercepat terwujudnya Indonesia sebagai pusat halal dunia. Program ini dirancang untuk mendukung implementasi penuh kewajiban sertifikasi halal, terutama bagi produk makanan, minuman, dan hasil sembelihan, sesuai dengan regulasi yang berlaku mulai 18 Oktober 2024. Kewajiban sertifikasi ini mencakup dari tiga kelompok produk, Pertama, produk makanan dan minuman. Kedua, bahan baku, bahan tambahan pangan, dan bahan baku penolong produk makanan dan minuman. Ketiga, produk penyembelihan dan jasa penyembelihan. Kelurahan Mendalo Indah merupakan kelurahan dimana kampus Universitas Jambi berada, dan memiliki banyak penduduk yang berprofesi sebagai pedagang dan wiraswasta. dimana secara umum produk makanan dan minuman tersebut belum bersertifikasi Halal. Hasil pengabdian ini adalah peningkatan 25 UMKM yang siap memperoleh sertifikasi halal, serta terjalinnnya kerja sama yang lebih erat antara pemerintah, akademisi, dan pelaku bisnis untuk mendukung kebijakan Halal Wajib Oktober 2024. Selain itu, kegiatan ini meliputi pendampingan proses produk halal (PPH) untuk mempermudah pengajuan sertifikasi halal gratis sesuai dengan target WHO. Luaran kegiatan ini mencakup Perjanjian Kerja Sama/Lisensi yang membuktikan bahwa program pelatihan dapat dimanfaatkan oleh mitra untuk mendukung sertifikasi halal bagi



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<http://doi.org/10.32734/jst.v8i2.23772>

UMKM makanan dan minuman di Kelurahan Mendalo Indah. Kegiatan ini diharapkan meningkatkan keberdayaan mitra secara kuantitatif dan kualitatif, melengkapi inisiatif sebelumnya seperti fasilitasi pembuatan NIB dan PIRT untuk UMKM setempat yang dilakukan bekerja sama dengan dinas perdagangan dan koperasi. Selain luaran berupa Perjanjian Kerja Sama, kegiatan ini juga menghasilkan publikasi di media lokal sebagai bagian dari upaya mendukung kampanye WHO oleh BPJPH Kementerian Agama.

Keyword: Wajib Halal, Halal value chain, Usaha Mikro Kecil dan Menengah (UMKM)

1. Introduction

As one of the countries with a large Muslim population in the world, Indonesia has great potential to become the center of global Islamic economic development (1). With a predominantly Muslim population, the demand for sharia-based products and services continues to increase, creating great opportunities for the development of this sector (2). One of the main strategies to realize Indonesia's vision as the world's leading Islamic economic center is through strengthening the halal value chain. This concept covers the entire process of production, distribution, and marketing of products in accordance with sharia principles, from raw materials to consumers (3). By strengthening the halal value chain, not only the quality and consumer confidence in Indonesian products will increase, but also the competitiveness of Indonesian halal products in the global market. This strengthening is expected to support strategic sectors, such as food and beverages, pharmaceuticals, cosmetics, and halal tourism, which are the main pillars of Islamic economic growth.

Starting October 18, 2024, the Indonesian government will impose halal certification obligations for food, beverage and slaughter products. This policy is a strategic step as a form of government intervention in providing assurance of the halalness of products circulating in the community (4), while ensuring legal protection for the community. Halal certification is not only an instrument to ensure that products meet sharia standards (5), but also serves as an effort to improve the quality and competitiveness of domestic products in domestic and international markets. With this obligation, it is hoped that business actors, especially MSMEs, can better understand and implement the halal value chain principle in their production process.

This program is designed to support the full implementation of halal certification obligations, especially for food, beverage and slaughter products, in accordance with applicable regulations starting October 18, 2024. Through this campaign, BPJPH targets halal certification of 10 million products, covering micro, small and medium enterprises (MSMEs) to large industries. The first phase of halal certification obligation is targeted at three product groups, namely; First, food and beverage products. Second, raw materials, food additives, and auxiliary raw materials for food and beverage products. Third, slaughter products and slaughter services.

Mendalo Indah Village, located in Muaro Jambi Regency (6), has a strategic position as the location of the Jambi University Pinang Masak Campus. The presence of this renowned state university has had a significant impact on the social and economic dynamics of the local community. One of the most prominent impacts is the development of food trading businesses in this area, which are dominated by local residents. This activity is influenced by the high consumption needs of students, educators, and people who interact with the campus. This huge economic potential makes Mendalo Indah Village an ideal area for the development of community empowerment-based programs, especially in the food and beverage business sector.

Around the Jambi University Campus, especially in the Mendalo Indah Village area, there are many small businesses in the food and beverage sector that open outlets to meet the consumption needs of students, teaching staff, and the public. However, unfortunately, most of these business owners do not have sufficient awareness of the importance of halal certification for their products (7). This condition is quite ironic considering that Jambi University has a Center for Halal Studies which is active in encouraging the development of halal value chains at the local level. In addition, this campus also has a number of students who have received special training as halal product process assistants (PPH) through the UNJA LPPM Halal Study Center program. These students have been officially accredited with a registration number from the Ministry of Religious Affairs, making them an important asset to support efforts to accelerate halal certification for food and beverage MSMEs in the region.

The Halal Study Center of LPPM at Jambi University has played an important role in supporting the acceleration of halal certification for MSMEs through assistance in the Halal Product Process (PPH). This assistance is carried out under the Free Halal Certification for MSMEs (SEHATI) program, which is designed

to facilitate easier and more affordable access for small business actors to obtain halal certification. Nevertheless, the implementation of this assistance has not yet been carried out extensively in the Mendalo Indah Village area. Moreover, there has been no systematic collaboration with village partners or the Head of Mendalo Indah Village to facilitate free halal certification for local business actors. This situation highlights the need to integrate halal mentoring activities with collaborative initiatives involving the village government, so that MSMEs in the area can optimally benefit from available halal certification opportunities.

Based on this background, the service team from the Jambi University Islamic Economics Study Program visited and coordinated with Mendalo Indah Village officials to design halal certification assistance activities. This collaborative approach is expected to strengthen the synergy between academic institutions, village governments, and business actors in building a sustainable halal ecosystem, in line with the national target of making Indonesia the world's halal center. The initial situation analysis that we have discussed with partners can be described as follows:

Based on the identified background, the community service team from the Islamic Economics Study Program of Jambi University conducted visits and coordination with the officials of Mendalo Indah Village to design halal certification assistance activities. This collaborative approach is expected to enhance synergy between academic institutions, village governments, and business actors in developing a sustainable halal ecosystem, in line with the national vision of positioning Indonesia as a global halal hub. The initial situation analysis discussed with partners indicates that most food and beverage MSMEs in Mendalo Indah Village do not yet possess halal certificates, and to date, the facilitation provided has been limited to the issuance of Business Identification Numbers (NIB) and Home Industry Food Production Permits (PIRT). This limitation is largely due to the absence of structured collaboration with Community Service Programs (PPM) or similar initiatives that facilitate free halal certification in the village. Nevertheless, the majority of MSMEs already hold NIBs, which constitute a key administrative requirement for halal certification, thereby enabling a more efficient and effective assistance process. In addition, the implementation of the Mandatory Halal policy in October 2024 necessitates that food and beverage products circulating around the Jambi University campus be halal certified.

In response to this condition, the Community Service Program (PPM) is designed in the form of Halal Value Chain Training for food and beverage entrepreneurs in Mendalo Indah Village and traders around Jambi University, as part of the October 2024 Mandatory Halal campaign. This training is expected to provide substantial benefits by preparing MSMEs to obtain halal certification prior to the enforcement deadline. Following the training, participating MSMEs will receive Halal Product Process (PPH) assistance involving students from Jambi University under the supervision of the LPPM Halal Study Center, with guidance from academic mentors. This student involvement represents the implementation of the Merdeka Belajar–Kampus Merdeka (MBKM) program through active participation in community service activities.

Based on the results of the situation analysis and identified partner needs, the focus of this community service activity includes conducting Halal Value Chain Training to enhance the readiness of food and beverage entrepreneurs in Mendalo Indah Village and the surrounding Jambi University area for halal certification through PPH student assistance, as well as supervising, developing, and evaluating the outcomes of the training in collaboration with the Mendalo Indah Village Government to ensure that halal certification for local MSMEs can be achieved by October 2024. The objective of this community service activity is to enhance the capacity and readiness of MSMEs to obtain halal certification through integrated training and mentoring, while strengthening collaboration between universities, village governments, and business actors to support the successful implementation of the Mandatory Halal policy.

2. Methods

The steps in assisting the halal product certification process are carried out in several stages, which can be described as follows:

2.1 Activity planning

Halal certification assistance activities for MSME players in Mendalo Indah Village are carried out through a series of seminars, interactive discussions, and technical assistance with the theme “Halal Value Chain Training for Food and Beverage Entrepreneurs in Mendalo Indah Village, Response to Mandatory Halal October 2024” The material presented includes an introduction to the halal value chain, regulations related to

Mandatory Halal October 2024, and the implementation of halal product guarantees, especially for processed food products. This program is a collaboration between the Jambi University LPPM Halal Study Center, Mendalo Indah Village Government, and partners from the academic and government sectors.

2.2 Target activities

The target of the activity is MSME players engaged in the food and beverage sector, especially those operating in Mendalo Indah Village and its surroundings. The main focus is to provide assistance to businesses that do not yet have halal certification to ensure their products meet applicable halal standards.

2.3 Activity methods

The implementation of this activity uses several methods to ensure the success and effectiveness of the program, namely:

- 2.3.1. *Material submission.* Material presentation by expert speakers from the Center for Halal Studies LPPM Jambi University regarding the importance of the halal value chain, mandatory Halal regulations for October 2024, and halal certification procedures for MSME products.
- 2.3.2. *Interactive discussion.* A question-and-answer session between participants and resource persons to discuss the challenges faced by MSMEs in the halal certification process.
- 2.3.3. *Technical assistance.* Direct guidance to businesses in fulfilling administrative and technical requirements to obtain halal certification, including registration guidelines and evaluation processes.

2.4 Activity outputs

This activity is expected to be able to provide in-depth understanding to MSME actors regarding the concept of halal value chain and the importance of halal certification in increasing product competitiveness. Through this seminar and mentoring, business actors are expected to better understand halal standards and criteria, so that they can process food ingredients more thoroughly in accordance with sharia principles. In addition, this program also helps identify and provide solutions to the obstacles that are often faced by MSME players in the halal certification process, such as the lack of administrative and technical understanding. The final results of this activity include an increase in the number of MSMEs that are ready to obtain halal certification, as well as the establishment of closer cooperation between the government, academics, and businesses to support the October 2024 Mandatory Halal policy.

3. Results and Discussion

The implementation of Community Service activities was carried out at the Mendalo Indah Village Office, Jambi Luar Kota District, Muaro Jambi Regency. The event was opened directly by the Secretary of Mendalo Indah Village and was attended by 25 participants who were Micro Business actors who were engaged in culinary businesses ranging from various cakes, tekwan, crackers, sweets to nasi gemuk.

The activity begins by providing material on the halal product process in the form of the urgency of the Halal Product Guarantee Act, identifying administrative and technical requirements for applying for halal certification, simulating applying for halal certification to BPJPH and the opportunities that will be obtained by business actors if they get halal certification. The event continued with a discussion session to capture the enthusiasm of the participants. From the discussion session, the obstacles felt by business actors ranging from limited information, internet access, facilities and infrastructure, making a Business Identification Number, and there is an impression that applying for certification is something rigid and time consuming.



Figure 1. Halal product process socialization and assistance activities.

Applications for halal certification for food and beverage businesses with processing processes can be made through two main channels, namely the self-declare route and the regular route (8). The choice of this path depends on the classification of business scale-micro, small, medium or large-as well as the capacity of business actors to meet the specified administrative and technical requirements. Based on the profile of the business actors who attended the mentoring activities, the majority are micro and small entrepreneurs. Therefore, the mentoring material is designed to focus more on the implementation of halal certification through the self-declare route.

Self-declare or halal statement of business actors is a statement issued by micro and small business actors on the halalness of a product (9). According to existing regulations in Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Guarantee Field, the statement of business actors is based on halal standards, consisting of at least: First, there is a statement of the business actor in the form of a contract / pledge; which contains 1) The halalness of the product and the materials used, 2) Halal product process (PPH). Second, there is PPH assistance; Based on these halal standards, the role of PPH assistants is very important in the halal certification process by self-declaration.

3.1. Requirements for MSEs that can apply for self-declaration

Not all business actors are eligible to apply for halal certification through the self-declaration scheme. According to the Decree of the Head of BPJPH Number 150 of 2022 and the Decree of the Head of BPJPH Number 22 of 2023, this scheme is intended only for business actors who meet specific requirements.

Eligible products include low-risk products or products that use ingredients whose halal status has been confirmed. Such products must not contain elements derived from slaughtered animals, unless these ingredients originate from halal-certified producers or halal-certified slaughterhouses or poultry slaughterhouses. Applications for products categorized as “processed food and beverage provision” are permitted if they are not restaurant, catering, food service, or food stall products with extensive menus and that the business operates no more than one outlet.

The materials used in production must be non-hazardous, as stipulated in BPJPH regulations, and their halal status must be verifiable either through halal certification or by inclusion in the list of materials exempted from mandatory halal certification under KMA Number 1360 of 2021. Ingredients derived from slaughtered animals must come from halal-certified producers or slaughterhouses and must not be in the form of ground meat.

The production process must be simple while ensuring halal compliance. This includes product preservation methods that are uncomplicated and do not involve the combination of more than one preservation technique. In addition, business actors must have separate locations, facilities, and equipment for halal and non-halal product processing. The equipment used should involve simple technology and be operated manually and/or semi-automatically, reflecting a home-based business rather than a factory-scale operation, with production facilities limited to a single location.

Furthermore, business actors are required to possess a Business Identification Number (NIB) obtained through the OSS system free of charge. They must also have annual sales turnover not exceeding IDR 500,000,000, as evidenced by an independent statement.

In terms of regulatory compliance, business actors may or may not hold a distribution permit such as PIRT or MD, a Certificate of Good Hygiene Sanitation for food or beverage products with a shelf life of less than seven days, or other relevant industrial licenses issued by the appropriate authorities.

Finally, business actors must have their products verified for halal compliance by a Halal Product Process (PPH) assistant and complete all required self-declaration submission documents online through the SIHALAL system. These documents include halal supervisor documentation, product data and photographs, raw material information, and distribution permit documents, if applicable.

3.2. Self-declaration mechanism

The halal certification mechanism through the self-declaration scheme begins with the submission of an application by business actors who are assisted by Halal Product Process (PPH) assistants. At this initial stage, the PPH assistant conducts data curation or preliminary screening to ensure that the business actors meet all requirements for self-declaration. Once confirmed, the business actors, accompanied by the PPH assistants, register for halal certification electronically through the SIHALAL system (Figure 1).

The next stage involves verification and validation carried out by the PPH assistants. This process includes a thorough examination of halal product ingredients and production processes, as well as the review of documents related to product composition and processing. If any discrepancies are identified, corrective actions are undertaken jointly by the business actors and the PPH assistants. When the verification and validation results comply with halal product standards, the PPH assistants submit their recommendations to BPJPH.

Subsequently, BPJPH performs an automatic document verification through the SIHALAL system and issues a Document Receipt Letter (Surat Tanda Terima Dokumen/STTD). Following this, the Halal Product Fatwa Committee determines the halal status of the product. Based on this determination, BPJPH then issues the Halal Certificate.



Figure 2. Flow of MSE halal certification through self-declaration scheme [8].

4. Conclusions

The results of this community service activity show that halal certification assistance for food and beverage traders in Mendalo Indah Village has been successfully implemented in accordance with the planned objectives. Through collaboration between the Islamic Economics Study Program service team, Mendalo Indah Village officials, and the Jambi University Halal Study Center, this program has succeeded in increasing the understanding and awareness of business actors of the importance of halal certification as part of a strategy to increase competitiveness and compliance with national regulations. In addition, facilitation in the form of training and assistance in the halal product process (PPH) has provided tangible benefits for participants, both technically and administratively, to prepare for halal certification of their products. The success of this activity is also shown through the enthusiasm of participants and the continued support of partner institutions in overseeing the halal certification process on an ongoing basis. Thus, this activity not only has a direct positive impact on business actors, but also contributes to strengthening the halal ecosystem in the Mendalo Indah Village area, in line with Indonesia's vision as the world's halal center.

5. Acknowledgements

The authors would like to express their gratitude to the Directorate of Research, Technology, and Community Thank you to LPPM Jambi University for providing support, especially funding for this activity. Our gratitude also goes to BPJPH, LPH Unja and all the assistants for their cooperation for the smooth running of this activity.

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