



## EDUKASI SERTIFIKASI HALAL SELF DECLARE SEBAGAI STRATEGI PENINGKATAN DAYA SAING PRODUK USAHA MAHASISWA UNIVERSITAS PEMBINAAN MASYARAKAT INDONESIA

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### Abstrak

Perkembangan industri halal di Indonesia yang pesat menuntut pelaku usaha untuk memenuhi standar sertifikasi halal sebagai syarat daya saing produk. Mahasiswa wirausaha di Universitas Pembinaan Masyarakat Indonesia (UPMI) Medan menghadapi tantangan berupa minimnya pemahaman mengenai mekanisme sertifikasi halal Self Declare, khususnya melalui sistem SI-HALAL yang dikelola oleh Badan Penyelenggara Jaminan Produk Halal (BPJPH). Kegiatan pengabdian kepada masyarakat ini bertujuan meningkatkan literasi halal, memperkuat pemahaman prosedur Self Declare, serta mendorong kesiapan mahasiswa untuk mengajukan sertifikasi halal bagi produk usaha mereka. Metode pelaksanaan menggunakan pendekatan partisipatif melalui tiga tahapan: persiapan (koordinasi, penyusunan materi, dan seleksi peserta), pelaksanaan (pre-test, pemaparan materi, diskusi, dan simulasi pengisian formulir SI-HALAL), serta evaluasi (post-test dan survei kepuasan). Kegiatan diikuti oleh 40 mahasiswa wirausaha Fakultas Ekonomi UPMI Medan. Hasil kegiatan menunjukkan peningkatan signifikan pemahaman peserta, dengan rata-rata skor pre-test sebesar 42,5% meningkat menjadi 88,75% pada post-test. Tingkat kepuasan peserta mencapai 95% kategori puas dan sangat puas. Disimpulkan bahwa edukasi sertifikasi halal Self Declare secara efektif meningkatkan literasi halal mahasiswa wirausaha dan mendorong kesiapan mereka dalam mengajukan sertifikasi halal sebagai strategi peningkatan daya saing produk di pasar yang lebih luas.

**Kata Kunci:** *Sertifikasi Halal, Self Declare, Daya Saing Produk, Mahasiswa Wirausaha, UMKM.*

## EDUCATION ON SELF-DECLARED HALAL CERTIFICATION AS A STRATEGY TO ENHANCE THE COMPETITIVENESS OF STUDENT-RUN BUSINESS PRODUCTS AT THE UNIVERSITAS PEMBINAAN MASYARAKAT INDONESIA

### Abstract

The rapid growth of Indonesia's halal industry requires business actors to meet halal certification standards as a prerequisite for product competitiveness. Student entrepreneurs at Universitas Pembinaan Masyarakat Indonesia (UPMI) Medan face challenges due to limited understanding of the halal Self Declare certification mechanism, particularly through the SI-HALAL system managed by the Halal Product Assurance Organizing Agency (BPJPH). This community service activity aims to enhance halal literacy, strengthen understanding of Self Declare procedures, and encourage student readiness to apply for halal certification for their products. The implementation method employed a participatory approach through three stages: preparation (coordination, material development, and participant selection), implementation (pre-test, material presentation, discussion, and SI-HALAL form simulation), and evaluation (post-test and satisfaction survey). The activity was attended by 40 student entrepreneurs from the Faculty of Economics, UPMI Medan. Results showed a significant improvement in participants' understanding, with the average pre-test score of 42.5% increasing to 88.75% in the post-test. Participant satisfaction reached 95% in the satisfied and very satisfied categories. It is concluded that halal Self Declare certification education effectively improves halal literacy among student entrepreneurs and encourages their readiness to apply for halal certification as a strategy for increasing product competitiveness in broader markets.

**Keywords:** *Halal Certification, Self Declare, Product Competitiveness, Student Entrepreneurs, SMEs.*



## 1. INTRODUCTION

Indonesia is a country with the largest Muslim population in the world with a Muslim population of more than 237 million people or around 87% of the total population (BPS, 2023). This condition makes Indonesia a very strategic halal market, both for food and beverage products, cosmetics, pharmaceuticals, and other products and services. Based on the State of the Global Islamic Economy Report 2023, Indonesia occupies the third position in the global Islamic economy index, reflecting the great potential of the national halal industry that continues to grow rapidly. The development of the halal industry in Indonesia is further strengthened by the birth of mandatory regulations. Law Number 33 of 2014 concerning Halal Product Assurance (JPH) mandates that all products circulating and traded in Indonesia must be halal certified in stages. This mandate is emphasized by Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Assurance Sector which stipulates halal certification obligations for various product categories, including food and beverage products managed by micro and small businesses. The deadline for halal certification obligations for MSME food and beverage products is set in October 2026, so small business actors, including entrepreneurial students, are required to immediately understand and take care of the halal certification of their products.

In order to facilitate micro and small businesses, the government through the Halal Product Assurance Agency (BPJPH) issued a halal certification scheme for the Self Declare route as stipulated in the Decree of the Minister of Religion Number 748 of 2021. This scheme allows micro and small business actors to apply for halal certification independently without having to go through the Halal Inspection Agency (LPH), by utilizing the SI-HALAL electronic system managed by BPJPH. This facility is a significant breakthrough for MSMEs, including businesses managed by students, but has not been utilized optimally due to the lack of socialization and technical assistance. Universitas Pembinaan Masyarakat Indonesia (UPMI) Medan as one of the private universities in the city of Medan has a large student population with a significant level of entrepreneurial involvement, especially within the Faculty of Economics. Many students already have businesses in the food, beverage, cosmetics, and other processed products sectors that are legally required to obtain halal certification. However, based on initial observations made by the service team in August 2025, it was found that the majority of entrepreneurial students did not have a halal certificate and did not understand the procedure for managing Self Declaration. This condition has a direct impact on the competitiveness of their products in the market, especially in accessing the Muslim consumer segment who are increasingly critical of the halalness of products. Based on the results of observations and preliminary interviews with entrepreneurial students at UPMI Medan, several main problems were identified that became the focus of this service activity:

- 1) Lack of understanding of entrepreneurial students regarding the concept, importance, and mechanism of halal certification Self Declare. Most students do not know that the Self Declare scheme is designed specifically for MSMEs with very affordable costs and can even be subsidized by the government.
- 2) Low student knowledge about mandatory halal regulations and policies that apply in Indonesia. Many students do not know the deadline for halal certification obligations and the legal consequences for products that do not have a halal certificate after the set deadline.
- 3) Lack of technical understanding of the use of the SI-HALAL system as a digital platform for applying for halal certification. Students are not yet familiar with the system interface and the required document filling flow.
- 4) There is no structured halal certification assistance program within UPMI Medan, so entrepreneurial students do not have access to adequate technical guidance.
- 5) The perception that the halal certification process is complicated, expensive, and takes a long time, thus reducing students' motivation to take care of halal certification of their

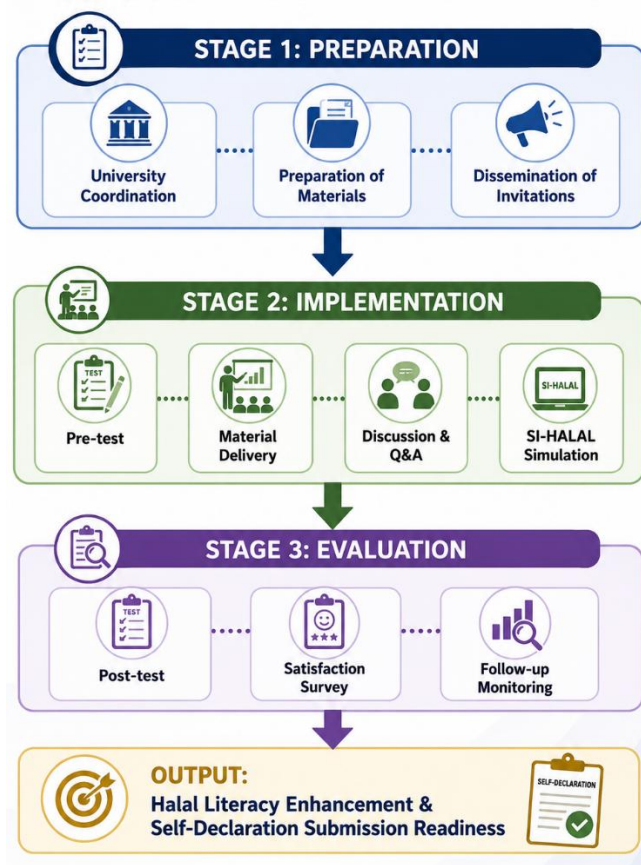
business products.

This community service activity is carried out with the following objectives:

- 1) Increasing the understanding and awareness of UPMI Medan entrepreneurial students about the concept of halal certification, halal product assurance regulations in Indonesia, and the importance of halal certification for product competitiveness.
- 2) Equipping entrepreneurial students with technical knowledge regarding the stages and requirements for submitting halal certification through the Self Declare route using the SI-HALAL system.
- 3) Improve students' skills in filling out the Self Declare halal certification application form independently through practical simulations.
- 4) Encouraging the motivation and readiness of entrepreneurial students to immediately apply for halal certification for their business products as a strategy to increase competitiveness in the market.
- 5) Building the foundation for a sustainable halal mentoring program within UPMI Medan.

## 2. IMPLEMENTATION METHOD

This community service activity is carried out using a Participatory Action Research (PAR) approach which is oriented towards increasing the capacity of participants in an active and participatory manner. The implementation method is designed in three interrelated systematic stages, namely the preparation stage, the implementation stage, and the evaluation stage. The flow of the implementation of the activity can be described as follows:



**Figure 2.1** Flowchart of Activity Implementation

The preparation stage was carried out for two weeks before the main activity took place. Activities carried out at this stage include:

- 1) Coordination with the leadership of the Faculty of Economics UPMI Medan and the Vice Chancellor for Student Affairs to obtain implementation permits, facility support, and determination of activity schedules that do not conflict with the academic calendar.
- 2) The preparation of comprehensive training materials includes: (a) the legal basis and policy of halal product assurance in Indonesia; (b) the concept and mechanism of Self Declare; (c) technical guidelines for the use of the SI-HALAL system; (d) administrative requirements and supporting documents; and (e) case studies of MSMEs that have successfully obtained halal certification.
- 3) The preparation of evaluation instruments in the form of valid and reliable pre-test and post-test questionnaires to measure the improvement of participants' understanding, as well as activity satisfaction survey sheets.
- 4) The distribution of invitations to entrepreneurial students through the UPMI academic information system, the student association's social media groups, and direct announcements in class, with a target of 40 active entrepreneurial students.
- 5) Preparation of facilities and infrastructure for activities including a training room equipped with a projector, presentation screen, internet connection for SI-HALAL simulation, and documentation equipment.

The stage of implementing activities is carried out in one full day with a series of activities structured as follows:

- 1) Pre-test: The initial test was carried out in writing for 15 minutes to measure the participant's initial knowledge level of halal certification, Self Declare, and halal product assurance regulations.
- 2) Opening and orientation: Remarks from the Dean of the Faculty of Economics UPMI Medan, introduction of resource persons, and presentation of the objectives and agenda of the activity as a whole.
- 3) Presentation of Session I Material - Halal Regulations and Policies: A comprehensive presentation on Law No. 33 of 2014, Government Regulation No. 39 of 2021, the role of BPJPH, and Indonesia's mandatory halal roadmap.
- 4) Presentation of Session II Material - Self Declare Mechanism: In-depth explanation of the product criteria and business actors who can use the Self Declare route, the differences with the regular route, the advantages and conveniences offered.
- 5) Presentation of Session III Material - SI-HALAL Tutorial: Step-by-step guide to using the SI-HALAL digital platform, starting from account registration to submission and monitoring of the certification process.
- 6) Interactive discussions and Q&A: Sessions are open for participants to submit questions, share experiences, and discuss concrete issues faced in their efforts related to halal certification.
- 7) Simulation of applying for halal certification Self Declare: Direct practice by participants in filling out the submission form through the SI-HALAL system using the available devices, with assistance from the facilitator team.

The evaluation stage is carried out to measure the success of the activities and plan the necessary follow-ups, including:

- 1) Post-test: The implementation of the final test with instruments equivalent to the pre-test to measure the improvement of participants' understanding after participating in the entire series of activities.
- 2) Participant satisfaction survey: Filling out a satisfaction questionnaire by participants that includes an assessment of the quality of the material, delivery methods, facilitator capabilities, activity facilities, and the relevance of activities to their business needs.
- 3) Follow-up monitoring: The establishment of a WhatsApp communication group as a forum for consultation and follow-up assistance, as well as scheduling follow-up sessions

to monitor participants' progress in the halal certification application process.

- 4) Data analysis and report preparation: Pre-test and post-test data processing and satisfaction surveys to produce comprehensive evaluation reports as a basis for future program improvement.

### 3. RESULTS AND DISCUSSION

#### 3.1 Implementation of Activities

The Self Declare halal certification educational activity as a strategy to increase the competitiveness of UPMI Medan students' business products was held on Saturday, October 18, 2025, at the Hall of the Main Building of the Faculty of Economics, Indonesian Community Development University, Jl. Teladan No. 21, Medan. The activity took place from 08.00 to 16.30 WIB and was attended by 40 participants who were active entrepreneurial students from the Faculty of Economics UPMI Medan, consisting of students of the S1 Management Study Program (32 people) and the S2 Master of Management Study Program (8 people). The activity was officially opened by the Dean of the Faculty of Economics UPMI Medan, Dr. Dewi Suma, S.E., M.M., who in his speech emphasized the importance of halal certification for entrepreneurial students as part of a sustainable and competitive business development strategy. Remarks were also delivered by the Head of the Master of Management Study Program as the head of the service team who explained the background and objectives of the activity.

The activity material was delivered by a team of facilitators consisting of lecturers from the Faculty of Economics UPMI Medan with expertise in the field of Islamic economics and entrepreneurship. The materials presented include: (1) halal product assurance regulations in Indonesia; (2) the concept and mechanism of Self Declare halal certification; (3) tutorial on the use of the SI-HALAL system; and (4) marketing strategies for halal-certified products. The activity took place interactively with high enthusiasm from participants, characterized by the number of questions asked during the discussion session and the activity of participants in the simulation session of filling out the SI-HALAL form.

#### 3.2 Results of the Activity

##### a. Increased Understanding of Participants

Evaluation of increasing participants' understanding was carried out through pre-test and post-test instruments that included four main indicators. The results of the evaluation are presented in the following table:

**Table 1. Pre-test and Post-test Results of Activity Participants**

Indicator	Before (Pre-test)	After (Post-test)	Improvement
Understanding the Concept of Self Declare	45%	88%	+43%
Knowledge of Halal Certification Procedures	40%	90%	+50%
Interest in Managing Halal Certificates	55%	95%	+40%
Ability to Fill out SI-HALAL Forms	30%	82%	+52%
<b>Overall Average</b>	<b>42,5%</b>	<b>88,75%</b>	<b>+46,25%</b>

Source: Primary data on the results of service activities (2025)

The data in Table 1 show a very significant increase in all indicators measured. The highest increase occurred in the indicator of the ability to fill out the SI-HALAL form which increased by

52 percentage points (from 30% to 82%), followed by knowledge of halal certification procedures which increased by 50 percentage points (from 40% to 90%). The average overall increase reached 46.25 percentage points, from the pre-test average of 42.5% to 88.75% in the post-test. These results indicate the effectiveness of the training methods applied in improving the competence of participants.

### b. Participant Satisfaction Level

Participant satisfaction evaluation is carried out through a structured survey that includes five aspects of evaluation. The results of the satisfaction survey are presented in the following table:

**Table 2. Activity Participant Satisfaction Survey Results**

Evaluation Aspects	Very satisfied	Satisfied	Enough	Less
Quality of Training Materials	70%	25%	5%	0%
Delivery Method	65%	30%	5%	0%
Relevance to Business Needs	75%	20%	5%	0%
Facilitator Ability	80%	18%	2%	0%
Facilities and Facilities	60%	32%	8%	0%

*Source: Primary data on the results of service activities (2025)*

Based on satisfaction survey data in Table 2, the facilitator's ability aspect received the highest rating with 80% of participants stating that they were very satisfied and 18% were satisfied. The aspect of the relevance of the material to business needs received a positive response with 75% of participants stating that they were very satisfied, indicating that the training content was considered relevant and applicable to their business. Overall, none of the participants gave a low rating on all aspects evaluated, with the total satisfaction level (satisfied and very satisfied) reaching 95% of all participants.

### c. Participant's Enthusiasm and Commitment

In addition to quantitative data from pre-test, post-test, and satisfaction surveys, the success of the activity is also reflected in several qualitative indicators. A total of 38 out of 40 participants (95%) completed the entire series of activities from start to finish without leaving the room. In the SI-HALAL simulation session, 35 participants (87.5%) successfully completed the process of filling out the Self Declare halal certification application form until the preview stage, even though an official submission has not been made. In addition, all participants were willing to join the WhatsApp group for follow-up assistance, and 28 participants (70%) expressed their commitment to apply for halal certification for their business products in the next three months.

## 3.3 Discussion

The results of this service activity show that Self Declare halal certification education is able to effectively increase the halal literacy of entrepreneurial students at UPMI Medan. These findings are in line with the theory of community empowerment put forward by Ife and Tesoriero (2006) in Wahab et al. (2023), which emphasizes the importance of individual capacity building through the transfer of practical knowledge and skills as the foundation of sustainable empowerment. The significant increase in the Self Declare comprehension indicator (from 45% to 88%) confirms that the gap in entrepreneurial students' knowledge of halal certification mechanisms is not caused by unwillingness, but by limited access to appropriate and easy-to-understand information. These findings are consistent with research by Faridah (2021) which found that the low adoption of halal certification among Indonesian MSMEs is more due to a lack of information and assistance than a cost factor.

The success of the SI-HALAL simulation session in improving the technical skills of the participants (from 30% to 82%) emphasizes the importance of an experiential learning

approach in the context of entrepreneurship education. This is in line with Kolb's (1984) learning model cited in Rahayu and Susanto (2022), where knowledge is most effectively obtained through a combination of abstract conceptualization and active experimentation. From the perspective of the concept of halal literacy, the results of this activity also show encouraging developments. Mahiroh et al. (2023) define halal literacy as the ability of individuals to understand, interpret, and apply knowledge of halal standards in the context of daily life and economic activities. The increase in the average score from 42.5% to 88.75% indicates that participants have reached an adequate level of halal literacy to apply for certification independently.

The satisfaction rate of participants reaching 95% also confirms that the chosen implementation method, namely a combination of lectures, interactive discussions, and practical simulations, is the right approach for the target of entrepreneurial students. The andragogy approach applied in this activity, which places participants as adult learners with real experiences and needs, has been shown to be effective in increasing participants' motivation and active engagement (Knowles et al., 2020). These findings provide important practical implications for the development of halal mentoring programs in higher education. The university has a strategic role not only as an educational institution, but also as a partner in empowering student MSMEs through structured and sustainable community service programs. Collaboration between universities, BPJPH, and other halal support institutions needs to be strengthened to create a halal ecosystem that is conducive to entrepreneurial students.

#### 4. ACTIVITY DOCUMENTATION

Documentation of activities is carried out thoroughly to document each stage of implementation. Photos of the activity include:



**Figure 3. Discussion and Participant Question and Answer Session**

Note: The above activity documentation photos are placeholders that need to be replaced with actual documentation photos during the activity.

#### 5. CONCLUSION

Community service activities in the form of Self Declare halal certification education have been successfully carried out with a high success rate. Based on the results of the evaluation conducted through pre-test and post-test instruments, there was a significant increase in the average understanding of participants by 46.25 percentage points, from 42.5% in the pre-test to 88.75% in the post-test. This increase occurred evenly across all indicators measured, including

understanding the concept of Self Declare, knowledge of halal certification procedures, interest in taking care of halal certificates, and technical ability to fill out SI-HALAL forms. This program has also succeeded in changing the perception of entrepreneurial students towards halal certification, from something that is considered complicated and expensive to a process that can be done independently through the SI-HALAL digital system. As many as 70% of participants expressed a commitment to immediately apply for halal certification for their business products within the next three months, indicating the real impact of this activity on changes in entrepreneurial behavior and decision-making.

The satisfaction rate of participants reaching 95% proves that a participatory approach that combines material presentation, interactive discussions, and practical simulations is the right and effective method for entrepreneurial student targets. Overall, this activity has succeeded in building a strong foundation of halal literacy among UPMI Medan entrepreneurial students, which is expected to have an impact on increasing the competitiveness of their products in the domestic and international markets.

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