

## DIGITALIZATION OF HALAL PRODUCT BUSINESS FOR BUSINESS ACTORS ASSISTED BY BPR SYARIAH AMANAH RABBANIAH

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### Abstract

MSMEs play an important role in the Indonesian economy, and many have utilized information technology to market Halal products. BPR Syariah Amanah aims to help MSMEs by providing business funds. There are problems that often occur, namely the lack of understanding and knowledge about the digitalization of halal product businesses, limited funds for advertising on social media (Instagram Ads and Google Ads), and the lack of skills in creating advertising content and reports on the realization of advertising on social media. The purpose of this study is to provide an understanding of halal product business digitalization training through Instagram ads, creating Gojek accounts for business actors, creating business WhatsApp, and creating content on Canva. The methods used in this study are lecture methods, discussion methods, and simulation methods. The results of community service activities provide a score increase of 17.14% in the level of understanding of participants in business digitalization training. This means that the training provides changes in understanding the application of business digitalization for MSMEs.

**Keywords** : *Business Digitalization, Halal Products, MSME*

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## 1. INTRODUCTION

Small and medium enterprises (SMEs) contribute significantly to the country's economic recovery. Currently, there are 64.2 million MSMEs in Indonesia, contributing 61% to the national GDP. Overall, 119.6 million people work in the MSME sector, part of the national workforce. MSMEs must be introduced to business digitalization because offline businesses have evolved into online businesses. MSMEs that switch to digital platforms have the opportunity to expand their business scale and expand their marketing strategies to other regions (KOMINFO, 2023). Small and medium enterprises (SMEs) have the potential to drive local economic growth, so OJK helps MSMEs by collaborating with the Regional Financial Access Acceleration Team (TPAKD) to expand financial inclusion and MSME development (OJK, 2022). The National Movement

Proud of Indonesian Products (Gernas BBI) from OJK includes the second program, optimizing the promotion of MSMEs. The BBI movement consists of the development of a digital-based MSME ecosystem, increasing access to financing, mentoring and financing MSMEs, increasing literacy, and financial inclusion. The third program is the integration of MSME businesses with financial services institutions, and the establishment of MSME campuses with a focus on sustainable education programs (OJK, 2022). The mentoring provided by OJK also has an impact on the efforts of BPR Syariah Amanah Rabbaniah, which was established in 1990 and is one of the pioneers of BPR Syariah in Indonesia, which still exists today, with three offices in Bandung Regency. Banjaran Regency, with 74 home industries (BPS, 2020). BPR Syariah Amanah Rabbaniah is committed to helping MSMEs by providing sharia financing, education, and training on digitalization and marketing of halal products, as well as business assistance. This assistance program is a sustainability program of BPRS Syariah Amanah Rabbaniah's halal product certification. After participating in the PKM activity, business actors fostered by BPR Syariah Amanah Rabbaniah succeeded in overcoming conventional marketing obstacles by utilizing information technology to accelerate the marketing process and increase turnover, with promotions through marketplaces and social media that increase the visibility of their products. The PKM activity successfully involved 7 out of 10 invited business actors.

Consumer behavior is also influenced by digital phenomena, such as the desire for something efficient and customizable. This has an impact on the way we eat food every day. Food delivery services are used by most customers at least once a week (Kusumawardhani, 2022). As the largest food delivery service in Southeast Asia, GrabFood may lose market share in Indonesia. Companies must use the right marketing strategy to reach and expand the market because of the large market share opportunity in Indonesia. Digital campaigns are GrabFood's new marketing strategy (Muhammad et al., 2024). GrabFood's current digital campaign, "#NoMinDer"—or No Minimum Order in GrabFood's new campaign—provides a 20% discount of up to 100 thousand with no minimum order at several GrabFood stores. To market GrabFood's digital campaign, GrabFood's Instagram social media, Key Opinion Leaders (KOL), and YouTube AdSense are used. GrabFood is not the only company implementing a digital campaign; its competitor, GoFood, also uses a digital marketing message called #PastiAdaPromo (Marhamah et al., 2024).

Competition in the delivery market, GrabFood has taken various initiatives to compete with GoFood. Although GrabFood excels in the Southeast Asian delivery market, Gojek is the largest in Indonesia based on the number of delivery service users. This shows that GoFood dominates the market share in Indonesia, beating Shopee Food and GrabFood, with GoFood's market share of 58%, while Shopee Food and GrabFood each have around 25% of the total users of the ordering service (Works, 2021). According to research conducted by Hariyanto et al. (2024), the F test value of 31.276 and a significant probability of 0.001 indicate that social media marketing and price simultaneously have a positive and significant impact on the purchasing decisions of Rumah Batik Palbatu MSMEs. According to research supported by Rivani et al. (2021), the results of digital marketing of MSMEs allow them to improve their digital marketing strategies and gain access to additional coaching at Oorange, the Center of Business Incubator at Padjadjaran University. The results of the study are in line with the theory that Digital Business provides changes in the development of companies for the better and can compete with other business actors, especially in the same field.

## 2. LITERATURE REVIEW

### Digitalization of Business

Indonesia is the country with the fourth-largest internet users in Asia, according to Internet World State data. Around 55 million people in Indonesia currently use the internet and are connected to IT and communication-based media. Information and communication technology is an important part of digital transformation. Digital transformation accelerates operations, opens up new business opportunities, and increases profits for product and service businesses in Indonesia (Musnaini et al., 2020). With this revolution in the field of communication, many new companies have emerged. New Indonesian startups such as

Tokopedia, Gojek, Bukalapak, Traveloka, Scoop, Bridestory, BerryBenka, and Shopdeca. Due to the large market potential in Indonesia, start-up businesses are mostly e-commerce based, so not only e-commerce businesses emerge but also their supporters, such as fintech, education, and health. Electronic commerce, also known as e-commerce, is the process of buying, selling, or exchanging goods, services, and information through a computer network. Keep in mind that e-commerce is part of e-business. E-business has a broader scope, including not only businesses, but also business partners, customer service, and job vacancies. With e-commerce, consumers can place orders from various places (Sudarmaji, 2022).

Entrepreneurs still prioritize profits from bankruptcy, even though an average of two digital platforms are used for online sales. In addition, a significant supporting sector is digital financial services. As many as 98% of digital sellers accept digital payments and 59% use digital lending solutions. Many sellers also use digital platforms to interact with their customers; 69 percent of them plan to increase their use of digital platforms in marketing in the next five years (Sudarmaji, 2022). Many digital businesses have gone bankrupt or been acquired by other digital entrepreneurs. These digital businesses take advantage of advances in digital technology to create business opportunities and solutions and create business opportunities and solutions by utilizing advances in digital technology. There are effective steps before starting a digital business, namely (Musnaini et al., 2020):

1. Validity of Ideas

The digital business that you will do must have an innovative, creative, unique, and unique digital business idea. These ideas can also be realized in the business planning process. However, first, it is necessary to evaluate the problem, determine the impact on users and the environment, and then convey the solution. The target accepts the current business idea as a way to solve the existing problem. Next, is the idea feasible to implement? To start a digital business, this must be considered.

2. Optimization of Business Planning

The idea that you have obtained will be poured into the goal into a business plan consisting of several steps and will be implemented in the future. Try to complete the list of plans on time. All it takes to create a business plan is a simple idea and try to think about everything that is needed. To create a successful digital business, there are many more options available if a simple strategy is used and carried out with the right target market.

3. Research Updates

The third step is to conduct market or product research. The research results will be used as a basis for making decisions about what digital business model to create. To do this, at least conduct simple market research to determine target consumers, potential business customers, and what digital media options to use.

4. Internet Technology Insight

Digital business in the fourth step in this fourth step, namely entrepreneurship, must focus on technology and information systems. Both strong and novice digital entrepreneurs must have a broad understanding of technology.

5. Consistency

Consistency is the key to the success of a digital business. Consistency in the digital business process is needed, starting with careful planning that will ensure consistency in implementation. Consistency will make digital businesses more reactive and have the right strategy to introduce and retain clients.

## Halal Products

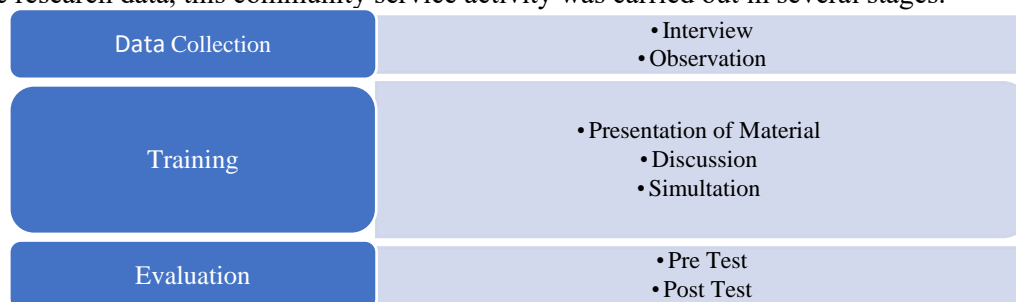
The importance of the market for halal products is gradually increasing as Muslims, who form a large market worldwide, consider the implications of religious beliefs in their consumption. Commercially, the halal market for Muslim consumers is the fastest-growing market in the world. Combined with enthusiasm and religious beliefs, halal food is perceived by consumers as cleaner, healthier, tastier, and by religious rules. Information about halal products is what humans can and cannot do so that they can consume them according

to Islamic religious rules (Nurhayati & Hendar, 2019: 608). From the interpretation of verse 173 of Surah Al-Baqarah, "Indeed, Allah has only forbidden you carrion, blood, the flesh of swine, and animals slaughtered in the name of other than Allah." (QS. Al-Baqarah, verse 173) then the following four halal products emerge: (1) Meat from animals that die on their own or are slaughtered without being slaughtered properly is haram, (2) Blood that flows from the body of an animal, whether alive or dead, is haram, even if the meat is eaten, (3) Pork is haram, (4) Meat from animals that are slaughtered by mentioning a name other than Allah is haram (Karaman et al., 2020: 257-260). For consumers to be aware of their awareness and attitude towards halal products, the most important requirement is that they have this halal knowledge (Ozturk, 2022).

The world's largest consumer of halal products, Indonesia consumed US\$144 billion in 2019. Indonesia ranks 6th in terms of Muslim tourism consumption with a value of US\$11.2 billion, 3rd in terms of Muslim fashion consumption at US\$16 billion; and 6th in terms of halal pharmaceutical and halal cosmetic consumption, with total expenditures of US\$5.4 billion and US\$4 billion respectively. However, there are many obstacles faced by the Indonesian people in developing the halal industry. These obstacles include the implementation of the Halal Product Guarantee (JPH) which has not been completed, the lack of standardization and certification of halal products, the imperfect roadmap for developing the halal industry, the lack of attention from producers to halal products, and the lack of knowledge. Halal products among small businesses and their socialization include the lack of promotion and education about halal products as well as the lack of information and socialization about halal products. Other aspects include several obstacles, such as the limited number of raw materials that meet halal requirements, several industries that still rely on imports, and the absence of a clear definition of halal products. We want to examine the opportunities, obstacles, and strategies for developing the Indonesian halal industry to see its growth potential. This is because Indonesia, as a country with the largest Muslim population in the world, can become a leader in the development of the halal industry. Nevertheless, Indonesia remains the country that consumes the most halal food in the world. The Halal Product Guarantee Law Number 33 of 2014 supports this position. However, to achieve the goal, its implementation needs to be improved again. The halal industry has many opportunities to continue to grow (Bahrudin et al., 2024)

### 3. RESEARCH METHODS

Community Service Activities, funded by LPPM Universitas Islam Bandung, This community service activity focuses on digitalization training for halal product businesses for business actors fostered by BPR Syariah Amanah Rabbaniah. The first training was held at Universitas Islam Bandung, with 10 business actors, and the second training was held at the BPR Syariah Amanah Rabbaniah Office with 6 business actors. To produce research data, this community service activity was carried out in several stages:



**Figure 1. Stages of Community Service**

After the entire Community Service program was completed, the data was processed to assess the pre- and post-test results. The data presented in this study came from the pre- and post-test results of the Halal Banana Product UMKM actors of BPR Syariah Amanah Rabanniah. Furthermore, inferential analysis—mean difference test—was conducted to determine whether there was a difference between the average pre-test and post-test scores using SPSS 18 software.

### 4. RESULT AND DISCUSSION


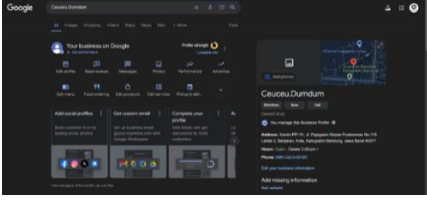
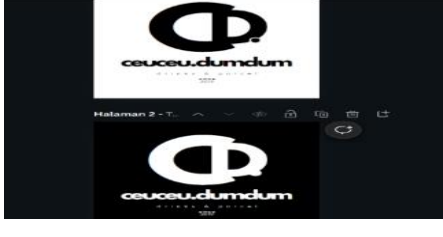


#### Respondent Description

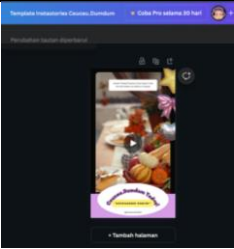
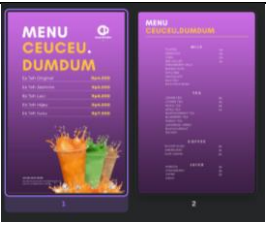
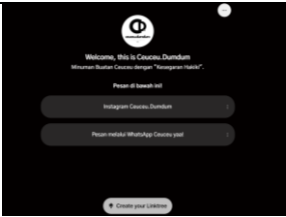
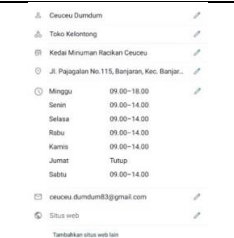
Halal product business actors fostered by BPR Syariah Amanah Rabanniah at the second business digitalization training and mentoring meeting, researchers obtained information from the results of interviews and observations, namely:

1. Ceuceu Dumdum

Ceuceu Dumdum is the brand name of a beverage business owned by Mrs. Seruni Mar'atus Solihat. Ceuceu. Dumdum was formed in 2019 and currently has various flavors of processed beverages created by Mrs. Seruni. Starting with only opening two flavors of drinks, namely Thai Tea and Green Tea, now Ceuceu Dumdum already has various types of 4 types of beverage groups with various flavors such as processed coffee, tea, and juice at affordable prices. Ceuceu Dumdum also provides parcels for its big days, either in the form of drinks it produces or other requests by consumers. The following is presented in a description table that describes the business digitalization process that has been carried out by Ceuceu Dumdum business actors, obstacles, and hopes can be seen in Table 1 below:

**Table 1**  
**Business Digitization Process**

No.	Hope realized	evidence
1.	Gobiz account that has been registered and activated Gobiz account.	
2.	Google Business that has been registered and active.	
3.	Re-branding the logo that has been created.	
4.	Instagram accounts that are already active and use fitur Instagram Business features.	
5.	Templates from Feeds Instagram Feeds that have been edited as desired.	

6.	Templates from Instagram Stories that can be used continuously.	
7.	Design Katalog Menu yang an already created Menu catalog.	
8.	Linktree that has been created to make it easier for consumers dalam to access purchases within Ceuceu.Dumdum.	
9.	Switch to using Whatsapp Business.	

Source: Processed by Researcher

### 2. Toko Nur Afie

Nur Afie's Instagram can be seen to have several components listed, namely a description of the store's sales, the store's address, and a link to connect to WhatsApp. On the display of Nur Afie's feeds, it will adjust to the existing logo and start to be consistent. Previously, Nur Afie's store had created a website. The website contains quite complete information such as what products are sold, product descriptions, and seller contacts. However, sales or promotions through the website are less effective so researchers and the team helped create an Instagram account for Nur Afie's store, which can be seen in Figure 2 below:

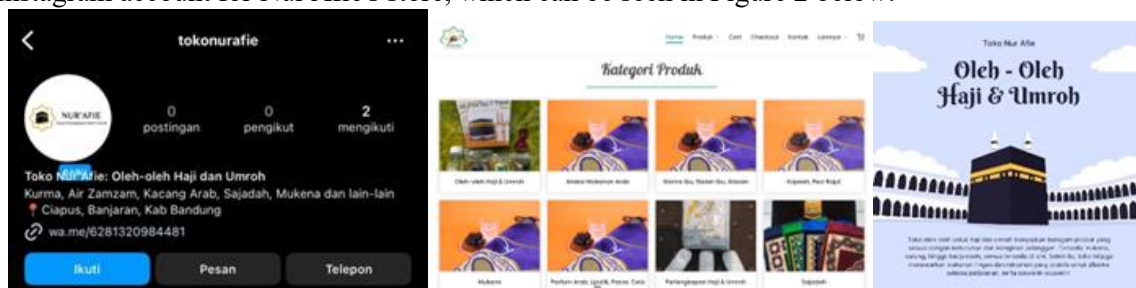


Figure 2. Toko Nur Afie Progress

### 3. HNI

HNI is a business that focuses on herbal products. Initially, this business actor promoted his products on his personal Facebook account. Then this business actor started promoting HNI products on his personal Instagram account by posting product photos directly provided by the manufacturer. At the first PKM meeting on March 9, 2024, this business actor learned to create content on Canva to post on Instagram. Then at the

PKM meeting on June 29, 2024, this business actor created a Business Instagram Account to sell. By optimizing Instagram by replacing the profile photo with the product logo, then adding a bio and including Call No. For WhatsApp Business. And making the latest posts to introduce products that will be circulated on the market, the results of PKM for the HNI store can be seen in figure 3 below:

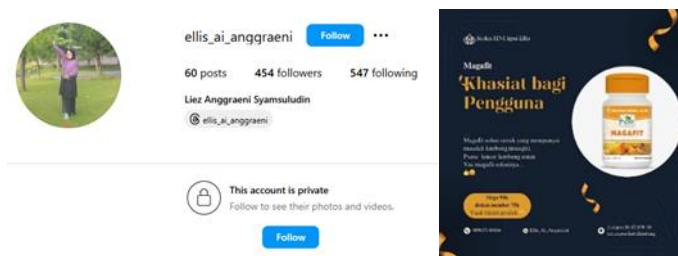


Figure 3. HNI Progress

4. Gudeg Asap

Gudeg Asap is one of the businesses engaged in the traditional culinary sector typical of Yogyakarta. This business actor already has a special Instagram account for Gudeg Asap products, but the business actor has not been able to optimize it properly. Initially, the Instagram account did not use the product logo as a profile photo, then no biodata was included, the content and copywriting used were not well organized. At the first PKM meeting on March 9, 2024, this business actor learned to create content on Canva to be uploaded on Instagram. Then at the PKM meeting on June 29, 2024, the business actors were helped to optimize their Instagram accounts. Such as changing their profile picture with the Gudeg Asap product logo, adding a bio, and adding a link to the WhatsApp Business Phone Number of the Gudeg Asap product. Then create content for posts on Instagram by adding copywriting. The results of the PKM process for Gudeg Asap can be seen in Figure 4 below:



Figure 4. Gudeg Asap Progress

5. Aneu Cookies

Aneu Cookies already has an Instagram social media account and has done promotions on Instagram. Aneu Cookies can optimize the Instagram account well, the product is also marketed well and is available on Shopee. Researchers have helped Aneu Cookies to be able to place ads on its Instagram through Instagram ads and researchers have also taught how to fill the ads balance using a virtual bank account. The following is the progress of Aneu Cookies which can be seen in Figure 5 below:

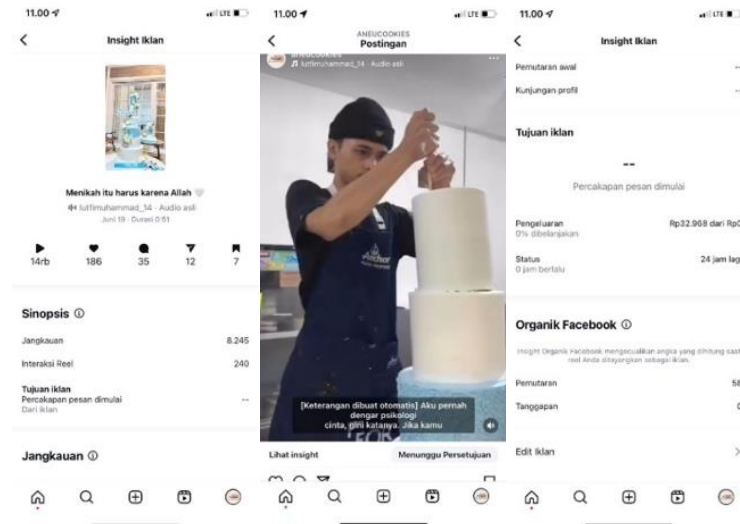


Figure 5. Aneu Cookie Progress

6. Zidni Cake and Cookies

Zidni Cake and Cookies is a UMKM located in Cilampeni, Katapang District, Bandung Regency, West Java Province, Indonesia. This business is included in the Bakery and Pastry Product Industry category. Zidni Cake and Cookies is engaged in the cake production sector. They produce various kinds of cakes, including brownies with various variants, such as baked brownies, batik brownies, chocolate cheese brownies, pie brownies, and baked cashew brownies. We also help create content to be promoted on social media. The following are the results of Zidni Cake and Cookies' progress, which can be seen in the image below:



Figure 6. Zidni Cake and Cookies Progress

Different Test

Researchers conducted a Pre-test and Post-test on the implementation of the PKM Digitalization of Halal Product Business for Business Actors Fostered by BPR Syariah Amanah Rabbaniah, the results of the Pre-test and Post-test were processed using SPSS 18 to determine whether there was an increase in MSME business actors after receiving business digitalization materials and training shown in table 2 below:

**Table 2. Pre-test and Post-test Results of Business Digitalization in Halal Product MSMEs Fostered by BPR Syariah Amanah Rabbaniah**

		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t
Pair 1	Pre Test-Post test	-17.14286	9.51190	3.59516	-25.93989	-8.34582	.003

Source : Processed by researchers using SPSS 18

The results of Table 2 above show that business digitalization training for halal product MSMEs fostered by BPR Syariah Amanah Rabbaniah affects increasing the score by 17.14%. The average score for the Pre-test was 47.14 while the Post-test was 64.28 from 10 business actors. These results make business digitalization training influence participants in halal product MSMEs fostered by BPR Syariah Rabbaniah to understand and run digitalization-based businesses. The results of Table 2 show a significance of 0.003 < 0.05, meaning it has a significant positive effect. Previous research by Hariyanto et al. (2024) and Rivani et al.



(2021) provided significant positive results that business digitalization can advance MSMEs, increase customer purchasing decisions and increase the acceleration of MSME businesses to get business guidance.

### Document Activity

The results of the documentation of this PKM activity have also been reported through KBB Pikiran Rakyat, here is a picture of the first activity in picture 7 below:



**Figure 7. Results of the First PKM Activity**

Community Service Program (PKM) Digitalization of Business for Business Actors Fostered by BPR Syariah Amanah Rabbaniah attended by 5 out of 7 participants. With speaker Mrs. Annisa Nadiyah regarding coaching implementation of the results of the first meeting with Mr. Andhika Anandya. This activity is an additional output to deepen the understanding of business actors in marketing technology-based products. Participants were assisted with material on the activation and use of the Canva, Instagram, Shopee, Linktree, and Gojek applications. It was clarified that these applications are interconnected and can help business actors in carrying out technology-based marketing more effectively. In addition, participants were also guided in finding marketing solutions that they had not previously understood or implemented due to limited knowledge in the field of technology-based marketing. The results of the second PKM activity can be seen in Figure 8 below:



**Figure 8. Results of the Second PKM Activity**

## 5. CONCLUSION

MSME actors fostered by BPR Syariah Amanah Rabbaniah before participating in the training had not mastered Business Digitalization, this training provided a new experience for selling online as well and the coaching in the second training gave them enlightenment on the importance of business digitalization for their business. The researcher hopes that the Business Digitalization mentoring can continue consistently and the

participants fostered by BPR Syariah Amanah Rabbaniah can advance further and increase their profits to be able to continue running and competing with other MSMEs. Business Digitalization is also a new renewal for business actors' marketing strategies to be able to develop product variants and improve the quality of products and services provided to customers so that it not only increases income but also improves quality, brand image, and brand awareness for MSMEs fostered by BPR Syariah Amanah Rabbaniah.

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