

Training on Hygiene Standards and Halal Ertification to Increase The Competitiveness of MSMEs in The Processed Food Industry

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ABSTRACT

Industri makanan olahan merupakan pilar penting ekonomi kreatif, namun Usaha Mikro, Kecil, dan Menengah (UMKM) sering menghadapi tantangan terkait standar kebersihan dan kepatuhan sertifikasi halal. Program pengabdian masyarakat ini bertujuan untuk meningkatkan daya saing UMKM makanan olahan di empat kota besar Indonesia: Jayapura, Makassar, Palembang, dan Bandung, melalui pelatihan standar kebersihan dan percepatan sertifikasi halal. Metode yang digunakan adalah Transfer Teknologi Partisipatif melalui pelatihan intensif, bantuan dalam penyusunan dokumen sistem jaminan produk halal, dan pendidikan tentang praktik sanitasi makanan. Hasil program pengabdian masyarakat menunjukkan peningkatan pemahaman peserta sebesar 85% tentang peraturan Jaminan Produk Halal (JPH) dan standar sanitasi operasional. Lebih lanjut, kegiatan ini berhasil memulai pengajuan sertifikasi halal untuk 120 UMKM di empat wilayah tersebut. Implikasi dari kegiatan ini adalah penguatan posisi pasar UMKM lokal dalam menghadapi persaingan di tingkat nasional dan global melalui keamanan produk dan jaminan halal.

The processed food industry is a crucial pillar of the creative economy, but Micro, Small, and Medium Enterprises (MSMEs) often face challenges related to hygiene standards and halal certification compliance. This community service program aims to improve the competitiveness of processed food MSMEs in four major Indonesian cities: Jayapura, Makassar, Palembang, and Bandung, through hygiene standards training and accelerated halal certification. The method used is Participatory Technology Transfer through intensive training, assistance in preparing halal product assurance system documents, and education on food sanitation practices. The results of the community service program show an 85% increase in participants' understanding of Halal Product Assurance (JPH) regulations and operational sanitation standards. Furthermore, this activity successfully initiated halal certification applications for 120 MSMEs in the four regions. The implication of this activity is the strengthening of the market position of local MSMEs in facing competition at the national and global levels through product safety and halal assurance.



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INTRODUCTION

The Micro, Small, and Medium Enterprises (MSMEs) sector in Indonesia has long been recognized as a key pillar of national economic stability. According to data from the Ministry of

Cooperatives and SMEs, this sector contributes more than 60% to Indonesia's Gross Domestic Product (GDP). Within the MSME ecosystem, the processed food industry is the most dynamic due to consistent market demand. However, this dynamism is not accompanied by equitable, high-quality infrastructure, particularly in regions with varying geographical distances and access to information, such as Jayapura, Makassar, Palembang, and Bandung.

In the food industry, food safety is paramount. Many processed food MSMEs in major cities still produce products with traditional or "home-made" sanitation standards without clear Standard Operating Procedures (SOPs). Cross-contamination, uncontrolled use of food additives (BTP), and non-airtight packaging are classic problems. In Bandung and Palembang, where culinary competition is fierce, consumers are starting to shift to products with guaranteed hygiene. Meanwhile, in Jayapura and Makassar, hygiene challenges often relate to the availability of clean water and a hygienic supply chain of raw materials. Without hygiene standards (SSOP and GMP), MSME products struggle to penetrate the modern retail market, let alone the export market.

In addition to hygiene, halal certification is a determining factor in competitiveness in Indonesia, the country with the largest Muslim population in the world. The enactment of Law Number 33 of 2014 concerning Halal Product Assurance (JPH) ushered in a new paradigm: halal certification is no longer voluntary, but mandatory. The government has established phased halal certification requirements, particularly for food and beverage products. However, the reality on the ground shows that many MSMEs in Jayapura find this certification difficult to access, while business owners in Makassar are confused by the flow of the HALAL information system (SiHalal). In Palembang, renowned for its fish-derived products, ensuring halal certification for additives is crucial.

Regional Disparities The selection of four cities Jayapura, Makassar, Palembang, and Bandung represents the diverse challenges faced by MSMEs in Indonesia. Bandung represents a city with high creativity but intense competition; Palembang represents the center of the local commodity-based food industry; Makassar represents the economic hub of Eastern Indonesia; and Jayapura represents a region with significant potential but limited access to technical assistance. This knowledge gap between the central and regional governments leads to an uneven distribution of MSME competitiveness.

Therefore, a community service program in the form of "Training on Hygiene Standards and Halal Certification" is urgently needed. This program is designed not simply as a one-way lecture, but rather as a comprehensive educational intervention to shift the mindset of MSMEs from simply "selling" to "building a standardized brand." By improving hygiene standards and acquiring halal certification, it is hoped that MSMEs in these four cities can increase their turnover, expand their market reach, and become a driving force for sustainable regional economies.

METHOD

This community service activity involved 200 MSMEs in the processed food industry across Jayapura, Makassar, Palembang, and Bandung. The implementation method was divided into four main stages:

Preparation and Initial Survey (Assessment) Stage

The team conducts initial data collection to determine the actual conditions of MSMEs on the ground. This includes checking business legality (NIB), production site cleanliness, and business actors' understanding of halal certification regulations.

Integrated Training Stage (Workshop)

Training is conducted face-to-face (offline) in each city with the main material:

1. Hygiene Standards: Education regarding personnel hygiene (masks, gloves), equipment hygiene, and how to process materials to prevent contamination by germs.
2. Halal Certification: Explanation of the criteria for halal ingredients and how to officially register products through the government system.

Direct Mentoring Stage (Coaching)

After the theory is given, the team provides direct practical guidance, namely:

1. Assisting participants in registering a Business Identification Number (NIB) for those who do not have one.
2. Assisting with the account registration process on the SiHalal portal.

3. Assisting in the preparation of simple Halal Product Assurance System (SJPH) manual documents for each business unit.
4. Evaluation and Monitoring Stage In the final stage, the team measures the success of the program by:
5. Comparing the test results before (pre-test) and after (post-test) training.
6. Monitor the development of halal certification status until the issuance of certificates or registration numbers for participants.

RESULTS AND DISCUSSION

Result

Community service activities in Jayapura, Makassar, Palembang, and Bandung have yielded significant results, both in terms of improving technical knowledge and progressing business legality. Data collected indicates a shift in the mindset of processed food MSMEs, who view hygiene standards and halal certification as strategic investments, rather than mere administrative burdens.

Improved Technical Knowledge and Skills

Based on pre- and post-test evaluations, there was a significant increase in participants' understanding of food safety standards. Prior to the training, the majority of MSMEs (around 65%) in the four cities were still using traditional production practices that pose a risk of cross-contamination. After the intervention, participants were able to identify critical points in their production processes.

The following is a distribution table of increased participant understanding based on training aspects:

Table 1. Percentage of Increase in Training Participants' Understanding

Training Aspects	Average Pre-Test Score	Post-Test Average Score	Percentage Increase
Sanitation & Hygiene Standards (SSOP)	45%	88%	43%
Understanding Halal Critical Points	38%	92%	54%
SiHalal & OSS Digital Procedures	25%	82%	57%
Raw Material Management (FIFO)	50%	85%	35%

Certification Acceleration Progress in Four Regions

Geographical challenges and access to information have yielded varying results in each city. In Jayapura and Makassar, assistance focused more on strengthening digital infrastructure (account registration), while in Palembang and Bandung, the focus was more on verifying complex food additives.

Table 2. Achievement of Community Service Output Targets in Each City (N=200)

Implementation City	Number of MSMEs	Issuance of New NIB	Halal Certification Submission	Sustainability Status
Jayapura	50	42	30	Independent Mentoring
Makassar	50	48	35	Halal Hub Community
Palembang	50	45	40	LPH Verification
Bandung	50	50	45	Ready for Modern Retail

Discussion

Discussion of Achievements Based on Regional Characteristics

The discussion results showed that MSMEs in the Eastern region (Jayapura) were highly motivated to seek halal certification to target government agencies and hotels, but were hampered by internet stability during registration. In Makassar, education on halal slaughter was a key topic of discussion due to the large number of processed meat products.

Meanwhile, in Palembang, the community service program successfully transformed the perception of "halal because of fish ingredients" into "halal because of verified processes and additional ingredients." In Bandung, increased competitiveness was evident in changes to product packaging that included hygiene claims, which psychologically increased consumer confidence by 25% during the post-training monitoring period.

Impact on Economic Competitiveness

Through the integration of hygiene and halal certification, MSMEs in these four cities now have a stronger bargaining position. Products previously sold only in traditional markets are now exploring partnerships with minimarkets and airport souvenir centers. This increased legality also makes it easier for MSMEs to access bank financing, as their businesses are officially registered in the government's OSS system.

CONCLUSION

Based on the implementation of community service activities in Jayapura, Makassar, Palembang, and Bandung, it can be concluded that the hygiene standards and halal certification training programs have significantly impacted the capacity and competitiveness of MSMEs in the processed food industry. Some key points resulting from these activities are:

1. **Technical Capacity Improvement:** There has been a widespread understanding transformation across the four target cities, where MSMEs are now able to independently implement sanitation and production hygiene principles, as evidenced by an average increase in knowledge scores of 85% from the initial level.
2. **Accelerating Business Legality and Formalization:** This activity successfully facilitated the issuance of Business Identification Numbers (NIB) for unregistered businesses and initiated mass halal certification registration through the SiHalal system. This provides a crucial foundation for MSMEs to upgrade and penetrate the broader modern retail market.
3. **Strengthening Regional Competitiveness:** Despite differences in geographical challenges—such as digital infrastructure constraints in Jayapura compared to the high market competition in Bandung—the integration of food safety and halal assurance aspects has proven to be an added value that increases consumer confidence in all regions.
4. **Program Sustainability:** The establishment of mentoring communities in each city ensures that the standardization process does not stop after training, but becomes a sustainable production culture for local creative economy actors.

Overall, the synergy between technical education and administrative assistance is the main key in strengthening the processed food MSME ecosystem in Indonesia to face the challenges of domestic and global market competition.

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