



Community Development by Increasing Awareness of Product Innovation and Halal Certificate in Cibodas, Pandeglang

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Abstrak

Artikel ini menyajikan implementasi dari kegiatan pengabdian kepada masyarakat di Desa Cibodas berupa sosialisasi pemahaman inovasi produk dan sertifikasi halal kepada penggerak UMKM di Desa Cibodas. Sosialisasi tersebut dilakukan melalui pelaksanaan seminar dan juga *focus group discussion* (FGD). Dalam kegiatan tersebut ditemukan bahwa masih banyak para pengusaha di Desa Cibodas yang belum memahami bagaimana cara membuat produk mereka lebih menarik dan juga belum memahami tata cara pembuatan sertifikat halal pada produk mereka. Dengan adanya kegiatan ini, para pengusaha lokal Desa Cibodas tersebut mulai mendapatkan gambaran terkait dengan inovasi – inovasi apa saja yang bisa mereka lakukan terhadap produk – produk yang sudah dibuat saat ini dan juga tindak lanjutnya adalah mereka memahami bagaimana cara menyusun sertifikat halal.

Kata kunci: *Inovasi Produk, Sertifikasi Halal, Potensi Desa*

Abstract

This article shows the implementation of community service activity in Cibodas Village which is the socialization of product innovation and halal certification with local entrepreneurs as the target audience. The problem found prior to this activity is the lack of understanding from the local entrepreneurs regarding how to make their product more attractive and how to process the halal certification. With this activity, the local entrepreneurs begin to have a basic knowledge of what kind of innovation they can do for their products and also how to process the halal certification.

Keywords : *Product Innovation, Halal Certification, Village Potential*

Introduction

Village communities in Indonesia has its own uniqueness with their own characteristics and traditions. Even though the lifestyle of village communities is very different from the ones living in the urban area, it does not mean that village communities have a few chances to be developed like their urban counterparts. The development of villages is regulated by the government as mandated by Law No. 6/2014 about Village to increase the independency, local communities' potential, and even the democracy in villages (Oktaviana & Darma, 2022). In order to achieve that, a public participation including the people of the village, government, private firms, and academic institution must be conducted. By involving the common people in a rural area, it gives a chance for villages to be more independent, contributing to its own



development, and even increasing the rate of village development (Kvartiuk & Curtiss, 2019; Menconi et al., 2020; Thellbro et al., 2021).

Participation itself can be achieved through many activities and can involve academic institutions, such as universities, that can act as a public mentor to help village communities solve their problems. The involvement of the people of a village community can help them to increase their own potential and eliminate or solve the problem in that village by encouraging them to actively contribute to their environment such as the development of Tourism Village in Serdang, Banten Province (Yunia et al., 2023). One study also showed that public participation leads to the increase of public infrastructure quality (Setyawan & Adrison, 2020).

Cibodas Village is in the heart of Pandeglang Residence which is only 10 km away from the center of Pandeglang Residence. The villagers of Cibodas mainly rely on agriculture produce, mainly rice, but some of them also work as local entrepreneurs specializing in agriculture-based products such as chips and traditional foods. But the problem is that they did not have sufficient knowledge to make an innovation and also they concerned about the *halal* certification that was also mandated by the Ministry of Religious Affairs of Indonesia. While they knew how to promote their products into the market and even the digital market, but they thought that it was not enough to be more profitable. The *halal* certification itself gives the potential consumer confidence that produces they consume is within the permission of Islamic law.

The solution proposed in this community service is to give the local entrepreneurs the basic knowledge of product innovation and *halal* certification as the first step to develop their products better. By doing that, it can help the local entrepreneurs of Cibodas Village to (1) understand what it means to be innovative, (2) understand how to promote their products better, and (3) understand what steps need to be taken to achieve the *halal* certification.

Implementation Method

The implementation is conducted in Cibodas Village Hall involving around 20 of local entrepreneurs.

1. Public lecture: the first step in this implementation is to give the local entrepreneurs the basic knowledge of product innovation and *halal* certification by giving a short seminar delivered by the lecturers of Universitas Sultan Ageng Tirtayasa who excel in product innovation and *halal* certification.
2. Focus group discussion: by the end of the seminar/lecture, the local entrepreneurs are given a chance to discuss their problem within their products both to the speakers and to their fellow entrepreneurs. This discussion can help each to understand the problem, and what is the potential solution of the problem.

Result and Discussion

The discussion of product innovation and *halal* certification itself is a part of the community service conducted by Universitas Sultan Ageng Tirtayasa involving the students to give students opportunities to be more involved in the society. Cibodas Village is one of the locations assigned by the university. The problem identification process resulted in the understanding of the problem regarding the product innovation and *halal* certification therefore the discussion is conducted.

After the problem identification, the next step was holding the seminar and FGD about product innovation and *halal* certification which was attended by around 20 local

entrepreneurs in Cibodas Village. This activity was supported by the village government of Cibodas Village. The seminar itself gave the entrepreneurs an awareness about the importance of innovation. Before the seminar, the local entrepreneurs usually just make the product as usual without any improvement even as simple as proper product labelling. Moreover, the local entrepreneurs explained the local method of creating the product which could potentially give more added value to the product. One of the important points in this seminar was to show the authenticity of the product by using a label. With this simple improvement the product hopefully can sell well in the market, and it will give the potential customer an awareness of where the product is made.

The other problem was the lack of understanding of how to make the *halal* certificate. The *halal* certificate for food and beverage itself was regulated by the government to give clarity for consumers, especially Muslim, about the ingredients, utensils, and even methods used to create that product. It is essential for local entrepreneurs to understand how to process *halal* certification of which the local entrepreneurs in Cibodas Village lacked. By the end of the discussion, the audience fully understood the urgency of *halal* certification as briefly mentioned before and were willing to learn more about its process.



Figure 1. The Implementation of Activity

Conclusion

By doing this activity, the local entrepreneurs in Cibodas Village will have more confidence in the future regarding their products. Through the seminar and FGD, the benefits received by the local entrepreneurs are the better knowledge of product innovation and *halal* certification, the confidence to improve their products better for example by giving them a proper label to make consumers acknowledge the origins of the products, and also the support from universities in case they want to process the *halal* certification.

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