

Accelerating legalization and branding to enhance market access of Kampung Madu MSMEs, Kediri Regency

Lilik Purwanti¹, Iwan Triyuwono¹, Ghozali Maski², Melinda Ibrahim³, Aryo Prakoso⁴, Paras Imani¹, Ahmad Muharrom¹

¹Department of Accounting, Faculty of Economics and Business, ²Department of Economics, Faculty of Economics and Business, Universitas Brawijaya

Jl. MT. Haryono No.165, Malang, East Java 65145, Indonesia

³Department of Accounting, Faculty of Economics, Universitas Ichsan Gorontalo
Jl. Drs. Achmad Nadjamuddin No. 10, Gorontalo, North Sulawesi 9611, Indonesia

⁴Diploma 3 in Taxation, Faculty of Social and Political Science, Universitas Jember
Jl. Kalimantan No. 37, Kampus Bumi Tegalboto, Jember, East Java 68121, Indonesia

ARTICLE INFO:

Received: 2026-01-06
Revised: 2026-02-02
Accepted: 2026-03-20
Published: 2026-04-30

Keywords:

Branding, Business legality, Honey MSMEs, Market access, Participatory Action Research

ABSTRACT

Kampung Madu in Kediri Regency has been known as a center of beekeeping activities since the 1980s. However, most honey MSMEs still face limitations in business legality, halal certification readiness, and product branding, which hinder their access to wider markets and government empowerment programs. This community service program aimed to strengthen the business capacity of honey MSMEs through business legalization assistance and the development of a collective visual identity. The program was implemented from October 2025 to January 2026 through socialization, workshops, mentoring, participatory logo design, and evaluation activities involving 30 MSME partners. The results showed that 23 MSMEs successfully obtained a Business Identification Number (NIB), while 10 MSMEs completed the required documents for halal certification submission. In addition, a collective logo for Kampung Madu was successfully developed as a shared branding identity. Participants also demonstrated improved understanding of business legality and branding after participating in the program. These outcomes contributed to strengthening the legal and branding foundations of Kampung Madu MSMEs, thereby supporting broader market access and encouraging the sustainability of local honey-based businesses.

©2026 Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang
This is an open access article distributed under the CC BY-SA 4.0 license
(<https://creativecommons.org/licenses/by-sa/4.0/>)

How to cite: Purwanti, L., Triyuwono, I., Maski, G., Ibrahim, M., Prakoso, A., Imani, P., & Muharrom, A. (2026). Accelerating legalization and branding to enhance market access of Kampung Madu MSMEs, Kediri Regency. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 11(1), 253-264. <https://doi.org/10.26905/abdimas.v11i1.16858>

1. INTRODUCTION

Kampung Madu, located in Purworejo Hamlet, Bringin Village, Badas Subdistrict, Kediri Regency, East Java, has long been recognized for its production of natural honey and other beekeeping products such as propolis, royal jelly, and packaged honey. Began the production since the 1980s, Kampung Madu was designated as a honey-based educational tourism village in 2018 and supported by approximately 50 active beekeeper households, organized under the Pokdarwis (Tourism Awareness Group). Despite strong production base and growing tourism appeal, the local economy of Kampung Madu still depends on individual MSMEs that operate without formal business legality and without a unified visual identity.

Both conditions limit the area's ability to promote its natural resource potential into stable market access and a recognizable place-brand, a challenge that is consistent with the broader landscape of Indonesian MSMEs based on [Kementerian Koperasi and UKM \(2019\)](#) data.

Based on initial observations and interviews with the head of the beekeeping group and MSME actors in Kampung Madu, several fundamental problems were identified. First, most business actors do not yet obtain Business Identification Number (NIB), PIRT (Home Industry Food Production) certification, or halal certification. Second, MSME actors do not yet understand the procedures for obtaining legal status through the OSS system. Third, the absence of formal legality hinders honey SMEs from entering the formal retail market, participating in government programs, and accessing financing schemes. Fourth, honey SMEs in Kampung Madu do not yet have a unified visual identity, such as collective logo.

Initial mapping conducted at the beginning of the program involving 30 partner MSMEs identified several key gaps. First, only 7 out of 30 partners (23 percent) already held a Business Identification Number (NIB), while 23 others (77 percent) operated without formal legal identity.

Second, none of the partners (0 percent) had begun preparing halal certification dossiers, although honey and its derivatives are food products that require halal status under Law No. 33/2014 and Government Regulation No. 39/2021. With more than 87 percent of Indonesia's population being Muslim, the halal label is a key factor in consumer purchasing decisions ([Fataron & Rohmah, 2019](#)). As comparison, in broader context, fewer than 30 percent of MSMEs in Indonesia had registered for halal certification by mid-2024, with the absence of NIB cited as the main obstacle ([Rizky, 2024](#)); the government's SEHATI free halal certification scheme has been launched to address this obstacle ([Badan Penyelenggara Jaminan Produk Halal, 2024](#)).

Third, no unified visual identity: collective logo, common label, or area brand, had ever been produced for Kampung Madu, thus each business marketed its product under each own ad-hoc branding.

Fourth, an entry-level questionnaire showed an average literacy score of 7.75 out of 10 on the procedures for OSS, halal self-declare, and branding, indicating partial familiarity, but inadequate understanding on practical contexts. These conditions help reflects the reason partners had been unable to enter modern retail shelves, register on national digital marketplaces, or apply for formal financing schemes, such as the Kredit Usaha Rakyat (KUR), a government-backed credit program customized for MSMEs needs.

Previous community service activities aimed with similar goals in other regions showed positive results. [Rosidah et al. \(2024\)](#) provided assistance to MSMEs in managing legalities and business branding in Karanganyar, which succeeded in increasing the understanding and compliance of MSME stakeholders. [Sutantri et al. \(2022\)](#) provided assistance in creating NIBs and product branding in Puncu Village, Kediri. [Ariyanti et al. \(2025\)](#) provided assistance with business legality in Jambekumbu Village, Lumajang. Similar obstacles have been documented in other regions, and a growing body of community service research suggests that intensive, integrated mentoring is an effective response. [Nala et al. \(2025\)](#) further confirmed that NIB administration mentoring shortens the time required for MSMEs to formalize their status. What remains relatively underexplored, however, is the implementation of an integrated approach that combines business legalization, including NIB registration and halal readiness, with collective branding within a specific local context such as a honey production center. The current program is positioned to address this gap.

Based on the above situation, this community service program was implemented to accelerate business legality and branding for honey MSMEs in Kampung Madu, Kediri Regency. Drawing on the situation analysis above, legalization and branding for Kampung Madu as an integrated solution is necessary to gain their access to broader, formal market. Three specific objectives were set: (1) to facilitate NIB registration through the OSS system for partners who do not yet hold one; (2) to prepare partners'

halal certification dossiers so that they meet the formal requirements for SIHALAL submission under the SEHATI scheme; and (3) to produce a unified visual identity through a logo of Kampung Madu. By establishing this legal and visual identity foundation, the program is expected to open partners' access to modern retail channels, nationwide digital marketplaces, and formal financing schemes in subsequent stages, while also strengthening Kampung Madu's positioning as a recognized honey-production area in East Java.

Previous studies have established business legality as a solid determinant of MSME sustainability and growth (Ariyanti et al., 2025; Ibrahim et al., 2023). Irawaty et al. (2022) found that increasing MSME actors' should be backed by increasing awareness of legal compliance, including NIB, to unlocks further opportunities to government facilities. While Tarigan (2022) showed that NIB administration assistance can accelerate the transformation of informal businesses into formal ones that comes with better ecosystem.

Apart from legality, collective branding has demonstrated its effectiveness towards product differentiation, consumer recognition, and strengthen the brand positioning of MSMEs operating within production clusters (Rosidah et al., 2024; Watson et al., 2024; Salehzadeh et al., 2023). At the practical level, intensive and integrated mentoring has proven to be an effective response to the obstacles faced by MSMEs. Sutantri et al. (2022) reported that NIB and product branding assistance in Puncu Village, Kediri overcame digital literacy barriers among MSME owners. Ariyanti et al. (2025) found that one on one assistance in Jambekumbu Village, Lumajang raised partners' compliance with formal legality. Rosidah et al. (2024) showed that combining business legalization with collective branding in Karanganyar increased both partners' understanding and the visibility of village products. Nala et al. (2025) confirmed that NIB administration mentoring shortens the time required for MSMEs to formalize their status.

Earlier work by Ibrahim et al. (2019) on *dodol* producers in Reksonegoro Village, Gorontalo also demonstrated that integrated assistance in product branding, packaging, and business permits can strengthen MSMEs' marketing reach. This implicates that integrated TTG package, accelerated legalization (NIB and halal-readiness) combined with collective branding, directly addresses the specific gaps identified among Kampung Madu and constitutes an appropriate, evidence-based solution to their challenges.

2. METHODS

Partners, Location, and Number of Participants

This community service program was conducted in Kampung Madu, located in Purworejo Hamlet, Bringin Village, Badas Subdistrict, Kediri Regency, East Java. The partners were honey-based MSME actors, comprising honey bee farmers and retailers of natural honey along with derivative products such as propolis, royal jelly, bee pollen, and packaged honey. A total of 30 MSME actors were targeted as partners, identified through coordination with the head of the local beekeeping group and the village Pokdarwis (Tourism Awareness Group). The program was implemented over four months, from October 2025 to January 2026.

Applied Appropriate Technology (TTG) Concept and Supporting Tools

The Appropriate Technology (TTG) applied in this program is an integrated package consisting of two interconnecting components: (1) the acceleration of business legalization through Business Identification Number (NIB) registration via Online Single Submission (OSS) system and the preparation of halal certification dossiers under the Free Halal Certification (SEHATI) scheme; and (2) the development

of collective branding through a participatory design of a collective logo for Kampung Madu. These components simultaneously address both the legal-formal gap and the visual-identity gap of MSME partners, in order that the legality outcome can be immediately leveraged by a unified market-facing identity. The implementation of this TTG was supported by the following technical tools and applications: (1) OSS Risk-Based Approach (oss.go.id) as the official government platform for NIB registration, including guidance on selecting the appropriate KBLI (Indonesian Standard Industrial Classification) standards for honey-based businesses; (2) SIHALAL platform of Badan Penyelenggara Jaminan Produk Halal (BPJPH) as the registration platform for halal certification under the SEHATI self-declare scheme; (3) Canva as a participatory visual design tool used during the logo workshop, allowing partners to contribute ideas and review design alternatives in real time; and (4) Google Forms for collecting baseline data, pretest, and posttest responses.

The selection of OSS as the primary platform is consistent with previous community service initiatives demonstrating that OSS-based NIB registration is suitable for MSME actors if supported by structured mentoring (Wulandari & Budiantara, 2022). The success of TTG implementation was measured through the following quantitative indicators, all calculated against a base of 30 partner MSMEs (100 percent):

Table 1. Quantitative success indicators of TTG implementation

Success Indicator	Target	Measurement Method
Proportion of partners holding an NIB by program end	≥ 70 percent (≥ 21 of 30 partners)	Verification of NIB number on OSS account
Number of partners with complete halal certification dossiers	≥ 30 percent (≥ 9 of 30 partners)	Document checklist verification
Production of a collective Kampung Madu logo	1 logo, approved collectively	Documentation of finalized logo
Increase in partners' understanding of legalization and branding	≥ 10 percent increase from baseline, statistically significant	Pretest–posttest comparison
Activity attendance rate	≥ 80 percent per session	Attendance list per stage

Table 2. Stages, objectives, implementers, and schedule of the program

Stage	Objective	Implementer	Schedule
Socialization and Mapping	Introduce the program, map partners' baseline legality status, identify specific constraints, and form mentoring groups	Lead author and community service team	Week 1–2 of October 2025
Technical Workshop	Equip partners with practical knowledge of OSS-NIB procedures, KBLI selection, and SIHALAL halal-certification requirements	Community service team and invited resource person from local OSS desk	Week 3–4 of October 2025
Mentoring Clinic for Document Preparation and Registration	Assist partners individually in preparing required documents, completing NIB registration on OSS, and compiling halal certification dossiers	Community service team (one-on-one mentors)	November 2025
Participatory Logo Design Workshop	Facilitate brainstorming, concept selection, and finalization of a collective logo representing Kampung Madu	Community service team and visual-design facilitator	December 2025
Monitoring and Evaluation	Measure program effectiveness through pretest–posttest, document outputs, and compile the activity report	Community service team and partners	January 2026

Source: Compiled by the community service team, 2025

Approach, Methods, and Implementation Schedule

The program adopted a Participatory Action Research (PAR) approach, positioning MSME partners as active participants in identifying problems, planning solutions, implementing actions, and reflecting on the outcomes (Cornish et al., 2023). Four practical methods were applied within the PAR framework: (1) Presentations and question-and-answer sessions to build foundational understanding; (2) Workshops with hands-on practice involving OSS, SIHALAL, and logo design simulations; (3) Intensive one-on-one assistance through registration clinics; and (4) Pre-test & post-test evaluations analyzed using paired-sample testing. The program was implemented over a four-month period through five sequential stages. The objectives, implementing personnel, and schedule of each stage are summarized in Table 2.

The framework of the program, from problem identification through to the expected outcomes, is illustrated in Figure 1.

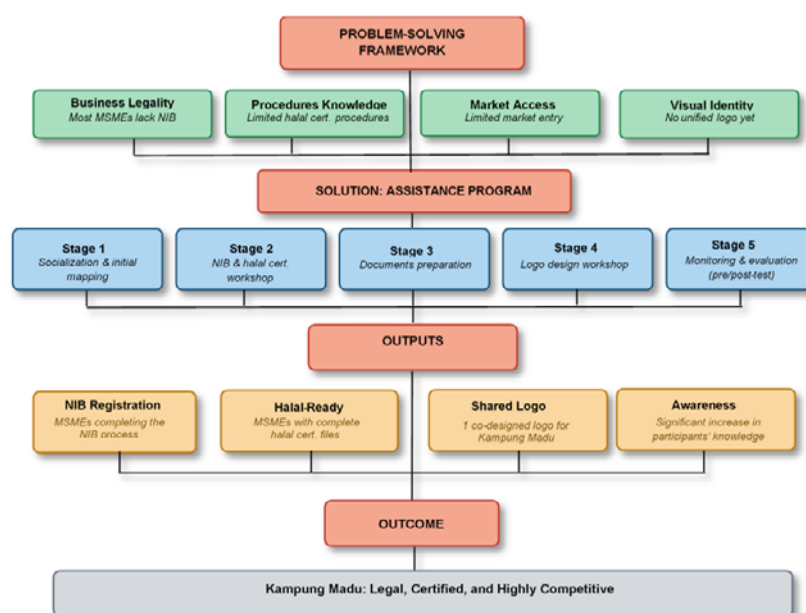


Figure 1. Problem-solving framework

Table 3. Summary of activity implementation

Activity Stages	Participants	Outputs
Socialization and Mapping	30	Baseline data on MSME business legalities
Technical Workshop on NIB and Halal Certification	25	Understanding of OSS and SIHALAL procedure
Mentoring Clinic for Document Preparation and Registration	23	23 MSMEs completed NIB registration (16 new, 7 existing)
Participatory Logo Design Workshop	25	10 MSMEs ready with halal certification documents
Monitoring and Evaluation	23	1 collective logo for Kampung Madu Pre-test and post-test data

3. RESULTS AND DISCUSSION

Results

The community service program providing legal assistance and branding for honey MSMEs in Kampung Madu was conducted in four months, from October 2025 to January 2026. This activity involved

honey bee farmers and honey product sellers, with varying participation between 23 and 30 participants at each stage. The implementation of the activity covered five main stages: (1) Initial socialization and mapping; (2) Technical workshop on NIB and halal certifications; (3) Assistance for document preparation and registration; (4) Logo design workshops; and (5) Monitoring and evaluation. A summary of the activity implementation is presented in Table 3.

Stage 1: Socialisation and mapping

The first stage of the community service program began with socialization and initial mapping activities involving 30 MSME actors in Kampung Madu. This activity introduced the importance of business legality (NIB and halal certification) and collective branding, while also mapping the initial conditions of partners' legal documents. The community service team identified the specific obstacles and needs faced by each MSME. The mapping confirmed that only 7 of 30 partners (23 percent) already held an NIB, while none had begun preparing halal documents, and no unified visual identity existed. Documentation of this stage is shown in Figure 2.



Figure 2. Socialization and initial mapping activities

Stage 2: Technical workshop on NIB and halal certification

The technical workshop involved 25 partners and was designed to build practical understanding of the OSS-NIB registration procedure, KBLI selection, and SIHALAL halal-certification requirements before partners proceeded to individual mentoring. By the end of this stage, partners had a practical understanding of the documentation processes.

Stage 3: Mentoring clinic for document preparation and registration

The main goal of this program is facilitating document preparation and registration for honey MSME actors. Through mentoring clinic, 23 MSMEs completed the NIB registration process through the OSS system with 16 MSMEs successfully registered for a new NIB through direct assistance, while 7 MSMEs already held an NIB prior to the program. The mentoring clinic was conducted intensively through individual and small-group mentoring, providing direct guidance in completing and verifying required documents, navigating the OSS system, and resolving technical issues encountered during registration. Documentation of the mentoring clinic is shown in Figure 3.

For halal certification, 10 MSMEs successfully prepared the required documents for submission through the BPJPH SIHALAL system. The documents prepared include NIB, Halal Product Guarantee System (SJPH) documents, a list of raw materials, and other supporting documents in accordance with applicable regulations. These MSMEs are ready to apply for halal certification through the self-declare scheme facilitated by the SEHATI program.

Accelerating legalization and branding to enhance market access of Kampung Madu MSMEs, Kediri Regency

Lilik Purwanti, Iwan Triyuwono, Ghozali Maski, Melinda Ibrahim, Aryo Prakoso, Paras Imani, Ahmad Muharrom



Figure 3. Mentoring Clinic for document preparation and NIB registration

Stage 4: Participatory logo design workshop

In addition to legal assistance, the program successfully facilitated the creation of a collective logo for Kampung Madu. The logo design process was carried out in a participatory manner, involving partners who were assisted by the team in every stage from brainstorming to finalization. The logo was designed to strengthen the collective identity of honey products from Kampung Madu, thereby increasing the competitiveness and attractiveness of the products in the market. The logo represents the distinctive characteristics of local honey products and the cultural wisdom of the local community, which constitute the competitive advantages of Kampung Madu. The collective logo and documentation of the workshop are shown in Figures 4 and 5.



Figure 4. Collective logo of Kampung Madu from participatory design



Figure 5. Collective logo design workshop for Kampung Madu

Stage 5: Monitoring and evaluation

The effectiveness of the program was measured through pretest and posttest evaluations of partners' understanding of business legality, NIB procedures, and halal certification. The evaluation was conducted on 20 partners who attended the entire program. The instrument was a questionnaire covering business legality, NIB registration procedures, and halal certification requirements. The before-and-after comparison is summarized in Table 4.

Table 4. Before-and-After Comparison of Partners' Understanding

Measurement	Mean Score (out of 10)	N	Standard Deviation	Note
Pretest (before program)	7.75	20	1.29	Baseline understanding
Posttest (after program)	9.00	20	1.03	Measured after Stages 1–4
Change	+1.25 (\approx +16 percent)	—	–0.26	Statistically significant

The average understanding score of partners increased from 7.75 (pretest) to 9.00 (post-test), an increase of approximately 16 percent from the baseline. The increase was statistically significant. The standard deviation also decreased from 1.29 to 1.03, indicating that partners' understanding became more uniform after participating in the mentoring activities, a relevant finding for community service contexts where reducing knowledge gaps among partners is itself a measure of program quality.

The overall achievement of the program against the success indicators set in the Method section is summarized in Table 5. Achievement rates are calculated against the base of 30 mapped partner MSMEs.

Table 5. Achievement of program success indicators

Success Indicator	Target	Actual Achievement	Achievement Rate (basis 30)
Partners holding an NIB by program end	\geq 70 percent (\geq 21 of 30)	23 partners hold an NIB (16 newly registered, 7 pre-existing); all actively engaged partners are NIB-registered	77 percent (target met)
Partners with complete halal certification dossiers	\geq 30 percent (\geq 9 of 30)	10 partners completed halal dossiers, ready for SIHALAL submission under SEHATI	33 percent (target met)
Collective Kampung Madu logo	1 logo, agreed collectively	1 collective logo finalized through participatory workshop	100 percent (target met)
Increase in partners' understanding	\geq 10 percent increase,	Average score increased by approximately 16 percent (from 7.75 to 9.00)	Target met

Based on Table 5 all four indicators were met. Three indicators (NIB ownership, halal dossier readiness, collective logo) directly address the legal-formal and visual-identity gaps identified at baseline.

Implementation of TTG against partner problems

The two TTG components addressed the partner problems identified at baseline as follows. The legalization component addressed the legal-formal gap: NIB ownership increased from 23 to 77 percent, and halal-certification readiness increased from 0 to 33 percent. Both legality outputs are direct prerequisites for entering broader retail markets, registering on national digital marketplaces, and applying for formal financing schemes such as the KUR, a government-backed credit program

customized for MSMEs needs. The branding component addressed the visual-identity gap: from no unified visual identity at baseline, the cluster now has one collective logo of Kampung Madu that can be applied alongside each MSME's individual product label. Taken together, these outputs establish the legal-and-visual foundation that is the precondition for stable, broader market access.

Discussion

The success of the business legality and branding mentoring program in Kampung Madu cannot be separated from the Participatory Action Research (PAR) approach, which places MSME actors as active subjects in the learning process. This approach is in line with the findings of [Cornish et al. \(2023\)](#), which state that active community participation in empowerment programs will increase the effectiveness and sustainability of the program. Partner involvement in every stage, from problem identification to evaluation, created a sense of ownership of the program that encouraged participants' commitment to completing the legality registration process.

The NIB registration assistance covering 77 percent of mapped partners (23 of 30 MSMEs), with all actively engaged partners now registered, demonstrates the high enthusiasm and need of MSME actors for business legality when adequate assistance is provided. This result is consistent with the findings of [Ariyanti et al. \(2025\)](#) and [Nala et al. \(2025\)](#), who found that the low rate of NIB ownership among MSMEs is primarily attributable to limited understanding and access to information, rather than reluctance among business owners. When provided with proper mentoring in document preparation and assistance in the registration process, MSME actors responded positively and successfully completed the registration. This is also in line with findings of [Sutantri et al. \(2022\)](#), who found that intensive mentoring overcomes digital-literacy barriers among MSME owners.

A statistically significant increase in participants' understanding ($p < .05$) with an average increase of 16.1 percent proves the effectiveness of the methods utilized in this program. The combination of presentations, practical workshops, and intensive assistance provided a comprehensive learning experience for participants through a learning-by-doing approach. These findings support the findings of [Irawaty et al. \(2022\)](#), which suggests that an increase in MSME actors' understanding of the urgency of NIB can be achieved through structured socialization and assistance. The reduction in standard deviation from the pretest to the posttest further suggests that the program helped reduce differences in understanding among participants from diverse backgrounds.

The creation of a collective logo with Kampung Madu marked as an added value to the program that supports collective product branding. The participatory approach to logo design, in which MSME participants are directly participated in the creative process with the assistance of a team of facilitators, results in a logo that represents the aspirations and collective identity of the business actors. This is in line with the concept of collective branding proposed by [Kotler & Keller \(2016\)](#) and the findings of [Fataron and Rohmah \(2019\)](#) and [Bengtsson-Palme et al. \(2018\)](#), which show that branding assistance integrated with business legality can strengthen the position of MSMEs in the market. The logo is expected to function as a visual identity that helps consumers recognize authentic honey products from Kampung Madu and supports product positioning on packaging, marketplaces, and promotional materials.

The implications for market access are also significant. NIB ownership is the formal entry condition for partners to register on government empowerment programs and to apply for formal financing channels such as KUR ([Setyawati et al., 2024](#); [Sholihah et al., 2023](#)). Halal-dossier readiness sets partners to enter halal-certified retail channels once the SIHALAL submissions are carried out. The collective logo provides an area-brand asset that can be applied to packaging and digital marketplace product photos

as a recognition cue for consumers searching for honey products from Kampung Madu. Simultaneously, these outputs became a huge leverage for the partners, as they do not need to formalize legality first and then build branding much later, since both foundations are established within the same four-month window, compressing the timeline between formalization and market visibility.

Although the program achieved positive results, several challenges identified during implementation should be taken into account when designing similar programs in the future. First, limited internet access in some locations causing further challenges while registering through the OSS online system. Second, some participants required extensive time to understand the OSS system navigation due to limited digital literacy. Third, the document verification process for halal certification took a considerable amount of time as it had to meet BPJPH standards. Despite these challenges, the overall implementation demonstrates that an integrated approach combining legal assistance, halal certification facilitation, and collective branding through participatory methods can effectively address the fundamental barriers faced by honey MSMEs in Kampung Madu.

4. CONCLUSION AND RECOMMENDATIONS

The community service program to accelerate business legalization and branding for Kampung Madu has successfully met its objectives. Of the 30 partner MSMEs mapped at the beginning of the program, 23 (77 percent) held a Business Identification Number (NIB) by the end of the program. This total comprised 16 MSMEs newly registered through direct mentoring and 7 MSMEs that had already obtained an NIB and whose data were verified during the mentoring clinic. Therefore, all actively participating partners were now NIB-registered. Additionally, 10 partners (33 percent) completed halal certification dossiers for SIHALAL submission under the SEHATI scheme. One collective logo of Kampung Madu was produced through participatory design, providing the cluster with a unified visual identity for the first time. Partners' understanding of business legality and branding increased from an average of 7.75 to 9.00 (an increase of approximately 16 percent), and the increase was statistically significant. Beyond direct outputs, the program has materially addressed the legal-formal and visual-identity gaps that had previously limited partners' market access: with NIB ownership rising from 23 to 77 percent, halal-readiness from 0 to 33 percent, and the establishment of one collective logo, partners now hold the formal prerequisites for entering modern retail shelves, registering on national digital marketplaces, and applying for financing schemes such as the KUR, a government-backed credit program for MSMEs. The Participatory Action Research (PAR) approach proved effective in ensuring partner participation and commitment throughout the program.

Based on the program's results and the conditions that remain unresolved within the program window, the following recommendations are made for follow-up programs and future replication. First, a periodic monitoring mechanism is needed for partners who have completed NIB registration, to ensure that the data are fully verified, the NIB is utilized to access government empowerment programs, and the legality status needs to be maintained over time. Second, intensive follow-up assistance is required for the 10 partners already having halal-ready dossiers, in order to complete SIHALAL submission, undergo the BPJPH self-declare verification process, and obtain official halal certificates that are necessary for entering halal-certified retail and digital marketplace channels. Third, a structured market-access activation needs to be developed, including assistance for partners in registering on national digital marketplaces, preparing product photography and packaging incorporating the new collective logo, and submitting KUR applications. Accordingly, by tracking actual downstream outcomes, creating new marketplace listings, utilizing new retail placements, and KUR disbursements, would address the challenges on market-access impact, which the present program has only laid the foundation for. Fourth,

collaboration networks should be established with Cooperative and MSME Centers, BPJPH, regional KUR-distributing banks, and tourism agencies so that the added value generated through the partners' legality and branding initiatives can be integrated into broader empowerment programs and market opportunities.

ACKNOWLEDGMENTS

We would like to extend our gratitude to the Department of Accounting, Faculty of Economics and Business, Universitas Brawijaya, for funding this community service activity. We would also like to appreciate stakeholders of the Bringin Village and the managers of Kampung Madu for granting access and providing facilities for the implementation of this activity. We would like to express our deep appreciation to all honey-based MSME actors who have actively participated in this series of activities.

REFERENCES

- Ariyanti, D., Mahaluddin, L. D., Romadhoni, N. A. S., Ramadhani, M. R., Rosyidah, Y. N., Dardum, A., Safitri, D. F., Nurjanah, B. L., Azhar, S., & Kamil, A. Z. (2025). Pendampingan legalitas usaha melalui Nomor Induk Berusaha dalam mengembangkan UMKM di Desa Jambekumbu Lumajang. *DULANG: Jurnal Pengabdian Kepada Masyarakat*, 5(01), 62–68. <https://doi.org/10.33504/dulang.v5i01.393>
- Badan Penyelenggara Jaminan Produk Halal. (2024). *Panduan sertifikasi halal gratis (SEHATI) bagi UMKM*. Badan Penyelenggara Jaminan Produk Halal Kementerian Agama RI. <https://bpjph.halal.go.id/>
- Bengtsson-Palme, J., Gunnarsson, L., & Larsson, D. J. (2018). Can branding and price of pharmaceuticals guide informed choices towards improved pollution control during manufacturing?. *Journal of Cleaner Production*, 171, 137-146. <https://doi.org/10.1016/j.jclepro.2017.09.247>
- Fataron, Z. A., & Rohmah, H. (2019). Effect Analysis of trust, ease, information quality, halal product on online purchase decision of 2016-2018 batch students of islamic economics study program in UIN Walisongo at Shopee Marketplace. *Journal of Digital Marketing and Halal Industry*, 1(1), 1–19. <https://doi.org/10.21580/jdmhi.2019.1.1.4772>
- Cornish, F., Breton, N., Moreno-Tabarez, U., Delgado, J., Rua, M., Aikins, A. D., & Hodgetts, D. (2023). Participatory action research. *Nature Reviews Methods Primers*, 3(34). <https://doi.org/https://doi.org/10.1038/s43586-023-00214-1>
- Ibrahim, M., Lomagio, A., & Gaffar, M. I. (2023). Menggagas laporan keuangan berbasis Standar Akuntansi Keuangan Entitas Mikro Kecil dan Menengah (SAK EMKM) bagi pelaku usaha Dodol Gorontalo. *JPAK: Jurnal Pendidikan Akuntansi Dan Keuangan*, 11(1), 87–96.
- Ibrahim, M., Zainuddin, M., & Surusa, F. E. P. (2019). Upaya peningkatan pemasaran produk melalui pendampingan pembuatan nama produk, kemasan dan perizinan usaha Dodol Desa Reksonegoro Kabupaten Gorontalo. *JATI EMAS (Jurnal Aplikasi Teknik Dan Pengabdian Masyarakat)*, 3(1), 29-37.
- Kementerian Koperasi dan UKM (2019). Perkembangan data Usaha Mikro, Kecil, Menengah (UMKM) dan Usaha Besar (UB) tahun 2018-2019. *Kementerian Koperasi Dan UKM Republik Indonesia*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (Global Ed.). Pearson Education.

- Nala, D. P., Hikmah, F., & Qurrotu'aini, N. I. (2025). View of pemberdayaan UMKM melalui legalitas formal_ pendampingan NIB pada Warkop Cak Koyek di Sidoarjo. *Jurnal Pengabdian Inovatif Masyarakat*, 2(2), 30–34. <https://doi.org/10.62759/jpim.v2i2.231>
- Rizky, M. (2024, May 13). *Wajib Sertifikasi Halal Mulai Oktober 2024 Bagi Pengusaha UMKM Teriak Ini*. CNBC Indonesia. <https://www.cnbcindonesia.com/news/20240513121140-4-537565/wajib-sertifikasi-halal-mulai-oktober-2024-pengusaha-umkm-teriak-ini>
- Rosidah, I., Febriansyah, G., Saputra, S., Rahmania, A. D., Rosul, M., & Choiriyah, W. (2024). Pendampingan pelayanan Usaha Mikro Kecil Menengah (UMKM) dalam pengurusan legalitas & branding usaha di Kelurahan Karanganyar assistance for Micro, Small and Medium Enterprises (MSMEs) services in managing business legality & branding in Karanganyar. *Jurnal Kemitraan Masyarakat*, 01(03), 108–118. <https://doi.org/10.62383/jkm.v1i3.529>
- Salehzadeh, R., Sayedan, M., Mirmehdi, S. M., & Aqagoli, P. H. (2023). Elucidating green branding among Muslim consumers: The nexus of green brand love, image, trust and attitude. *Journal of Islamic Marketing*, 14(1), 250–272. <https://doi.org/10.1108/JIMA-08-2019-0169>
- Setyawati, A., Sugangga, A., Yudhyani, E., & Febrina, R. (2024). Studying the relationship model between entrepreneurship insight and business performance: A study of msme in indonesia. *SULTANIST: Jurnal Manajemen Dan Keuangan*, 12(2), 239–252. <https://doi.org/10.37403/sultanist.v12i2.642>
- Sholihah, E., Nurhapsari, R., Rohmania, A. S., Ratnaningrum, R., Susilowati, H., & Hargyatni (2023). *Kinerja UMKM dan Digitalisasi Keuangan*. Eureka Media Aksara.
- Sutantri, S., Aysa, I. R., & Khairan, K. (2022). Pendampingan pembuatan Nomor Induk Berusaha (NIB) dan branding produk dalam upaya pengembangan UMKM di Dusun Sukomoro Desa Puncu Kec. Puncu Kediri. *NUSANTARA: Jurnal Pengabdian Kepada Masyarakat*, 2(2), 134–142. <https://doi.org/10.55606/nusantara.v2i2.2347>
- Tambunan, T. (2019). Recent evidence of the development of micro, small, and medium enterprises in Indonesia. *Journal of Global Entrepreneurship Research*, 4(18), 2–15. <https://doi.org/10.1186/s40497-018-0140-4>
- Tarigan, M. I. (2022). Pembinaan dan pendampingan pembuatan Nomor Induk Berusaha dalam rangka digitalisasi UMKM, Sumatera Utara. *Akuntansi Dan Humaniora: Jurnal Pengabdian Masyarakat*, 7(3), 156–160. <https://doi.org/10.38142/ahjpm.v1i3.399>
- Watson, A., Perrigot, R., & Dada, O. (2024). The effects of green brand image on brand loyalty: The case of mainstream fast food brands. *Business Strategy and the Environment*, 33(2), 806–819. <https://doi.org/10.1002/bse.3523>
- Wulandari, I., & Budiantara, M. (2022). Pembuatan Nomor Induk Berusaha (NIB) melalui online single submission. *DINAMISIA: Jurnal Pengabdian Kepada Masyarakat*, 6(2), 386–394. <https://doi.org/10.31849/dinamisia.v6i2.8205>