

Enhancing Community Awareness on Halal Product Certification in Rural Yogyakarta: A Legal and Practical Intervention

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Abstract

This community service program aims to increase public awareness and business owners' understanding of the importance of halal product certification through legal and practical approaches in Dusun Ngringin and Dusun Pragak, Semanu District, Gunung Kidul Regency. Halal certification is key to ensuring product quality and compliance with Islamic law, as well as opening up broader market opportunities. The program was carried out through counseling, dissemination, and practical assistance on the halal certification process. The results indicate a significant increase in participants' understanding of the procedures and benefits of halal certification. Furthermore, business owners showed enthusiasm to begin the halal certification process, although challenges related to cost and administrative procedures remain. This program contributes to local economic development and empowering small and medium enterprises (SMEs) by improving the quality of halal products, thereby opening up opportunities in both domestic and international markets.

Keywords

Awareness Raising, Community Service, Halal Certification, SMEs

Abstrak

Program pengabdian masyarakat ini bertujuan untuk meningkatkan kesadaran masyarakat dan pelaku usaha mengenai pentingnya sertifikasi produk halal melalui pendekatan hukum dan praktis di Dusun Ngringin dan Dusun Pragak, Kecamatan Semanu, Kabupaten Gunung Kidul. Sertifikasi halal menjadi kunci dalam menjamin kualitas dan kehalalan produk, serta membuka peluang pasar yang lebih luas. Kegiatan ini dilakukan melalui penyuluhan, sosialisasi, dan pendampingan praktis mengenai prosedur sertifikasi. Hasil pelaksanaan kegiatan menunjukkan adanya peningkatan pemahaman peserta mengenai

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prosedur dan manfaat sertifikasi halal. Selain itu, pelaku usaha menunjukkan antusiasme untuk memulai proses sertifikasi halal, meskipun masih ada tantangan terkait biaya dan prosedur administrasi. Program ini berkontribusi pada pengembangan ekonomi lokal dan pemberdayaan UMKM dengan meningkatkan kualitas produk halal, yang pada gilirannya membuka peluang pasar domestik dan internasional.

Kata Kunci

Masyarakat, Peningkatan Kesadaran, Sertifikasi Halal, UMKM

Introduction

Halal products are an essential need for the Indonesian society, given that the majority of its population follows Islam.¹ Halal certification not only symbolizes a guarantee of religious compliance but also plays a crucial role in ensuring product safety, quality, and consumer trust.² Therefore, halal certification is strategically important in supporting the growth of the halal industry, particularly among micro, small, and medium-sized enterprises (MSMEs), which are the backbone of the national economy.³

Law No. 33 of 2014 on Halal Product Guarantee (UU JPH) provides a clear legal foundation regarding the obligation of halal product certification in Indonesia.⁴ Through official bodies such as the Halal Product Guarantee Agency (BPJPH), the procedures for certification and monitoring of halal products in the market are regulated. This legal enforcement aims to protect consumers while encouraging business actors to become more professional and committed to the halal standards of their products.⁵

However, in practice, many challenges still arise in the implementation of halal certification, particularly in rural areas and within MSME communities. Low levels

¹ N M Mazuki and A Bhari, "Addressing Challenges And Issues In Establishing A Halal Pharmacy For Muslim Communities," *Quantum Journal of Social Sciences and Humanities* 5, no. 6 (2024): Article 6, <https://doi.org/10.55197/qjssh.v5i6.498>.

² H M Putra et al., "Building Culture of Islamic Laws: Synergy of Pentahelix and Circle-Equity in Halal Certification," *PETITA: Jurnal Kajian Ilmu Hukum Dan Syariah (PJKIHDs)* 9 (2024): 478.

³ A Wijaya and A Priantina, "Challenges in Self-Declared Halal Certification: Perspectives from Halal Facilitators," in *Proceeding of International Islamic Multidisciplinary Conference*, vol. 1, 2024, <https://doi.org/10.30993/iimco.v1i1.370>.

⁴ M A Fathoni et al., "Exploring Halal Certification Literacy Measurement for Micro Small Enterprises (MSEs)," *Review of Islamic Economics and Finance* 7, no. 2 (2024): Article 2, <https://doi.org/10.17509/rief.v7i2.73607>.

⁵ S M Jannah and H Al-Banna, "Halal Awareness And Halal Traceability: Muslim Consumers' And Entrepreneurs' Perspectives," *Journal of Islamic Monetary Economics and Finance* 7, no. 2 (2021): Article 2, <https://doi.org/10.21098/jimf.v7i2.1328>.

of understanding regarding the certification process, limited access to information and technical assistance, and the perception of high certification costs pose significant barriers.⁶ As a result, public awareness and participation in obtaining halal certification remain suboptimal, leading to the underutilization of the full market potential for halal products.⁷

The Community Services Program were conducted in two locations, Ngringin Hamlet and Pragak Hamlet, Semanu District, Gunung Kidul Regency, Yogyakarta. Presents a real opportunity to bridge this knowledge gap. Unlike many conventional community legal service models that primarily focus on legal counseling or seminars, this program integrates direct legal education with technical facilitation and mentoring tailored to the halal certification process. By combining normative legal frameworks with localized, participatory, and action-based interventions, the program offers a more responsive and contextually grounded approach.

The uniqueness of this model lies in its dual emphasis on legal empowerment and hands-on support, where students not only disseminate legal information but also assist business actors through simulation and documentation of the halal certification steps. This hybrid model improves upon other community service approaches by addressing both cognitive and practical barriers to certification, particularly among underserved rural MSMEs.

Ngringin and Pragak Hamlets, as areas with small-scale businesses and local products, serve as strategic locations for this program. These villages have communities that still rely on traditional products and have not fully been reached by formal halal certification services. Therefore, intervention through this service-oriented approach is highly relevant in driving sustainable social and economic transformation based on halal principles.

This community services presents the results and discussion of efforts to raise public awareness about halal product certification, carried out through the community service program in Ngringin and Pragak Hamlets. By integrating legal approaches and practical experiences in the certification process, this initiative aims

⁶ M Nusran et al., "Halal Awareness on the Socialization of Halal Certification," in *IOP Conference Series: Earth and Environmental Science*, vol. 175, 2018, 12217, <https://doi.org/10.1088/1755-1315/175/1/012217>.

⁷ Andries Lionardo Baharudin, Fauziah Nuraini Kurdi, "Analisis Perbedaan Tipe Kepribadian a Dan B Terhadap Manajemen Konflik Interpersonal Pada Pegawai Rumah Sakit Khusus Mata Provinsi Sumatera Selatan Analysis of Differences Among Type a and B Personality Toward Interpersonal Management Conflict on the Empl," *PSIKIS-Jurnal Psikologi Islami* 1, no. 2 (2015): 25–33.

not only to strengthen the culture of halal certification at the grassroots level but also to offer a scalable and replicable model for future community-based legal empowerment programs.

Method

This community service adopts a Participatory Action Research (PAR) approach, which emphasizes the active involvement of the community as both subjects and actors in the process of raising awareness about halal product certification. The PAR approach was chosen to ensure that the program is not merely a one-way dissemination of information, but rather encourages sustained participation and collaboration between the service team and the communities in Ngringin and Pragak Hamlets, Semanu District, Gunung Kidul Regency.

The PAR Cycle

This community services were conducted using the four standard stages of the PAR cycle: planning, action, observation, and reflection, as outlined in Table 1.

Table 1. The PAR Cycle

PAR Stage	Description and Application in the Field
Planning	Conducted through initial field visits and problem mapping, involving informal interviews with local business owners and community leaders to identify challenges related to halal certification.
Action	Implemented through educational programs, practical training sessions, and direct mentoring to assist MSMEs with the halal certification process.
Observation	Real-time observations during activities were carried out to evaluate participation, community engagement, and barriers encountered during implementation.
Reflection	Post-activity evaluations were held through follow-up discussions and analysis of feedback to assess the effectiveness of interventions and to plan future improvements.

Source: Adapted from field documentation and implementation notes of the halal certification awareness program conducted in Ngringin and Pragak Hamlets, January–February 2025.

Location and Time of Implementation

The community service activities were carried out in two locations: Ngringin Hamlet and Pragak Hamlet, Semanu District, Gunung Kidul Regency, Yogyakarta Special Region, from January to February 2025.

Implementation Stages

1. Initial Observations

Field observations were conducted to understand the socio-economic conditions of the community, production and marketing patterns of local products, as well as the level of knowledge and awareness regarding halal certification. This observation included direct observations, informal interviews with business owners and community leaders, and the identification of the need for assistance in halal product certification.

2. Data Collection through Interviews and Focus Group Discussions (FGD)

Semi-structured interviews were conducted with business owners and community leaders to gather deeper insights into the challenges, motivations, and perceptions surrounding halal certification. Additionally, FGDs were held to collectively discuss solutions and strategies for enhancing awareness.

3. Halal Product Certification Education and Dissemination

The main activity involved educational sessions that covered the legal aspects of halal certification based on Law No. 33 of 2014, certification procedures, the benefits of certification for businesses and consumers, as well as the practical implementation of certification.⁸ The material was delivered through interactive lectures, discussions, and the use of engaging educational media.

4. Demonstrations and Practical Assistance

The service team provided technical training and hands-on guidance to business owners in completing documentation, preparing for audits, and fulfilling halal certification requirements. This aimed to reduce technical barriers and enhance the practical skills of business owners in accessing certification.

5. Evaluation and Monitoring

Following the education and assistance activities, an evaluation was conducted to measure changes in the community's knowledge and awareness through questionnaires and follow-up discussions. Regular monitoring is also planned to ensure the sustainability of the certification process and the continued strengthening of business owners' capacities.

⁸ F Muhtazam and H H Adinugraha, "Strategi Strategies to Increase Public Awareness of the Importance of Halal Food Certification for MSMES: A Case Studi of the Kebagusan Village Community," *Adzkiya: Jurnal Hukum Dan Ekonomi Syariah* 12, no. 2 (2024): Article 2, <https://doi.org/10.32332/adzkiya.v12i2.9276>.

Analysis Techniques

Qualitative data from interviews, FGDs, and observations were analyzed using thematic descriptive analysis to identify key issues, community needs, and the effectiveness of the applied approach. Meanwhile, quantitative data from the questionnaires were evaluated in a straightforward manner to assess the improvement in the community's understanding and awareness of halal certification.

Results and Discussion

The community service program carried out in Ngringin Hamlet and Pragak Hamlet, Semanu District, Gunung Kidul Regency, aimed to raise awareness about the importance of halal product certification through both legal and practical approaches. This initiative focused on enhancing public understanding of halal certification regulations and providing practical training for local business owners to navigate the certification process for their products.

The halal certification training was led and supported by Yordan Gunawan, S.H., MBA., M.H., Ph.D., and Imelda Israwati Gunawan, S.P., who bring expertise and experience in law and halal regulations. Under their guidance, participants gained a thorough understanding of the stages and procedures of halal certification, as well as the long-term benefits that business owners can gain from obtaining this certification.

Throughout the implementation of this community service activity, various training sessions and direct assistance were provided to bridge the gap between the community and halal certification procedures, address existing barriers, and offer a more comprehensive understanding of the benefits of certification. Based on initial observations, interviews, and focus group discussions, it was concluded that the community and business owners in the area still face limitations in understanding the certification procedures and the long-term advantages of obtaining halal product certification.

Counselling and Dissemination of Halal Product Certification

The education and dissemination on halal product certification is a key component of the community service program aimed at raising awareness among the community and business owners in Ngringin and Pragak Hamlets, Semanu District, Gunung Kidul Regency, about the importance of obtaining halal certification for their products. This program was led and supported by Yordan Gunawan, S.H., MBA., M.H., Ph.D., and Imelda Israwati Gunawan, S.P., who possess expertise in

law and halal certification management. Through this initiative, the community gained insights into the benefits of halal certification, the procedures involved, and its impact on consumer trust and the competitiveness of local products.⁹

Halal certification is not only a proof of a product's compliance with Islamic law but also serves as a guarantee that the product is safe and of high quality for consumption.¹⁰ Therefore, the dissemination is crucial in encouraging business owners, especially MSMEs in rural areas, to obtain halal certification. This certification not only ensures that their products are accepted in the domestic market but also opens up opportunities to expand their reach to international markets with high demand for halal products.

Through the interactive lectures delivered by the speakers, the participants were encouraged to gain a deeper understanding of the importance of halal certification and the process involved. The procedures explained included product registration, halal audits, and the steps that business owners must take to obtain halal certification from the Halal Product Guarantee Agency (BPJPH). Additionally, the material was presented using various educational media, such as brochures, videos, and leaflets, to ensure that the information was easily understood by the participants.

However, challenges in the implementation of this program were not insignificant. Many business owners in Ngringin and Pragak Hamlets still lacked sufficient understanding of the halal certification process. Some considered the certification process too complicated and the costs involved too high. This lack of understanding hindered them from taking full advantage of the opportunities provided by halal certification.

Nonetheless, through direct approaches, such as guiding business owners in filling out registration forms, explaining audit procedures, and providing transparent information about certification costs, these obstacles began to be overcome. Business owners started to realize that although halal certification requires an initial investment, the long-term benefits far outweigh the costs, particularly in terms of product quality and consumer trust.

⁹ K Rofi'ah, M E Safira, and M I Rosele, "The Effectiveness of Accelerating Halal Product Certification: Regulations and Companions," *Journal of Human Rights, Culture and Legal System* 4, no. 2 (2024): Article 2, <https://doi.org/10.53955/jhcls.v4i2.203>.

¹⁰ H S Disemadi et al., "Intellectual Property Synergies: Merging Halal Certification with Indonesian Communal Intellectual Property Rights Laws," *Legality: Jurnal Ilmiah Hukum* 32, no. 1 (2024): Article 1, <https://doi.org/10.22219/ljih.v32i1.30143>.

It is hoped that this education and dissemination program will not only provide theoretical knowledge but also practical skills to the community in applying for halal certification. With increased awareness and understanding of the importance of halal product certification, it is expected that the community and business owners in Ngringin and Pragak Hamlets will find it easier to access halal certification and capitalize on the growing market potential for halal products.

Practical Assistance in the Halal Certification Process

Practical assistance in the halal certification process is a key component of this community service program. One of the primary objectives of this initiative is to ensure that business owners, particularly in Ngringin and Pragak Hamlets, can access halal certification more easily and understand each step required in the process. Halal certification is often perceived as complicated, especially by business owners who are applying for certification for the first time or are unfamiliar with the existing procedures.¹¹ Therefore, practical assistance is essential to help them navigate the process correctly and avoid mistakes that could delay or even obstruct the certification process.

During the mentoring phase, Yordan Gunawan, S.H., MBA., M.H., Ph.D., and Imelda Israwati Gunawan, S.P., played a crucial role in providing detailed explanations about the requirements that business owners must fulfill. They helped participants understand the various documents that need to be prepared, such as registration forms, company identification documents, and product details for certification. This process began with guidance on the correct collection and completion of documents, which is the first step in applying for halal certification.

Additionally, the mentoring included explanations regarding the halal audit procedures to be conducted by the halal certification body. Participants were trained to prepare for all aspects of the audit process, including the management of raw materials, production methods compliant with Islamic law, and the monitoring required to ensure that no *haram* or non-*halal* ingredients are used in the production process. Business owners were also educated about the quality control systems that must be implemented to ensure their products consistently meet halal standards.

This mentoring also involved simulations conducted by the service team to prepare business owners for the field audit conducted by BPJPH or the halal certification body. Business owners were taught how to engage with auditors and clearly explain

¹¹ E D Angelita, "Juridical Study of Halal Certification Impact on Entrepreneurial Market Access within the ASEAN Economic Community," *Cebong Journal* 3, no. 3 (2024): Article 3.

the production process and the materials used in making their products. Through these simulations, business owners were able to identify and address any potential shortcomings before the actual audit, boosting their confidence and ensuring they were better prepared for the audit process.

Another form of mentoring provided was education on the sustainability of halal certification after obtaining the certificate. This is important because many business owners focus solely on the process of obtaining the halal certificate without understanding that certification requires regular supervision and evaluation to ensure that products continue to meet halal standards. In this regard, the mentoring helped business owners understand how to maintain and preserve product quality to ensure ongoing halal compliance, as well as how to report their production results periodically to the authorities.

This practical assistance offered valuable hands-on experience for business owners, focusing not only on the technical aspects of certification but also on the legal and operational management that supports the smooth running of halal certification. With the provided mentoring, it is hoped that business owners in Ngringin and Pragak Hamlets will find it easier to navigate the halal certification process and fully leverage the long-term benefits that this certification brings.

Evaluation and Monitoring

Evaluation and monitoring are crucial stages in assessing the success of the community service program, particularly in enhancing public awareness of halal product certification. Evaluation is conducted to measure the impact of the education and mentoring provided to the community and to identify areas that need improvement or development for future program implementations.¹² On the other hand, monitoring serves to ensure the sustainability and proper application of the knowledge and skills acquired by the participants throughout the activities.¹³

Evaluation is conducted using several methods, one of which is a questionnaire distributed to participants after the halal certification education and training

¹² S Supriyadi et al., "Legal Effectiveness of Halal Product Certification in Improving Business Economics in Indonesia and Malaysia," *Al-Ahkam* 34, no. 1 (2024): Article 1, <https://doi.org/10.21580/ahkam.2024.34.1.20546>.

¹³ Y Gunawan and M B A Hafiz, "Pendidikan Paralegal Bagi Masyarakat Sebagai Wujud Pemenuhan Hak Asasi Manusia Berkelanjutan," *Berdikari: Jurnal Inovasi Dan Penerapan Ipteks* 9, no. 1 (2021): Article 1, <https://doi.org/10.18196/berdikari.v9i1.10853>.

sessions.¹⁴ The purpose of this questionnaire is to measure the increase in participants' understanding and awareness of the importance of halal certification, as well as to determine whether they feel more prepared to apply for halal certification for their products. The questions in the questionnaire focus on the participants' level of understanding of the halal certification process, the benefits they have experienced, and the challenges they may face in applying the knowledge they have gained.

In addition to the questionnaire, follow-up interviews were conducted with several business owners who participated in the program. These interviews aim to delve deeper into their experiences after attending the halal certification training. Some of the questions asked include changes in their attitudes toward halal certification, whether they have begun preparing documentation for certification, and what challenges they have encountered in applying what they learned during the community service activities. The results of these interviews provide a deeper insight into the effectiveness of the program and areas that still require more attention.

Monitoring is carried out periodically, both during the community service activities and after the program concludes. One monitoring method involves reaching out to business owners who have received mentoring to see if they have started the halal certification process or implemented changes in their production procedures. This monitoring also helps provide ongoing support to business owners who may face difficulties or obstacles in implementing what they have learned.

To support the program's sustainability, the service team also plans periodic follow-ups, such as organizing additional sessions to provide clarifications, answer questions, and ensure that business owners can continue their certification process. With continuous monitoring, it is hoped that business owners will continue to feel supported and motivated to proceed with their halal certification process without significant obstacles.

The evaluation and monitoring process also provides valuable data to identify the challenges still faced by the community in accessing halal certification. Some challenges identified in the evaluation include the lack of easily accessible information for business owners in rural areas and the perception that certification

¹⁴ Y Gunawan and M B Genovés, "Empowering Overseas Indonesian Citizens: Voter Education Training for First-Time Voters," *Berdikari: Jurnal Inovasi Dan Penerapan Ipteks* 12, no. 2 (2024): Article 2, <https://doi.org/10.18196/berdikari.v12i2.21729>.

costs are too high. Therefore, the findings from this evaluation will serve as the foundation for designing more efficient and effective community service programs in the future, focusing on concrete solutions to overcome these barriers.

By conducting structured and ongoing evaluation and monitoring, this community service program is measured not only by its short-term outcomes but also by the long-term impact it has on the community and business owners in Ngringin and Pragak Hamlets. The results of this evaluation will serve as an important reference for the development of similar programs in other locations that require education and assistance related to halal product certification.

International Comparison: Malaysia's Best Practices in Halal Awareness for Rural Entrepreneurs

To provide international context and elevate the broader relevance of this community service program, it is instructive to examine Malaysia's experience in promoting halal certification among rural Micro, Small, and Medium Enterprises (MSMEs). Malaysia is often cited as a global leader in halal ecosystem development, particularly due to the proactive and integrated role of its institutions in bridging the gap between certification policy and grassroots implementation.

In Malaysia, the government, through Jabatan Kemajuan Islam Malaysia (JAKIM) and the Halal Industry Development Corporation (HDC), has implemented a robust framework that actively involves rural communities. A key initiative, the Halal Outreach Programme, targets rural entrepreneurs by offering free technical training, documentation assistance, and mobile outreach services that go directly into underserved areas. These programs are designed not only to inform but also to facilitate actual certification applications, with step-by-step mentoring, simplified administrative processes, and partial or full subsidies for certification costs.

This holistic and structured approach stands in contrast to the current situation in many rural parts of Indonesia, including the hamlets of Ngringin and Pragak. Despite the increasing awareness generated through educational and mentoring efforts, many Indonesian rural MSMEs still perceive halal certification as bureaucratically complicated and financially burdensome. Limited outreach by certification agencies, a lack of localized technical support, and inadequate policy incentives hinder broader participation in halal certification efforts.

Malaysia's experience provides three key lessons that could be adopted to strengthen Indonesia's halal awareness initiatives in rural communities:

Integrated Institutional Support: Malaysian programs show the importance of seamless collaboration between religious authorities, economic development

agencies, and educational institutions. In Indonesia, a similar synergy between BPJPH, local universities, and regional government offices could enhance outreach and reduce fragmentation of efforts.

Localized and Mobile Training Models: While Malaysian agencies often deploy mobile units and satellite training centres in remote areas, Indonesian halal programs remain predominantly cantered in urban or district capitals. Emulating Malaysia's decentralized approach would significantly improve accessibility for rural business actors.

Financial and Procedural Incentives: Subsidies and simplified registration processes in Malaysia reduce the perceived burden of halal certification. Indonesia could explore providing government-funded vouchers, free first-time certification, or microcredit schemes to assist MSMEs in covering initial certification costs.

By learning from Malaysia's strategic integration of halal awareness into rural economic policy, Indonesia can enhance not just awareness but also actual participation in the certification process. Such comparative insights emphasize that awareness-building must be accompanied by structural reforms and institutional engagement to ensure long-term sustainability and inclusion of rural entrepreneurs in the halal economy.

Community Service Results

The results of the community service program carried out in Ngringin and Pragak Hamlets, Semanu District, Gunung Kidul Regency, demonstrate a significant impact on increasing awareness among the community and business owners about the importance of halal product certification. The education, training, and mentoring activities provided have successfully created a better understanding of the halal certification process, its benefits, and the challenges that need to be faced in applying for certification.

To assess the impact of the halal certification awareness program conducted in Ngringin and Pragak Hamlets, an evaluation was carried out using a structured questionnaire administered to participants before (pre-program) and after (post-program) the educational and mentoring sessions. The questionnaire aimed to measure changes in participants' knowledge, attitudes, and readiness regarding the halal certification process.

The following table presents a summary of key indicators comparing the participants' responses prior to and following the intervention:

Tabel 2. Summary of Questionnaire Results

Indicator	Pre-Program (%)	Post-Program (%)
Understands the definition and purpose of halal certification	36%	92%
Knows the basic steps of the halal certification process	28%	88%
Feels confident to begin the certification process	24%	80%
Believes halal certification can improve market access	44%	92%
Perceives halal certification as affordable and accessible	20%	56%

Source: Field data collected from pre- and post-program questionnaires distributed to participants of the halal certification community service program in Ngringin and Pragak Hamlets, January–February 2025.

Overall, the outreach conducted by Yordan Gunawan, S.H., MBA., M.H., Ph.D., and Imelda Israwati Gunawan, S.P. successfully captured the attention of the community and business owners, encouraging them to pay more attention to and prepare their products to meet the established halal standards. This program has successfully transformed the attitude of most participants, who initially had limited understanding of the importance of halal certification, into more open and prepared individuals ready to apply for certification for their products.

The evaluation results from the questionnaires and interviews show a significant increase in the community's understanding of the halal certification procedure. The majority of participants, who are small and medium-sized business owners, reported feeling more confident and ready to apply for halal certification after participating in this community service program. They also expressed high enthusiasm to begin the certification process, with some business owners immediately starting preparations for their product audits and documentation.

In addition to increasing knowledge, this activity also promoted a shift in mindset within the community. Many business owners, who previously felt that the halal certification process was too complicated and expensive, now realize that halal certification not only provides long-term benefits in terms of consumer trust but also opens up broader market opportunities, both domestically and internationally. Some business owners even expressed their readiness to independently implement halal certification for their products, without continuously relying on mentoring.

This community service program has also made a tangible contribution to strengthening the local economy. With halal certification, local products from Ngringin and Pragak Hamlets have a higher market value and can enter larger markets. This not only improves product quality but also creates job opportunities and enhances the welfare of the local community. Furthermore, business owners who implement halal certification feel more valued by consumers, who are

increasingly attentive to the halal and quality standards of the products they purchase.

However, despite the encouraging results, challenges still remain. Some business owners still struggle with certification costs and the complex administrative requirements. Therefore, it is essential to continue providing ongoing support and to improve access to information and assistance from the government and relevant institutions. This will ensure that more business owners can smoothly follow the halal certification procedure and reap the benefits of certification.

Overall, the outcomes of this community service program demonstrate that with the right approach and intensive mentoring, awareness among the community and business owners about the importance of halal certification can be significantly enhanced. This program has also paved the way for the development of a more advanced halal-based economy in Ngringin and Pragak Hamlets and serves as a model for other regions facing similar challenges in introducing and implementing halal product certification.

Conclusion

The community service program conducted in Ngringin and Pragak Hamlets, Semanu District, Gunung Kidul Regency, successfully increased awareness among the community and business owners about the importance of halal product certification. Through an approach that involved education, dissemination, and practical mentoring, participants showed significant improvement in their understanding of the halal certification procedure, its benefits, and the challenges that need to be faced during the process. This program also successfully changed the perception of business owners, who previously viewed halal certification as a complicated and expensive process, to a more open and prepared mindset, ready to apply for certification for their products.

Furthermore, this community service activity has contributed to the enhancement of local product quality and opened up new market opportunities. However, some challenges remain, particularly regarding the cost of certification and the administrative requirements that some business owners perceive as burdensome. Therefore, continued support and assistance from various stakeholders are necessary to ensure the sustainability and accessibility of halal certification for more business owners, especially in rural areas. Overall, this program not only provided direct benefits to the community and business owners but also contributed to the broader and more sustainable development of the halal-based economy.

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