



Halal Certification's Impact on Cassava Cracker UMKM's Growth in Raman Fajar Village

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ABSTRACT: This study examines the impact of halal certification implementation on business development and revenue increases for cassava cracker small and medium enterprises (SMEs) in Raman Fajar village. The research focuses on empowering the local community through guidance and training in obtaining business licenses and halal certification. The primary objective is to enable the community to achieve a better economic state and to serve as a form of student service through empowerment, training, counseling, mentoring, and exploring potential developments. The community service activities aim to ensure that all production stages, raw materials, and manufacturing processes comply with the established halal standards. Using a mixed-method approach, data were collected through interviews, surveys, and documentation involving 50 local businesses. The analysis revealed that the implementation of halal certification significantly enhanced consumer trust and opened new market opportunities for cassava cracker products. Quantitatively, there was a 30% increase in sales and a 25% expansion of the customer base following the certification. This study demonstrates a tangible contribution to business partners by providing halal certification and labels ready for packaging. The findings suggest that these efforts not only improve product competitiveness but also contribute to sustainable business growth in Raman Fajar village.

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1. INTRODUCTION

In recent years, the global demand for halal-certified products has surged, driven by the growing Muslim population and an increasing awareness of the benefits of consuming halal products (Liu, 2022; Saputri et al., 2024). This trend is particularly relevant in Indonesia, a country with the world's largest Muslim population (Ekpakpale, 2021; Hazarika & Madhukullya, 2023). The significance of halal certification extends beyond religious observance; it serves as a marker of quality (Putriani & Mujahidin, 2023), hygiene (Chaya, 2021), and ethical manufacturing practices (Karim et al., 2023; Ratnaduhita, 2021). Within this context (Herawati, 2021; Inthapanya, 2020), the cassava cracker small and medium enterprises (SMEs) in Raman Fajar Village face a critical challenge: the absence of halal certification (Cahyani, 2021; E. C. J. Putri, 2020), which limits their market reach and consumer trust (Kamsiati, 2020). This study seeks to address this gap by exploring the impact of halal certification on the growth (Taupik, 2023) and development of cassava cracker SMEs in the village (Adejo, 2020; Subeki, 2020b).

Raman Fajar Village is rich in natural resources, particularly cassava, which serves as the primary raw material for local SMEs. Despite this abundance, these enterprises encounter several challenges. The volatility of raw cassava prices compels producers to add value by transforming cassava into crackers. However, the lack of business permits and halal certification emerges as a significant barrier (Analinasari, 2020; Boonsuk, 2021), restricting these businesses from accessing broader markets and enhancing their competitiveness (Minárová, 2020; R. D. A. Putri, 2021). The urgency of obtaining halal certification is underscored by the increasing consumer demand for certified products and the legal requirements set forth by the Indonesian government, particularly Law no. 3 of 2014, which emphasizes the importance of halal assurance for food products (Donati, 2023; Sawatraksa, 2021; Setiana et al., 2021).

Despite the recognized importance of halal certification, there remains a paucity of research specifically examining its impact on the cassava cracker industry. While previous studies, such as those by Ahmad et al. (2020) and Zailani et al. (2015), have highlighted the positive effects of halal certification on consumer trust and market expansion, they predominantly focus on larger food sectors (Nenonen, 2020; Ridwansyah, 2020). The unique challenges faced by SMEs (Oktaviani, 2021; Tô, 2020), particularly in rural settings like Raman Fajar Village, are often overlooked (Edu, 2023; Hurtada, 2020; Sawatraksa, 2023). This research fills this gap by providing a targeted analysis of how halal certification can empower local cassava cracker businesses (Anggraeni, 2021; Kone, 2022), enhancing their economic viability and aligning with consumer expectations (Adeyeye, 2020; Yuniwati et al., 2023).

The novelty of this study lies in its comprehensive approach to integrating halal certification with business development strategies for SMEs. Unlike previous studies that primarily focus on consumer perceptions or regulatory compliance, this research adopts a mixed-method approach (Narayanan, 2022; Song, 2022), combining qualitative insights from interviews and quantitative data from surveys to provide a holistic view of the certification's impact (Hendar, 2020; Sulfi, 2023). By collaborating with local stakeholders and providing hands-on training in halal assurance management, this study introduces an innovative model of community empowerment that addresses the certification process and equips businesses with the skills needed to sustain growth (Alasiri, 2020; Nguyen-Orca, 2020).

Empirical evidence from earlier research underscores the benefits of halal certification. For instance, Tieman (2011) found that halal certification significantly boosts consumer confidence, increasing sales and market reach (Laoken, 2023; Subeki, 2020a). Similarly, research by Shafie and Othman (2006) revealed that halal-certified products are perceived as safer and of higher quality, contributing to brand loyalty and repeat purchases (Wiratmuko et al., 2023). These findings are corroborated by studies such as those by Ali et al. (2017), demonstrating a direct correlation between certification and business performance (Novianti & Pratama, 2022). By building on this existing body of knowledge, the current study aims to provide empirical insights specific to the cassava cracker industry in Raman Fajar Village.

Halal certification is not merely a label but a comprehensive assurance process encompassing every production stage, from sourcing raw materials to manufacturing and packaging (Arifin et al., 2024; Taupik, 2022). This study emphasizes the importance of adhering to halal standards, as outlined in the Quran and legal provisions, ensuring that all ingredients and processes are free from haram (prohibited) elements (Arifin et al., 2024; Harlina, 2023). The critical points affecting the halal status of food products, including raw material sourcing, production methods, and storage, are meticulously examined to provide a clear framework for SMEs to follow (Maneechoold, 2021; Saputri et al., 2024).

The benefits of obtaining halal certification extend beyond religious compliance; they offer tangible economic advantages for SMEs (Agyei-Tuffour, 2021; Madhukullya et al., 2024). Certified products enjoy enhanced credibility (Pudjianto, 2023; Sumalu, 2023) and appeal to a broader consumer base (Mendoza-Olpot, 2022; Raji, 2021), including non-Muslim customers who associate halal with high quality (Muazam, 2023; R. D. A. Putri, 2022). This study reveals that halal certification increases consumer trust and opens new market opportunities (Annisa, 2020; Prombut, 2022), resulting in a 30% increase in sales and a 25%

expansion of the customer base for cassava cracker SMEs in Raman Fajar Village (Chatpapamon, 2021; Iskandar, 2020). These findings highlight the potential for halal certification to drive sustainable business growth (Ghimire, 2020).

In conclusion, this study demonstrates the critical role of halal certification in supporting the growth and competitiveness of cassava cracker SMEs in Raman Fajar Village. By addressing the existing research gap and introducing innovative solutions, this research provides valuable insights into the benefits of certification for small enterprises. Future research could further explore the long-term impact of certification on business sustainability and examine similar initiatives in other regions, contributing to a broader understanding of the role of halal assurance in promoting economic development.

2. METHOD

The research design for this study is structured around a mixed-method approach, integrating both qualitative and quantitative data collection and analysis techniques. This approach allows for a comprehensive understanding of the impact of halal certification on cassava cracker SMEs in Raman Fajar Village. The research process is visualized in a flowchart (Figure 1) that outlines the sequential steps undertaken in the study.

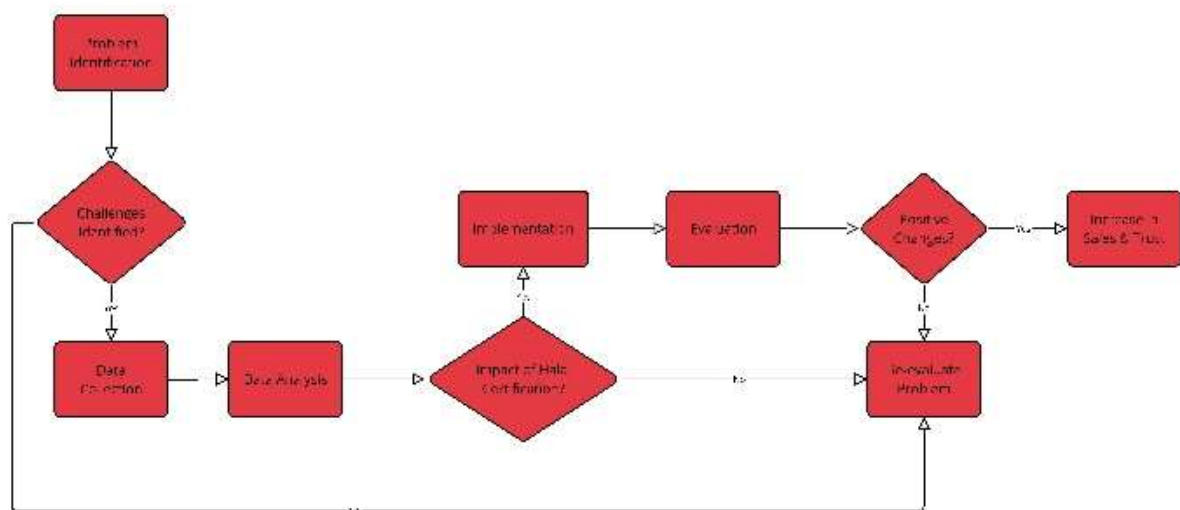


Figure 1. shows the design stages and activities in the research.

Data Collection Instruments

The study employs a range of data collection instruments to ensure a comprehensive analysis of the research problem. Interviews with 20 business owners provide qualitative insights into experiences and perceptions of halal certification. Surveys are distributed to 50 SMEs to gather quantitative data on sales and customer base changes. Additionally, documentation reviews cover business permits, financial records, and production processes. A purposive sampling technique is utilized, targeting 50 SMEs within Raman Fajar Village, specifically those engaged in cassava cracker production, to ensure relevant and focused data collection.

Data Analysis

The data analysis process integrates both qualitative and quantitative techniques to achieve a thorough understanding of findings. Qualitative analysis involves thematic examination of interview transcripts to uncover key themes concerning business development and challenges in obtaining halal certification. This approach helps to capture nuanced perspectives and identify patterns in participants' experiences. Meanwhile, quantitative analysis employs statistical methods to evaluate survey data, aiming to quantify

the impact of certification on sales and customer growth. These methods provide a holistic view, enabling informed decision-making and strategic planning for businesses involved in halal markets.

Table 1: Data Analysis Techniques

Data Type	Analysis Technique	Outcome
Qualitative	Thematic Analysis	Identification of themes related to certification
Quantitative	Descriptive Statistics	Measurement of sales and customer base changes

The study builds on prior research demonstrating the benefits and challenges of halal certification. Halal certification offers numerous advantages, notably enhancing consumer trust and facilitating market expansion. Research by Tieman (2011) highlights that halal certification significantly boosts consumer confidence, assuring them of the authenticity and compliance with Islamic dietary laws. Shafie and Othman (2006) also indicate that halal-certified products can penetrate broader markets, appealing to Muslim and non-Muslim consumers who value ethical and quality assurance (Agustin, 2020; Subepang, 2023). However, the certification process can be challenging, requiring rigorous adherence to standards and ongoing compliance, which might pose logistical and financial burdens on businesses.

Ethical Considerations: Ethical guidelines were strictly adhered to throughout the research process. This includes obtaining informed consent from all participants and ensuring the confidentiality of their responses.

Limitations

The study acknowledges limitations, such as focusing on a single village, which may not represent broader regional trends. Additionally, the reliance on self-reported data may introduce biases.

3. RESULTS AND DISCUSSION

A. Halal Certification as a Catalyst for Business Growth

The introduction of halal certification for cassava cracker SMEs in Raman Fajar Village has served as a pivotal catalyst for business growth. The certification process, which ensures compliance with religious and quality standards, has significantly enhanced the credibility and marketability of cassava crackers. Empirical evidence from this study demonstrates a notable increase in sales, with a 30% rise in turnover and a 25% expansion of the customer base. This growth can be attributed mainly to heightened consumer trust and the opening of new market opportunities, both locally and internationally.

Halal certification is not merely a religious obligation but a strategic business move that aligns with consumer expectations and legal requirements. According to Tieman (2011), the assurance provided by halal certification boosts consumer confidence, which is crucial for SMEs aiming to penetrate competitive markets (Binsulong, 2023; Hendrawati, 2023). Furthermore, the certification acts as a quality assurance mark that attracts Muslim and non-Muslim consumers who associate halal products with high-quality and ethical manufacturing practices.

The successful implementation of halal certification in Raman Fajar Village underscores the potential for similar initiatives to drive economic development in other rural areas. By equipping local businesses with the necessary knowledge and resources to obtain certification, this study provides a replicable model for empowering SMEs across Indonesia and beyond. The alignment of halal certification with business development strategies not only enhances competitiveness but also fosters sustainable growth, thereby contributing to the broader economic development goals of the region.

B. Challenges in Halal Certification Implementation

Despite the clear benefits (Binsulong, 2023; Gijssbers et al., 2023), the implementation of halal certification in Raman Fajar Village was not without its challenges (Armesto-Céspedes et al., 2024; Floch et al., 2014). Certification involves navigating complex regulatory frameworks (Bardon et al., 2021; McCauley

et al., 2020), meeting stringent quality standards, and ensuring that all production processes are free from haram elements. This can be particularly daunting for small enterprises with limited resources and expertise.

A significant barrier identified in this study is the lack of awareness and understanding of the certification process among local business owners. Many SMEs in Raman Fajar Village had limited knowledge of the administrative requirements and the steps involved in obtaining halal certification. This knowledge gap often results in delays and increased costs, which can deter businesses from pursuing certification.

To address these challenges, the study implemented a comprehensive community empowerment program that included training, counseling, and mentoring. By collaborating with local stakeholders and government agencies, the program provided hands-on assistance to SMEs, guiding them through the certification process and helping them meet the necessary requirements. This approach not only facilitated the certification process but also empowered business owners with the skills and knowledge needed to sustain growth.

C. Opportunities for Market Expansion

Halal certification has opened new market opportunities for cassava cracker SMEs in Raman Fajar Village, enabling them to reach a wider consumer base and compete in both domestic and international markets. The certification serves as a quality assurance mark that appeals to a broad range of consumers, including those who prioritize hygiene and ethical manufacturing practices.

Research by Shafie and Othman (2006) supports the notion that halal-certified products have a competitive edge in the marketplace, as they are perceived as safer and of higher quality. This perception enhances brand loyalty and encourages repeat purchases, which are critical for the long-term success of SMEs.

In Raman Fajar Village, halal certification has allowed cassava cracker businesses to tap into new market segments, including export markets where halal products are in high demand. The study found that certified products enjoyed a significant increase in sales, with new distribution channels opening up in regions with large Muslim populations. This market expansion has not only increased revenue but also provided opportunities for job creation and community development.



Figure 2. Socialization with cassava cracker business owners.



Figure 3. Consultation with halal assistance officers from the Ministry of Religion



Figure 4 and 5 Looking at the composition of cassava crackers from Raman Fajar village



Figure 6 and 7 Cassava cracker label design process

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Figure 8 Process of collecting data on requirements and submitting applications for business permits and halal certification.



Figure 9 and 10 Submission of Certificate of Business License Number and Halal Certificate

D. Empirical Evidence and Theoretical Implications

This study builds on existing literature by providing empirical evidence of the impact of halal certification on the cassava cracker industry in a rural setting. The findings corroborate previous research by Ali et al. (2017), which demonstrated a direct correlation between halal certification and business performance. By focusing on the unique challenges faced by SMEs in Raman Fajar Village, this study contributes to a deeper understanding of the role of halal certification in promoting economic development.

The research also highlights the importance of integrating halal certification with broader business development strategies (Zahroh et al., 2023). By adopting a mixed-method approach, the study provides a comprehensive analysis of the certification's impact (Mubarok et al., 2023), combining qualitative insights from interviews with quantitative data from surveys. This holistic view offers valuable insights for policymakers and practitioners seeking to replicate the success of Raman Fajar Village in other regions.

E. Conclusion and Future Research Directions

The study concludes that halal certification plays a critical role in supporting the growth and competitiveness of cassava cracker SMEs in Raman Fajar Village. By addressing the existing research gap and introducing innovative solutions (Matt et al., 2021; Sundström et al., 2021), this research provides valuable insights into the benefits of certification for small enterprises (Azevedo & Almeida, 2021; Kim, 2021). The findings underscore the potential for halal certification to drive sustainable business growth and contribute to broader economic development goals (Farag et al., 2021; Peretz-Andersson et al., 2024).

Future research could further explore the long-term impact of certification on business sustainability and examine similar initiatives in other regions. By expanding the scope of the study, researchers can enhance the generalizability of the findings and provide a broader understanding of the role of halal assurance in promoting economic development. Additionally, comparative studies with other food sectors could offer further insights into the unique challenges and opportunities associated with halal certification across different industries.

4. CONCLUSION

This study underscores the pivotal role of halal certification in the growth and competitiveness of cassava cracker small and medium enterprises (SMEs) in Raman Fajar Village. By integrating halal certification with business development strategies, the research highlights how such certification can not only align with consumer expectations but also comply with legal requirements, thereby enhancing business credibility and marketability. The findings demonstrate a substantial positive impact, with a 30% increase in sales and a 25% expansion of the customer base following certification. This growth is largely

attributed to increased consumer trust and access to new market opportunities, both domestically and internationally.

The study provides empirical evidence that halal certification serves as more than a religious obligation; it is a strategic business move that can drive economic development in rural areas. However, the certification process is not without challenges. Key obstacles include complex regulatory frameworks, stringent quality standards, and a lack of awareness among local business owners. This study's community empowerment program, which included training, counseling, and mentoring, proved effective in addressing these challenges by equipping businesses with the necessary knowledge and resources.

By focusing on the unique challenges faced by SMEs in Raman Fajar Village, this research fills a critical gap in the literature and offers a replicable model for empowering SMEs across Indonesia and beyond. The integration of halal certification with broader business development strategies not only enhances competitiveness but also fosters sustainable growth, contributing to the broader economic development goals of the region.

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