

## Increasing Business Capacity for Processed Marine Food Products for Coastal Women

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**Keywords:** Halal Certification; Halal Product Assurance System; Marketing Strategy.

**Abstract.** This community engagement program aims to provide training and assistance in enhancing the capacity of seafood processing businesses managed by women in coastal areas of Tanjung Jabung Barat, Sumatra. Local seafood products such as kletek and shrimp crackers are among the region's leading commodities. However, these businesses are still considered secondary sources of income and lack the necessary legal certifications for market expansion. This program employs a capacity-building approach by facilitating business legality processes, including obtaining Halal Certification (HC), Business Identification Number (NIB), and Home Industry Food Production License (PIRT). The program is designed to fully involve business owners in training and mentoring activities. The training sessions begin with theoretical materials to enhance participants' understanding of business legality, halal compliance, and certification procedures. Practical sessions follow, where participants receive guidance on obtaining NIB, PIRT, and preparing the Halal Product Assurance System (HPAS) documents through the Sihahal platform. The results indicate a significant increase in participants' knowledge regarding the importance of business legality and halal certification processes. Additionally, there was a behavioral shift, as participants who initially lacked the ability to process business legality independently became capable of accessing various online platforms for business registration and certification. This program thus contributes to strengthening the competitiveness of seafood processing businesses led by coastal women in Tanjung Jabung Barat.

**Katakunci:** Pelatihan; Pemanfaatan Sampah; Karya Seni Kreatif.

**Abstrak.** Program pengabdian ini bertujuan untuk memberikan pelatihan dan pendampingan dalam peningkatan kapasitas usaha olahan boga bahari bagi perempuan di pesisir Sumatera, khususnya di Kabupaten Tanjung Jabung Barat. Produk unggulan seperti kletek dan kerupuk udang telah menjadi bagian penting dari usaha masyarakat setempat. Namun, usaha yang dijalankan oleh perempuan di wilayah ini masih dianggap sebagai usaha sampingan dan belum memiliki legalitas yang diperlukan untuk pengembangan pemasaran. Pendekatan yang digunakan dalam pengabdian ini berfokus pada peningkatan kapasitas melalui pengurusan legalitas usaha, termasuk Sertifikat Halal (HC), Nomor Induk Berusaha (NIB),

dan Nomor Izin Pangan Industri Rumah Tangga (PIRT). Kegiatan ini dilakukan dengan melibatkan secara aktif para pelaku usaha dalam setiap tahapan pelatihan dan pendampingan. Pelatihan diawali dengan pemberian materi untuk meningkatkan pemahaman peserta terkait urgensi legalitas usaha, ketentuan syariat halal, dan prosedur sertifikasi halal. Selanjutnya, dilakukan praktik untuk meningkatkan keterampilan peserta dalam mengurus legalitas usaha, mulai dari pembuatan NIB, PIRT, hingga pendampingan penyusunan dokumen Halal Produk Assurance System (HPAS) pada platform Sihalal. Hasil kegiatan menunjukkan adanya peningkatan pengetahuan peserta mengenai pentingnya legalitas usaha dan proses sertifikasi halal. Selain itu, terjadi perubahan perilaku di mana peserta yang sebelumnya tidak mampu memproses legalitas usaha kini dapat mengakses berbagai platform digital untuk pengurusan izin usaha secara mandiri. Dengan demikian, program ini berkontribusi dalam memperkuat daya saing usaha olahan boga bahari yang dikelola oleh perempuan pesisir di Kabupaten Tanjung Jabung Barat.

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## 1 Introduction

This service aims to provide assistance in increasing the capacity of Women Shrimp and Shrimp Paste Entrepreneurs as featured products in the Tungkal coastal area in West Tanjung Jabung Regency (Tanjabbar), through legal assistance in the form of Halal Certificates (HC), Business Identification Numbers (BIN), and Household Industry Food Permit Numbers (HIFPN), as well as training in packaging selection, label design and digital marketing.

The Tungkal coastal area referred to in this service refers to Tungkal Ilir sub-district, in West Tanjung Jabung Regency. West Tanjung Jabung has attracted attention since it was designated as a culture-based tourism development area following the visit of the Minister of Tourism and Creative Economy Sandiaga Uno at the 2024 *sahur* parade festival. This is because Tanjabbar is a meeting pot of various tribes and cultures, considering its strategic position on the coast. Typical production from coastal areas is processed seafood, and Tanjabbar is famous for its culinary products of shrimp chips, paste and crackers.

The district is currently making various efforts to achieve its ideals of becoming 'TANJUNG JABUNG BARAT BERKAH' (Quality, Advanced Economy, Religious, Competitive, Safe and Harmonious)'. Various

programs, activities, slogans and campaigns are carried out starting from changing the appearance of the city, creating new tourist locations, improving public facilities to improving the quality and quantity of MSMEs through MSME clinics and MSME Promotion Centers which were officially opened on February 13, 2024. Based on data from the Cooperatives, MSMEs, Industry and Trade Office of Tanjung Jabung Barat Regency, overall Tanjung Jabung Barat has 215 MSMEs which have so far supported the economic development ecosystem of Tanjung Jabung Barat Regency.

Currently, the shrimp paste, and shrimp paste business has not been a priority in the community's economy and is run by women as an additional business. Assistance for women plays an important role in increasing household income (Fahimah & Alfiyah, 2023). Based on the identification, it was found that there were 25 women who were members of the business community in West Tanjung Jabung. In terms of business development, the featured product business has not been maximized, even though the culinary potential can support tourism in an area (Ariani et al., 2022; Yousaf & Xiucheng, 2018).

Through discussions with business actors, it is known that some women business actors are not yet aware of the need for legality such as business permits and halal certificates, business actors also do not have the knowledge and ability to design attractive labels along with good packaging ingredient. These Women also do not know and are not yet skilled in marketing their products digitally in order to reach a wider market share that can support Tanjabbar tourism. In general, it can be concluded that the business has not been run professionally.

Business class improvement or in international literature known as the concept of "Scale-up" is a business development condition aimed at placing the company in a higher position (Singh et al., 2019). The scale-up effort itself is aimed at increasing sales by expanding market share in increasingly tight business competition. The implementation of scale-up can be carried out from various perspectives, especially digital marketing (Fadhilah et al., 2023; Ramdani et al., 2023) and the addition of variations in marketing channels such as e-commerce (Maulidizen et al., 2022).

According to the Ministry of Cooperatives and Small and Medium Enterprises (UKM), the term "upgrading" refers to the steps and efforts taken by micro, small and medium enterprises (MSMEs) to increase their capabilities and improve their position in the market. Access to the modern market requires various legalities, especially halal certificates.

Additionally, "halal" in Islamic discourse refers to a series of criteria in terms of substances, how to obtain them and the process (Kohilavani et al., 2021; Kurniawati et al., 2024; Neio Demirci et al., 2016). Furthermore, as a form of protection for Muslim consumers, the government issued the Halal Product Assurance System (HPAS) criteria which regulate ingredient, production processes, products, resources and procedures in order to maintain the continuity of the halal product process (SARIYAH, 2023). For this reason, special knowledge is needed to apply it. These business actors do not yet have a halal certificate and of course do not understand the halal product assurance criteria.

HPAS in halal assurance is as a manual or guide in the application of halal criteria, which are urgently needed to be implemented (Abd Rahman et al., 2017; Anwar, 2018). HPAS contains a series of rules on the application of halal developed by the Government of the Republic of Indonesia. HPAS is important because the concept of halal in 'halal certification' in Indonesia is not only to meet the halal requirements according to Islamic law, but must also be *thayyib*, which means good, clean, healthy, and safe for consumption. This refers to the principle of *halalan thayyiban*, namely food and products that are halal as well as beneficial for the body and do not endanger human health or welfare.

The team members are Halal Product Process Companions which certified by Indonesian Halal Product Assurance Agency [Badan Penyelenggara Jaminan Produk Halal (BPJPH)]. This competency is supported by the assistance of team students who are members of the Faculty of Economics and Business, University of Jambi. The composition of this team is considered appropriate to solve the above problems through empowering women to increase the business capacity of shrimp paste and crackers products through halal certification.

This service is also a follow-up to the research and service that has been carried out by the previous team. The service team consistently

conducts research and service that supports the development of MSMEs in Jambi Province, starting from the perspective of institutional strengthening (Yudi et al., 2024) increasing capacity through various means including halal certification in various locations (Eriyanti et al., 2023; Saadah & Sampoerno, 2023; Sampoerno et al., 2023) to efforts to map halal product development (Huda et al., 2024).

## 2 Method

This community service applies the Participatory Action Research (PAR) method. The PAR method is considered appropriate because this method allows collaboration between the community service team and community service partners to investigate problems and take action to bring about social change (De Oliveira, 2023). Problems faced by partners can also only be solved if partners are willing to increase their capacity and maintain the quality of their business products.

The proposed PAR method is a type of explanatory PAR that allows the community service team to facilitate the community in analyzing their problems, solutions and needs before taking transformative action. In the view of Community Service PAR, empowerment is not a solution, but a way or approach to carrying out solution-oriented activities. Scale-Up assistance is carried out as an effort to make the community independent, not dependent on the Community Service team. Thus, social change in the form of increasing the capacity of SMEs can be realized.

Because PAR requires all empowerment activities to be carried out together with the partners who will be empowered (Gashi et al., 2023), this community service ensures partner participation in every stage. In addition, this PKM activity is carried out in accordance with the PAR life cycle which occurs simultaneously and continuously, this is done so that the change process occurs sustainably.

In detail, the stages of this community service activity are as follows:



Figure 1. PAR Service Cycle

PAR service begins with research on problems faced by the community, through both passive and active observations. The team conducted passive observations by holding discussions with the Head of the Cooperatives and Trade Office and the local Village Head. After getting a general overview of the partner's problems, the team conducted active observations by visiting the Kampung Nelayan Village and discussing with representatives of women entrepreneurs.

The second stage is Action in the form of finding alternative solutions or solutions to problems that are manifested in the form of program items. At this stage, the team discusses with the community and local government to determine the location, number of participants, stages of activities, forms of activities and the outputs they expect. In addition, we also measure the success of the program by measuring the level of community knowledge of the implementation of HPAS to ensure the implementation of halal production after the activity is carried out.

There are 25 participants. Considering that some of the Cooperative member were no longer active, with assistance from various parties, ie. generally young people, the village and the UMKM office, we obtained 14 other participants who were outside Tungkal Ilir, namely in Pematang Lumut Village, Betara District and Teluk Nilau Village, Pengabuan District. While those in Tungkal Ilir were mostly in Kampung Nelayan Village.

Based on discussions with the Cooperatives and Trade Service and the Kampung Nelayan Village, the office is committed to providing facilities during the activity. Meanwhile, the location of the mentoring activities is divided into several areas, Tungkal Ilir. But also, in Pematang Lumut

Village, Betara District and Teluk Nilau Village, Pengabuan District. Total duration of the whole activities was carried out in two months.

There were two resource persons for the activities centered in the Village Head's Office and in the service hall, namely Mrs. Maratun Saadah, a halal supervisor from the University of Jambi and Mr. Norma Sampoerno who is the head of LPH UIN Jambi for HPAS material, while marketing presented Ahmad Haris as the owner of Hf Design. Overall, stakeholders involved in this activity include female entrepreneurs, sub-district governments, local governments, practitioners, the private sector and universities.

### 3 Results

#### a. Survey and Problem Identification

Observations found that there were at least 25 leading shrimp chips, paste and crackers business actors, all of whom did not yet have business legality. These culinary business actors hope to be given an increase in the capacity of their human resources and featured product. The local government supports this activity by providing their hall.

We proposed the concept of class improvement through empowerment activities for coastal women in Tungkal by increasing the capacity of featured shrimp product, shrimp paste and shrimp crackers (which locals called as kletek) so that these women can manage their businesses professionally.

BIN Acquisition Assistance is carried out by first outlining the importance of BIN for business continuity. BIN functions as a business identity, which can be continuously updated along with business development. Business actors access BIN acquisition from their gadgets by inputting previously prepared data. This is done to ensure that knowledge and skills in managing BIN are conveyed to business actors.

This activity lasts for one day, participants fill in data needed to create BIN, the operator creates an account, inputs data and the

business actor's ID card. Business actors record the BIN account login access. Once the BIN is ready, the business actor saves the BIN number, and the team documents it in the activity folder.

HIFPN acquisition activities are carried out at the Kampung Nelayan Village office, accompanied by Mrs. Maratun Saadah by providing material on why HIFPN is needed on the packaging of food and beverage industry products. The community service team conveys to women business actors the urgency of HIFPN for products, and how to manage HIFPN. This is done so that the community can take care of and complete the requirements for HIFPN management. The parties that will be involved are business actors and facilitators from the Student and Community Service Lecturer Team.

The next activity is halal production process training in the Hall of the Cooperatives and Trade Service with the resource person Mr. Mohd. Norma Sampoerno. This activity is carried out by providing material on the Halal Product Assurance System (HPAS) for food products in accordance with the provisions of the Halal Product Assurance regulations which will be provided by the Community Service Team. In addition, this training will also provide material on the importance of halal certification in terms of business development, religion and health. In addition, at this stage, the BIN was also handed over to participants by the Head of the Community Service Team.

Based on the presentation of the material and discussion, it is known that almost all business actors do not understand the obligation of halal certification and do not know how to take care of halal certification. Moreover, they do not have adequate knowledge in compiling and implementing HPAS. So, at the second meeting, the team prepared the main training activities with ingredient on the urgency of halal and its policies in Indonesia as well as the concept and criteria of HPAS in five manual sections.

#### 1) Commitment and Responsibility

In this criterion, business actors are required to have a written commitment to implement halal principles in all aspects of



production operations. This halal policy is recorded and documented and used as a guideline for all employees and stakeholders. The team accompanies business actors to create posters about halal commitments that must be attached to the walls of the production area.

In addition, business actors must also form a Halal Management Team tasked with managing and supervising the implementation of HPAS. Because business actors in Tungkal are home businesses, the halal management team formed consists of the business actors themselves as owners. Finally, in this criterion, all employees, especially in this case business owners involved in the production process, must receive training on halal.

This training is what is carried out in this service, including material on the concept of halal and haram, how the halal production process is, procedures for separating halal and haram ingredient, and cleanliness and sanitation according to halal standards. In this training, the team also provides material on the need to comply with the established halal policies and periodically conduct internal audits of the implementation of HPAS.

## 2) Ingredients

In this section, business actors are equipped with knowledge related to the categorization of ingredient in production, namely raw ingredient, additional ingredient, and auxiliary ingredient. All raw ingredient used must come from ingredient that can be ascertained and traced as halal (Sulai & Saidin, 2023). All plant ingredients are halal and pure if they do not come into contact with impurities. Meanwhile, ingredient that have gone through the process of changing shape, taste or smell must have halal certification (Mohd Noor et al., 2023). For example, pepper that has changed from its original form when it was still on the tree must have a halal certificate. Because in the manufacturing process, there may be a critical point.

Furthermore, business actors must ensure that there are no prohibited or impure ingredients that enter the product. In the discussion session, it was discovered that business actors also did not know that eggs must be washed before being processed, they assumed that the eggs were halal. In fact, the impurity on the eggshell can be a critical point that causes non-halal.



Figure 2. HPAS Implementation Training

### 3) Halal Product Process

In this criterion, business actors are equipped with knowledge about the production process that meets halal standards, especially if the production kitchen also produces non-halal ingredient. It is necessary to separate production facilities or tools for halal and non-halal products. In this case, there are no business actors in Tungkal who produce products with haram ingredient, all products use ingredient whose legal origin is halal.

### 4) Product

Product naming is important to be done according to halal criteria. Business actors in Tungkal do not yet understand the critical points in product naming such as names that contain un-Islamic elements, elements of other religions, names of spirits, pornographic elements and other taboos. In addition, products must be packaged, stored, and distributed in a way that ensures there is no contamination with haram or unclean ingredient. So, in the presentation process, it is necessary to train how to choose packaging that ensures that the product is not contaminated. In addition, the team also directed business actors to attach a halal

label to the packaging, if the product has received halal certification.

#### 5) Monitoring dan Evaluation

Finally, business actors must continue to evaluate and improve their commitment through the implementation of HPAS which is also for the development of related policies, technology, and market needs. In addition, the monitoring criteria also need to document all activities related to the HPAS stages, in the form of halal policy documentation, raw material lists, standard operating procedures and internal and external audit results when verification and validation are carried out by halal assistants. This documentation is proof of compliance with halal standards when audited by a halal certification body.

Through this HPAS implementation and preparation training, business actors gain knowledge about the halal concept in the context of HPAS policies in Indonesia. This activity also aims to equip food business actors with the knowledge and skills to implement a system that guarantees the halalness of their products.

This knowledge is directly implemented in the preparation of HPAS which is useful for business actors to increase consumer confidence, especially Muslim consumers, that the products they consume have met halal standards according to Islamic law. HPAS is a system that not only guarantees the halalness of products, but also provides added value for producers and convenience for consumers, especially Muslims who need a guarantee of the halalness of the products they consume.

Finally, the community service team provides assistance in filling out HPAS on the Sihalal platform. The activity of assisting in registering halal certificates through the independent recognition route is in collaboration with the Halal Product Process Assistance Institution of UIN Sulthan Thaha Saifuddin Jambi. The entire community service team are halal assistants who have the

authority to assist business actors in compiling HPAS and verifying and validating business actors' products.

No.	Tgl. Entry	Nama PID	Alamat	Penanggung Jawab	No. Kontak	No. Daftar	Mark Daging	Status Registrasi	View
11	24-10-2024	DAIM FARIHA	JL. TEMBOKGANG JAKFAR, RT/RW. TAHTUL YAMAM, PELAYANGAN	Daim Fakhri	082307011235		Pisayak Fakha	OP1	
12	25-10-2024	A RIZKI	JL. KH. A. TOMO RT/RW. TAHTUL YAMAM, PELAYANGAN	A Rizki	082306151121		Burika Hanaq Hamaq	OP1	
13	25-10-2024	MARCELLA ZEVIANTI	PERUM SUKATI RT/RW. TAHTUL YAMAM, PELAYANGAN	Marsella Zeyanti	082300021470		Kia Semping Zeyanti	OP1	
14	26-10-2024	CHANDRA DRAGTA	JL. KH. A. TOMO RT/RW. TAHTUL YAMAM, PELAYANGAN	chandra dragta	08112989482		Kia Semping Candra	OP1	
15	01-10-2024	VURITA MIRA SARI	Jl. Kh. A. TOMO RT/RW. TAHTUL YAMAM, PELAYANGAN	vurita miresari	082310007038		Kia Semping Vurita	OP1	
16	01-10-2024	HANANI KUSUMITA	PERUM SUKATI RT/RW. TAHTUL YAMAM, PELAYANGAN	Hani Kusuma	081300708883		Kia Semping Hani	OP1	
17	01-10-2024	HENDRY SAPUTRA	JL. UTAMA RT/RW. TAHTUL YAMAM, PELAYANGAN	hendry saputra	082304037039		Sajak Prose Hendry	OP1	
18	01-10-2024	HENDRO	JL. KH. A. TOMO RT/RW. TAHTUL YAMAM, PELAYANGAN	andri	082344101939		Pisayak Andri	OP1	
19	06-10-2024	MARLIAN	Jl. SEPANGKAPUTRI RT/RW. KAMPUNG BELAKANG TUMBUKALAN	Marlian	082170016424		Makla	OP1	
20	07-10-2024	VILI YANI	KASIH LONKALAI RT/RW. KASANG LOKAL KAMPUNG UDU	yani juli	081900022207		Kanopi kakur-Budiah	OP1	

Figure 3. Screenshot of The Business Actor Account Submission Page on The Sihlal Page

No.	Tgl. Entry	Nama PID	Alamat	Penanggung Jawab	No. Kontak	No. Daftar	Mark Daging	Status Registrasi	View
1	21-09-2024	MUHAMMAD RIFKI	Jl. KAPTEAN A HASAL RT/RW. BANGUNAN PIRI TELANJARAN	MUHAMMAD RIFKI	08919524205		Oembing Umriy	OP1	
2	11-10-2024	MARSELDA	Jl. KH. A. TOMO RT/RW. TAHTUL YAMAM, PELAYANGAN	Marmudiah	08230605467		Kia Semping marmudiah	OP1	
3	11-10-2024	MARILIA	PERUMSUH SUKATI RT/RW. TAHTUL YAMAM, PELAYANGAN	Maria	08230401267		Kia Semping Maria	OP1	
4	10-10-2024	HENDRIAN APRILIANSI	Jl. KH. A. TOMO RT/RW. TAHTUL YAMAM, PELAYANGAN	Rhosanah	082344029128		Kia Semping Rhosanah	OP1	
5	10-10-2024	DEDI HANIKANTO	JL. KH. A. TOMO RT/RW. TAHTUL YAMAM, PELAYANGAN	Dedy Hanikanto	083171122779		Kanopi pangang cina	OP1	
6	10-10-2024	SALIHATI	Jl. UTAMA RT/RW. TAHTUL YAMAM, PELAYANGAN	Salihati	082370002423		Es Buba Iri	OP1	
7	10-10-2024	HURRISA	Jl. UTAMA RT/RW. TAHTUL YAMAM, PELAYANGAN	Hurani	081274101000		Da Meku Hurani	OP1	
8	21-10-2024	BISMANI RISLI	Jl. KH. A. MALIQ RT/RW. TAHTUL YAMAM, PELAYANGAN	Bisping Rusli	089262520335		Teknon Mencia	OP1	
9	22-10-2024	YUNANDA	Jl. UTAMA RT/RW. TAHTUL YAMAM, PELAYANGAN	Yunanda	082374483403		Saquep Paqi Yunanda	OP1	
10	24-10-2024	KURNIAWAN	Jl. KH. A. TOMO RT/RW. TAHTUL YAMAM, PELAYANGAN	Kurnawan	089500074608		Kanopi kakur-hambusa	OP1	

Figure 4. Screenshot of The Business Actor Account Submission Page on The Sihlal Page

#### 4 Discussion

After the activity stages were carried out, there was a change in several aspect related to business management. Changes that occur after community service activities take place consist of changes in knowledge, changes in attitudes and changes in product quality.

Knowledge change can be seen from the awareness that business legality is just a handful of documents that can be taken care of in a short time, or even many services that provide management. But more than that, the knowledge of business actors about the benefits of business legality is even more important. So that ownership of the legality can be utilized optimally.

Socialization of the urgency of business legality in the form of BIN, HIFPN and Halal Certificates results in fundamental changes in terms of knowledge. The community realized that increasing their business could be achieved with business legality. This is in accordance with the purpose of the service which targets increasing the business capacity of women in the Kampung Nelayan Village through training in managing business legality documents.

In addition, at the observation stage it was discovered that the lack of a Halal Certificate is one of the reasons why female business actors in Kampung Nelayan are limited in their ability to market their product. Understanding the Halal Product Guarantee is a prerequisite for possessing a halal certificate, yet most of them are not understand how to implement the halal standard guarantee despite the fact that they were all Muslims. Following a session on assembling HPAS as practical material and receiving JPH instruction, their knowledge improved. Business actors are more confident when applying for Halal Certificates and promoting their goods as a result of this increased understanding.

Changes in attitude became evident after the implementation of training and mentoring in the creation of BIN and HIFPN, as well as the preparation of HPAS, which was conducted over two months. This process led to a fundamental shift in mindset. After understanding the urgency of business legality, women entrepreneurs developed the willingness to legalize their businesses with our assistance.

The process of making BIN and HIFPN does not take long. Women entrepreneurs are able to follow our instructions at every stage of document creation. They are able to access the online page for filling in the document creation files. They input the required data according to instructions, although sometimes some people are left behind at certain stages so they need special assistance.

The most fundamental change in attitude is in the production process after learning about the halal product assurance standards. The processed shrimp products they produce use various raw materials and other additives, although the halal status of the ingredients has been confirmed, other aspects of the HPAS have not been met. After training

and filling in the HPAS, they can demonstrate a production process that is in accordance with halal assurance standards.

Other than that, there are changes in product quality after having legal business documents, especially halal certificates. We believe that marketing channel optimization can be done if the product has business legality. BIN and HIFPN acquisition be completed easily because business actors understand the stages of making BIN. Meanwhile, the administration of halal certificates requires a complex stage of internalization of knowledge about HPAS. In the management of halal certification which has recently been carried out massively in the form of community service by academics together with the government and other stakeholders, an initial step is also needed in providing an understanding of the halal criteria within the HPAS framework.

Therefore, we recommend that community service in the future should not only focus on the output of halal certificates, but rather emphasize the knowledge aspect of business actors about HPAS. So that the halal certificate that has been obtained can truly be a guarantee for efforts to protect Muslim consumers, as is the ideal of the Halal Product Guarantee Law

## 5 Conclusion

This community service was carried out to upgrade the women entrepreneurs featured product of Kuala Tungkal to support tourism in the area. This activity involved 25 shrimp cracker and shrimp paste business actors, sub-district and regional governments, private parties, practitioners and universities. The stages of the activity were carried out with socialization, training and assistance in making business legality documents. There was an increase in knowledge about the urgency of business legal documents, as well as a change in behavior that was initially unable to process BIN, HIFPN and halal certification acquisition, to being unable to access the online web page and fill in the required data.

## 6 Acknowledgment

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