

Enhancing the Competitiveness of MSMEs Through Halal Certification Counseling, NIB Registration, and Trademark Registration in Pagar Agung Sub-district, Walantaka District, Serang City

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Volume

6

Issue

1

Edition

May

Page

145-149

Year

2025

Abstract

Purpose: This community service aims to improve the competitiveness of MSMEs in Pagar Agung Village by addressing low legal awareness through halal certification counseling, NIB registration, and trademark assistance.

Method: The program involved MSME identification, counseling, technical assistance, and monitoring to support participants in completing business legality processes.

Practical Application: Around 70% of participants began the registration processes, leading to improved consumer trust and market access. The program offers a replicable model for enhancing MSME competitiveness.

Conclusion: The initiative increased legal awareness and had a positive impact on MSME growth. Continued support is needed to help all participants complete the legality process and remain competitive.

Article History

Submission: 24-09-2024

Review: 29-09-2024

Accepted: 17-04-2025

Keyword

Competitiveness;
MSMEs;
Legality;

How to cite

Basrowi, Dayurni, P., Mulyawan, G., Jannah, R., Andriani, N., Nurlela. (2025). Enhancing the Competitiveness of MSMEs Through Halal Certification Counseling, NIB Registration, and Trademark Registration in Pagar Agung Sub-district, Walantaka District, Serang City. *Jurnal Pengabdian Masyarakat*, 6(1), 145-149
<https://doi.org/10.32815/jpm.v6i1.2340>



Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in Indonesia's economy (Sofyan, 2017; Yolanda, 2024). MSMEs not only contribute to national economic growth but also create employment opportunities for the community (Rambe et al., 2024; Vinatra, 2023). However, amid increasingly intense global competition, the competitiveness of MSMEs must continuously be improved for them to survive and grow. One essential aspect of enhancing MSME competitiveness is through business legality and trusted product quality assurance, such as halal certification, Business Identification Number (NIB), and trademark registration (Nasori et al., 2022; Nurchayati, 2024).

Pagar Agung Sub-district, located in Walantaka District, Serang City, is an area with significant MSME potential. However, many MSME actors in this area still lack a full understanding of the importance of business legality and brand protection. Limited knowledge of halal certification, NIB registration, and trademark registration makes it difficult for local MSME products to compete in both local and national markets. Through this community service program, counseling efforts were carried out to raise awareness among MSME actors in Pagar Agung about the importance of business legality, halal certification, and trademark registration. This counseling is expected to help MSMEs become more competitive and gain broader access to larger markets, both nationally and internationally.

The main challenge faced by MSMEs in Pagar Agung Sub-district is the lack of access to information and knowledge regarding business legality aspects, such as halal certification, NIB, and trademark protection. These aspects are critical to improving business competitiveness in the modern era, where consumers are increasingly selective and aware of product quality and legality. Halal certification is important not only from a religious perspective but also as a form of internationally recognized quality assurance, especially in global markets where consumers often prioritize halal standards (Haque, 2023; Maksudil et al., 2023). Similarly, the NIB, issued through the Online Single Submission (OSS) system, is a legal requirement for all business actors to be officially registered and to access various benefits such as financing, participation in government procurement, and legal protection (Purnawan & Adillah, 2020; Zohani et al., 2023). Trademark registration also plays a vital role in protecting MSME products from the risks of plagiarism or misuse by other parties (Sari, 2023).

Amid technological advancements and changing consumer behavior, MSMEs without formal legality will find it difficult to compete with businesses that have obtained complete certifications and legal documents (Sulasno, 2022). Therefore, this community service program focuses on providing education and assistance to MSME actors in Pagar Agung so they can independently manage their halal certification, NIB registration, and trademark registration.

Method

This community service program was carried out through several stages involving MSME actors in Pagar Agung Sub-district, Walantaka District, Serang City. The method used was a participatory approach, directly engaging MSMEs in each phase of the activity. The methods included MSME identification and data collection, counseling and training sessions, technical assistance, and monitoring.

Result

The initial step in this program was identifying and collecting data on potential MSMEs in Pagar Agung Sub-district. This data was obtained through collaboration with local government and relevant agencies. The aim of this stage was to determine the number of MSMEs without halal certification, Business Identification Numbers (NIB), or trademark registration. This identification also helped us to understand the specific conditions and needs of each MSME. As a result, a total of 17 participants were involved in this program.

147) Enhancing the Competitiveness of MSMEs Through Halal Certification Counseling, NIB Registration, and Trademark Registration in Pagar Agung Sub-district, Walantaka District, Serang City, Basrowi, Dayurni, P., Mulyawan, G., Jannah, R., Andriani, N., Nurlela

Following the data collection, counseling sessions were conducted for MSMEs to emphasize the importance of business legality, particularly halal certification, NIB, and trademark registration. These sessions took the form of seminars and workshops, where participants gained insights into how halal certification enhances consumer trust, NIB simplifies access to various government services, and trademark registration protects intellectual property rights.

As a result of this counseling, MSME actors showed a significant increase in their understanding of the importance of these legal aspects. Based on a questionnaire-based evaluation, around 85% of participants reported gaining new insights and a better understanding of how business legality can improve consumer trust and expand market access. They also recognized the benefits of NIB and trademark registration in securing legal protection and accessing government facilities.

Figure 1. Counseling and Training Session



After counseling, technical assistance was provided to MSMEs interested in obtaining halal certification, NIB, and trademark registration. The community service team offered guidance on filling out forms, preparing required documents, and coordinating with relevant institutions. This assistance was provided both in groups and individually, tailored to each MSME's needs.

As a result of the technical assistance, around 70% of participating MSMEs successfully began the process of applying for halal certification and NIB. Several MSMEs even completed their trademark registration applications. The main challenge faced was the lack of technical knowledge regarding administrative requirements, but this was effectively addressed through intensive support from the service team.

148) Enhancing the Competitiveness of MSMEs Through Halal Certification Counseling, NIB Registration, and Trademark Registration in Pagar Agung Sub-district, Walantaka District, Serang City, Basrowi, Dayurni, P., Mulyawan, G., Jannah, R., Andriani, N., Nurlela

Figure 2. Presentation of Halal Certification to MSMEs



The final stage was monitoring and evaluation to ensure the program was implemented as planned. Monitoring field visits, interviews, and surveys with MSME actors involved. The results of this evaluation were used to assess the program's effectiveness and to provide recommendations for future development.

Discussion

The implementation of this community service program highlights the critical role of business legality in strengthening the competitiveness of MSMEs. The findings confirm that a lack of awareness and access to legal resources has hindered many MSMEs in Pagar Agung from optimizing their business potential. By providing structured support through counseling, technical assistance, and monitoring, this program has bridged the knowledge and access gap faced by local entrepreneurs.

The positive response from participants, particularly the 85% who gained new insights and the 70% who initiated legality processes demonstrates a clear demand and readiness among MSME actors to comply with legal standards when properly guided. The focus on halal certification is particularly relevant in the Indonesian context, where consumer preference for halal products is high, both domestically and in export markets. Meanwhile, obtaining a Business Identification Number (NIB) and registering trademarks equip MSMEs with legal protection and access to formal market channels, government programs, and funding opportunities.

Despite these successes, challenges remain, particularly in administrative complexity and limited digital literacy. These factors slowed the process for some participants, indicating that while awareness is increasing, continuous support systems are needed. This includes follow-up training, digital assistance, and collaboration with local authorities to streamline registration processes.

Overall, this program proves that enhancing MSME competitiveness is not solely about improving products, but also about empowering business owners with the legal tools and knowledge required to grow sustainably and compete effectively in broader markets.

Conclusion

The community service program conducted in Pagar Agung Sub-district, Walantaka District, Serang City successfully enhanced the competitiveness of MSMEs through counseling on the importance of halal certification, Business Identification Number (NIB) registration, and trademark registration. The program had a significant impact, particularly in increasing the knowledge and understanding of MSME actors regarding business legality. The technical assistance provided encouraged MSMEs to initiate the process of obtaining halal certification, NIB, and trademark registration, which in turn helped boost consumer trust

149) Enhancing the Competitiveness of MSMEs Through Halal Certification Counseling, NIB Registration, and Trademark Registration in Pagar Agung Sub-district, Walantaka District, Serang City, Basrowi, Dayurni, P., Mulyawan, G., Jannah, R., Andriani, N., Nurlela

and market access.

Despite challenges such as limited access to technology and lengthy administrative procedures, the program demonstrated that business legality adds substantial value for MSMEs in facing growing competition. For the program's sustainability, ongoing support and guidance are needed to help MSMEs complete the legality process effectively. This is expected to strengthen their position in both national and international markets and contribute to local economic growth.

Acknowledgements

The authors would like to express their sincere gratitude to the local government of Pagar Agung Sub-district, the MSME participants, and all supporting institutions for their cooperation and contribution to the success of this community service program. Special thanks to the dedicated team members and volunteers whose efforts made this initiative possible.

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