

GASTRONOMY GENERATION Z IN BANGKA BELITUNG ISLANDS PROVINCE: EMPOWERING ENTREPRENEURIAL AWARENESS AND HALAL FOOD INNOVATION

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Abstract: This community service program is important to empower Generation Z in Bangka Belitung. Generation Z is expected to participate actively in the rapidly growing halal culinary industry. This service aims to improve participants' knowledge and skills related to halal food innovation so that they can develop competitive businesses in local and global markets. The service's target is Generation Z in Bangka Belitung, which shows a strong interest in culinary entrepreneurship, especially in halal food and beverages. The method used in this service activity is Participatory Action Research (PAR), which includes preparation stages such as initial research and needs analysis, identification and training, location selection, and promotion and registration of participants. During the implementation, interactive training and mentoring were carried out, which focused on halal product innovation, digital marketing, and business development. The service activity results showed a significant increase in participants' understanding of the halal certification process, digital marketing techniques, and their ability to design innovative halal culinary businesses. This program contributes to the development of the capacity of young entrepreneurs, with positive implications for increasing the competitiveness of local halal products.

Keyword: Gastronomy; Generation Z; Halal Food; Sharia Economics.

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INTRODUCTION

Innovation in halal food can be seen from several key indicators. First is the use of guaranteed halal ingredients in production and distribution processes. Second, the development of products

that meet modern consumer preferences, such as gluten-free, organic, and environmentally friendly products, is also important¹. Third, innovation in packaging and marketing that utilizes digital technology, including e-commerce and social media. Fourth, official halal certification from authorized institutions, such as LPPOM MUI, proves that the product meets halal standards². According to the Central Bureau of Statistics, the results of the 2020 Population Census recorded that the majority of the population of the Bangka Belitung Islands Province are from Generation Z and the millennial generation, namely 411,875 people (28.56 per cent) and 392,328 people (27.20 percent) of the total population of the Bangka Belitung Islands Province. Generation Z, born between the mid-1990s and early 2010s, is an important segment in today's global consumer market³.

They tend to value innovation, sustainability, and quality in food and beverages. Therefore, understanding their food and beverage preferences and how to market products that align with their values are key to creating success in the culinary business⁴. Empowering Generation Z in terms of entrepreneurial awareness is important, especially in the gastronomy sector. By providing the right training, mentoring, and support, they can be directed to become successful young entrepreneurs in the food and beverage industry⁵. Generation Z in the Bangka Belitung Islands Province shows a significant shift in interest in the gastronomy sector, especially in culinary entrepreneurship⁶. In this digital era, Generation Z is more interested in business opportunities based on innovation and awareness of halal values⁷. Bangka Belitung, with its wealth of natural resources and local culinary diversity, provides a large space for the younger generation to develop culinary products that are not only delicious but also meet halal requirements. Generation Z in Bangka Belitung strongly desires to innovate in halal gastronomy, especially by utilizing social media and digital platforms to expand their market reach⁸.

¹ Firdaus Firdaus, 'Implikasi Sertifikat Halal Dalam Manajemen Bisnis Industri Makanan Dan Minuman', *At-Tawazun, Jurnal Ekonomi Syariah*, 11.02 (2023), 39–54 <<https://doi.org/10.55799/tawazun.v11i02.322>>.

² Ralang Hartati, 'Peran Negara Dalam Pelaksanaan Jaminan Produk Halal', *ADIL: Jurnal Hukum*, 10.1 (2019), 72–92 <<https://doi.org/10.33476/ajl.v10i1.1066>>.

³ Diana Zuhroh and others, 'The Role of GoJek and Grab Sharing Economy Platforms and Management Accounting Systems Usage on Performance of MSMEs during Covid-19 Pandemic: Evidence from Indonesia', *Uncertain Supply Chain Management*, 12.1 (2024), 249–62 <<https://doi.org/10.5267/j.uscm.2023.10.001>>.

⁴ Hartatik Hartatik and others, *TREN TECHNOPRENEURSHIP: Strategi & Inovasi Pengembangan Bisnis Kekinian Dengan Teknologi Digital* (PT. Sonpedia Publishing Indonesia, 2023).

⁵ Iflah Iflah and Kinkin Yuliaty Subarsa Putri, 'Wisata Halal Muslim Milenial', *Jurnal Common*, 3.2 (2019), 153–66 <<https://doi.org/10.34010/common.v3i2.2601>>.

⁶ Zikri Rahmani and Eka Fitriyanti Eka, 'Application of Islamic Consumption Theory to Students of Economics Faculty, Universitas Bangka Belitung', *AMALA Jurnal Pengabdian Kepada Masyarakat*, 3.1 (2024), 252–60.

⁷ Deden A Wahab and others, 'Ekosistem Bisnis & Transformasi Digital Perspektif Keberlanjutan Usaha Kecil Kuliner' (Serang: CV. AA. RIZKY, 2023).

⁸ Andika Agung Sutrisno, 'Presentasi Visual Dalam Tata Kemas Sego Pincuk Terhadap Persepsi Gastronomi Dan Kenikmatan', *MAVIS: Jurnal Desain Komunikasi Visual*, 6.01 (2024), 28–38 <<https://doi.org/10.32664/mavis.v6i01.1174>>.

The development of innovation in halal food and beverage products is important in meeting the growing market demand⁹. Through community service activities and collaboration with related partners such as LPPOM MUI and Haltec in the Bangka Belitung Islands Province, it can produce products that are not only halal but also of high quality and competitive in the global market. LPPOM MUI (Food, Drug, and Cosmetics Assessment Institute of the Indonesian Ulema Council) is a recognized authority in the halal certification process in Indonesia. It creates public trust in products certified by this institution, so entrepreneurs must obtain halal certification to market their products more widely¹⁰. LPPOM MUI is important in supervising and enforcing halal standards in the food industry¹¹. Through the certification process, these two institutions ensure that food products circulating in the market meet the established halal requirements so that consumers can be sure of the halalness of the products they consume¹². In addition to the certification process, LPPOM MUI is also active in providing education and training to food business actors related to the halal certification process, compliance with halal standards, and halal management in general. It helps increase entrepreneurs' understanding and awareness of Halal's importance in food¹³. Not only support from LPPOM MUI, the role of Halal Training Education Consulting (Haltec) in developing the halal food industry in Bangka Belitung also creates opportunities for entrepreneurs to develop their businesses in this sector. Through various programs and initiatives supported by these two institutions, entrepreneurs are given access to the knowledge, resources, and networks needed to increase the capacity and competitiveness of their businesses. Halal certification from LPPOM MUI can also be an effective marketing strategy for entrepreneurs. Products that have been certified halal tend to be more in demand by Muslim consumers, both domestically and in the international market, thus helping to expand market share and strengthen the branding of halal food businesses¹⁴.

Several community service articles that have been carried out in the halal food sector have

⁹ Rihfenti Ernayani and Firman Firman, 'Transformasi Industri Halal: Keberlanjutan Dan Inovasi Dalam Perekonomian Syariah', *Jesya (Jurnal Ekonomi Dan Ekonomi Syariah)*, 7.1 (2024), 1011–20
<<https://doi.org/10.36778/jesya.v7i1.1490>>.

¹⁰ Ismail Ismail, 'Persepsi Pelaku Usaha Kuliner Terhadap Sertifikasi Label Halal Di Kota Makassar' (Parepare: IAIN PAREPARE, 2023).

¹¹ Suad Fikriawan, 'SERTIFIKASI HALAL DI INDONESIA (Analisis Kuasa Simbolik Dalam Kontestasi Fatwa Majelis Ulama Indonesia)', *El Barka: Journal of Islamic Economics and Business*, 1.1 (2018), 27–52
<<https://doi.org/10.21154/elbarka.v1i1.1446>>.

¹² Muhamad Muhamad, 'Tantangan Dan Peluang Penerapan Kebijakan Mandatory Sertifikasi Halal (Studi Implementasi UU No. 33 Th. 2014 Dan PP No. 31 Th. 2019)', *Jurnal Ilmu Ekonomi Dan Bisnis Islam*, 2.2 (2020), 1–26
<<https://doi.org/10.24239/jiebi.v2i2.29.1-26>>.

¹³ Warto Warto and Samsuri Samsuri, 'Sertifikasi Halal Dan Implikasinya Bagi Bisnis Produk Halal Di Indonesia', *Al Maal: Journal of Islamic Economics and Banking*, 2.1 (2020), 98–112 <<https://doi.org/10.31000/almal.v2i1.2803>>.

¹⁴ Bastomi Dani Umbara and Ach Faqih Supandi, 'Analisis Strategi Pengembangan UMKM Halal Di Jember Dalam Menghadapi Persaingan Pasar Nasional (Studi Pada Peluang Dan Tantangan)', *Jurnal Ekonomi Dan Bisnis Islam (JEBI)*, 2.2 (2022), 86–103 <<https://doi.org/10.56013/jebi.v2i2.1584>>.

never involved generation Z in developing innovative and halal-certified culinary products. For example, community service by Faridah et al. increased halal insight into local culinary practices in the Limapuluh Kota Regency¹⁵. Then, in Belasari Village, halal certification assistance was provided for halal food businesses¹⁶. Although community service related to halal culinary entrepreneurship has been carried out in various regions, it is still rare to find one focusing on empowering Generation Z. Specific challenges in this area include limited market access and a lack of in-depth understanding of the halal certification process. Therefore, this community service fills this gap by providing specific training on aspects of halal food innovation and the use of digital technology for Generation Z in Bangka Belitung. Then, the questions that will be answered in this activity are designed: (1) What is the pattern of entrepreneurial awareness among Generation Z in Bangka Belitung, especially in halal gastronomy? (2) What factors encourage and hinder Generation Z in Bangka Belitung in developing halal food innovation? (3) How can halal food innovation increase the competitiveness of Generation Z culinary businesses in Bangka Belitung? It is hoped that through this program, opportunities will be created for the young generation of Bangka Belitung to contribute to the food and beverage industry by paying attention to halal values and innovation so that it can support economic growth and sustainability in the future.

METHODS

This community service activity uses the Participatory Action Research (PAR) method, the activities of which include the following: The preparation stage begins with initial research and needs analysis¹⁷. This study aims to understand the culinary trends that interest Generation Z in the Bangka Belitung region and identify the needs and challenges faced by prospective entrepreneurs in the halal culinary sector. The study results provide an overview of local market opportunities and consumer demand for halal products, which are the basis for developing training programs. Scientifically, this study produces empirical data that can be used as a reference for further development in halal culinary entrepreneurship studies in the Bangka Belitung region.

¹⁵ Anni Faridah, Sari Mustika, and Ezi Anggraini, 'Pkm Kuliner Halal Berbahan Baku Lokal Berbasis Revolusi Industri 4.0 Di Nagari Harau Kecamatan Harau Kabupaten Limapuluh Kota', *Journal of Community Service*, 2.2 (2020), 71–75 <<https://doi.org/10.56670/jcs.v2i2.36>>.

¹⁶ Dian Marlina Verawati, Rian Destiningsih, and Ivo Novitaningtyas, 'Pendampingan Perizinan PIRT Dan Sertifikasi Halal Produk Makanan Ringan Pada Pelaku UMKM Di Desa Balesari, Windusari, Magelang', *Jurnal Pengabdian Pada Masyarakat*, 6.4 (2021), 1166–75 <<https://doi.org/10.30653/002.202164.888>>.

¹⁷ Wulf Livingston and Andrew Perkins, 'Participatory Action Research (PAR) Research: Critical Methodological Considerations', *Drugs and Alcohol Today*, 18.1 (2018), 61–71 <<https://doi.org/10.1108/DAT-08-2017-0035>>.



Figure 1. Documentation of Socialization to Resource Persons

The next step is identification and training, which involves selecting relevant resource persons, such as halal culinary practitioners and entrepreneurship experts. These experts provide practical and theoretical insights related to innovation in halal food, business management techniques, and digital marketing strategies. The involvement of academics and practitioners strengthens the quality of the material delivered, and this method contributes to the development of entrepreneurial skills among Generation Z. The selection of training locations and facilities is also an important part of the preparation, where facilities must optimally support practical and theoretical activities, including adequate training kitchens and classrooms. The selection of appropriate facilities has a positive impact on practice-based learning, which can then be used as a case study for analyzing the effectiveness of the training.

Participants are promoted and registered through social media and collaboration with local communities to reach Generation Z interested in halal culinary innovation. This strategy effectively captures participant interest and provides data on participant enthusiasm and characteristics, which can be used in further evaluation of their involvement in halal culinary entrepreneurship. At the implementation stage of the activity, the program begins with interactive training and workshops. This session is designed to discuss entrepreneurship, halal food innovation, and business management, with an approach that allows participants to engage and actively apply the material in

real case studies. This training is a model for measuring the effectiveness of an interactive approach in empowering young entrepreneurs and can be further developed into a study on the effect of training on improving Generation Z's business competencies.

After the training, participants receive mentoring from mentors who are experienced in the halal culinary industry. This mentoring program includes business development strategies, utilization of digital platforms, and the halal certification process. Through mentoring, the scientific contribution produced is a study on business sustainability after training, as well as a benchmark for the success of the community service program in motivating participants to apply the knowledge gained in real businesses. The final stage is evaluation and monitoring, which aims to assess the impact of training and workshops on participants' knowledge and skills. This evaluation is important to obtain data on the effectiveness of the training method and to identify potential improvements in the future. Long-term monitoring is also carried out to observe the development of culinary businesses managed by participants.

The method that has been prepared includes a comprehensive approach from the preparation stage to implementation and evaluation. Each step is designed to provide a long-term impact for Generation Z in the field of halal culinary entrepreneurship. Scientifically, this method contributes to the development of literature in the field of halal food innovation and the empowerment of entrepreneurs in coastal areas.

RESULTS AND DISCUSSION

The training and workshop were successfully held on September 12, 2024, at the PURI 56 Hotel, Pangkalpinang City, Bangka Belitung Islands Province. This activity was attended by 60 Generation Z participants who are strongly interested in becoming entrepreneurs in the halal culinary field.

1. Opening and Welcome

The workshop began with a welcome from the organizers of the community service activities who emphasized the importance of halal culinary in Indonesia, especially in the Bangka Belitung region, which is predominantly Muslim. The organizers also emphasized that Generation Z has a big role in creating innovation in the culinary industry that is in line with modern trends and the need for halal products.



Figure 3. Documentation of Greetings from Community Service Implementers

2. Halal Culinary Entrepreneurship Introduction Session

The first speaker, Mr. Nardi Pratomo, S.E., M.E, a young entrepreneur who has successfully developed a digital-based halal culinary business, provided an overview of the potential of the halal culinary market. He explained that the halal culinary business has a large domestic market and the opportunity to penetrate the global market. Mr Nardi also shared his experiences about the challenges faced in starting a business, from building a brand to managing digital marketing, which is very relevant to the Generation Z lifestyle.

3. Halal Food Product Innovation Session

The next session, hosted by Mr. Nardi Pratomo, S.E., M.E, a local entrepreneur, provided in-depth insights into how to create halal food product innovations that are attractive to young consumers. Mr. Nardi showed various examples of local culinary products successfully adapted into contemporary foods without losing their halal essence. Participants were invited to think creatively in developing products that are delicious, visually appealing, and social media friendl.



Figure 4. Documentation of Presentation of Material by Mr. Nardi Pratomo, S.E., M.E

4. Halal Certification: Process and Benefits

Mr. Muhammad Ihsan, S.T.P, M.Si is the chairman of LPPOM MUI Bangka Belitung and a halal auditor who provided an educational session on the importance of halal certification for food products. He explained the procedures that must be followed by culinary business actors to obtain halal certification, as well as the benefits of increasing consumer trust and expanding market share. An interactive discussion took place between participants and speakers, where many of the participants were interested in learning more about the practical steps in the certification process.



Figure 5. Documentation of Material Delivery by Mr. Muhammad Ihsan, S.T.P., M.Si

5. Digital Marketing Training for Culinary Entrepreneurs

Dr Aning Kesuma Putri, S.E., M.Si, a digital marketing consultant, provided training on utilising digital platforms such as social media, websites, and e-commerce to market halal culinary products. With an approach tailored to the Generation Z lifestyle, Mr. Indra provided tips and tricks on how to build a strong brand in cyberspace and reach consumers effectively. Participants were also invited to practice digital marketing strategies directly, such as creating interesting content and optimizing the use of social media.



Figure 6. Documentation of Material Delivery by Dr. Aning Kesuma Putri, S.E., M.Si

6. Practical Session: Developing Halal Culinary Business Ideas

Participants were divided into several groups in the practical session to develop halal culinary business ideas. Each group was asked to design a business concept, starting with product ideas, target markets, and marketing strategies. The results of this business idea were then presented in front of speakers and other participants, who provided input and suggestions for further development. This session sparked the creativity and entrepreneurial spirit of the participants.

7. Closing and Conclusion

The workshop ended with an enthusiastic closing from the facilitator. They emphasized the importance of real action after this workshop, such as starting a small business or continuing to develop the ideas that had been designed. Participants were also given the opportunity to network and discuss with speakers and fellow participants, creating potential for future collaboration.



Figure 7. Training and Workshop Documentation

This training and workshop equipped Generation Z with the practical knowledge and skills to start a halal culinary business. Participants gained insight into the importance of halal certification, product innovation, and digital marketing. They were also motivated to take concrete steps in starting their own business. In addition, collaboration between participants created a positive environment for sharing ideas and inspiration. Overall, this activity provided education and empowered Generation Z to become the main drivers in building innovative and sustainable halal culinary businesses in the future. These results and discussions show that this community service program has significantly contributed to the development of entrepreneurial capacity and innovation in the halal culinary sector in Bangka Belitung, showing great potential for further development and replication in other regions. Previous PKM programs that focused on halal culinary entrepreneurship in other areas, such as the community service carried out by Faridah et al. (2020) which increased halal insight into local culinary in Limapuluh Kota Regency. Then, in Belasari Village, halal certification assistance was provided for halal food businesses by Verawati et al. (2021). Unlike those regions, PKM in Bangka Belitung has to face specific local challenges, such as limited market access and lack of in-depth understanding of the halal certification process among young entrepreneurs. Therefore, the program materials are specifically designed to address these

shortcomings by integrating sessions on market expansion strategies for geographically isolated areas as well as in-depth guidance on halal certification. In addition, the mentoring approach adopted is more intensive than the previous program, offering ongoing support even after the workshop is over. It helps bridge the gap between theoretical learning and practical application, ensuring that participants have the knowledge and confidence to implement their business plans. The program's success is demonstrated by the significant increase in participants' desire to start their own halal culinary businesses, as seen in the follow-up survey. Compared to the previous program, the unique approach adopted here, which combines entrepreneurship training with cultural and geographical considerations, appears to produce more practical and immediately applicable results.

Post-Activity Evaluation

Generation Z in Bangka Belitung shows a growing entrepreneurial awareness pattern, especially in halal gastronomy. This awareness can be seen from the increasing interest in establishing halal culinary businesses and their enthusiasm for training programs and workshops related to entrepreneurship. This generation tends to have a more modern perspective. It is open to innovation, which encourages them to try new business opportunities in the culinary sector, especially those that focus on halal products that meet the needs of the Muslim market. However, their awareness is often not followed by a comprehensive, deep understanding of the concept of halal, especially in terms of certification and compliance with halal standards set by official institutions such as LPPOM MUI. The community service program helped increase their knowledge and understanding of the importance of halal in the culinary business, both in terms of the production process, raw materials, and marketing¹⁸. In general, this pattern of awareness is moving in a positive direction, where Generation Z is interested and begins to apply halal principles in their culinary businesses.

The factors that encourage and hinder Generation Z in Bangka Belitung in developing halal food innovations cover various important aspects. One of the main driving factors is the increasing market demand and economic potential. The demand for halal food products continues to increase in local and national markets, creating a great opportunity for young entrepreneurs to start businesses that focus on Muslim consumers. It impels Generation Z to get involved in the rapidly

¹⁸ Kasmarini Baharuddin and others, 'Understanding the Halal Concept and the Importance of Information on Halal Food Business Needed by Potential Malaysian Entrepreneurs', *International Journal of Academic Research in Business and Social Sciences*, 5.2 (2015), 170–80 <<https://doi.org/10.6007/IJARBSS/v5-i2/1476>>.

growing halal culinary industry. Digital technology is also a significant driver¹⁹. Generation Z is known to be very open to technology, including social media and e-commerce, which allows them to promote their products more widely²⁰. Mastery of this technology makes it easier to develop effective marketing strategies and expand market reach so consumers can more easily access halal culinary products. In addition, support for training and mentoring programs, such as community service activities focusing on halal food innovation, provides insight, knowledge, and guidance that helps participants understand various aspects of halal entrepreneurship, including the certification process and marketing techniques. However, several factors hinder the development of halal food innovation by Generation Z in Bangka Belitung. One of the main challenges is limited market access, considering that Bangka Belitung is an archipelago that has geographical challenges in reaching a wider market. Product distribution costs are higher compared to more connected areas, which can limit the ability of young entrepreneurs to expand their businesses. In addition, the lack of understanding of the halal certification process is a significant obstacle. Although interest in the halal culinary business is high, many Generation Z do not yet understand the details of the certification process and the standards that must be met, so they often have difficulty in obtaining official halal recognition.

Limited capital and resources are also obstacles that need to be overcome²¹. Limited capital makes it difficult to develop a business, while access to high-quality halal raw materials is often limited, especially in remote areas such as Bangka Belitung. Therefore, although the potential for the halal culinary business is quite large, young entrepreneurs must be able to face and overcome these challenges. Halal food innovation plays an important role in increasing the competitiveness of Generation Z culinary businesses in Bangka Belitung. One way that can be done is by increasing the added value of products, namely by developing products that are not only delicious but also in accordance with market trends, such as organic, gluten-free, and environmentally friendly products. This will attract more consumers, especially from millennials and Generation Z who care about health and sustainability issues. Competitive advantage can also be obtained through halal certification. Products that have official halal certification will increase consumer confidence and open up opportunities to enter a wider market, both domestically and internationally. This provides an advantage over similar products that do not yet have certification. In addition, the use of digital

¹⁹ Wenrong Pan and others, 'Digital Economy: An Innovation Driver for Total Factor Productivity', *Journal of Business Research*, 139.2 (2022), 303–11 <<https://doi.org/10.1016/j.jbusres.2021.09.061>>.

²⁰ Diyan Lestari, 'Measuring E-Commerce Adoption Behaviour among Gen-Z in Jakarta, Indonesia', *Economic Analysis and Policy*, 64.12 (2019), 103–15 <<https://doi.org/10.1016/j.eap.2019.08.004>>.

²¹ Marta Lindvert, Pankaj C Patel, and Joakim Wincent, 'Struggling with Social Capital: Pakistani Women Micro Entrepreneurs' Challenges in Acquiring Resources', *Entrepreneurship & Regional Development*, 29.7–8 (2017), 759–90 <<https://doi.org/10.1080/08985626.2017.1349190>>.

technology in marketing, such as social media, websites, and e-commerce, allows culinary businesses to reach consumers more effectively. An attractive marketing campaign can increase brand awareness and strengthen the image of halal products in the eyes of consumers, so that they can compete better in an increasingly competitive market. Through the community service program that has been carried out, participants have been given an understanding of the importance of innovation in creating halal food products that are attractive to consumers as well as strategies to overcome various challenges. By continuing to encourage innovation and capacity building, halal culinary businesses run by Generation Z in Bangka Belitung have the potential to grow and develop, and contribute to the local economy.

CONCLUSION

The purpose of this community service activity is to empower Generation Z in the Bangka Belitung Islands Province in the field of halal culinary entrepreneurship. This program aims to improve participants' knowledge and skills related to halal food product innovation, certification processes, and digital marketing strategies through training, interactive workshops, and mentoring. With this activity, it is hoped that participants can understand the opportunities and challenges in the halal culinary industry and have the ability to develop competitive businesses in local and global markets. This activity showed a significant increase in participants' awareness and knowledge regarding the importance of halal in the culinary business. Participants gained insight into the practical steps in the halal certification process and digital technology-based marketing techniques, which are important elements in accessing a wider market. In addition, the practical sessions and group discussions encouraged participants to be more creative in designing innovative and attractive culinary business concepts for modern consumers. Several participants have started to apply the knowledge gained by starting small businesses or submitting their products for halal certification. The contribution or implications of this community service activity are very significant for the development of the local economy and the halal culinary industry in Bangka Belitung. This program not only provides education, but also creates a supportive environment for young entrepreneurs to continue to grow. With support from institutions such as LPPOM MUI and Haltec, participants learn about business theory and gain access to the networks, resources, and guidance needed to increase their business capacity. The success of this program shows great potential for replication in other regions, especially coastal areas with similar challenges, to strengthen the competitiveness of halal culinary products at the national and international levels.

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