

Enhancing the Capacity of Muslim Women MSMEs through Digital Marketing Training and Halal Product Certification

Sufyati HS¹, Tati Handayani², Krisno Septyan³, Diva Azka Karimah⁴, Muhammad Alif Shafwan⁵

^{1,2,3,4,5}UPN "Veteran" Jakarta, Jakarta, Indonesia

* Correspondence e-mail: sufyati@upvj.ac.id

Article history

Submitted: 2025/03/14; Revised: 2025/04/10; Accepted: 2025/07/31

Abstract

The entrepreneurial capacity of Muslim women at the Berlian Cooperative in South Tangerang remains limited, particularly in terms of digital marketing skills and understanding of halal product standards. Most of their businesses operate on a micro-scale with limited market reach and do not fully comply with comprehensive halal standards, hampering their competitiveness and sustainability. The purpose of this community service was to improve their knowledge of halal standards and digital marketing skills as a promotional and information dissemination tool. The service adopted a Participatory Rural Appraisal (PRA) approach, which included outreach, education, training, and direct mentoring for selected cooperative members through purposive sampling. The results of the service demonstrated a significant increase in participants' understanding of halal certification, application procedures, and the implementation of halal standards in production. Participants were able to identify halal and thayyib ingredients and align their production practices with Islamic principles. In the area of digital marketing, participants successfully created business social media accounts, utilized digital platforms for promotion, and developed engaging content to effectively engage consumers. Future community service programs should expand the implementation period, provide comprehensive halal certification guidance, and integrate digital business tools to ensure greater sustainability and broader impact.

Keywords

Cooperative, Digital Marketing, Halal Certification, MSMEs.



© 2025 by the authors. This is an open access publication under the terms and conditions of the Creative Commons Attribution 4.0 International (CC BY SA) license, <https://creativecommons.org/licenses/by-sa/4.0/>.

1. INTRODUCTION

Based on data released by the Central Statistics Agency (BPS), 64.5% of Micro, Small, and Medium Enterprises (MSME) in Indonesia are run by women. This fact shows that women play a strategic role in driving the MSME sector. Their presence needs serious attention from stakeholders, because in various economic crises, MSMEs have proven to be the mainstay of the national economy. Most women in Indonesia are actively engaged in entrepreneurship in the micro sector, which aligns with government policy directions. The Ministry of Cooperatives and MSMEs has initiated a program to create new entrepreneurs as an effort to increase the national entrepreneurship ratio. This is because the proportion of business actors in Indonesia is still relatively low, at less than 4% of the total population, which has not yet met the ideal figure to drive inclusive and sustainable economic growth (Masduki, 2021).

In Indonesia, women's emancipation has been evident in its tangible form and role in the history of the Indonesian nation since the time of Ibu Kartini's struggle. To this day, in various regions of Indonesia, women also play a role as drivers of the regional and national economy. The research findings of Suharso et al. (2019) state that women entrepreneurs have a significant effect on poverty reduction/alleviation and are recognized as major contributors to Indonesia's sustainable economy. According to Brush and Greene (2015), one of the fastest-growing populations of entrepreneurs in the world is women entrepreneurs.

MSMEs and cooperatives are complementary components in driving community economic growth. MSMEs act as direct business actors in the real sector, while cooperatives function as supporting institutions providing access to capital, marketing, and business mentoring. Synergy between the two is crucial for creating a sustainable and inclusive business ecosystem, especially for micro and small-scale entrepreneurs. MSMEs and cooperatives can become the backbone of a more reliable economy; capable of developing as business entities while also serving as a healthy, resilient, strong, and independent people's economic movement; and acting as an effective platform for mobilizing the economic strength of the people across all economic activities and sectors.

Cooperatives are the cornerstone of Indonesia's economy, and their existence is guaranteed by law. In Indonesia, according to the 1992 Law, cooperatives are defined as business entities composed of individuals or legal entities based on cooperative principles, as well as a people's economic movement rooted in the principle of solidarity. In Indonesia, cooperative principles are enshrined in Law No. 12 of 1967 and Law No. 25 of 1992. Cooperative principles in Indonesia are largely consistent

with internationally recognized principles, with minor differences, notably the inclusion of provisions regarding SHU (Surplus of Cooperative Operations).

In implementing community service activities, the program collaborates with Muslim women owned MSMEs supported by the Berlian Cooperative. The Berlian Cooperative, located in Pisangan Village, South Tangerang, is a Multi-Purpose Cooperative (KSU) with several main operational units, including the sale of traditional cakes, a savings and loan business, and other units. The savings and loan unit serves as a funding source for cooperative members to develop their businesses, while the cake sales activity is facilitated through a physical store named Toko Kuenak, which is directly managed by the cooperative. The products sold come from both cooperative members and non-member partners.

The results of observations and interviews conducted by the community service team with cooperative administrators revealed two main problems currently being faced. First, the marketing system is still traditional, relying solely on word-of-mouth promotion, without utilizing digital technology or online marketing platforms. This limits the marketing reach of products. Second, Muslim women entrepreneurs lack understanding of the production process for cakes, including the selection of high-quality raw materials, supporting ingredients, and flavorings that comply with halal standards and halal certification procedures. These two issues act as barriers for the cooperative in expanding its market and enhancing its competitiveness.

Digital-based marketing strategies are a modern marketing approach that leverages technological advancements to achieve business objectives, with one of its key characteristics being the enhancement of two-way interaction between businesses and their consumers (Al Farizi, Nuari, & Harmawan, 2020). The implementation of this method has proven to have a significant impact on increasing sales volume and profitability for MSME (Fadhilah & Prawiti, 2021). Not only does it expand market reach and increase revenue (Febrianto & Arisandi, 2018), digital marketing strategies also enable businesses to access consumer preference and behavior data, facilitate the promotion of new products, and strengthen customer loyalty.

The utilization of digital technology has become increasingly crucial, especially in addressing the unpredictable dynamics of post-pandemic consumer behavior changes. Data related to consumer shopping habits and preferences can serve as a crucial foundation for designing products and marketing strategies that are more personalized and tailored to the needs of each customer. Additionally, digital marketing approaches are also considered effective in enhancing customer satisfaction levels (Sari, 2016).

In running a business, especially a food business, as a Muslim woman, obtaining halal certification has become an urgent necessity. Awareness of the importance of halal certification has increased alongside Muslim consumer literacy. Halal certification is a process of obtaining a halal certificate through several stages to prove that the ingredients, production processes, and Halal Assurance System (SJH) meet the standards of the Indonesian Ulema Council's Halal Product Certification Agency (LPPOM MUI) (Warto & Samsuri, 2020). Halal certification is not only viewed from a religious perspective but also as a guarantee of quality and market trust, especially for MSME targeting the global market (Mukhibad & Yuliani, 2021). Awareness of halal certification among MSME operators, particularly Muslim women, is part of their branding strategy and business competitiveness. They highlight that the accessibility of the certification process through digital technology plays a crucial role in expanding the participation of small businesses in the halal industry (Rahman & Widiastuti, 2022).

For MSME, obtaining halal certification opens opportunities to expand market reach, comply with legal requirements, and strengthen product positioning through differentiation in increasingly intense competition (Sayekti, 2014). However, this certification process is not without challenges, including high costs, complex administrative procedures, and a lack of understanding regarding applicable regulations (Pujiono et al., 2018). To address these challenges, MSME need to understand the certification process thoroughly, ensure that the raw materials used comply with halal standards, and implement production practices that are in line with halal principles (Aditi, 2017).

Furthermore, halal certification also has a positive impact on improving business credibility, opening access to international markets, and ensuring compliance with applicable regulations (Margarena, 2022). Thus, MSME that have halal certification have the potential to increase sales volume, expand market share, and create added value for the products offered (Prihatini, 2022). Therefore, although the process of obtaining halal certification requires commitment and resources, this step remains an important strategy in facing the increasingly complex dynamics of market competition (Prasetyawati et al., 2021). Halal certification is a crucial factor in purchasing decisions, especially for consumers who prioritize sharia aspects in food consumption (HS Sufyati et al., 2024).

The purpose of this community service program is to enhance their knowledge of halal standards and digital marketing skills as a promotional and information dissemination tool. This community service program is expected to contribute in the

future by expanding the implementation period, providing comprehensive halal certification guidelines, and integrating digital business tools to ensure greater sustainability and broader impact.

2. METHODS

This community service program partners with the Muslim Women's MSME KSU "Berlian" and uses a combination of two methods, namely Participatory Action Research (PAR), an approach that focuses on community empowerment by actively involving them as agents of change. The community is not merely an object but the primary actor in social development and change. Faculty members or program implementers serve as facilitators who assist in the participatory and empowerment processes. Additionally, the Community-Based Research (CBR) method is employed, which is a research-based community service approach that places the community at the center of every implementation step. From planning to evaluation, the community is involved to ensure the relevance and sustainability of the community service program. This PKM was held on June 15, 2025. The community service was divided into three stages, namely the first stage of preparation, the second stage of implementation, and the third stage of evaluation, which was the final stage.

The first stage of this activity began with identifying the needs of MSME actors through preliminary surveys and focus group discussions (FGD) with relevant MSME actors. The purpose of this stage was to gain a deeper understanding of the main problems they face, namely their lack of literacy in digital marketing. The information obtained during this phase is used as the basis for developing the initial materials to be presented and as a reference for training tailored to the participants' contextual needs.

The second phase involves the implementation of training and mentoring activities. This begins with the initial materials and the challenges faced by the relevant MSME, an introduction to standard halal certification materials related to raw materials and additives required in the cake-making process, as well as the procedures and mechanisms for applying for halal certification. Next is literacy related to digital marketing using AI (Artificial Intelligence), which is a branch of computer science focused on creating systems or machines that can mimic human cognitive abilities, such as thinking, learning, problem-solving, understanding language, and making decisions. Examples of AI include virtual assistants like ChatGPT, recommendation systems, autonomous vehicles, and facial recognition technology.

As a tool, the initial material presentation will introduce what AI is and how to use AI as a tool to maximize digital promotion. Once the partners are deemed to

understand, meaning they can access and use AI independently, mentoring will be conducted, which involves joint training with experts. The experts referred to in this context are certified professionals in AI usage. The training consists of creating product photos using AI's image generator feature, then creating copywriting for promotional captions for MSME merchandise, and finding out which social media platforms are most likely to be used as places to promote the merchandise of MSME partners. After the partners have understood the training provided, they will then be assisted in practicing it using their own MSME product photos.

The third stage is the evaluation phase of the community service activity, which is the final stage of the program implementation. During this phase, data and feedback are collected from the participating partners to evaluate the extent to which the training has impacted the enhancement of human resource capacity and the progress of MSME businesses. This evaluation also aims to identify aspects that need improvement and development for similar activities in the future. The results of this evaluation serve as the basis for compiling various activity outputs, including progress reports and final reports, and are an important part of the documentation for scientific publication purposes.

3. FINDINGS AND DISCUSSION

The Multi-Purpose Cooperative (KSU) "Berlian" serves as a community service partner implemented by a team of lecturers from the Faculty of Economics and Business, UPN Jakarta. This cooperative functions as a platform for Muslim woman micro, small and medium enterprises (MSME) in Pisangan, South Tangerang, to develop their potential and businesses within the framework of halal business practices. A cooperative is a powerful platform for development, where individual and group interests are seamlessly integrated. Through collective activities, the individual interests of members become a driving force that benefits the entire group (Sartika, 2002). As a cooperative-based community where the majority of members are Muslim women entrepreneurs (Muslimahpreneurs). The products they produce are traditional Indonesian wet cakes, such as stuffed lontong, cucur cake, talam, risol, bakwan, pepe, coconut-filled dadar gulung, and others.



Figure 1. Wet cakes

The training was attended by 20 participants who are active members of the Berlian KSU. Participants were selected based on their level of activity in cooperative activities and their commitment to developing the business they manage. This purposive selection of participants aimed to ensure that those attending the training were genuinely motivated to enhance their capabilities, both in terms of leveraging business digitalization and applying halal principles to the products they produce. The PKM was held at the Pisangan Ciputat Tangerang Selatan Subdistrict Office Auditorium on June 15, 2025, and July 2, 2025.

Based on the results of the pre-test and post-test, there was a significant improvement in the understanding and skills of KSU Berlian members regarding digital marketing and the importance of halal product certification. During the pre-test, most participants only understood social media as a means of personal communication and had not yet optimized its use for business promotion.

Participants' awareness of product halal certification indicated that they did not fully understand halal standards, particularly regarding the identification of raw materials used in cake production. Most participants still assumed that all ingredients sold in the market were automatically halal, without paying attention to details such as the status of gelatin, emulsifiers, shortening, colorings, or flavorings commonly used in the cake industry. For example, many participants were unaware that gelatin could come from animals not slaughtered according to Islamic law, or that some colorings and emulsifiers have specific additive codes that need to be checked for halal compliance. This indicates that further education is still needed on how to check ingredient compositions, read labels, recognize food additive codes (E-numbers), and select suppliers of halal-certified ingredients to ensure that the products produced are truly in line with sharia standards.



Figure 2. PKM Team & Cooperative Management

The results of the pre-test and post-test can be seen in the following table.

Explanation:

1. STP = Very Don't Understand
2. TP = Dont Understand
3. P = Understand
4. SP = Very Understand

Table 1. Pre-Test Results
 Product Halalness and Digital Marketing

No	Question	Indicator				Total
		STP	TP	P	SP	
		1	2	3	4	
1	Do you understand the importance of halal certification in selecting production raw materials?	0	1	13	6	20
2	Do you understand the halal standards in the production process?	0	4	10	6	20
3	Do you understand the impact of implementing halal principles on the sustainability of your business?	0	1	11	8	20
4	How much do you know about Islamic law regarding halal and haram products in entrepreneurship?	0	0	11	9	20
5	Do you understand how to obtain	0	12	6	2	20

	halal certification for the products you sell?					
6	How much do you know about the benefits of using websites for business marketing?	1	10	5	4	20
7	How familiar are you with digital marketing strategies through social media to increase sales?	1	10	6	3	20
8	How familiar are you with effective digital marketing techniques for business growth?	2	11	5	2	20
9	How much do you know about how to make your business easy to find on Google?	3	14	2	1	20
10	How familiar are you with selling through online shopping apps such as Shopee or Tokopedia?	3	11	3	3	20
Total		10	74	72	44	200

Source: Compiled (2025)



Figures 3 and 4. Material Presentation Session



Figure 5. Digital marketing assistance

After conducting a pre-test, the team carried out outreach, education, and training activities using lectures and mentoring.

Table 2. Post-test results Product Halalness and Digital Marketing

No	Question	Indicator				Total
		STP	TP	P	SP	
		1	2	3	4	
1	Do you understand the importance of halal certification in selecting production raw materials?	0	0	20	0	20
2	Do you understand the halal standards in the production process?	0	3	10	7	20
3	Do you understand the impact of implementing halal principles on the sustainability of your business?	0	0	10	10	20
4	How much do you know about Islamic law regarding halal and haram products in entrepreneurship?	0	0	9	11	20
5	Do you understand how to obtain halal certification for the products you sell?	0	3	13	4	20
6	How much do you know about the benefits of using websites for business marketing?	1	2	6	11	20
7	How familiar are you with digital marketing strategies through social media to increase sales?	0	3	11	6	20
8	How familiar are you with effective digital marketing techniques for business growth?	0	4	4	12	20
9	How much do you know about how to make your business easy to find on Google?	0	2	12	6	20
10	How familiar are you with selling through online shopping apps such as Shopee or Tokopedia?	0	3	9	8	20
Total		1	20	104	75	200

Source: Compiled (2025)

The post-test results, which were conducted through material dissemination and mentoring, showed a significant improvement compared to the pre-test, both in terms of awareness of product halal status and digital marketing skills. In terms of halal awareness, participants' understanding has improved, particularly in recognizing the importance of halal certification and Islamic law related to products. The majority of respondents now fall into the "understand" and "very understand" categories. As noted in the study by Mardhotillah et al. (2022), halal certification on products can enhance customer satisfaction, which is beneficial for increasing business revenue. In line with the research by Oktaniar et al. (2020), it was noted that the presence of a halal logo on product packaging directly impacts customer satisfaction and purchasing decisions, particularly among Muslim consumers.

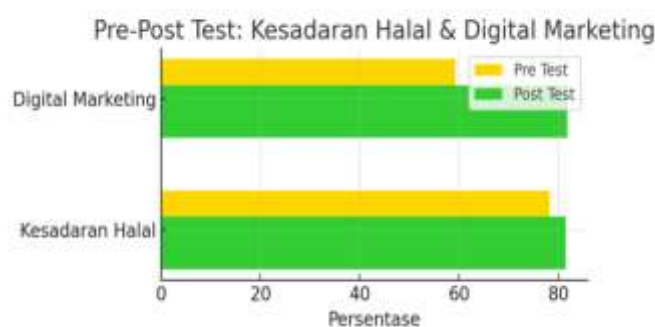


Figure 6. Pre- and Post-Test Results Diagram

Source: Compiled (2025)

Meanwhile, in the digital marketing aspect, there was a sharp increase in participants' understanding of website usage, social media, and online promotion techniques. The highest score (very understanding) in this aspect nearly doubled compared to the pre-test results. Overall, the number of participants with low understanding (Very Unfamiliar) decreased significantly, while the number of participants with high understanding (Understanding and Very Understanding) increased notably. These findings indicate that the PKM program successfully enhanced the digital literacy and skills of the partners, both in the application of halal principles and in digital marketing.

As conducted by Panji Novantara et al. (2024) with the theme of community service activities titled "Introduction and Utilization of AI Digital Marketing Ads for MSME in Cimaranten Village, Kuningan District," the method used was pre-training, training, and post-training. The results of the activity showed an increase in understanding of the use of AI optimization in digital marketing for more comprehensive MSME promotion. The product packaging activity for MSME in Cimaranten Village, Kuningan District, included packaging design, selection of packaging materials, and product packaging. It is important to pay attention to attractive packaging design that aligns with the product's characteristics and provides clear information about the product being sold.



Figure 7. Digital Marketing training results

After completing the training, the post-test results showed that more than 80% of participants were able to create attractive promotional content, understand how to utilize marketplace platforms, and manage business accounts professionally. In addition, in terms of halal awareness, the pre-test showed that most participants only had a general understanding of the concept of halal, but did not know the detailed procedures for obtaining certification. Following the training, there was a significant improvement in participants' understanding of the importance of halal certification for consumer trust and the practical steps required to obtain halal certification. These results indicate that the training was effective in enhancing the capacity of Muslimahpreneurs to operate their businesses digitally and in accordance with Sharia principles.

4. CONCLUSION

The Community Service Program (PKM) in collaboration with KSU "Berlian" in South Tangerang successfully enhanced the capacity of cooperative members, the majority of whom are women-owned SMEs. The program focused on strengthening halal product standard literacy and digital marketing skills, two critical aspects in developing micro-enterprises rooted in Islamic values in the digital age. Through a participatory approach and hands-on training methods, participants were guided to understand the importance of halal certification and the benefits of digitalization in product marketing.

In terms of halal awareness, participants experienced a significant increase in understanding the urgency of halal certification, the procedures involved, and the application of Islamic principles in the production process. This demonstrates the success of the activity in building the foundational understanding needed to maintain product quality and consumer trust.

In terms of digital marketing, there was a surge in participants' understanding of using digital media such as websites, social media, and online marketplaces like Shopee and Tokopedia. This was evident from the increase in post-test scores,

reflecting new insights into technology-based marketing strategies. This training encourages participants to move away from conventional promotional patterns and begin adopting broader marketing techniques that align with the needs of today's consumers.

The community service activities conducted have yielded positive results in enhancing the understanding of Muslim women SME practitioners regarding digital marketing and the importance of halal certification. However, there are still some weaknesses that can serve as evaluation points for future community service initiatives. One of the main weaknesses is the relatively short duration of the training, which means that comprehensive and sustained mentoring of participants has not yet been possible. Additionally, mentoring for the halal certification process has not been conducted comprehensively up to the stage of application and issuance of the certificate, despite this aspect being crucial for ensuring the sustainability and consumer trust in the products. On the other hand, the use of digital technology is still limited to social media promotion and has not yet touched on technology-based business management aspects such as inventory systems, financial record-keeping, or e-commerce platforms. This community service program has also not been optimally integrated with government programs or supporting institutions such as BPJPH and KNEKS, which could actually strengthen the sustainability and scalability of the program.

Based on these weaknesses, it is recommended that future community service be conducted over a longer period, such as 3 to 6 months, with gradual and continuous mentoring. Future programs should also provide end-to-end mentoring for the halal certification process, from document preparation to official submission to the relevant institutions, involving halal practitioners or auditors. Additionally, training materials can be expanded to include business management technologies such as financial tracking applications, marketplace seller centers, and the creation of simple business websites. It is also important to build multi-stakeholder collaboration (triple helix) involving universities, local governments, and the industrial sector, including halal technology-based startups. This effort can be strengthened by mapping the digital readiness level of SMEs to ensure that the training provided is more targeted. Finally, to support long-term sustainability, the community service team can develop online learning modules containing digital marketing and halal certification materials, so that they can be accessed independently by other business actors outside of KSU Berlian's partners.

REFERENCES

- Al Farizi, S., & Harmawan, B. N. (2020). *Data Transparency and Information Sharing: Coronavirus Prevention Problems in Indonesia*. *Indonesian Journal of Health Administration*, 8(Special Issue), 35-50. <https://doi.org/10.20473/jaki.v8i0.2020.35-50>.
- Ayu, J. P. (2021). Perencanaan model bisnis pada UMKM dalam mengembangkan

- oleh-oleh khas Bekasi. *Journal of Research on Business and Tourism*, 1(1), 75–89.
<https://doi.org/10.37535/104001120216>
- BPJPH. (2023). Laporan Tahunan Badan Penyelenggara Jaminan Produk Halal 2023.
- Brush, C. G., & Greene, P. G. (2015). *The rise of women entrepreneurs: Growth and impact in the global economy*. Global Entrepreneurship Monitor Reports.
- Fadhilah, D. A., & Pratiwi, T. (2021). Strategi pemasaran produk UMKM melalui penerapan digital marketing (Studi kasus pada kelompok usaha “Kremes Ubi” di Desa Cibunar, Kecamatan Rancakalong, Sumedang). *Coopetition: Jurnal Ilmiah Manajemen*, 12(1), 17–22.
- Febriyantoro, M. T., & Arisandi, D. (2018). Pemanfaatan digital marketing bagi usaha mikro, kecil dan menengah pada era masyarakat ekonomi ASEAN. *Jurnal Manajemen Dewantara*, 1(2), 61–76.
- HS, Sufyati., Resti, A. A., Matondang, N., Ridwansyah, M., & Priyatna, M. R. (2024). Prospects for the Development of Halal Culinary MSMEs in Encouraging Sustainable Business. *EQUILIBRIUM: Jurnal Ekonomi Syariah*, 12(2), 281–306.
- Mardhotillah, R. R., Putri, E. B. P., Karya, D. F., Putra, R. S., Khusnah, H., Zhulqurnain, M. R. I., & Mariati, P. (2022). Pelatihan Sertifikasi Halal dalam Upaya Peningkatan Kepuasan Pelanggan Sebagai Bagian dari Scale-Up Business Bagi UMKM. *Jurnal Surya Masyarakat*, 4(2), 238.
<https://doi.org/10.26714/jsm.4.2.2022.238-246>.
- Masduki, A. (2021). Pengaruh Label Halal Terhadap Kepuasan dan Keputusan Pembelian Konsumen Muslim pada Produk UMKM. *Jurnal Ekonomi Syariah dan Bisnis Islam*, 6(1), 45–58.
- Mukhibad, H., & Yuliani, D. (2021). Kesadaran Sertifikasi Halal pada UMKM Makanan dan Minuman: Studi Perspektif Konsumen Muslim. *Jurnal Halal Product and Research*, 4(2), 87–95.
- Nadya, A. Q., Hafidz, A. ridho, Latifa, A., & Fikri, S. (2023). Pendampingan Sertifikasi Halal UMKM Desa Pondokagung Kecamatan Kasembon Kabupaten Malang. *Jurnal Penelitian dan Pengabdian Masyarakat*, 1(1), 1–9.
<https://doi.org/10.61231/jp2m.v1i1.25>
- Nurhayati, T., & Kartini, A. (2020). Peran Muslimahpreneur dalam Ekonomi Digital: Kajian Pemberdayaan UMKM Berbasis Gender dan Syariah. *Jurnal Pengembangan Ekonomi Umat*, 7(1), 55–64.
- Oktanar, R., Fadilah, R., & Putri, M. (2020). Pengaruh Label Halal Terhadap Keputusan Pembelian Konsumen Muslim pada Produk UMKM. *Jurnal Ekonomi dan Bisnis Islami*, 5(2), 123–134
- Panji Novantara, Tito Sugiharto, & Roni Nursyamsu. (2024). Pemanfaatan AI Ads untuk Digital Marketing Produk UMKM di Desa Cimaranten Kuningan. *Journal of Innovation and Sustainable Empowerment*, 3(1), 56–62.
<https://doi.org/10.25134/jise.v3i1.96>

- Prasetyawati, Y. R., Setyaningtyas, E., Ayu, J. P., Sartika, K. D., & Adithia, S. (2021). Pelatihan culinary entrepreneur dalam mengembangkan kinerja UMKM di masa pandemi. *Journal of Servite*, 3(1), 31–43. <https://doi.org/10.37535/102003120213>
- Prihatini, I. (2022). *Pengaruh label halal, kualitas produk dan promosi terhadap tingkat penjualan produk makanan dalam perspektif ekonomi Islam (Suatu kajian pada UMKM Kota Banda Aceh pasca Covid-19)* [Tesis, Pascasarjana Universitas Islam Negeri Ar-Raniry Banda Aceh].
- Pujiyono, A., Setyowati, R., & Idris. (2021). Strategi pengembangan UMKM halal di Jawa Tengah dalam menghadapi persaingan global. *Jurnal Ekonomi dan Bisnis Islam*, 5(1), 1–10.
- Rahayu, S., & Day, J. (2023). *Digitalisasi UMKM dan Dampaknya terhadap Pertumbuhan Ekonomi: Studi Kasus di Indonesia*. *Rahayu, S Day, J*, 5(2), 112–130.
- Rahman, F., & Widiastuti, R. (2022). Digitalisasi Proses Sertifikasi Halal dan Dampaknya pada UMKM Muslimah. *Jurnal Halal Dan Inovasi Bisnis Syariah*, 5(1), 45–54.
- Sadalia, I., & Kusmulyono, M. S. (2017). *Analisis pengaruh inovasi produk, harga, dan sertifikasi halal terhadap minat beli ulang melalui kepuasan konsumen UMKM di Kota Medan*. Dalam *Proceedings of Roundtable for Indonesian Entrepreneurship Educators ke-5*. USU Press. ISBN: 979-458-975-6
- Sari, D. A., Lestari, R., & Putri, M. A. (2022). Pemberdayaan Perempuan Melalui Kewirausahaan dalam Meningkatkan Ekonomi Keluarga. *Jurnal Pemberdayaan Masyarakat*, 4(5), 85–97.
- Social, W. A., & Hootsuite. (2023). *Digital 2023 Global Overview Report*. <https://wearesocial.com>
- Suharso, A., Lestari, D., & Wulandari, R. (2019). Peran Wirausaha Perempuan dalam Pengentasan Kemiskinan dan Pembangunan Ekonomi Berkelanjutan di Indonesia. *Jurnal Pemberdayaan Ekonomi*, 4(1), 55–67.
- T, N., & H, H. (2019). Personal intrinsic religiosity and product knowledge on halal product purchase intention Role of halal product awareness. *Journal of Islamic Marketing*, 603–620.
- T, P. (2017). Pengaruh Sistem Pemasaran Digital Marketing Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 11(2), 46–53.
- Warto, & Samsuri. (2020). Sertifikasi Halal dan Implikasinya Bagi Bisnis Produk Halal di Indonesia. *Al Maal: Journal of Islamic Economics and Banking*, 2(1), 98. <https://doi.org/10.31000/almaal.v2i1.2803>