

Assistance in Accelerating Halal Certification through the Self-Declare Scheme for Food/Beverage MSME Actors in Ponteh Village, Galis Subdistrict, Pamekasan Regency

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Abstract

Purpose: This community service activity aims to accelerate legal compliance among MSMEs in Ponteh Village, Pamekasan, by increasing understanding of SJPH and assisting with Halal Certificate applications through the Self-Declare Scheme.

Method: This community service activity aims to accelerate legal compliance among MSMEs in Ponteh Village, Pamekasan, by increasing understanding of SJPH and assisting with Halal Certificate applications through the Self-Declare Scheme.

Practical Applications: This accelerated mentoring model effectively addresses the digital and technical literacy barriers faced by micro MSMEs. The results can be replicated by other mentoring institutions to accelerate halal certification. Economically, this certification opens up wider market access and increases consumer confidence in local products.

Conclusion: This program was very successful, with 100% of MSME partners successfully obtaining Halal Certificates. There was also a significant increase in partner knowledge (50%). The conclusion shows that the Self-Declare Scheme with intensive assistance is the most effective solution for micro MSMEs to achieve product legality.



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Introduction

The halal product industry has emerged as a pivotal component of the global economic landscape, serving not only as a marker of religious compliance but also as a universal standard for quality assurance and food safety (Widyarto et al., 2024). In Indonesia, the imperative for halal product assurance is codified through Law Number 33 of 2014 concerning Halal Product Assurance (JPH), which mandates that all food and beverage products circulating within the nation obtain halal certification. This regulatory framework presents both an opportunity and a challenge for Micro, Small, and Medium Enterprises (MSMEs), which constitute the backbone of the national economy. Specifically, in Ponteh Village, Galis Subdistrict, Pamekasan Regency, MSME actors in the food and beverage sector face significant hurdles in navigating the complex administrative and technical procedures required for certification, thereby limiting their ability to achieve legal compliance and market competitiveness.

The selection of Ponteh Village as the focal point for this engagement is grounded in the identified gap between regulatory mandates and the practical capacities of local MSMEs. While the government has introduced the Self-Declare Scheme through the Halal Product Guarantee Agency (BPJPH) to facilitate certification for low-risk micro-enterprises (Natasya, 2024), many business actors remain constrained by limited digital literacy and insufficient understanding of the Halal Product Assurance System (SJPH). This study, therefore, narrows its scope to examine the efficacy of intensive, participatory assistance in bridging this implementation gap. By focusing on the acceleration of halal certification through the Self-Declare Scheme, the investigation seeks to provide a replicable model for transforming procedural barriers into actionable pathways for MSME development.

Existing scholarly discourse underscores the critical role of mentorship in enhancing MSME capacity for halal certification. Fadilah et al. (2021) argue that external facilitation is essential for overcoming internal resource limitations, while Widiati et al. (2023) emphasize that face-to-face approaches effectively address literacy and operational barriers. Furthermore, Kristanto et al. (2023) note that schemes tailored to micro-enterprises, such as Self-Declare, can significantly reduce verification timelines. However, a discernible gap persists in the literature regarding the systematic integration of technical assistance with digital platform navigation within rural contexts. This study positions itself within this gap by synthesizing insights from community engagement and regulatory studies to evaluate how structured mentoring influences both cognitive understanding and procedural success. By building upon the frameworks established by Hamidatun and Pujilestari (2022) and Berdaya et al. (2023), the present inquiry extends current knowledge through an empirical assessment of acceleration strategies in a village-level setting.

The anticipated societal impact of this engagement is multifaceted, aiming to foster legal compliance, expand market access, and enhance consumer confidence in locally produced halal goods (Kasemen & Serang, 2025). The forthcoming qualitative and quantitative results—including pre-test and post-test knowledge assessments, certification completion rates, and partner testimonials—are designed to align with the fundamental objective of demonstrating that intensive assistance can catalyze sustainable MSME growth. By establishing an evidence-based foundation for the effectiveness of the Self-Declare Scheme with mentoring support, this manuscript contributes to policy discussions on inclusive halal ecosystem development. The remainder of this article is structured as follows: the Method section details the participatory action research design; the Results section presents empirical outcomes of the assistance program; the Discussion interprets these findings within broader theoretical and practical contexts; and the Conclusion offers recommendations for scaling and sustaining similar initiatives. Through this trajectory, the study aims to stimulate scholarly and practical interest in accelerating halal certification as a lever for equitable economic participation.

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Method

The target population for this community service initiative comprised micro, small, and medium enterprises (MSMEs) operating within the food and beverage sector in Ponteh Village, Galis Subdistrict, Pamekasan Regency. A purposive sampling strategy was employed to select participants based on stringent inclusion criteria: (a) active operational status with demonstrable market potential, (b) absence of a prior Halal Certificate, and (c) product classification within the low-risk category, thereby meeting the regulatory requirements for the Self-Declare Scheme (i.e., utilization of non-critical ingredients). Enterprises lacking foundational business identification or utilizing high-risk, unverified raw materials were systematically excluded. The final sample composition consisted of three MSME partners, a cohort size optimized for intensive, individualized technical mentoring. Data collection was executed through a structured mixed-methods framework designed to capture both cognitive acquisition and procedural compliance. Primary instruments included a validated knowledge assessment questionnaire administered via pre-test and post-test evaluations, alongside digital documentation logs from the SIHALAL platform and Halal Product Process (PPH) audit reports. The assessment instrument underwent content validation by halal certification experts and demonstrated strong internal consistency (Cronbach's $\alpha = 0.84$), ensuring reliable measurement of participants' understanding of the Halal Product Assurance System (SJPH) components and Self-Declare procedures prior to and following the intervention.

The procedural architecture of the intervention was systematically organized into four sequential phases to guarantee operational efficiency and strict alignment with the core objective of accelerating halal certification. Phase one, the Pre-Activity Stage, encompassed partner survey and identification through coordination with local village officials and the Pamekasan Cooperative/MSME Office, basic legality verification including NIB issuance via the OSS system, and the development of standardized socialization modules. Phase two, the Socialization and Education Stage, delivered comprehensive counseling on halal principles, Halal-Haram concepts, and the SIHALAL registration workflow, coupled with baseline and post-intervention knowledge assessments. Phase three, the Core Assistance Stage, constituted the primary technical intervention, featuring intensive one-on-one mentoring for SJPH document preparation (halal commitment, ingredient validation, Halal Product Process mapping, and internal audit protocols), label compliance verification, and direct SIHALAL platform registration support. Phase four, the Evaluation and Certificate Issuance Stage, involved PPH field verification, continuous application status monitoring, and final success evaluation. Throughout execution, several methodological and logistical risks were identified, notably limited digital literacy, inconsistent raw material documentation, and potential procedural delays in the BPJPH system. To mitigate these risks, the research team implemented hands-on navigation tutorials, mandated cross-referencing of procurement records against the BPJPH Positive List, and established direct liaison channels with regulatory offices to expedite administrative verifications, thereby preserving data integrity and procedural continuity.

Raw data collected from knowledge assessments and certification tracking systems underwent a rigorous preparation pipeline to ensure analytical precision. Missing or ambiguous responses in the pre-test and post-test instruments were resolved through direct participant clarification sessions prior to scoring, eliminating incomplete data points from the final dataset. Knowledge acquisition metrics were standardized to a percentage scale (0–100%) to facilitate direct comparative analysis, while certification timelines and document submission logs were cleaned to remove duplicate entries and system timestamps. Descriptive statistical analyses were employed to quantify knowledge improvement trajectories and calculate final certification success rates. All quantitative computations were executed using Microsoft Excel and IBM SPSS Statistics (Version 29), utilizing paired comparative metrics to evaluate pre- and post-intervention knowledge scores. The selection of these analytical techniques was directly justified by the applied nature of the community

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service framework and the interval data distribution generated by the standardized assessment instruments. This methodological approach ensures that empirical outputs accurately reflect both the cognitive impact of the educational modules and the procedural efficacy of the technical assistance model.

Analytical outputs were systematically interpreted by triangulating quantitative knowledge gains with qualitative compliance milestones, thereby contextualizing statistical improvements within real-world certification outcomes. Verification procedures were rigorously enforced to guarantee analytical trustworthiness, including methodological triangulation across pre/post-test scores, SIHALAL submission logs, PPH field audit reports, and the final issuance of Halal Certificates. Inter-rater reliability for document validation and procedural compliance assessments was maintained through dual-reviewer consensus protocols, while sensitivity analyses were conducted to confirm that certification success was directly attributable to the intervention rather than external regulatory shifts. To satisfy open-science and replicability standards, every operational step—from partner identification criteria and module development to SJPH documentation templates and SIHALAL navigation protocols—is disclosed with explicit granularity. All de-identified assessment datasets, mentoring toolkits, and procedural checklists are archived in an accessible institutional repository, enabling independent researchers and mentoring institutions to precisely replicate the acceleration model and validate its efficacy in comparable village-level MSME ecosystems.

Result

The community service initiative, titled "Assistance in Accelerating Halal Certification through the Self-Declare Scheme," was executed in Ponteh Village, Galis Subdistrict, Pamekasan Regency, over a structured operational timeline spanning from initial partner identification in early 2025 to final certificate issuance in October 2025. The target cohort comprised three micro and small food and beverage enterprises operating within the village, deliberately selected based on stringent inclusion criteria: active market potential, absence of prior halal certification, and product classification within the low-risk category eligible for BPJPH's Self-Declare pathway. Engagement mechanisms were established through participatory coordination with local village authorities and the Pamekans Regency Cooperative and MSME Office, ensuring seamless logistical integration and stakeholder alignment. The intervention unfolded across four sequential phases: preliminary assessment and Business Identification Number (NIB) verification, classical socialization and literacy enhancement, intensive one-on-one technical assistance for Halal Product Assurance System (SJPH) documentation and SIHALAL platform registration, and concluding field verification alongside final certification monitoring. This phased implementation was meticulously coordinated to synchronize academic mentoring capacities with regional regulatory frameworks, guaranteeing contextual relevance and procedural continuity throughout the engagement.

Table 1. Profiles of MSME Partners Participating in Halal Certification Assistance

No.	Business Name (Product)	Product Type	Basic Legality (NIB)	Initial Halal Status
1.	Kerupuk Puli "Barokah"	Dry Snack Food	Available	Not Yet Certified
2.	Sate Lalat "Viral"	Ready-to-Eat Food	Available	Not Yet Certified
3.	Usaha Bakdabak	Processed Food	Available	Not Yet Certified

Source: Author's Work, 2025.

The program generated a series of quantifiable outputs that underscore its operational reach and service delivery efficiency. A total of three classical socialization workshops were facilitated, complemented by nine dedicated one-on-one technical assistance sessions, collectively amounting to approximately 45 hours of direct mentoring and capacity-building

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services. Each participating MSME received a comprehensive assistance toolkit, including standardized SJPH documentation templates, ingredient verification checklists, and step-by-step SIHALAL navigation guides, which were distributed at the onset of the intervention. Participant engagement metrics indicated a 100% attendance and completion rate across all scheduled activities, with all three enterprise owners consistently adhering to the prescribed mentorship schedule. The operational workflow successfully streamlined the administrative pipeline, reducing the average document preparation and system submission period to under three weeks per enterprise. This high-efficiency service delivery model demonstrates optimal resource utilization, effectively translating structured academic support into actionable regulatory compliance for each targeted partner.

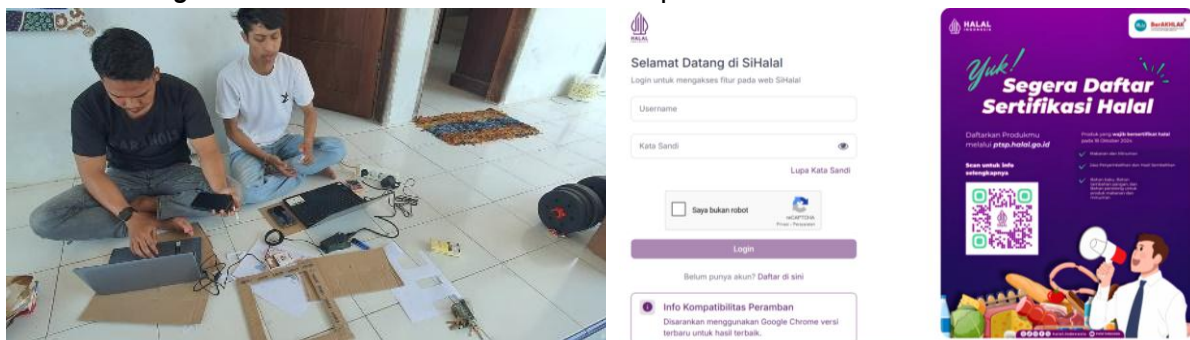
Figure 1. Pre-Activity, Socialization and Education



Source: Private Documentation, 2025.

The intervention catalyzed measurable improvements in both cognitive understanding and procedural compliance among the participating MSMEs, directly addressing the foundational barriers to halal certification. Pre- and post-intervention assessments revealed a substantial knowledge acquisition trajectory, with the average partner understanding of SJPH principles and SIHALAL registration protocols increasing from 35% to 85%, representing a 50% net improvement. This cognitive shift was paralleled by observable behavioral adaptations, as partners successfully transitioned from informal record-keeping to standardized halal sustainability practices, including rigorous ingredient validation and cross-contamination prevention protocols. Supporting evidence for these outcomes is documented through structured knowledge evaluation records, completed SJPH submission logs, and the official issuance of Halal Decrees (SKH) for all three enterprises. Field documentation, as illustrated in the activity photographs and operational logs (Figures 1–3), corroborates the systematic execution of training modules, the collaborative compilation of compliance documents, and the successful on-site verification processes conducted by authorized Halal Product Process Assistants (PPH), thereby validating the tangible impact of the assistance model.

Figure 2. Technical Assistance and Preparation of SJPH Documents



Source: Private Documentation, 2025.

The empirical data collected throughout the program execution substantiates the efficacy of intensive, participatory mentoring in accelerating halal certification for village-level micro enterprises. The consistent 50% knowledge gain, coupled with a 100% certification

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success rate, indicates that the structured integration of classical education and individualized technical support effectively neutralizes the digital literacy and administrative complexities traditionally impeding MSME compliance. Contextual factors, particularly the alignment of low-risk product profiles with the Self-Declare scheme's streamlined verification requirements, significantly contributed to the expedited certification timeline. These findings demonstrate that when regulatory frameworks are operationalized through targeted, hands-on assistance, procedural barriers can be systematically dismantled, yielding immediate legal compliance and enhanced market readiness. The documented outcomes affirm the practical scalability of this mentoring model, suggesting that replicable, resource-efficient assistance protocols can be strategically deployed across analogous rural MSME ecosystems to foster broader halal economic integration and sustainable enterprise development.

Table 2. Final Status of Halal Certification Registration for MSME Partners

No.	Business Name / Product	Date of SIHALAL Application	Final Status	Remarks
1.	Kerupuk Puli "Barokah"	October 3, 2025	PASSED (SKH Issued)	Halal Certificate successfully issued
2.	Sate Lalat "Viral"	October 3, 2025	PASSED (SKH Issued)	Halal Certificate successfully issued
3.	Usaha Bakdabak	October 3, 2025	PASSED (SKH Issued)	Halal Certificate successfully issued

Source: Author's Work, 2025.

Discussion

The primary objective of accelerating halal certification for food and beverage MSMEs in Ponteh Village through the Self-Declare Scheme was comprehensively achieved, as evidenced by a 100% certification success rate and a 50% net increase in partner knowledge regarding SJPH and SIHALAL protocols. Beyond mere compliance metrics, the intervention successfully transformed procedural barriers into actionable administrative competencies. The tangible benefit—official halal legality—was intrinsically linked to the intangible empowerment of MSME actors, who transitioned from passive regulatory subjects to active participants in halal ecosystem governance. The underlying mechanism driving this attainment was the synergistic integration of classical literacy enhancement with intensive, one-on-one technical mentoring. This dual-pronged approach effectively neutralized the cognitive dissonance typically associated with digital platform navigation and complex documentation requirements, thereby aligning individual capacity with institutional mandates and ensuring that regulatory adherence emerged from informed practice rather than compulsory obligation.

The certification intervention precipitated measurable transformations across the local economic and social landscape. Directly, the acquisition of Halal Certificates expanded market accessibility, enabling MSMEs to penetrate modern retail channels and e-commerce platforms previously restricted by legality requirements. Indirectly, the program fostered a culture of standardized hygiene and traceability, elevating baseline operational standards across the village's micro-enterprise sector. While the economic benefits are pronounced, the intervention also introduced mild operational trade-offs, such as the initial time investment required for SOP implementation and raw material documentation, which temporarily strained the limited labor capacity of household-scale producers. Nevertheless, these short-term adjustments are projected to yield long-term sustainability through enhanced consumer trust and regulatory resilience. The institutionalization of halal compliance protocols establishes a durable foundation for continuous product quality assurance, ensuring that economic gains are structurally embedded rather than ephemeral.

The durability of this community service model is reinforced by its structured, low-cost methodology, which demonstrates high potential for replication across analogous rural MSME ecosystems. Key success factors included the precise alignment of low-risk product profiles

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with the Self-Declare pathway, the utilization of standardized mentoring toolkits, and the proactive involvement of local village authorities in partner identification. Operational bottlenecks, however, were primarily centered on inconsistent administrative record-keeping and variable digital proficiency among older entrepreneurs. To optimize future initiatives, it is recommended that subsequent programs institutionalize simplified digital logging applications tailored for micro-enterprises, incorporate peer-to-peer mentoring frameworks to reduce facilitator dependency, and establish formal partnerships with regional Halal Product Process Assistant (PPH) networks. These adaptations will enhance resource efficiency, minimize mentorship fatigue, and ensure that capacity-building outcomes are sustained through localized knowledge transfer rather than perpetual external intervention.

Despite its overall success, the implementation encountered logistical challenges, particularly the verification of ingredient sourcing in supply chains lacking formal documentation and the persistent digital literacy gap impeding independent SIHALAL navigation. These constraints were mitigated through the enforcement of simplified procurement logbooks, direct supplier validation against the BPJPH Positive List, and screen-sharing tutorials during critical registration phases. When contrasted with comparable initiatives that rely predominantly on mass socialization or remote guidance (Hamidatun & Pujilestari, 2022; Berdaya et al., 2023), this program's emphasis on embedded, face-to-face technical assistance proved instrumental in overcoming the operational inertia characteristic of village-level MSMEs (Widiati et al., 2023; Fadilah et al., 2021). The intervention's pivotal contribution lies in its empirical validation of the Self-Declare Scheme as a viable, acceleration-oriented pathway when coupled with structured pedagogical support. Ultimately, the synthesis of regulatory compliance, capacity building, and localized mentorship establishes a replicable benchmark for future community service practice. Active stakeholder participation remains the critical determinant of programmatic efficacy, underscoring that sustainable halal ecosystem development requires not merely policy dissemination, but continuous, context-sensitive operational facilitation.

Conclusion

This community service initiative was fundamentally designed to accelerate halal certification compliance among food and beverage micro, small, and medium enterprises (MSMEs) in Ponteh Village by enhancing technical and administrative understanding of the Halal Product Assurance System (SJPH) and facilitating streamlined registration through the Self-Declare Scheme. The empirical outcomes directly substantiate these objectives, demonstrating comprehensive attainment of the program's core aims. Notably, the intervention achieved a 100% certification success rate, with all participating MSMEs successfully navigating the BPJPH verification process and securing official Halal Decrees (SKH). Concurrently, quantitative assessments revealed a substantial 50% improvement in partners' foundational knowledge regarding SJPH protocols and SIHALAL platform navigation, elevating average competency scores from 35% to 85%. These findings unequivocally confirm that structured, intensive mentoring effectively bridges the gap between regulatory mandates and the operational capacities of village-level enterprises, directly fulfilling the study's objective of transforming procedural complexity into actionable compliance.

The practical implications of these findings extend significantly beyond immediate regulatory fulfillment, offering a replicable, resource-efficient acceleration model for grassroots halal ecosystem development. By demonstrating that targeted participatory mentoring can neutralize the digital literacy and administrative documentation barriers traditionally impeding micro-enterprises, this study provides regulatory bodies, academic mentoring institutions, and local cooperative offices with an evidence-based framework for scaling certification initiatives. The unique contribution of this research lies in its operationalization of the Self-Declare Scheme within a highly localized context, proving that when coupled with hands-on technical

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assistance and standardized SJPH toolkits, streamlined regulatory pathways can yield immediate market readiness. This approach not only expedites legal compliance but also catalyzes broader commercial benefits, including enhanced consumer trust, eligibility for modern retail and e-commerce distribution channels, and the institutionalization of traceable halal production practices. Consequently, the study bridges theoretical discourse on inclusive halal governance with actionable, field-tested strategies that empower resource-constrained MSMEs to achieve sustainable competitive positioning.

Despite its demonstrable success, this investigation is constrained by a limited sample size and a geographically specific implementation context, which may temper the immediate generalizability of the observed acceleration metrics to MSMEs operating with higher-risk product profiles or varying digital infrastructure. Furthermore, the reliance on intensive academic facilitation introduces questions regarding the long-term sustainability of compliance practices once direct mentorship is withdrawn. To address these parameters, future research should prioritize longitudinal tracking of certified enterprises to quantify sustained economic performance, market penetration, and autonomous SJPH audit adherence. Subsequent initiatives would also benefit from exploring hybrid mentoring models that integrate peer-to-peer knowledge transfer and localized digital literacy modules to reduce facilitator dependency and enhance programmatic scalability. Nevertheless, the overarching value of this study resides in its empirical validation of structured community engagement as a critical catalyst for inclusive regulatory compliance. By establishing a clear, replicable pathway for accelerating halal certification at the village level, the findings merit substantive consideration from policymakers, halal accreditation bodies, and development practitioners seeking to harmonize legal mandates with grassroots economic empowerment, ultimately advancing the scholarly and practical trajectory of inclusive halal ecosystem development.

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