

HALAL POLICY EDUCATION FOR FRIED SNACK VENDORS IN THE TAMAN SIJAGA AREA, SERANG CITY

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Abstrak

Gorengan merupakan jajanan yang sangat populer dan mudah ditemui di berbagai lingkungan, termasuk di Lingkungan Taman Sijaga, Kelurahan Drangong, Kecamatan Taktakan, Kota Serang, sehingga kebutuhan akan produk yang aman dan halal menjadi semakin penting bagi masyarakat. Namun, banyak pedagang gorengan masih memiliki pemahaman terbatas mengenai prinsip halal, pemilihan bahan baku, serta kebijakan pemerintah terkait jaminan produk halal meskipun regulasi tersebut telah diatur dalam Undang-Undang Nomor 33 Tahun 2014 dan PP Nomor 39 Tahun 2021. Berdasarkan kondisi tersebut, kegiatan ini bertujuan untuk meningkatkan pengetahuan dan kesadaran pedagang mengenai kebijakan halal dan penerapannya dalam usaha mereka. Metode pelaksanaan meliputi sosialisasi kepada ketua RT/RW, edukasi melalui penyampaian materi yang sederhana, diskusi interaktif, serta evaluasi menggunakan pretest, posttest, dan wawancara. Tiga pedagang gorengan berpartisipasi dalam kegiatan ini. Hasil menunjukkan peningkatan signifikan dari rata-rata skor pretest 66,7% menjadi 100% pada posttest. Wawancara juga menunjukkan perubahan sikap positif, seperti perhatian pada sumber bahan baku dan keberadaan logo halal. Kegiatan ini terbukti efektif dalam meningkatkan literasi halal dan mendukung penguatan praktik halal pada pelaku UMKM.

Abstract

Fried snacks are a highly popular type of street food and can be easily found in various community settings, including in Taman Sijaga, Drangong Subdistrict, Taktakan District, Serang City. This widespread consumption highlights the importance of ensuring safe and halal food products for the public. However, many fried-food vendors still have limited understanding of halal principles, ingredient selection, and government regulations on halal product assurance, even though these have been formally established under Law No. 33 of 2014 and Government Regulation No. 39 of 2021. Based on this issue, the activity aimed to enhance vendors' knowledge and awareness regarding halal policies and their application within daily business practices. The method included coordination with the RT/RW leaders, educational sessions delivered in simple language, interactive discussions, and evaluation through pretests, posttests, and interviews. Three fried-food vendors participated in the program. The results showed a significant improvement, with the average pretest score of 66.7% increasing to 100% in the posttest. Interviews also indicated positive behavioral changes, such as greater attention to ingredient sources and the presence of halal logos on packaging. Overall, this activity effectively improved halal literacy and supported the strengthening of halal practices among MSME food vendors.

Keywords: Halal Education, Halal Policy, Halal Products, Halal Certification, Street Fried Food Vendors

1. INTRODUCTION

Fried snacks are one of the most affordable foods enjoyed by almost all levels of society. It is therefore not surprising that vendors selling various types of fried snacks can be found in nearly every location. Typically, fried snack vendors do not offer only one type of product but a variety of options such as fried tempeh, vegetable fritters, fried bananas, stuffed tofu, cireng, and many others. These foods are closely associated with the use of cooking oil, which plays an important role in providing a savory taste, crispy texture, and more appealing appearance (Lomboan *et al.*, 2022).

Halal is an Islamic term referring to everything that is permissible to eat, use, or perform according to religious principles and ethical norms recognized in Islam. In Arabic, "halal" means "permitted" or "approved," while its opposite term, "haram," refers to what is forbidden. Halal is related to the elements of food and beverages that are prepared and served in accordance with Islamic rules after undergoing inspection and approval by authorized religious bodies. The concept of halal includes various requirements related to food, such as avoiding consumption of products whose halal status is doubtful or unclear, as well as products derived from non-halal animals such as pork (Amalia *et al.*, 2023).

Halal standardization and assurance are essential aspects in ensuring that food and beverage products are truly halal. Halal standardization determines the criteria that food and beverage products must comply with, while halal assurance is the process of ensuring that the products meet those established halal criteria. In Indonesia, the development of halal standardization and assurance for food and beverages has progressed significantly in recent years. This is reflected in the enactment of Law Number 33 of 2014 on Halal Product Assurance (UU JPH) and Government Regulation Number 39 of 2021 concerning the Implementation of Halal Product Assurance. These regulations require all business actors to apply for halal certification through the Halal Product Assurance Agency (BPJPH), while assessments are conducted by Halal Inspection Bodies (LPH) involving scholars from the Indonesian Council of Ulama (MUI) in determining the halal status of products (Sahib & Ifna, 2024).

The implementation of halal standardization and assurance for food and beverages in Indonesia has provided significant benefits for consumers, business actors, and the government. From the consumer's perspective, halal standardization and assurance provide certainty that the food and beverage products they consume are halal. For business actors, halal standardization and assurance can strengthen the competitiveness of their products in international markets. Meanwhile, for the government, they support the growth of the halal industry. However, several challenges still exist in implementing halal standardization and assurance in Indonesia. These challenges include the low level of public understanding regarding halal standards and assurance, as well as the limited number of accredited Halal Supervisory Bodies (LPH) (Zulfikri & Zainullah, 2024).

Many business actors also face difficulties in understanding the certification application process, limited access to technical information, and cost-related issues. Although the government has provided cost-free certification schemes and a self-declaration mechanism, not all business actors are able to take full advantage of these programs. The uneven distribution of Halal Inspection Bodies across regions results in long certification waiting times and challenges in accessing services, particularly for those in areas outside major cities (Astiwara, 2025).

Taman Sijaga is an area with a high number of micro, small, and medium enterprises (MSMEs) due to its strategic location. Therefore, it is crucial to provide halal policy education for MSME actors, particularly fried snack vendors, as this location is predominantly occupied by such vendors. This community service activity aims to provide halal policy education to fried snack vendors in the Taman Sijaga Area, Drangong Subdistrict, Taktakan District, Serang City. Through this activity, it is expected that MSME actors will better understand the importance of halal principles and be able to apply them in ingredient selection and production processes.

2. METHODS

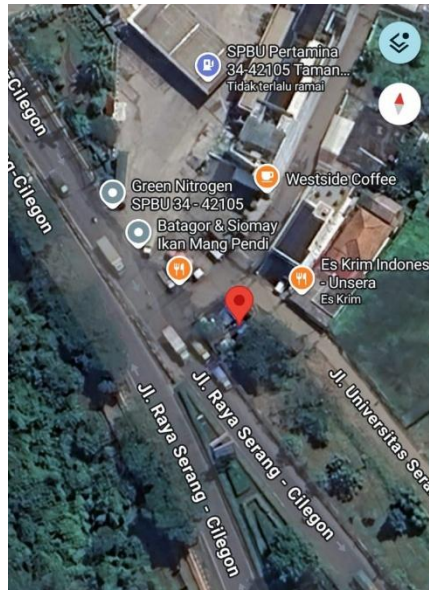


Figure 1. Activity Location

This educational activity was carried out on October 18, 2025, and took place in the Taman Sijaga Area, Drangong Subdistrict, Taktakan District, Serang City, targeting three fried snack vendors operating in the surrounding area. The implementation began with coordination and socialization with the local neighborhood authorities (RT and RW) to obtain permission for the activity, followed by an interactive educational session and discussion with the MSME actors using simple and easily understandable language. To assess the impact of the activity, pretests and posttests were administered, each consisting of five true false questions, along with brief interviews to explore the participants' experiences and understanding of halal principles. The data were analyzed using descriptive quantitative methods by calculating the percentage increase in knowledge scores, as well as qualitative analysis to assess the vendors' attitudes and understanding of halal principles and the implementation of halal policies in their business practices.

3. RESULTS AND DISCUSSION

Based on the results of the halal education activity conducted for fried snack vendors in the Taman Sijaga Area, there was an increase in participants' knowledge and awareness regarding the importance of ensuring the halal status of the ingredients they use. This improvement is reflected in the pretest and posttest results, which show a difference in understanding scores after the educational session was delivered (Table 1).

Table 1. Pretest and Posttest Results

No	Fried Snack Vendor	Pretest Score (%)	Posttest Score (%)	Increase (%)
1	Fried Snack Vendor 1	60%	100%	+40%
2	Fried Snack Vendor 2	80%	100%	+20%
3	Fried Snack Vendor 3	60%	100%	+40%
Average		66,7%	100%	+33,3%

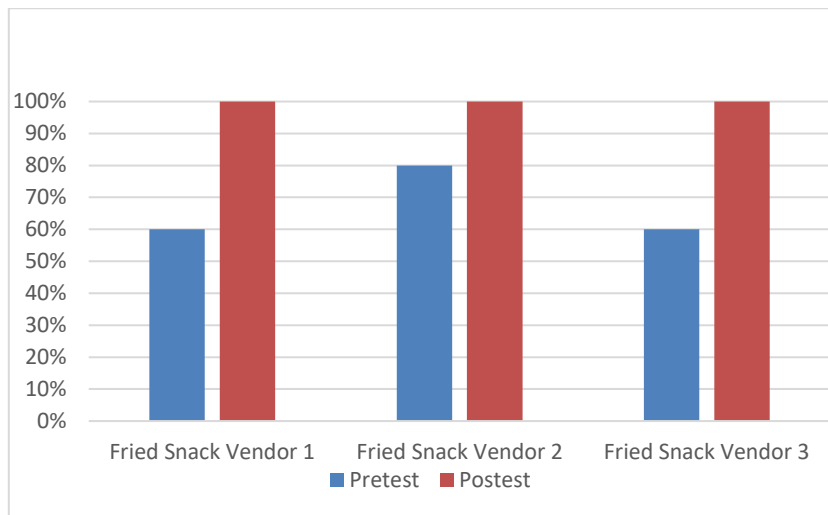


Figure 2. Comparison Chart of Pretest and Posttest Scores of Fried Snack Vendors in the Taman Sijaga Area



Figure 3. A. Education session with the first fried snack vendor, B. Education session with the second fried snack vendor, C. Education session with the third fried snack vendor, D. Permission request to the neighborhood head (RW)

The halal policy education activity for fried snack vendors in the Taman Sijaga Area began with a pretest to assess the initial level of understanding among MSME actors regarding the concept of halal. The pretest results showed that some vendors still had limited knowledge, particularly in ensuring the sources of their ingredients and the use of halal labels. This was followed by the delivery of educational material and interactive discussions on the importance of selecting halal ingredients, understanding halal logos on packaging, and the government's halal product assurance policies. The material was presented interactively using simple language and accompanied by real examples commonly encountered by vendors in their daily activities related to halal concepts.

After the education and discussion sessions, a posttest was conducted to evaluate the improvement in the participants' understanding. Based on the pretest and posttest results, there was a significant increase in knowledge among the three fried snack vendors after receiving the halal policy education. The average pretest score of 66.7% increased to 100% in the posttest. In addition, brief interviews revealed changes in the vendors' attitudes, as they began to pay more attention to the origin of their raw materials and the processing

methods that align with halal principles. Interestingly, one of the three vendors had previously received halal education and showed an interest in obtaining halal certification for their products. This indicates that awareness of the importance of halal assurance is beginning to grow among small vendors, although it is not yet widespread.

This improvement demonstrates that an educational approach using interactive counseling delivered in simple and contextually relevant language can bridge the information gap between government policies and small business actors. Vendors who previously had only a limited understanding of the meaning and implementation of halal concepts in their businesses became more aware of the importance of ensuring halal ingredients and production processes. The interview results further support this finding, as all vendors stated that they no longer experienced difficulties in ensuring the ingredients used, and they had begun to pay attention to halal logos and product safety when purchasing raw materials.

These findings align with the study by Al Munawar *et al.*, (2023), which emphasizes that socialization and assistance related to the Halal Product Assurance System (SJPH) can enhance MSME actors' understanding of the obligations and procedures required to meet halal standards. Similar findings were also reported by Ismanto *et al.*, (2024), who showed that education through lectures and technical guidance can improve halal literacy progressively, from 75% in the initial stage to 80%, and then increasing further to 89% after additional mentoring. Moreover, the study by Ismaya *et al.*, (2023) reported that participatory counseling approaches can increase community and MSME awareness in ensuring the halal status of the products they sell.

Furthermore, Bangun *et al.*, (2024) stated that halal certification training accompanied by hands-on practice and discussion can enhance MSME readiness to apply halal principles in their products. Meanwhile, Khoir *et al.*, (2025) highlighted the importance of continuous mentoring so that increases in knowledge gained from educational activities can translate into real behavioral changes in business practices. Thus, the results of this activity reinforce previous findings that contextual, communicative, and community-based educational approaches are proven effective in improving halal understanding among small business actors.

However, several studies have also noted challenges in sustaining the outcomes of halal education. According to Khoiria *et al.*, (2025) knowledge, access to information, and business actors' understanding of licensing procedures are crucial factors for the successful implementation of halal certification. Their study showed that the lack of socialization and limited mentoring are major obstacles for MSMEs starting the certification process. A similar condition was found in the community service activity in the Taman Sijaga Area, where, despite increased understanding among vendors, they still lacked the technical skills or access needed to carry out halal certification independently.

4. CONCLUSION AND RECOMMENDATIONS

Based on the implementation of the halal policy education activity, there was a significant increase in knowledge among fried snack vendors in the Taman Sijaga Area, as indicated by the rise in pretest scores from 66.7% to 100% in the posttest, along with changes in the vendors' attitudes, who began to pay greater attention to the source of their raw materials and the halal logo on product packaging. The activity also received positive responses from the participants, who felt that they had gained a better understanding of the halal concept and its application in their daily business practices. Recommendations given to the vendors include maintaining the habit of selecting raw materials with clearly verified halal status. Meanwhile, relevant stakeholders such as local government agencies and educational institutions are encouraged to continue providing assistance and accessible information to support the sustainable implementation of halal principles among MSME actors.

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