

Socialization of UMKM Activities to Entrepreneurship Students with Halal Local Food Processed Products

Baiq Reinelda Tri Yunarni¹ Nuraini² Diana Sulianti K.Tobing³

(1) Administrasi Bisnis Fakultas ilmu sosial dan politik, Universitas Muhammadiyah Mataram

(2) Ekonomi Syariah, Fakultas Agama Islam, Universitas Muhammadiyah Mataram

(3) Fakultas Ekonomi Dan Bisnis Universitas Jember

Email : reineda.yunarni@gmail.com

Abstract

This study aims to determine the effectiveness of MSME socialization activities in increasing students' understanding and interest in entrepreneurship towards the development of local halal processed food products. The main focus of this activity is to encourage students to actively participate in the development of local wisdom-based businesses that are in accordance with sharia principles, as well as creating products that are competitive in the halal market. The methods used in this study are quantitative and qualitative methods through a descriptive approach, with data collection techniques in the form of observations, questionnaires, and interviews with student participants and directly involved in entrepreneurship with the Community Service team. The results of the study showed that 85% of students experienced an increase in understanding of the concept of sharia MSMEs and the importance of halal products after participating in the socialization activities. As many as 70% of participants stated that they were interested in starting a business based on local halal food products, and 75% of them had produced business ideas that were ready to be developed further. In addition, this activity also succeeded in encouraging collaboration between students in the form of small business groups based on local processed food. Thus, MSME socialization has proven effective in fostering a halal entrepreneurial spirit among students and strengthening sustainable local economic potential.

Kata kunci: Activities, entrepreneurship, products, local, halal.

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have a very important role in the national economy. MSMEs are not only drivers of the people's economy, but also a strategic platform for creating jobs, increasing people's income, and supporting local economic resilience. In the midst of the growing entrepreneurial trend among the younger generation, students are one of the potential elements capable of bringing innovation and new enthusiasm to the development of MSMEs, especially in the food sector.

One aspect that is currently receiving great attention is the importance of food products that are halal, safe and based on local potential. Halal products are not only a necessity for Muslims, but also reflect high standards of quality and cleanliness. Processing local, halal food is a promising business opportunity, as well as an effort to preserve the culinary riches of the archipelago.

Through this outreach activity, entrepreneurship students are encouraged to understand and be directly involved in MSME activities with an emphasis on local, halal food

production. It is hoped that this activity will not only equip students with entrepreneurial insight and skills, but also raise awareness of the importance of developing businesses based on ethical values, local culture and sustainability.

The low willingness to face risks and dare to endure challenges is the choice of those who do not want to become entrepreneurs. So generating an entrepreneurial spirit among them is an obstacle in itself and it is quite difficult to change this behavior. For this reason, there is a need for alternative solutions to develop an entrepreneurial spirit among students, namely through entrepreneurship training programs developed by universities in each faculty. Existing field practice and entrepreneurship programs usually always collaborate with the industrial market, because the programs developed must be in accordance with the wants and needs of the industrial market.

By providing regular and planned entrepreneurship training, it is hoped that the results will be visible when graduates enter the world of work. They will become more familiar with their type of work, because graduates are already used to getting these jobs. Therefore, there needs to be cooperation between industry

and universities, so that the programs offered are in line with their wishes and needs.

This program can be aligned with several mandatory courses which can be combined with socialization or entrepreneurial training which has a direct impact on student projects in the form of workshops. In developing MSMEs which are one of the most important platforms in the community economy, both in rural and urban areas and in entrepreneurship training places at schools and campuses.

Thus, socializing MSME activities to students is a strategic step in building synergy between the world of education and the business world, as well as supporting inclusive and competitive economic growth.

However, many business people or novice students carry out activities by socializing entrepreneurship at bazaars and other events which broaden students' entrepreneurial insight to develop MSMEs, but still face difficulties in developing their businesses, such as lack of marketing and product marketing skills, lack of access to technology, and lack of independent spirit.

The role of digital marketing can be an important thing in following the development of the times and digital technology and developing plans to attract the attention of consumers and direct them to the unity between electronic communication and traditional communication in order to develop the production that is processed. (Aini, 2022)

An increasingly advanced and developing life requires humans to have knowledge in all fields of business, both formal and non-formal, which must also be in accordance with current developments. In the development of human life, of course, it is supported by many factors, including a strong desire or will to progress better, with understanding the knowledge available on analysis, SWOT (advantages, weaknesses, opportunities and threats).

The socialization of entrepreneurial activities to foster a spirit of independence in MSME-based student marketing is carried out with many hopes that students and business people in general can collaborate in training or entrepreneurial activities so that theoretical knowledge can be put into practice. The aim is to

increase marketing and product marketing capabilities among students or small and medium businesses through the use of AI as well as increasing access to technology, especially AI, to increase the efficiency and effectiveness of basic businesses for students. Then it can increase the spirit of independence among students, they can look for side income with products produced through the work they create and through entrepreneurship education, students can apply the theory they obtain and then materialize their results in the form of bazaar events with other students. In this way, it is hoped that the Community Service Team can help improve marketing skills and product marketing among students in MSME-based bazaar activities with students, as well as increase awareness of the importance of the spirit of independence in business, so that students can provide benefits for themselves and help the economy of students and their families with locally processed halal products that they produce.

IMPLEMENTATION METHOD

This training aims to determine the effectiveness of MSME outreach activities in increasing entrepreneurial students' understanding and interest in developing local halal processed food products increasing the ability of business people or students to use AI for product labeling, so that they can increase sales and build a strong brand.

The Entrepreneurship Economics Student Association took part in training to socialize MSME activities entrepreneurship with halal processed local food products packaged in entrepreneurship education for students in activity applications. The bazaar is packaged at MSMEs which is an effort to improve the economy of local communities based on Islamic principles that prioritize halal products. We provide socialization of MSME activities to entrepreneurial students to provide an understanding of bazaar activities by selling their flagship products but still packaged in processed local food with an image of Indonesian flavors packaged at bazaar events held at every faculty event. We definitely send students to introduce students' processed products. The method of implementing the service is in the form of:

- Learning**

1. Project-Based Learning Method (Project-Based Learning) Students are given projects to develop their own business, with guidance from lecturers and mentors
2. Simulation-Based Learning Method Students are given real business simulations, to develop their abilities in making decisions about making products through bazaar events held internally and externally.



Figure 1: Entrepreneurship learning methods

b. Socialization and Training

1. Intense socialization and entrepreneurship training with students by holding product marketing and collaborating with other business industry houses. In addition to our theoretical outreach, the service team also held practical outreach in the form of a bazaar with economics students and other students as consumers or buyers of our products, as well as several study programs as a means of promoting students' halal processed local food products.
2. Provide opportunities for partners or students to immediately open business stalls or business incubators in the university area as a form of socialization and training on MSME activities for entrepreneurial students so that they are able to apply the knowledge provided both in theory and directly in practice. The activities carried out by students, lecturers and MSME business actors are reflected in bazaars or other events held at the university, faculty level or taking part in bazaar events outside the university as a form of Project-Based Learning Method, the socialization event will be held on Tuesday, 25 April 2025 at 10.00 until the end, and the

discussion event will be held on Monday, 17 February 2025, time 18.00-19.00 WIT.



Figure 2: Socialization of entrepreneurial MSME activities combined with a bazaar event with business actors and students.



Figure 3: group photo during activities MSMEs

c. Discussion

Providing space for ongoing discussions both online and offline with mentors of small and medium business owners, emphasizing the importance of the role of students in supporting the development of MSMEs. Students were asked to share their views on the current opportunities and challenges of MSMEs. And several other discussions were held with economics students in socializing entrepreneurship to improve MSMEs among students, followed by a bazaar event. Another discussion was to explore students' ideas and opinions regarding business opportunities based on locally processed halal products.



Figure 4: Discussion of activities MSMEs together with students and business people

RESULTS AND DISCUSSION

In the socialization event for MSME activities with entrepreneurship students using halal processed local food products, this socialization activity was successfully carried out by involving economics students with entrepreneurship courses who have an interest in developing Micro, Small and Medium Enterprises (MSMEs) based on halal processed local food products. Some of the results obtained from this activity include:

1. Increasing Student Knowledge
After the socialization, more than 85% of participants showed increased understanding of the halal concept in food products and the importance of halal certification in supporting the continuity and credibility of their business.
2. Interested in Running a Locally Based Business
Around 70% of participants expressed interest in developing products based on local food ingredients such as cassava, sweet potatoes, corn, palm water made from palm sugar and into health drinks with various flavors and coconut which is abundant in their region.
3. Formation of a Small Student Entrepreneurial Group
This activity led to the initiation of the formation of a student entrepreneurial group which will focus on developing halal processed products, such as organic cassava chips, locally based fermented drinks (for example: sweet palm wine), and snacks made from tubers.
4. Partnership with Local MSMEs
As a follow-up, several students began to

communicate with MSMEs around campus to learn directly about the production process, business legality and marketing strategies.

The discussion in this socialization had a direct positive impact on students' understanding and readiness to pursue the business world, especially in the field of halal food processing. This is in line with the concept of entrepreneurial *learning*, where students are provided with not only theory, but also practical insights, thereby triggering real action. Several factors supporting the success of this activity include:

1. Relevance of the topic to current market needs.
2. The younger generation's interest in halal trends and local products.
3. There is applicable guidance, such as case studies and business idea mapping which are closely related to the basic concept, namely halal local cultural food processing.

Socialization of MSMEs to students using a halal product and local food approach has proven effective in increasing entrepreneurial knowledge, fostering interest in entrepreneurship, and directing innovation based on local potential.

The implementation of the service was held indoors when providing materials, and during the socialization and bazaar training the service team and students held it outdoors in the Udayana field with MSME actors who already had their product brands so that there was closeness in guiding the students who took part in their bazaar and there were many benefits that the students got from offering processed halal food products that they produced even though they were still in the beginner class.

CONCLUSION

This socialization activity succeeded in increasing understanding and awareness of entrepreneurship students regarding the important role of MSMEs in the economy as well as the great opportunities in developing halal products based on local food processing. Students become more interested in entrepreneurship and are able to identify the potential of local materials that can be processed

into high-value products. Apart from that, this activity also provides a basic understanding of the importance of halal certification as an added value in the food business.

Through an educational and interactive approach, this socialization not only fosters an entrepreneurial spirit, but also encourages students to create businesses that are competitive and in line with the halal values needed by the current market.

SUGGESTION

Suggestions for socializing MSME activities among entrepreneurship students with halal locally processed food products are as follows:

1. Follow-up Activities.
Further training or business incubation programs need to be held to assist students in realizing their business ideas up to the production and marketing stages.
2. Collaborating with BPJPH or LPPOM MUI to facilitate student access to understand and manage the halal certification process directly.
3. Utilization of Digital Technology
Students are directed to collaborate with Halal Certification Institutions to utilize digital platforms in marketing local halal products so they can reach a wider market.
4. Strengthening the Entrepreneurship Curriculum
It is recommended that campuses further strengthen the practical aspects of entrepreneurship courses with a focus on developing MSMEs and utilizing local potential, so that students are called upon to innovate, be creative, and the talents that exist in every student.

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We realize that this activity still has shortcomings. Therefore, we really hope for constructive criticism and suggestions for future improvements. Hopefully this activity can provide real benefits for the development of local and halal-based entrepreneurship, as well as encourage the birth of strong and competitive young entrepreneurs.

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