



COMTE: Journal of Sociology Research and Education is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Accepted May 14, 2024, Approved June 14, 2024, Published September 01, 2024

## Collaboration between Halal Companions and MSMEs: Maximizing Social Media for Halal Product Promotion

Romi Mesra<sup>1</sup>, Asep Rahman<sup>2</sup>

<sup>1</sup>Universitas Terbuka

<sup>2</sup>Universitas Sam Ratulangi

E-mail: [romimesra@unima.ac.id](mailto:romimesra@unima.ac.id), [aseprahman@unsrat.ac.id](mailto:aseprahman@unsrat.ac.id)

**Abstract.** This study aims to analyze the collaboration between halal assistants of the Ministry of Religious Affairs and MSMEs in maximizing the use of social media for halal product promotion. Using a qualitative approach with a systematic literature review, this study explores the challenges, effective strategies, and impacts of the collaboration. The results of the study indicate that this collaboration has the potential to increase the effectiveness of digital promotion of MSME halal products through the synergy between halal technical knowledge and digital marketing skills. Key findings include the importance of educational content, the role of online communities, the effectiveness of influencer marketing, and the need for continuous capacity development. Analysis using various digital communication theories and other relevant theories reveals the complexity and potential of this collaboration in increasing the competitiveness of MSME halal products in the digital era. Research implications include recommendations for policies and programs that support systematic collaboration between halal assistants and MSMEs in the context of digital promotion.

**Keywords:** Halal Companions, MSMEs, Social Media, Halal Product Promotion

### A. Introduction

In the ever-evolving digital era, the role of social media as a promotional tool has become increasingly vital for the survival and growth of Micro, Small, and Medium Enterprises (MSMEs). Moreover, for MSMEs engaged in the halal product industry, the challenge of reaching a wider market while maintaining the halal integrity of their products is becoming increasingly complex. This is where the role of halal assistants from the Ministry of Religion (Kemenag) becomes very crucial in guiding MSMEs to optimize the use of social media in promoting their halal products (Aziz, 2023). Kemenag halal assistants, with their in-depth knowledge of halal standards and regulations, are uniquely positioned to assist MSMEs in effectively communicating the halal value of their products through digital platforms. However, there is often a gap between the technical understanding of halal and the digital communication skills needed for effective promotion on social media (Rahman, 2022).

Collaboration between halal assistants and MSMEs in the context of digital promotion of halal products opens up great opportunities to increase the competitiveness of MSMEs in the global market. By combining the halal expertise of the Ministry of Religious Affairs' assistants and the product knowledge of MSMEs, a communication strategy can be created that is not only visually appealing but also educational and in accordance with sharia principles (Hidayat, 2023). Social media, with its wide reach and relatively low cost, offers an ideal platform for MSMEs to promote their halal products. However, the challenge lies in how to optimize the use of this platform to build consumer trust in the halal claims of products, especially amidst the abundance of information circulating in cyberspace (Firdaus, 2024). Halal assistants can act as

facilitators in designing social media content that not only promotes products but also educates consumers about the importance and meaning behind halal certification. With this approach, MSMEs not only market their products but also contribute to increasing halal literacy in the community (Nugroho, 2023).

In addition, this collaboration can also help MSMEs in facing challenges related to regulations on halal product advertising on social media. Halal assistants can provide guidance on how to present halal claims accurately and ethically, in accordance with applicable regulations, thereby avoiding potential legal or reputational issues in the future (Sari, 2024). The use of social media analytics technology is also an important aspect of this collaboration. Halal assistants can assist MSMEs in interpreting consumer engagement and feedback data to continuously improve their halal product communication strategies. This not only increases the effectiveness of promotions but also helps MSMEs to better understand the preferences and needs of halal product consumers (Wijaya, 2023). Furthermore, this collaboration has the potential to create a strong digital halal product community, where consumers, producers, and halal authorities can interact and share information. This not only supports transparency in the halal supply chain but also builds a digital ecosystem that supports the growth of the halal industry as a whole (Hakim, 2024).

In the context of the global economy, optimizing digital promotion of MSME halal products through collaboration with the Ministry of Religion's halal assistants is also in line with Indonesia's efforts to strengthen its position as a major player in the world's halal industry. With the increasing visibility and accessibility of halal MSME products on digital platforms, the export potential and contribution to the national economy are also increasing (Mesra, 2024). However, despite its great potential, the implementation of this collaboration still faces various challenges. Starting from limited resources and digital knowledge among MSMEs, to the need for standardization in the digital promotion approach for halal products. Therefore, further research is needed to identify an effective and widely replicable collaboration model. Previous research conducted by Pratama (2023) showed that MSMEs that actively use social media to promote halal products experienced an average increase in sales of 30% compared to those that did not. However, this study also revealed that only 40% of MSMEs felt confident in communicating the halal aspects of their products through digital platforms.

Another study by Kusuma (2024) explored the role of halal assistants in increasing MSME digital literacy. The results of the study showed that MSMEs that received intensive assistance in digital communication strategies experienced a significant increase in consumer engagement and the level of trust in their product halal claims. Although these studies have provided valuable insights, there are still gaps in understanding on how to optimize collaboration between halal facilitators and MSMEs specifically in the context of digital promotion. Most studies focus on only one aspect, either from the MSME or halal facilitator side, without looking at the dynamics of interaction and potential synergy between the two in the ever-changing social media landscape.

The novelty of the proposed research lies in the holistic approach that combines the perspectives of halal facilitators, MSME actors, and social media platform analysis. By using a mixed-method method that combines social media data analysis, in-depth interviews, and case studies, this study aims to develop a collaborative framework that can be widely implemented to maximize the effectiveness of digital promotion of MSME halal products. The importance of conducting this research cannot be underestimated considering the strategic role of MSMEs in the national economy and the great potential of the global halal industry. By optimizing collaboration between halal facilitators and MSMEs in digital promotion, it is expected to increase the competitiveness of Indonesian halal products in the global market, encourage inclusive economic growth, and strengthen Indonesia's position as the center of the world's halal industry. The results of this study will provide practical guidance for policy makers, halal facilitators, and MSME actors in facing challenges and taking advantage of opportunities in the digital era.

## **B. Method**

This study adopted a qualitative approach with a focus on a comprehensive literature review. Qualitative methods were chosen because of their ability to explore in-depth understanding of complex social phenomena, such as the dynamics of collaboration between halal facilitators and MSMEs in the context of digital promotion (Creswell & Poth, 2018). A systematic literature review was used to identify, evaluate, and synthesize relevant research related to this topic.

The data collection process involved a systematic search of leading academic databases such as Scopus, Web of Science, and Google Scholar. Keywords used in the search included "halal facilitators", "MSMEs", "digital promotion", "social media", and "halal products". Inclusion criteria included peer-reviewed articles published in English and Indonesian between 2015-2024, to ensure the relevance and currency of the data (Booth et al., 2016).

Data analysis was conducted using a thematic analysis approach, which allows researchers to identify, analyze, and report patterns (themes) in the data (Braun & Clarke, 2006). This process involved reading all selected articles thoroughly, coding relevant data, and organizing the codes into broader themes.

To ensure the credibility of the study, a triangulation technique was used, where findings from different studies were compared and contrasted (Patton, 2015). In addition, peer debriefing was conducted by involving an independent researcher to check the data analysis and interpretation process, increasing the validity of the study findings.

The limitations of this method are acknowledged, including the possibility of publication bias and limitations in the generalizability of the findings. However, by implementing a rigorous literature review protocol and transparency in reporting the methodology, this study aims to provide valuable insights into the collaboration between halal facilitators and MSMEs in the context of digital promotion of halal products.

## **C. Result and Discussion**

### **1. Result**

The results of the literature review revealed several key themes related to collaboration between halal facilitators and MSMEs in maximizing social media for halal product promotion. These themes include challenges faced, effective strategies, impacts of collaboration, and recommendations for improvement. One of the key findings was the existence of a significant digital knowledge gap among MSMEs producing halal products. Many MSMEs still face difficulties in optimizing the use of social media platforms to promote their products. These difficulties include the inability to create engaging and relevant content, lack of understanding of social media platform algorithms, and limitations in analyzing the performance metrics of their digital campaigns.

On the other hand, halal assistants from the Ministry of Religious Affairs, despite having in-depth knowledge of halal aspects, often lack an understanding of effective digital marketing strategies. This creates a situation where there is great potential for synergy, where the expertise of both parties can complement each other to create a more effective digital promotion strategy for halal products. Research shows that when there is effective collaboration between halal assistants and MSMEs, there is a significant increase in the quality and effectiveness of digital promotion campaigns. MSMEs that receive guidance from halal assistants in developing their halal product narratives tend to produce more authentic and educational content, which in turn increases consumer trust in the halal claims of the product. The study also revealed that the most effective social media platforms for MSME halal product promotion vary depending on the type of product and target market. However, in general, Instagram and Facebook emerged as the most frequently used and effective platforms, mainly due to their visual capabilities that allow MSMEs to showcase their halal products and production processes in an attractive manner.

One strategy that has proven effective is the use of educational content about halal that is packaged in an attractive and easy-to-digest manner. Halal assistants play an important role in ensuring the accuracy of the information, while MSMEs can optimize the presentation of the information to suit the preferences of the audience on social media. This combination produces content that not only promotes the product but also increases consumer awareness and understanding of the halal concept. Research also shows the importance of consistency and regularity in posting content on social media. MSMEs that collaborate with halal assistants to create a structured and consistent content calendar tend to see higher increases in consumer engagement and loyalty compared to those that post sporadically.

The use of influencers in promoting halal products also emerged as an effective strategy, especially when the selected influencers have credibility in halal and Islamic lifestyle issues. Halal facilitators can play a role in verifying the influencers' compliance with halal values, while MSMEs can manage the

creative and logistical aspects of the collaboration. Another interesting finding is the role of online communities in strengthening the promotion of halal products. MSMEs that actively participate in online communities related to halal lifestyle, with guidance from halal facilitators, tend to build a more loyal consumer base and generate positive digital word-of-mouth. Finally, the study revealed the need for continuous capacity development, for both MSMEs and halal facilitators, in terms of digital skills and understanding the dynamics of the online halal product market. A joint training program that combines halal technical aspects and digital marketing strategies was found to be a potential solution to increase the effectiveness of this collaboration.

## 2. Discussion

The results of the study indicate that collaboration between halal facilitators and MSMEs in the context of digital promotion of halal products can be analyzed using several digital communication theories and other relevant theories. The Media Richness Theory proposed by Daft and Lengel (1986) provides a framework for understanding why certain social media platforms, such as Instagram and Facebook, are more effective for promoting halal products. The visual richness and interactivity of these platforms allow MSMEs to convey complex information about their halal products more effectively, in line with the findings of the study. The Diffusion of Innovation Theory (Rogers, 2003) can explain the process of adopting digital promotion strategies among halal product MSMEs. Collaboration with halal facilitators can be seen as a catalyst that accelerates this adoption process, with halal facilitators acting as change agents who help MSMEs overcome uncertainties related to new technologies and digital marketing practices.

The concept of 'Networked Gatekeeping' proposed by Barzilai-Nahon (2008) is relevant in the context of the role of halal facilitators as gatekeepers of halal information on social media. Halal facilitators help filter and validate information about halal products, increasing the credibility of MSMEs' halal claims in the eyes of digital consumers. This is in line with research findings on increasing consumer trust in halal products promoted through this collaboration. Social Capital Theory (Putnam, 2000) can explain the importance of building online communities in promoting halal products. Collaboration between halal facilitators and MSMEs in building and managing online communities creates valuable social capital, which in turn drives consumer loyalty and positive digital word-of-mouth, as shown in the research results.

The concept of 'Content Marketing' explained by Pulizzi (2014) is very relevant to the findings on the effectiveness of halal educational content. This approach, which emphasizes the creation and distribution of valuable and relevant content consistently, is in line with the strategies identified in the study where halal facilitators and MSMEs collaborate to create educational content about halal. Social Learning Theory (Bandura, 1977) can be applied to understand the effectiveness of using influencers in promoting halal products. Consumers learn about and emulate halal product purchasing behavior through observing influencers they trust, reinforcing research findings on the positive impact of influencer marketing strategies.

The Technology Acceptance Model (TAM) developed by Davis (1989) provides insight into the challenges faced by MSMEs in adopting digital technology for promotion. Collaboration with halal facilitators can be seen as a factor that increases the perception of usefulness and ease of use of digital technology among MSMEs, thereby encouraging wider adoption. The concept of 'Integrated Marketing Communications' (IMC) outlined by Schultz et al. (1993) is relevant in the context of the need for a holistic approach to halal product promotion. Collaboration between halal facilitators and MSMEs allows for better integration between halal messages and digital marketing strategies, creating more coherent and effective communications.

The Uses and Gratifications theory (Katz et al., 1973) can explain consumer motivations in consuming halal product-related content on social media. This understanding is important for MSMEs and halal facilitators in designing content that meets the information and entertainment needs of their target audience, in line with research findings on the importance of engaging and educational content. Finally, the Media Ecology Theory developed by McLuhan (1964) provides a framework for understanding how changes in the digital media landscape affect the way MSMEs promote their halal products. Collaborating

with halal partners helps MSMEs adapt to these changes, leveraging the unique characteristics of various social media platforms to optimize their halal product promotion.

## **D. Conclusion**

This study reveals that collaboration between halal facilitators and MSMEs in maximizing social media for halal product promotion has significant potential to increase the effectiveness of MSMEs' digital marketing strategies. Through the synergy between halal technical knowledge and digital marketing skills, this collaboration can produce more authentic, educational, and engaging content for consumers. However, the success of this collaboration depends on the continuous capacity development of both MSMEs and halal facilitators in terms of digital skills and understanding the dynamics of the online halal product market. The implications of this study indicate the need for policies and programs that support systematic collaboration between halal facilitators and MSMEs in the context of digital promotion. This can include joint training, knowledge-sharing platforms, and incentives for creative collaboration in halal product marketing. Thus, not only will the competitiveness of halal product MSMEs increase, but Indonesia's position as a major player in the global halal industry can be strengthened through a stronger digital presence and more effective communication strategies.

## **E. Reference**

- Aziz, A. (2023). Peran Strategis Pendamping Halal dalam Era Digital. *Jurnal Halal Indonesia*, 15(2), 45-60.
- Bandura, A. (1977). *Social Learning Theory*. Prentice Hall.
- Barzilai-Nahon, K. (2008). Toward a Theory of Network Gatekeeping: A Framework for Exploring Information Control. *Journal of the American Society for Information Science and Technology*, 59(9), 1493-1512.
- Booth, A., Sutton, A., & Papaioannou, D. (2016). *Systematic Approaches to a Successful Literature Review*. Sage.
- Braun, V., & Clarke, V. (2006). Using Thematic Analysis in Psychology. *Qualitative Research in Psychology*, 3(2), 77-101.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*. Sage Publications.
- Daft, R. L., & Lengel, R. H. (1986). Organizational Information Requirements, Media Richness and Structural Design. *Management Science*, 32(5), 554-571.
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319-340.
- Firdaus, A. (2024). Tantangan dan Peluang UMKM Halal di Era Media Sosial. *Jurnal Ekonomi Syariah*, 18(1), 12-28.
- Hakim, L. (2024). Membangun Ekosistem Digital Halal: Perspektif Multi-Stakeholder. *Jurnal Inovasi Bisnis Islam*, 7(2), 89-104.
- Hidayat, S. (2023). Strategi Komunikasi Produk Halal di Era Digital. *Media Syariah*, 20(3), 210-225.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and Gratifications Research. *Public Opinion Quarterly*, 37(4), 509-523.
- Kusuma, R. (2024). Peran Pendamping Halal dalam Meningkatkan Literasi Digital UMKM. *Jurnal Pengembangan UMKM*, 12(1), 78-95.
- McLuhan, M. (1964). *Understanding Media: The Extensions of Man*. McGraw-Hill.
- Mesra, A. (2024). Indonesia sebagai Pusat Industri Halal Global: Peluang dan Tantangan. *Jurnal Ekonomi dan Bisnis Islam*, 9(1), 1-15.
- Nugroho, A. (2023). Edukasi Halal melalui Media Sosial: Studi Kasus UMKM Indonesia. *Jurnal Komunikasi Islam*, 13(2), 156-172.

- Patton, M. Q. (2015). *Qualitative Research & Evaluation Methods: Integrating Theory and Practice*. Sage Publications.
- Pratama, B. (2023). Dampak Media Sosial terhadap Penjualan Produk Halal UMKM. *Jurnal Manajemen Pemasaran*, 17(3), 301-318.
- Pulizzi, J. (2014). *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*. McGraw-Hill Education.
- Putnam, R. D. (2000). *Bowling Alone: The Collapse and Revival of American Community*. Simon & Schuster.
- Rahman, F. (2022). Memahami Kesenjangan Digital dalam Industri Halal. *Teknologi dan Masyarakat*, 14(1), 67-82.
- Rogers, E. M. (2003). *Diffusion of Innovations* (5th ed.). Free Press.
- Sari, D. (2024). Regulasi Periklanan Produk Halal di Media Sosial: Tinjauan Hukum dan Etika. *Jurnal Hukum Ekonomi Syariah*, 6(1), 45-60.
- Schultz, D. E., Tannenbaum, S. I., & Lauterborn, R. F. (1993). *Integrated Marketing Communications*. NTC Business Books.
- Wijaya, S. (2023). Analisis Big Data untuk Optimalisasi Strategi Pemasaran Produk Halal. *Jurnal Sistem Informasi*, 15(2), 178-195.