

Makanan Sehat, Bisnis Online Kuat: Pelatihan dan Pendampingan Pengolahan Pangan dan Pemilihan Bahan Halal

(Healthy Food, Strong Online Business: Training and Supervising in Food Processing and Halal Ingredient Selection)

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ABSTRAK

Pelaku usaha makanan rumahan di lingkungan Pakuan Regency masih menghadapi keterbatasan pengetahuan mengenai bahan baku halal-aman, pengolahan pangan sehat, pemilihan kemasan, serta pemanfaatan teknologi digital dalam pemasaran, sehingga diperlukan kegiatan pelatihan terpadu untuk meningkatkan kapasitas mereka. Kegiatan ini bertujuan untuk meningkatkan pengetahuan dan keterampilan pelaku usaha mengenai bahan baku halal-aman, teknik pengolahan pangan sehat, kemasan ramah lingkungan, serta pemasaran digital, sekaligus memberikan edukasi sertifikasi halal dan pendampingan agar peserta mampu menerapkan materi secara konsisten dalam usahanya. Pelaksanaan dirancang dengan pendekatan holistik melalui teori, praktik, dan pendampingan yang mencakup pemilihan bahan halal, teknik produksi pangan, manajemen bisnis online, termasuk pemanfaatan teknologi digital melalui kelas interaktif dan kolaboratif. Tahap persiapan dilakukan melalui koordinasi dengan pemangku kepentingan, penyusunan enam modul pelatihan, penjadwalan kegiatan, publikasi rekrutmen, serta seleksi peserta melalui survei online. Peserta dibatasi pada produsen dan penjual makanan olahan di *Whatsapp Group* (WAG) *Pasar Online Pakcy* sebanyak 30 orang. Hasil survei awal menunjukkan hanya 30% peserta yang menggunakan *WhatsApp Business*, dan sebagian besar belum memanfaatkan fiturnya secara optimal. Pelatihan menghasilkan peningkatan pengetahuan peserta berdasarkan *pre-post test* dengan rata-rata peningkatan 10% (rentang 2,22–28,89%). Pendampingan sertifikasi halal melalui skema *self-declare* berhasil dilakukan kepada dua produsen makanan. Pengamatan pada WAG *Pasar Online Pakcy* menunjukkan adanya perubahan positif dalam kualitas promosi, peningkatan anggota sebesar 7% dalam enam bulan, dan tumbuhnya kesadaran peserta terhadap pentingnya sertifikasi halal. Hasil survei dua bulan pascapelatihan menunjukkan materi relevan, metode mudah dipelajari, praktik efektif, meningkatkan pemahaman bahan halal, dan berdampak signifikan, artinya program ini sangat berdampak pada kinerja usaha mikro.

Kata kunci: bisnis online, bahan halal, pendekatan holistik

ABSTRACT

Micro-business food producers in the Pakuan Regency area still face limited knowledge regarding halal and safe raw materials, healthy food processing, appropriate packaging, and the use of digital technology for marketing, which underscores the need for an integrated capacity-building program. This activity aims to enhance participants' knowledge and skills related to halal-safe ingredients, healthy food processing techniques, environmentally friendly packaging, and digital marketing, while also providing education on halal certification procedures and post-training mentoring to ensure consistent application of the acquired competencies. The program was implemented through a holistic approach combining theoretical instruction, practical training, and mentoring, covering halal material selection, food production techniques, and online business management, supported by interactive and collaborative digital-based learning sessions. The preparation stage included coordination with local stakeholders, development of six training modules, scheduling, promotional outreach, and participant selection through an online survey. Participants were limited to home-based food producers and sellers engaged in the *Pakcy Online Market WhatsApp Group* (WAG). Initial survey results indicated that only 30% of participants used *WhatsApp Business*, and most had not yet utilized its full features. The training resulted in an improvement in participants' knowledge, as reflected in pre- and post-test scores, with an average increase of 10% (ranging from 2.22% to 28.89%). Halal certification mentoring using the *self-declare* scheme was successfully completed for two food producers. Observations in the *Pakcy Online Market WAG* demonstrated positive impacts of the training, including clearer and more attractive promotional content, a 7% increase in group membership over six months, and growing awareness of the importance of halal certification. The survey conducted two months after training showed relevant materials, accessible methods, effective practice, improved halal-ingredient understanding, and significant impact, means this program has significantly improved the performance of micro-scale culinary businesses.

Keywords: halal ingredients, holistic approach, online business