

# The Role of Halal Certification in Enhancing Microbusiness Capacity: An Empowerment Perspective in Klara Beach, Pesawaran

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## Abstract

The global increase in halal product consumption trends has positioned halal certification as an essential instrument—not only for regulatory compliance but also as a strategy for community empowerment. Micro, small, and medium enterprises (MSMEs) in the Pantai Klara tourism area, Pesawaran, hold great potential to support the local economy; however, they continue to face challenges such as limited knowledge, financial constraints, and restricted access to halal certification assistance. This study aims to analyze the role of halal certification in enhancing the capacity of micro-enterprises from a community empowerment perspective. The research adopts the Asset-Based Community Development (ABCD) approach, which includes five stages: Discovery, Dream, Design, Define, and Destiny. Research instruments consist of pretests and posttests to measure business actors' knowledge and attitudes, as well as participatory observations to understand practical implementation. Data were analyzed descriptively, both quantitatively and qualitatively, to evaluate the effectiveness of training interventions. The results revealed a significant improvement in entrepreneurs' knowledge of halal certification regulations, particularly regarding the obligation for halal-certified food and beverage products (57.40%), understanding of Law No. 33 of 2014 (51.85%), and awareness of administrative sanctions (51.85%). Furthermore, attitude changes were reflected in the increased interest in registering their businesses with BPJPH (29.63%) and applying for halal certification (40.74%). Full support for the halal tourism concept reached 100%, indicating collective readiness among business actors to develop Pantai Klara as a Muslim-friendly destination. These findings affirm that halal certification is not merely an administrative requirement but also a tool for empowerment that enhances knowledge, transforms attitudes, and strengthens MSME competitiveness. The program also contributes to building an inclusive and sustainable halal tourism ecosystem through collaboration among MSMEs, local governments, and certification bodies. Therefore, halal certification plays a strategic role in strengthening local economic resilience and promoting the development of halal tourism in Indonesia.

**Keywords:** Community Empowerment; Halal Certification; Halal Tourism; MSMEs; Klara Beach.

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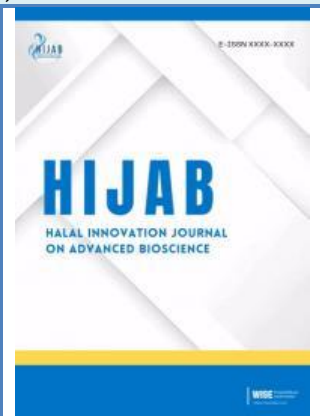
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## INTRODUCTION

The development of the halal industry at the global level continues to show an increasing trend in line with the growing public awareness of the importance of safe, healthy, and sharia-compliant products. Indonesia, as the country with the largest Muslim population in the world, holds tremendous potential for the development of halal products. The government has strengthened the legal foundation through Law No. 33 of 2014 on Halal Product Assurance, which mandates that all products circulating in the market must be halal-certified. This regulation ensures that Muslim consumers receive products that officially meet halal standards [1]. This condition affirms that halal certification is not merely a religious obligation but also a strategic necessity to enhance the competitiveness of local products in both national and international markets. The quality of halal products has become a key competitive factor in global trade, as consumers increasingly prefer products that fulfill their spiritual needs while also offering high quality [2].

Micro, Small, and Medium Enterprises (MSMEs) serve as the backbone of Indonesia's economy, contributing significantly to the Gross Domestic Product (GDP) and employment generation. The contribution of MSMEs to Indonesia's economic growth is estimated to reach around 60%. However, despite their major contribution, MSMEs face numerous challenges, including limited access to halal certification—an increasingly vital criterion for products in the competitive market environment [3], [4]. Halal certification can enhance consumer trust, expand marketing reach, and ensure business sustainability [5]. Without halal certification, many MSME products risk losing competitiveness, especially in an open market era that demands higher product quality and safety standards.

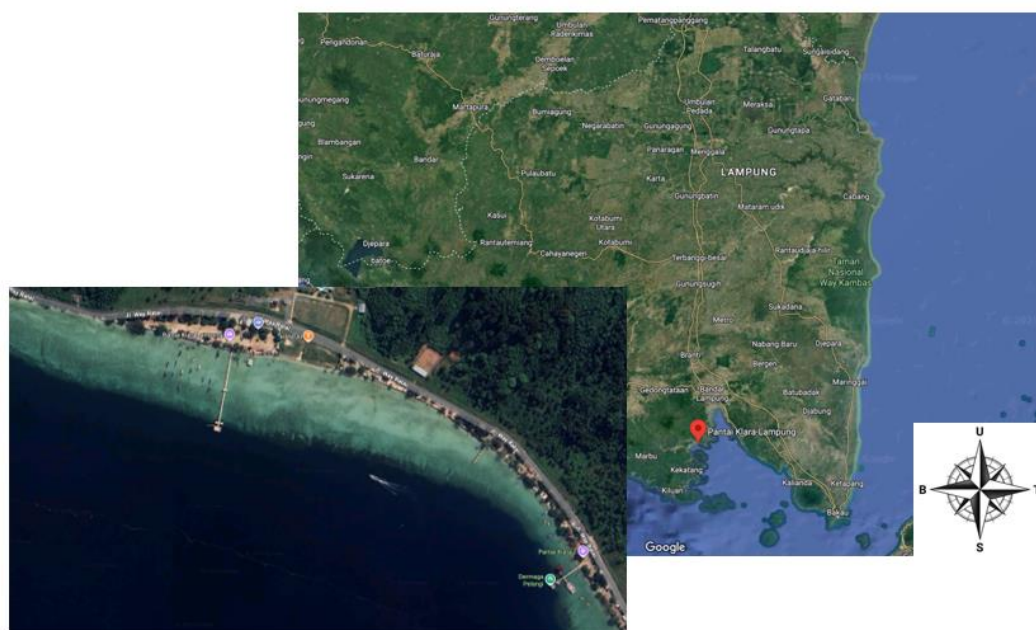
Pantai Klara in Pesawaran Regency is one of the leading tourist destinations in Lampung Province, attracting both domestic and international visitors. The presence of MSMEs in the culinary sector provides significant contributions to the local economy, particularly for coastal communities that depend on tourism. The development of MSMEs in this area fosters local economic growth by supplying processed food products and local goods [6], [7]. However, to earn consumer trust and satisfaction, MSME actors face challenges in accessing halal certification due to limited knowledge, financial constraints, and a lack of technical assistance [8], [9], [10]. As a result, many products marketed to tourists do not yet carry official halal labels, potentially raising doubts among Muslim consumers.

Halal certification is not merely an administrative symbol but also an instrument of community empowerment [7], [11]. Through halal certification, MSME actors are encouraged to improve production standards, pay greater attention to hygiene and food safety, and enhance business management practices. This process fosters more sustainable entrepreneurial awareness, increases production capacity, and opens broader market opportunities [7], [12]. Therefore, halal certification plays a strategic role in strengthening local economic resilience, especially in coastal tourism areas that rely heavily on consumer trust and satisfaction [4], [11].

The urgency of this research lies in the importance of understanding the extent to which halal certification can promote MSME capacity building in Pantai Klara, Pesawaran, from a community empowerment perspective. This study is expected to provide an academic contribution through a comprehensive analysis of the role of halal certification in MSME development while offering practical recommendations for local governments, certification institutions, and related stakeholders to strengthen the halal economic ecosystem in coastal areas. Hence, the results of this research are not only theoretically relevant but also provide tangible benefits in supporting inclusive and sustainable economic development.

## METHODS

The research was conducted in September 2024 at Pantai Klara, Pesawaran Regency. This beach is located at latitude -5.575481962231321 and longitude 105.23061441999546 (Figure 1).



**Figure 1.** Research Location (Pantai Klara, Pesawaran Regency)

This study employed the Asset-Based Community Development (ABCD) approach, which emphasizes the utilization of local potential as the main instrument for community empowerment. This method was chosen because it aligns with the context of Pantai Klara, Pesawaran, which possesses rich natural resources, strong potential for halal tourism, and an active MSME network that supports the local economy. The ABCD method was selected as it can enhance the capacity of business actors through training programs specifically designed to meet halal standards [13].

The ABCD approach was implemented through five stages—Discovery, Dream, Design, Define, and Destiny—with an emphasis on strengthening business actors' capacity through halal certification [14]. The Discovery stage began with a pretest to identify MSME actors' initial understanding of halal tourism concepts and the urgency of halal certification. The pretest results were used to identify knowledge gaps and served as the foundation for developing the training materials [14], [15].

The Dream stage involved brainstorming and participatory discussions among business actors and stakeholders. During this phase, participants collaboratively developed a shared vision for positioning Pantai Klara as a competitive halal tourism destination at both national and international levels [16]. The Design stage focused on creating a practical training program that covered the implementation of halal standards in business management, raw material selection, production hygiene, and halal-based marketing strategies. The training design was implemented through an interactive workshop format, allowing participants to gain hands-on experience in adapting their products and services to halal standards [13], [16].

The Define stage emphasized role assignment, division of responsibilities, and the development of a detailed action plan involving MSMEs, certification bodies, local government, and the surrounding community [17]. The final stage, Destiny, was realized through the implementation of training and mentoring sessions provided to MSME actors at Pantai Klara. These activities were accompanied by a posttest conducted one day after the program (September 9, 2024). The posttest

aimed to measure improvements in knowledge, attitudes, and readiness of business actors to register and implement halal certification for their products and services [17].

Data analysis was performed by comparing pretest and posttest results quantitatively and descriptively to assess the effectiveness of the program in increasing awareness and capacity among business actors. In addition to the quantitative approach, participatory observation was also conducted throughout the community engagement activities. This observation assessed the practical implementation of halal standards, the interaction between business actors and facilitators, and participants' responses to the training materials. The qualitative data obtained from these observations were then integrated with pretest and posttest results to provide a comprehensive understanding of the impact of halal certification on MSME empowerment in the Pantai Klara tourism area [16].

Through this method, the research not only measured improvements in knowledge but also provided a deeper understanding of the changes in attitudes and business practices among local communities.

## RESULT AND DISCUSSIONS

The halal certification process has now become a mandatory requirement for business actors. Based on the research conducted, several types of data were obtained, including data on business actors' knowledge and attitudes regarding halal awareness. The halal certification process is carried out through the SiHalal application issued by BPJPH (Halal Product Assurance Agency). Figure 2 illustrates the flow and requirements of the halal certification process in Indonesia, which are grouped into three main schemes: the regular halal certification process, the self-declare mechanism, and the free halal certification program. These schemes are designed to provide easier access for business actors, particularly MSMEs, to comply with the Halal Product Assurance Law (Law No. 33 of 2014).

The halal certification process in Indonesia, particularly through the regular pathway, begins with a submission by business actors using the SIHALAL system. In the initial stage, applicants are required to register and complete the necessary documents. After registration, the verification process is conducted by BPJPH [18]. Subsequently, the certification fee is calculated by the Halal Inspection Body (LPH), and the process concludes with a fatwa issuance by the Indonesian Ulema Council (MUI), followed by the certificate issuance by BPJPH. This mechanism is essential for business actors with complex production processes, where the halal integrity of products must be ensured not only in terms of raw materials but also throughout the entire supply chain [19].

On the other hand, the free halal certification program, aimed at micro and small enterprises, offers an opportunity for these business actors to obtain halal certification more easily. The criteria for eligibility under this scheme include ownership of a Business Identification Number (NIB), assurance that there are no haram elements in the production process, and the use of simple technology in production [20]. This program, also known as SEHATI (Sertifikasi Halal Gratis untuk UMK), aims to facilitate MSMEs in applying for halal certification without financial burden. It is believed to contribute significantly to empowering small businesses across various sectors such as culinary, handicrafts, and tourism services [21].



**Figure 2.** Flow and Requirements of Halal Certification

The self-declare halal certification scheme provides flexibility for micro-business actors to submit applications independently after creating a SIHALAL account. This scheme is specifically designed to allow micro-enterprises to apply for halal certification autonomously. The process begins with the creation of an account in the SIHALAL system, followed by the submission of a self-declare application and verification by the Halal Product Assurance Organizing Agency (BPJPH). After verification, a fatwa is issued by the Indonesian Ulema Council (MUI), and finally, the halal certificate is granted by BPJPH [22], [23]. This scheme aims to accelerate the halal certification process through a simpler and more participatory mechanism without reducing the necessary regulatory oversight [24].

The concept of halal tourism at Pantai Klara requires an organized plan and active participation from local businesses. This study aims to provide practical recommendations on how businesses can implement halal standards in their operations and promote the destination as a Muslim-friendly tourism site. The guide includes various aspects of halal standard implementation, the importance of gaining tourist trust, and effective promotional strategies to maximize Pantai Klara’s potential as a leading halal tourism destination. By strengthening the application of halal standards, Pantai Klara—with its numerous restaurants and service industries—can enhance its reputation as a Muslim-friendly destination. Businesses that hold halal certification tend to gain greater trust from Muslim consumers who seek assurance about the products and services they purchase while traveling.

In this study, pretest and posttest data were collected. The posttest was conducted to evaluate the understanding and application of the material received by business actors. Its purpose was to assess how much the training on halal tourism standards and practices had improved the knowledge and awareness of local entrepreneurs. The posttest, conducted at Pantai Klara on September 9, 2024, was expected to reveal the effectiveness of the community engagement program and identify areas for improvement to further develop halal tourism in the region.



Table 1 presents the percentage increase in business actors' knowledge regarding halal awareness. The pretest and posttest results show that participants gained a better understanding of halal certification. Before the training, most entrepreneurs had limited knowledge of regulations, responsibilities, and legal consequences related to halal certification. However, after the training and mentoring sessions, nearly all indicators showed improvement. The highest increase was observed in the understanding of the obligation for halal certification of food and beverage products (57.40%), followed by comprehension of the requirements stated in Law No. 33 of 2014 (51.85%) and awareness of administrative sanctions (51.85%). These findings indicate that the training program effectively instilled regulatory and legal compliance awareness. Furthermore, understanding that halal certification provides consumer assurance and peace of mind also rose by 35.19%, reflecting a new perspective that halal certification is not merely a formal obligation but also a consumer protection instrument. Although smaller increases were noted in the understanding of the differences between halal and non-halal products (3.71%) and product quality awareness (11.11%), this can be explained by the fact that most entrepreneurs already had a basic understanding of the halal concept before the training. Therefore, the training focused more on legal, procedural, and administrative aspects that had previously been major challenges.

Table 2 presents the posttest results, showing an increase in positive attitudes among entrepreneurs toward halal certification and its implementation in business practices. Interest in registering with BPJPH increased by 29.63%, while the number of entrepreneurs who had actually applied for halal certification rose significantly by 40.74%. These findings indicate that the training not only enhanced understanding but also fostered practical commitment to certification. Additionally, there was greater consistency in halal business practices: the percentage of entrepreneurs selling only halal-assured products increased by 7.40%, those selling halal-certified products rose by 14.81%, and those producing halal goods grew by 5.55%. Although these increases were smaller compared to the legal knowledge aspects, they highlight a positive shift toward more compliant business practices.

In terms of recommendation and promotion, the recorded improvements were modest—3.71% for recommending halal products and 1.85% for agreeing that the halal logo can enhance consumer interest. Despite these small increases, nearly all respondents had already shown a high level of awareness since the pretest, leaving limited room for further improvement. Notably, support for the halal tourism concept reached 100% after the posttest, demonstrating unanimous consensus that implementing halal standards in products and services is a crucial strategy for tourism development. This finding underscores that the community engagement program at Pantai Klara not only enhanced individual capacity but also built a collective commitment to developing the area as a competitive halal tourism destination.

**Table 1.** Percentage Increase in Business Actors' Knowledge Aspects Regarding Halal Awareness

No	Question	No (%) (Pretest)	Yes (%) (Pretest)	No (%) (Posttest)	Yes (%) (Posttest)	Increase (%)
1	Have you ever heard about halal certification?	35,19	64,81	5,56	94,44	29,63
2	Have you ever heard about the concept of halal tourism?	55,56	44,44	7,41	92,59	48,15
3	Do you know that the obligation for halal certification has been regulated under Law Number 33 of 2014?	77,78	22,22	25,93	74,07	51,85
4	Do you know that food and beverage products must be halal-certified starting from October 2024?	74,07	25,93	16,67	83,33	57,4
5	Do you know that raw materials, food additives, and processing aids must be halal-certified?	64,81	35,19	18,52	81,48	46,29
6	Do you understand that the purpose of halal certification is to provide certainty and peace of mind to consumers?	50	50	14,81	85,19	35,19
7	Do you know that there are administrative sanctions for business actors who have not applied for halal certification?	72,22	27,78	20,37	79,63	51,85
8	Do you understand that there are criminal sanctions for business actors who fail to maintain product halalness after certification?	61,11	38,89	22,22	77,78	38,89
9	Have you received information about halal certification from the government?	61,11	38,89	18,52	81,48	42,59
10	Do you understand the difference between halal and non-halal products?	7,41	92,59	3,7	96,3	3,71
11	How would you rate your understanding of halal products as excellent?	18,52	81,48	7,41	92,59	11,11

**Table 2.** Percentage Increase in Business Actors' Attitude Aspects Regarding Halal Awareness

No	Question	No (%) (Pretest)	Yes (%) (Pretest)	No (%) (Posttest)	Yes (%) (Posttest)	Increase (%)
1	Are you interested in registering your business for halal certification by BPJPH?	44,44	55,56	14,81	85,19	29,63
2	Have you ever applied for halal certification?	74,07	25,93	33,33	66,67	40,74
3	Do you ONLY sell products that you believe are halal?	12,96	87,04	5,56	94,44	7,4
4	Do you ONLY sell halal-certified products (with a halal logo)?	31,48	68,52	16,67	83,33	14,81

5	Do you ONLY produce halal products?	12,96	87,04	7,41	92,59	5,55
6	Do you ONLY recommend halal products to consumers?	7,41	92,59	3,7	96,3	3,71
7	Do you agree with the concept of halal tourism?	1,85	98,15	0	100	1,85
8	Do you agree that the presence of a halal logo at business premises can increase consumer interest?	1,85	98,15	0	100	1,85

## Discussion

Research results at Klara Beach, Pesawaran, show that halal certification-based programs have a significant impact on increasing the knowledge and attitudes of local businesses. Increased understanding of halal certification requirements after the training program shows that the educational methods used, particularly through the Asset-Based Community Development (ABCD) approach, are able to address the information gap that previously existed. Initially, most business actors did not understand the halal regulations stipulated in Law Number 33 of 2014. However, after training and mentoring, the percentage of understanding increased to 51.85%. This shows that community service activities not only provide conceptual knowledge but also increase legal awareness, which is an important basis for the sustainability of halal-based businesses.

In addition to regulatory aspects, there has also been a significant increase in business operators' knowledge of food and beverage certification requirements, with an increase of 57.40%. This increase indicates that business operators are beginning to realize the importance of halal product legality in order to increase consumer confidence. Knowledge about administrative and criminal sanctions has also increased by more than 30%, signaling a new awareness of the risks of non-compliance. Although the increase in basic understanding, such as the difference between halal and non-halal products, is only around 3.71%, this is still relevant as a foundation for strengthening business operators' commitment to consistently adopting halal practices.

In terms of attitude, the post-test results showed a positive transformation. Interest in registering businesses for halal certification increased by 29.63%, while certification applications rose by 40.74%. This fact shows a shift from knowledge to concrete action. Business actors are increasingly aware that halal certification is not only a symbol of legality, but also an important instrument for expanding markets and increasing competitiveness. Full support for the concept of halal tourism, which reached 100%, is proof that the training succeeded in building a collective commitment among the community to develop Klara Beach as a Muslim-friendly destination. This change in attitude is in line with previous research findings which stated that the existence of halal certification is closely related to an increase in the confidence of Muslim tourists [25].

The impact of halal certification on Micro, Small, and Medium Enterprises (MSMEs) is significant, especially in opening up new economic opportunities and increasing their capacity to reach the international Muslim tourist market segment. The self-declare halal certification scheme provides flexibility for UMKM players to register independently, allowing them to quickly adapt to global trends in halal tourism [26], [27]. Halal tourism not only requires the visual aesthetics of a destination, but also facilities that support the spiritual needs of visitors, including halal food and accommodation [28], [29].

Furthermore, this community service program also has an impact on strengthening sustainability aspects. Education on waste management, the use of halal raw materials, and the provision of Muslim-friendly facilities support the creation of a tourism ecosystem that is not only



inclusive but also environmentally friendly. Thus, halal certification is not only positioned as an administrative requirement but also as a community empowerment strategy that balances economic, social, and environmental aspects. These results show that Klara Beach has the potential to become a model for sustainable halal tourism development in Indonesia, with the support of business actors, local governments, and local communities.

## CONCLUSION

This study shows that the application of the Asset-Based Community Development (ABCD) approach in community empowerment programs through halal certification in Klara Beach, Pesawaran, can significantly increase the capacity of micro-businesses. The results of the pretest and posttest show an increase in knowledge related to halal certification regulations and obligations, as well as a positive change in attitude reflected in an increased interest in registering businesses and full support for the concept of halal tourism. In addition to having an impact on increasing individual capacity, this program also contributes to the formation of a more structured halal tourism ecosystem through collaboration between UMKM, local governments, and certification agencies. The positive impact is not only felt in economic aspects but also in increased tourist confidence and more environmentally responsible business practices. Thus, halal certification serves as a strategic instrument in community empowerment, strengthening the competitiveness of UMKM, while supporting the development of inclusive and sustainable halal tourism destinations.

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## CONFLICT OF INTEREST

The authors declare no conflict of interest.

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