

## Empowerment of Micro, Small, and Medium Enterprises (MSMEs) through Digitalization, Halal Certification, and Promotional Banners in Lebak Wangi Village, East Sepatan District, Tangerang Regency

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### Abstract

The Community Service Program (K3) is one form of implementing the *Tri Dharma of Higher Education* in the field of community service. This activity aims to make a tangible contribution to the empowerment of Micro, Small, and Medium Enterprises (MSMEs) in Lebak Wangi Village, East Sepatan District, Tangerang Regency. The K3 program was carried out from August 5 to September 5, 2025, focusing on three main aspects: (1) MSME digitalization to enhance technology-based marketing, (2) facilitation of halal certification to strengthen consumer trust, and (3) the creation and dissemination of promotional banners as media tools. The implementation methods included socialization, mentoring, and hands-on practice with MSME actors. The results of the program indicate an increased awareness among business owners regarding the importance of digitalization and product legality, as well as improved promotional skills through visual media. Thus, the K3 activity contributes to enhancing the intellectual capacity, creativity, and social awareness of students at the Islamic University of Syekh-Yusuf Tangerang in supporting community empowerment.

**Keywords:** MSMEs, digitalization, halal certification, promotion, community empowerment

### 1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economy, particularly as major contributors to employment and drivers of local economic growth (Tambunan, 2019). However, MSMEs face various challenges, including limited access to technology, insufficient digital skills, and the need for product legality such as halal certification (Rahman & Arifin, 2021).

In the digital era, strengthening MSMEs through the utilization of technology has become an urgent necessity. Digital marketing has proven effective in expanding consumer reach and enhancing product competitiveness (Kotler & Keller, 2016). Furthermore, halal certification serves as an essential

instrument for building consumer trust among Muslim populations, who constitute the majority in Indonesia (Alam & Yusoff, 2017).

Through the Community Service Program (*Kuliah Kerja Kemasyarakatan* or K3), students from the Islamic University of Syekh-Yusuf Tangerang strive to provide practical solutions by implementing an MSME empowerment program in Lebak Wangi Village, East Sepatan District. The program focuses on three key aspects: MSME digitalization, facilitation of halal certification, and business promotion through banner creation.

### 2. Theoretical Review

#### 2.1. MSMEs and Their Role in the Economy

Micro, Small, and Medium Enterprises (MSMEs) serve as the backbone of the national economy. According to data from the Ministry of Cooperatives and SMEs, MSMEs contribute more than 60% to Indonesia's GDP and absorb over 97% of the workforce (Kemenkop UKM, 2022). MSMEs also play a crucial role in stimulating rural economies by strengthening local potential.

Tambunan (2019) emphasizes that MSME development not only affects economic aspects but also contributes to social well-being by reducing unemployment and enhancing community self-reliance. Therefore, MSME empowerment is an essential strategy for achieving equitable economic development.

## 2.2. MSME Digitalization

Digital transformation has become a necessity for MSMEs to survive and compete in the global era. According to Rahayu and Day (2017), the adoption of e-commerce and digital marketing among Indonesian MSMEs significantly improves market access, accelerates distribution, and reduces transaction costs.

Digitalization also enables MSME actors to build brand identity and strengthen relationships with consumers through social media platforms (Chaffey & Ellis-Chadwick, 2019). However, challenges such as limited digital literacy, inadequate technological infrastructure, and restricted access to capital often hinder the implementation of digitalization (Susanto, 2020).

Hence, the role of higher education institutions through programs such as the *Community Service Program* (K3) becomes essential to

assist MSME actors in adapting to digital technologies.

## 2.3. Halal Certification and Consumer Trust

Given Indonesia's majority Muslim population, halal certification represents a strategic aspect of MSME product development. Halal certification not only ensures product compliance with Islamic law but also enhances product competitiveness in the global market (Ab Talib et al., 2016).

Research by Rahman and Arifin (2021) shows that halal certification positively influences consumer purchase intentions, as it serves as an indicator of product quality, cleanliness, and safety. Similarly, Hashim et al. (2020) assert that halal certification opens opportunities for MSMEs to access international markets that demand halal product standards.

However, barriers such as limited information, high costs, and complex procedures often make it difficult for MSMEs to obtain halal certification (Fauzi, 2021). Therefore, academic and governmental assistance is crucial to help MSMEs meet halal standards more efficiently and affordably.

## 2.4. Promotional Strategies through Banners and Visual Media

Although digitalization has become the dominant trend, traditional promotional media such as banners remain relevant, particularly in rural areas. According to Kotler and Keller (2016), visual promotion through banners, posters, and billboards provides wide exposure at relatively low cost.

Beyond serving as an informational tool, banners also help strengthen brand identity and introduce business profiles

at the local level (Shimp & Andrews, 2013). In the context of rural MSMEs, banner-based promotion is often more effective due to limited internet penetration and lower consumer digital literacy. Therefore, combining digital and traditional visual media can be an integrated strategy to enhance MSME product visibility.

## 2.5. Community Empowerment through Higher Education

The theory of community empowerment emphasizes the importance of knowledge transfer, capacity building, and active community participation in the development process (Ife, 2013). As agents of change, universities have a social responsibility to support communities through the *Tri Dharma of Higher Education*, which includes community service.

The K3 program in Lebak Wangi Village is a concrete implementation of higher education-based empowerment. Students not only transfer academic knowledge but also engage directly with communities to understand their needs and develop creative solutions. This aligns with the concept of experiential learning, which emphasizes active student participation in real-world contexts (Kolb, 2015). Thus, the K3 program bridges the gap between academic theory and social practice while enhancing students' intellectual, creative, and social sensitivity capacities.

## 3. Implementation Methods

The *Community Service Program* (K3) was conducted over one full month, from August 5 to September 5, 2025, in Lebak Wangi Village, East Sepatan District, Tangerang Regency.

The implementation method adopted the *Participatory Action Research* (PAR) approach—a community-based empowerment model emphasizing active participation in problem identification, planning, implementation, and evaluation (Kemmis & McTaggart, 2005; Ife, 2013).

In general, the implementation process consisted of four main stages: (1) Preliminary Observation, (2) Socialization and Workshop, (3) Technical Assistance, and (4) Evaluation and Reflection.

### 3.1. Preliminary Observation

The initial observation aimed to identify the key issues faced by MSME actors in Lebak Wangi Village, particularly regarding marketing, product legality, and promotional strategies. Field observations were complemented by brief interviews with MSME owners and village officials to obtain an accurate understanding of the situation.

According to Sugiyono (2018), observation is an effective qualitative data collection technique as it enables researchers to understand phenomena directly from their sources. In this context, observation was used to uncover the root problems, such as low digital literacy, limited access to halal certification information, and insufficient business branding strategies.

Observation also served as the foundation for designing relevant interventions. Consistent with Chambers (1997), local reality-based understanding is essential to ensure that empowerment programs are not top-down but instead meet the genuine needs of the community.

### 3.2. Socialization and Workshop

The next stage involved educational and training activities (workshops) for MSME participants. Socialization sessions focused on conceptual understanding, while workshops emphasized practical implementation.

#### 1. MSME Digitalization

Training materials covered the use of social media (Facebook, Instagram, Whats App Business) and online marketplaces (Shopee, Tokopedia) for product promotion. Chaffey & Ellis-Chadwick (2019) highlight that digital marketing increases market reach, reduces distribution costs, and strengthens consumer loyalty.

#### 2. Halal Certification

The halal certification workshop explained administrative procedures, raw material requirements, and production hygiene standards. This is crucial because halal certification directly affects Muslim consumer trust and enhances product competitiveness in global markets (Ab Talib et al., 2016; Rahman & Arifin, 2021).

#### 3. Promotional Banner Design

Participants were trained to design attractive, informative banners that reflect their business identity. Kotler & Keller (2016) note that effective visual promotion can strengthen brand awareness and attract new customers.

The methods used in socialization and workshops were based on the *andragogical* approach (Knowles, 1984), a model of adult learning emphasizing practical needs, direct experience, and active participation.

### 3.3. Technical Assistance

After the workshops, K3 students provided hands-on technical assistance using a *learning by doing* approach. This phase ensured that MSME participants not only understood theoretical concepts but also applied new skills in their business practices.

#### 1. Creating Social Media and Marketplace Accounts

Students assisted MSME owners in creating accounts, uploading products, and utilizing digital promotion features. This process aligns with Rahayu & Day's (2017) findings that MSME involvement in e-commerce can expand business scale and market reach.

#### 2. Halal Certification Assistance

Students facilitated the collection of administrative documents, initial registration, and provided technical guidance according to procedures from the *Halal Product Assurance Organizing Agency* (BPJPH). This assistance was crucial, as many MSMEs still face bureaucratic challenges in obtaining halal certification (Fauzi, 2021).

#### 3. Designing and Printing Promotional Banners

Together with MSME actors, students designed banners showcasing business identities, flagship products, and contact information. The banners were then printed and installed in strategic locations. This promotional effort aligns with the *Integrated Marketing Communication* theory, which combines digital and conventional media (Shimp & Andrews, 2013).

This technical assistance not only provided short-term solutions but also built the independence of MSME actors,

enabling them to continue applying the learned practices.

### 3.4. Evaluation and Reflection

The final stage involved joint evaluation and reflection among MSME participants, students, and village officials. Evaluation was conducted based on indicators such as:

- Increased understanding of business digitalization;
- Improved skills in managing halal certification;
- Enhanced ability to use banners as promotional tools.

Reflection served as a feedback mechanism between students and the community. In line with the concept of *participatory evaluation* (Cousins & Whitmore, 1998), joint reflection fostered two-way dialogue that allowed participants to provide input on program effectiveness.

Therefore, evaluation was not merely a measurement of success but also a foundation for improving future empowerment strategies.

## 4. Results of the Program

The implementation of the Community Service Program (K3), focusing on MSME empowerment through digitalization, halal certification, and business branding, produced several notable outcomes. These results are not only practical but can also be analyzed from an academic perspective in reference to relevant literature.

### 4.1 MSME Digitalization

Several MSME owners successfully created social media accounts (Facebook, Instagram, and WhatsApp Business) to market their products. This finding is consistent with

Purwidiyanti and Rahayu (2020), who found that the use of social media plays a significant role in expanding market reach, enhancing consumer interaction, and reducing promotional costs. Through digitalization, MSMEs are able to compete within the modern business ecosystem, which demands speed, accessibility, and creativity.

Moreover, digitalization improves the efficiency of marketing chains. Aslam et al. (2021) highlight that digital marketing provides MSMEs with opportunities to penetrate broader markets without substantial capital investment, while simultaneously increasing brand awareness effectively. Thus, digitalization serves as both a marketing innovation and a means of sustainable business growth.

### 4.2 Halal Certification

The program also resulted in an increased understanding among MSME actors regarding the importance of halal certification. Several entrepreneurs began preparing administrative documents as the first step toward obtaining certification. This aligns with Jamaludin et al. (2020), who emphasized that halal certification not only strengthens Muslim consumer trust but also expands access to global markets, particularly in Muslim-majority countries.

Therefore, halal certification is not merely a normative obligation within Islamic law but also a strategic approach to improving business competitiveness. According to Sukei (2021), halal branding serves as a crucial instrument for building a positive image, fostering consumer loyalty, and creating product differentiation in the market. Through this process, MSMEs begin to recognize

halal assurance as both a religious and economic necessity.

#### 4.3 Creation of Promotional Banners

The creation of promotional banners conducted collaboratively with students proved effective in enhancing business visibility. This supports Kotler and Keller's (2016) perspective on the importance of visual marketing communication in building brand recall. Well-designed banners strengthen brand identity, facilitate consumer recognition, and attract community attention around business locations.

Furthermore, Haris et al. (2019) found that simple visual media, such as banners, remain relevant in MSME promotional strategies, particularly in regions with limited digital access. Hence, the combination of digitalization and traditional promotional media creates a synergistic effect in strengthening MSME development. This hybrid approach ensures that promotional activities remain inclusive and contextually appropriate for rural business environments.

#### 4.4 Increased Community Awareness

The program's outcomes also indicate heightened community awareness regarding the importance of digitalization, business legality, and branding in enhancing competitiveness. According to Ajzen's (1991) *Theory of Planned Behavior*, changes in attitudes and awareness are crucial factors influencing the adoption of new and adaptive behaviors. In this context, increased awareness among MSME actors forms the foundation for transforming their businesses toward modernization and sustainability.

Additionally, these results reinforce Suhartanto et al. (2019), who

argue that MSME owners' knowledge and awareness of innovation and legality are prerequisites for improving business sustainability and market competitiveness. Thus, the K3 activities not only provided direct assistance but also fostered a mindset shift among community members—encouraging them to adopt modern business practices supported by digital and halal-based principles.

### 5. Discussion

The MSME empowerment program in Lebak Wangi Village demonstrates strong relevance to community empowerment theory, which emphasizes capacity building, knowledge transfer, and economic independence (Ife, 2013). Empowerment is not merely about providing assistance but about creating an environment that enables communities to develop their potential sustainably. In this context, university students acted as facilitators who connected MSME actors with access to information, technology, and modern business strategies.

#### 5.1 MSME Digitalization

The digitalization of MSMEs has proven to positively impact marketing network expansion, customer interaction, and promotional effectiveness. Rahayu and Day (2017) highlight that the use of digital technology can enhance MSME competitiveness through operational efficiency and market expansion. By utilizing social media platforms such as Instagram, Facebook, and WhatsApp Business, MSMEs can reach consumers across geographical boundaries without significant capital constraints.

Furthermore, a recent study by Dwivedi et al. (2021) indicates that digital transformation among MSMEs strongly correlates with income growth and business sustainability. This confirms that digitalization interventions in community empowerment programs are not only short-term strategies but also long-term investments to strengthen competitiveness.

### 5.2 Halal Certification as a Business Strategy

The halal certification understood by MSME actors during this program was not merely about fulfilling religious requirements but also about adding business value. Ab Talib et al. (2016) explain that halal certification enhances consumer trust, expands access to international markets, and strengthens brand identity. From a management perspective, halal certification serves as a *market differentiation* instrument that distinguishes local products from non-halal competitors, both domestically and globally.

Moreover, Wilson and Liu (2019) emphasize that the *halal lifestyle* has become a global trend that drives the growth of the halal market. Therefore, MSME awareness of halal certification must continue to be developed so that they can compete effectively in an increasingly competitive market environment.

### 5.3 The Relevance of Visual Promotional Media (Banners)

Although digitalization is the dominant trend, traditional promotional media such as banners remain relevant. In the context of Lebak Wangi Village—where part of the community is not yet fully digitally connected—

banners serve as an effective means of reaching local consumers. According to Kotler and Keller (2016), effective marketing communication is one that adapts to the characteristics of consumers and the market environment.

Furthermore, Haris et al. (2019) found that the combination of digital and traditional visual promotion creates a synergistic effect, as local consumers can recognize products both directly in their surroundings and through online channels. Hence, banners remain indispensable in MSME branding strategies.

### 5.4 Integration of Empowerment Strategies

The integration of digitalization, halal certification, and visual promotion significantly contributes to strengthening MSME competitiveness. According to sustainable development theory (Todaro & Smith, 2020), local economic empowerment succeeds when there is synergy among individual capacity enhancement, technology utilization, and compliance with market standards. In this context, MSMEs in Lebak Wangi Village have gained an essential foundation to enter a broader business ecosystem.

Therefore, this empowerment program not only delivers short-term impacts—such as improving technical skills—but also builds social capital, business awareness, and readiness to face global market dynamics.

## 6. Conclusion

The Community Service Program (K3) in Lebak Wangi Village has produced a positive impact on MSME empowerment through three key focuses: digitalization, halal certification, and promotional banners.

The outcomes reveal increased awareness and skills among business actors in leveraging technology, ensuring product legality, and enhancing branding strategies.

### Recommendations

This program also contributes to enhancing the social sensitivity of students at Universitas Islam Syekh-Yusuf Tangerang, enabling them to apply theoretical knowledge to real community contexts. The following recommendations are proposed:

1. **For MSMEs:** Maintain consistent use of digital media for marketing and continue the halal certification process until official legality is obtained.
2. **For Local Government:** Provide continued support through follow-up training, halal certification subsidies, and access to financial capital.
3. **For Higher Education Institutions:** Similar programs should be conducted sustainably, involving students from various disciplines to develop more comprehensive solutions.
4. **For Future Researchers/Community Service Teams:** Broaden the scope by incorporating aspects such as financial management, product innovation, and export strategies.

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