
Effectivity of Halal Digital Module in Small and Medium Enterprise Practitioner in West Java

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ABSTRACT

This research aimed to measure the effectiveness of the Halal Digital Module in improving the halal knowledge of Small and Medium Enterprise (SME) practitioners in West Java. Ten SME practitioners from Garut, Subang, Cianjur, Bogor, and Depok were involved in the evaluation process. A mixed-method approach was used to analyze the effectiveness. The evaluation was conducted by comparing the pretest and posttest scores of the practitioners and analyzing their feedback. T Test was used to analyze the significance. The results from the pretest and posttest indicated that the Halal Digital Module significantly improved practitioners' knowledge. However, based on the feedback analysis, the module still needs improvement, particularly in the areas of language, the number of questions in the test, and user convenience. The language used in the module was still confusing for some practitioners. The number of questions was excessive and unclear. In terms of convenience, the module performed well on laptops but poorly on Android-based cell phones. It was concluded that Halal Digital Module effectively improve halal knowledge of Small and Medium Enterprise Practitioner, but still need improvement.

Keyword: Halal; Digital Module; Small and Medium Enterprise

Efektivitas Modul Halal Digital bagi Pelaku UMKM di Jawa Barat

ABSTRAK

Penelitian ini bertujuan untuk mengukur efektivitas Modul Digital Halal dalam meningkatkan pengetahuan praktisi Usaha Mikro, Kecil, dan Menengah (UMKM) di Jawa Barat. Sepuluh praktisi UMKM dari Garut, Subang, Cianjur, Bogor, dan Depok berpartisipasi dalam proses evaluasi. Pendekatan metode campuran digunakan untuk menganalisis efektivitas, dengan uji T digunakan untuk menilai signifikansi statistik. Hasil dari pretest dan posttest menunjukkan bahwa Modul Digital Halal secara signifikan meningkatkan pengetahuan para praktisi. Namun, berdasarkan analisis umpan balik, modul ini masih memerlukan perbaikan, terutama dalam hal penggunaan bahasa, jumlah pertanyaan dalam tes, dan kenyamanan pengguna. Bahasa yang digunakan dalam modul masih membingungkan bagi sebagian praktisi. Jumlah pertanyaan yang digunakan dalam proses evaluasi dinilai terlalu banyak dan tidak jelas. Dari segi kenyamanan, modul ini bekerja dengan baik di laptop tetapi berkinerja buruk di ponsel berbasis Android. Dapat disimpulkan bahwa modul digital halal efektif dalam meningkatkan pengetahuan halal praktisi UMKM, namun masih perlu penyempurnaan..

Kata kunci: Halal; Modul Digital; UMKM

INTRODUCTION

Based on the data released by Statistic Centre Bureau of Indonesia, in 2020, Small and Medium Enterprise still act as a back bone for Indonesia's economy. It still contributes to 60.5% of Indonesian GDP and absorb around 97% of employee in Indonesia (Hia, Handaka and Zega, 2021). Moreover, during Covid-19 pandemic, SME play a big role in economic rebound of Indonesia in 2020. It was proven that SME having higher resilience to face disruption compared to big companies with 87% economic rebound rate (Wahyunti, 2020). Regardless the importance, SME still faces a lot of challenges. They still had limited access to capital, inadequate infrastructure, limited access to knowledge and education, that lead to constraint in product marketing and distribution (Yolanda, 2024).

By the government regulation number 42 year 2024, Indonesian government obliged all big companies to provide halal certificate at least at 18th October 2024. The obligation will bind the same at 18th October 2026 for Small and Medium Enterprise. However, this opportunity still seen as burden for most of Small and Medium Enterprise practitioners and owners. In Kwanyar district, Bangkalan Region, East Java, some of the SME practitioners were already well informed and educated regarding halal regulation and can monetize this knowledge to improve their income. However, the rest of it still poorly informed and educated since they were limited to learning platform for halal regulation (Aditya and Hamam, 2024). In contrast, in Medan,

one of new international tourism destination in Indonesia, the knowledge regarding halal regulation still very poor. The condition was caused by the lack of knowledge of SME practitioners and owners regarding the regulation. The condition worsens by the lack of education given by regional government of Medan City regarding halal certification and regulation (Reynanda Hasibuan and Rahmayati, 2024). Indonesian government had conducted SEHATI program to boost the halal certification by SME practitioners. However, less 50% of the targeted SMEs certified during the program. The lack of knowledge regarding halal certification became the main factor why most of SME practitioners still avoiding halal certification. Education alternatives for SME regarding halal is urgently required (Malahayati and Faizah, 2023).

The development of halal digital module was conducted to answer the need of halal education tools. But since the module was made by academicians, there might be a gap between the module that been developed with the needs of SME practitioners. This research was conducted to measure the effectivity of halal digital module in SME practitioners. The gap that needed development to strengthen the ability of module to deliver knowledge was also conducted. By knowing this, we hope there will open the room of improvement for a better halal learning media.

RESEARCH METHODE

Mixed method was used to conduct the analysis. The quantitative method was used to measure the significance of halal digital module affecting the knowledge of SME practitioners. SME practitioners involved in this research was SME practitioners managed by NGO partner of Politeknik Negeri Media Kreatif. Ten SME practitioners were willing to involved in the research. The research was conducted by online method. The effectivity of halal module digital was measured by comparing pre-test mark and post-test mark. Paired T Test was use to analyse the significance. The qualitative method was used to analyse the feedback of SME practitioners regarding the halal module that had been developed. Reduction method was used to analyse the feedback. By the reduction the lack of halal digital module was being analysed.

RESULTS AND DISSCUSSION

The halal digital module was developed and tested in the Art Culinary study program at Politeknik Negeri Media Kreatif. Although it was well-received by students, its effectiveness with SME practitioners had not been analysed. To assess its impact, the research required SME practitioners with high resilience and development. Therefore, the team collaborated with an international-level NGO to select respondents. The NGO recommended SME practitioners they had supported, specializing in food and culinary sectors. Additionally, the team ensured that the SME practitioners represented a diverse range of regions in West Java. Unfortunately, only ten SMEs were willing to participate in the

research. However, these ten SMEs represented 20% of the 25 regions in West Java, providing a reasonable regional sample.

Table 1. SME Practitioner Involved in Research

Region	Amount of SME Practitioner
Garut	1
Subang	1
Cianjur	2
Bogor	3
Depok	2
Total of SME Practitioners	10

The number of respondents is crucial in mixed-method research, particularly when sampling from a region as dynamic and heterogeneous as West Java. A carefully selected sample enables researchers to explore the diverse experiences, opinions, and perspectives of SME practitioners in the region (Sullivan, 2023). A sample size of 20% is considered the minimum necessary to capture the complexity of the research and ensure the findings are representative (Lakens, 2022). The sample used in this study ensures that the research addresses the research questions appropriately and reflects the diversity of the population being studied (Rahman, 2023). Furthermore, the sample size is scientifically representative while also aligning with the research's budgetary constraints.

The pre-test and post-test result was being compared to analyze the effectivity of halal digital module. The comparison can be observed in table 2 bellow.

Table 2. Comparison Mark Between Pre-test and Post-test

SME Practitioner	Pre-Test	Post-Test
Garut	52	84
Subang	56	92
Cianjur 1	52	96
Cianjur 2	36	72
Bogor 1	40	68
Bogor 2	36	68
Bogor 3	60	88
Depok 1	36	72
Depok 2	28	64
Average	44	78.2

Comparing the result of pre-test and post-test is a classic method to analyse the effectivity of learning media. The pre-test is conducted before the learning begins to measure the participants' prior knowledge or skills. Meanwhile, the post-test is conducted after the learning to assess how much the participants' understanding or skills have improved. The comparison of pre-test and post-test results provides a clear picture of how effective the learning process has been in enhancing the participants' understanding or abilities. If there is a significant improvement in scores, the learning is considered successful. The comparison of pre-test and post-test provides quantitative data that can be analysed to measure learning success objectively. Higher post-test scores compared to pre-test scores indicate that the participants have acquired new knowledge or experienced an improvement in the skills taught (Pan and Sana, 2021). In this research it was found that the use of halal digital module improving the score from 44 to 78.2. It can be concluded that the SME participants have acquired

new knowledge from the halal digital module.

The data then being subjected to quantitative analysis using Paired T Test Analysis. The result of the analysis was below,

Table 3. T Test Analysis of Pre-test and Post-test mark

	Post-Test	Pre-Test
Mean	77.5	43
Variance	155.1429	131.4286
Observations	8	
Pearson Correlation	0.9084	
Hypothesized Mean Difference	0	
df	7	
t Stat	18.72994	
t Critical one-tail	1.894578605	t Stat> t Table

Digital modules play a crucial role in driving digitalization toward sustainable development, particularly for SMEs. However, their effectiveness can vary depending on the digital maturity of the SMEs. In addition to the tools and resources available for digital development, a supportive ecosystem – including facilities in Digital Innovation Hubs, partnerships, platforms, relevant skills development, and an ongoing regulatory framework – is essential to ensure that digital tools can continuously support SME growth (Sassanelli and Terzi, 2022). In this study, SME practitioners from Subang demonstrated notably higher responsiveness compared to others. The digital modules have the potential to positively impact SME development. For example, in Denpasar, Bali, the implementation of digital modules significantly enhanced the soft skills of

SME practitioners with hearing impairments (Gede *et al.*, 2022). Furthermore, the application of digital modules has been shown to improve skills and knowledge in areas like English Business Literacy (Thamrin, 2024) and tax knowledge (Muamarah and Safitra, 2023). In this research, the application of halal digital module significantly improved halal knowledge of SME practitioners.

For the qualitative analysis, reduction method was being applied. After using the module, users (SME practitioners) feel the feedback page. Based on the frequency of word used in the feedback page, the feedback was classified and reduction was conducted. The result of the reduction process was shown at table 4.

Table 4. Reduction Process

Word	Frequency	Reduction
Typo	6	Language
Confusing	10	
Multi interpreted	4	
Too hard	4	Number of Question
Too many	3	
Confusing question	3	
Not performing well in android	7	Convenience

The proper use of language help the halal digital module is to effectively convey information to SME practitioners. Using clear, straightforward language ensures that learners can easily understand the content without confusion. Complex or

ambiguous language, on the other hand, can obscure the message and hinder comprehension (Pratiwi *et al.*, 2023). In this research, it was found that the language used was still not suitable for SME practitioners. Improvement still needed so that the language more suitable with SME practitioner's backgrounds and proficiency level. Language that matches the learner's level and background is key to keeping their interest and motivation high. When the language is either too complex or overly simplistic, learners may lose focus or become frustrated (Asrial *et al.*, 2019). Learners are more likely to remember and apply information when it is presented in a language they easily understand. When the language aligns with their needs and prior knowledge, they are better able to comprehend and utilize the concepts being taught (Mohamad Yusuf *et al.*, 2022).

The number of questions helps gauge the breadth and depth of a student's understanding of the material. A larger number of questions allows the exam to cover a wider range of topics, providing a more comprehensive assessment of the learner's knowledge and abilities (Nilaphruek and Charoenporn, 2023). In traditional benchmark, the number of questions should be balanced with the available time for the exam. Too many questions in a short period can overwhelm students, while too few may not provide enough insight into their full understanding. A well-structured exam allows students to demonstrate their knowledge without feeling rushed or under pressure (Zhong *et al.*, 2024). In this research, the number of question still not suitable with the depth of

knowledge possessed by SME practitioners.

This module using barcode to access the video guide integrated in module. However, this barcode is not conveniently used in SME practitioners using android based smart phone. That's why, in term of convenience, this halal digital module still need to be improved. Convenience ensures that learners can access the learning materials at any time and from any location. This flexibility allows students to learn at their own pace (Bringman-Rodenbarger and Hortsch, 2020). The limitation of performance in android based smart phone may not be suitable for study pace of SME practitioners. When learning media is convenient, learners are more likely to engage with the content. If materials were easy to navigate and available through familiar devices, learners were more likely to stay motivated and consistently interact with the content, which can lead to better learning outcomes (Kumar and Sharma, 2021).

CONCLUSION

Based on this research, it can be concluded that the halal digital module is effective in improving the halal knowledge of SME practitioners. However, improvements are still needed, particularly in the areas of language use, the number of questions in the evaluation section, and convenience for Android users. Regarding language, it should be adapted to better suit the background and proficiency levels of the users. In terms of the number of questions, they should be reduced to avoid overwhelming SME practitioners. As for convenience, the accessibility of the

halal digital module on Android devices still requires improvement.

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