



STRENGTHENING COMMUNITY AWARENESS OF THE IMPORTANCE OF HALAL CERTIFICATION FOR CONSUMER PRODUCTS AMONG PKK WOMEN IN SIDODADI VILLAGE, KEDATON DISTRICT, BANDAR LAMPUNG CITY

MEMPERKUAT KESADARAN MASYARAKAT TENTANG PENTINGNYA SERTIFIKASI HALAL UNTUK PRODUK KONSUMEN DI KALANGAN PEREMPUAN PKK DI DESA SIDODADI, KECAMATAN KEDATON, KOTA BANDAR LAMPUNG

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Abstract

Halal certification has become an essential mechanism for ensuring that products meet Islamic requirements while also maintaining standards of safety, quality, and consumer protection. Despite its growing importance, awareness and understanding of halal certification remain relatively limited among community members, particularly women who play a central role in household purchasing decisions. This community engagement initiative was designed to enhance the knowledge and awareness of members of the Family Welfare Empowerment Organization (PKK) in Sidodadi Village, Kedaton District, Bandar Lampung City, regarding the significance of halal certification in consumer products. The program engaged 30 participants and applied a participatory educational approach consisting of counseling sessions, interactive discussions, lectures, and question-and-answer activities. Knowledge acquisition was evaluated through pre-test and post-test assessments. The findings demonstrated a marked improvement in participants' understanding, with average scores increasing from 51.3% prior to the intervention to 94.0% afterward. The program not only strengthened participants' awareness of halal-certified products but also encouraged more informed and responsible consumption practices. These results highlight the effectiveness of community-based halal literacy initiatives in fostering greater public understanding and supporting the development of a halal-conscious society.

Keywords : Halal Certification, Halal Literacy, Consumer Awareness, Community Engagement, PKK Women.



Abstrak

Sertifikasi halal telah menjadi mekanisme penting untuk memastikan bahwa produk memenuhi persyaratan Islam sekaligus menjaga standar keamanan, kualitas, dan perlindungan konsumen. Meskipun semakin penting, kesadaran dan pemahaman tentang sertifikasi halal masih relatif terbatas di kalangan masyarakat, khususnya perempuan yang memainkan peran sentral dalam pengambilan keputusan pembelian rumah tangga. Inisiatif keterlibatan masyarakat ini dirancang untuk meningkatkan pengetahuan dan kesadaran anggota Organisasi Pemberdayaan Kesejahteraan Keluarga (PKK) di Desa Sidodadi, Kecamatan Kedaton, Kota Bandar Lampung, mengenai pentingnya sertifikasi halal pada produk konsumen. Program ini melibatkan 30 peserta dan menerapkan pendekatan pendidikan partisipatif yang terdiri dari sesi konseling, diskusi interaktif, ceramah, dan kegiatan tanya jawab. Perolehan pengetahuan dievaluasi melalui penilaian pra-tes dan pasca-tes. Hasil penelitian menunjukkan peningkatan yang signifikan dalam pemahaman peserta, dengan skor rata-rata meningkat dari 51,3% sebelum intervensi menjadi 94,0% setelahnya. Program ini tidak hanya memperkuat kesadaran peserta tentang produk bersertifikat halal tetapi juga mendorong praktik konsumsi yang lebih terinformasi dan bertanggung jawab. Hasil ini menyoroti efektivitas inisiatif literasi halal berbasis komunitas dalam mendorong pemahaman publik yang lebih besar dan mendukung pengembangan masyarakat yang sadar akan halal.

Kata Kunci : Sertifikasi Halal, Literasi Halal, Kesadaran Konsumen, Keterlibatan Masyarakat, Perempuan PKK.

1. INTRODUCTION

As the country with the largest Muslim population globally, Indonesia places significant importance on the availability and accessibility of halal products. The concept of halal extends beyond religious compliance and encompasses broader dimensions of product safety, hygiene, quality assurance, and consumer well-being. Consequently, halal-certified products are increasingly viewed as a critical component of responsible consumption among Muslim communities (Septiani & Ridwan, 2020).

Recognizing the need to safeguard consumer rights, the Indonesian government enacted Law No. 33 of 2014 concerning Halal Product Assurance. This legislation established a regulatory framework requiring products distributed within the country to comply with halal standards and obtain certification through authorized institutions. Through this mechanism, halal certification functions as an official assurance that products have undergone comprehensive evaluation and verification processes consistent with Islamic principles (Nizar et al., 2023).

In recent years, halal awareness has emerged as one of the most influential factors shaping consumer behavior. Individuals who possess a higher level of awareness are generally more attentive to halal labels and certification status when selecting products. Previous studies have demonstrated that halal certification contributes significantly to consumer trust and positively influences purchasing decisions (Darmawan & Fathurrohman, 2023; Tarigan & Aldama, 2023).

The expansion of the halal industry in Indonesia presents substantial opportunities for economic growth and market development. Nevertheless, public understanding of halal certification remains uneven. Many consumers continue to face challenges in comprehending the benefits of halal certification, the certification process, and its implications for consumer protection (Maghfirotin et al., 2022).

Sidodadi Village in Kedaton District, Bandar Lampung City, is characterized by a predominantly Muslim population and active community participation through the PKK organization. Preliminary observations conducted by the community service team revealed that many PKK members had limited knowledge regarding the significance of halal certification when making purchasing decisions for household consumption.

Several studies have emphasized the effectiveness of educational interventions in improving



public awareness of halal-certified products (Pradana et al., 2024). Furthermore, halal certification is increasingly perceived not only as a religious requirement but also as a symbol of product credibility and quality assurance in competitive markets (Ratnasari et al., 2022). In response to these circumstances, a community engagement program was initiated to strengthen halal literacy among PKK members and promote greater awareness of halal-certified products.

2. RESEARCH METHOD

This community engagement program was conducted on 19 Mei 2026 in Sidodadi Village, Kedaton District, Bandar Lampung City. Thirty members of the local PKK organization participated in the activity.

The program adopted a participatory learning approach designed to actively involve participants throughout the educational process. Implementation was carried out through several stages, including an initial needs assessment, preparation of educational materials, delivery of counseling sessions, interactive discussions, and evaluation activities.

Educational materials focused on key aspects of halal certification, including the concept of halal products, the benefits of certification, certification procedures, and recognition of the official Indonesian halal logo. To measure learning outcomes, participants completed pre-test and post-test assessments consisting of 15 questions covering these topics.

The collected data were analyzed descriptively by comparing participants' scores before and after the intervention. This approach enabled the assessment of changes in knowledge levels resulting from participation in the educational program.

3. RESULT AND DISCUSSION

Participant Characteristics

The program involved 30 PKK members residing in Sidodadi Village, Kedaton District, Bandar Lampung City

Table 1. Participant Characteristics

Characteristics	Frequency	Percentage (%)
Age 25–35 years	8	26.7
Age 36–45 years	14	46.7
Age >45 years	8	26.6
High School Education	15	50.0
Diploma Degree	6	20.0
Bachelor's Degree	9	30.0
Housewives	22	73.3
Micro-Enterprise Owners	8	26.7
Total	30	100

As shown in Table 1, the participant profile indicates that nearly half of the attendees (46.7%) were between 36 and 45 years old, representing an economically productive age group with considerable influence over household purchasing decisions. As primary managers of household consumption, these women occupy a strategic position in promoting halal-conscious behavior within their families and communities. Similar findings have been reported by Utami et al. (2025), who highlighted the important role of women in disseminating knowledge related to halal products and responsible consumption practices.



Pre-Test and Post-Test Evaluation Results

Table 2. Participants' Knowledge Evaluation Results

Knowledge Indicator	Pre-Test (%)	Post-Test (%)
Understanding halal and haram concepts	56.7	93.3
Understanding the function of halal certification	50.0	96.7
Understanding the benefits of halal certification	53.3	93.3
Understanding halal certification procedures	33.3	90.0
Recognizing the official halal logo	63.3	96.7
Average Score	51.3	94.0

Knowledge Improvement Following Educational Intervention

The evaluation findings demonstrate a substantial increase in participants' knowledge following the implementation of the program. Average scores rose from 51.3% in the pre-test to 94.0% in the post-test, reflecting an overall improvement of 42.7%.

This significant increase suggests that educational activities incorporating lectures, discussions, and interactive engagement can effectively enhance public understanding of halal-related issues. The findings are consistent with previous studies reporting that community-based halal education programs contribute positively to improving halal literacy and awareness among participants (Maghfirotn et al., 2022; Permanasari & Nugrahaeni, 2025).

The largest improvement was observed in participants' understanding of halal certification procedures. Prior to the intervention, many participants were unfamiliar with the process of obtaining halal certification through the Halal Product Assurance Agency (BPJPH). Following the educational sessions, participants demonstrated a more comprehensive understanding of the required procedures and administrative requirements. Similar outcomes were reported by Annisa et al. (2023), who found that halal assurance education significantly improves public knowledge regarding certification processes.

Participants also exhibited a notable increase in their understanding of the role and benefits of halal certification. This suggests that they increasingly viewed halal certification as more than a religious symbol, recognizing its broader significance as a guarantee of product quality, safety, and hygiene. These findings support previous research emphasizing the role of halal certification in strengthening consumer confidence and promoting informed purchasing decisions (Septiani & Ridlwan, 2020; Nizar et al., 2023).

Impact on Halal Awareness

The program generated positive outcomes in terms of participants' halal awareness. Enhanced awareness encourages consumers to pay closer attention to product ingredients, production methods, and certification status before making purchasing decisions. Such behavior reflects a more critical and informed approach to consumption, which is essential in today's increasingly complex marketplace (Darmawan & Fathurrohman, 2023).

Participants also showed improved ability to identify the official Indonesian halal logo. This competency is particularly relevant given the growing diversity of products available in the market and the need for consumers to distinguish between officially certified products and those lacking legitimate certification. According to Susilawati et al. (2023), familiarity with official halal labeling contributes significantly to consumer protection and purchasing confidence.

Beyond individual knowledge gains, the program has the potential to generate broader community benefits. Several participants involved in home-based businesses expressed interest in pursuing halal certification for their products. This response indicates that educational interventions can encourage greater participation of micro and small enterprises in the halal certification system, thereby strengthening the local halal ecosystem (Utami et al., 2025).

Moreover, halal certification plays an increasingly important role in enhancing product competitiveness and supporting the growth of the halal industry. Given Indonesia's strategic position



in the global halal market, continuous efforts to improve halal literacy remain essential for fostering sustainable economic development and strengthening consumer protection (Pradana et al., 2024; Ratnasari et al., 2022).

4. CONCLUSION

The community engagement program aimed at strengthening awareness of halal certification among PKK women in Sidodadi Village was successfully implemented and received enthusiastic participation from attendees.

The findings revealed a substantial improvement in participants' knowledge, as reflected in the increase of average evaluation scores from 51.3% before the intervention to 94.0% after the program. These results indicate that educational activities focusing on halal literacy can effectively enhance public understanding of halal concepts, certification benefits, and certification procedures.

Sustained educational efforts involving government agencies, academic institutions, community organizations, and business stakeholders are necessary to further strengthen halal awareness and support the development of an inclusive and sustainable halal ecosystem in Indonesia.

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