

# PARALLEL SESSION SCHEDULES

The 2<sup>nd</sup> FEMFEST International Conference on Economics,  
Management and Business (FICCOMSS-2023)



Universitas Co-Host:



**Faculty of Economics and Management  
University of Darussalam Gontor  
2023**

## TIME SCHEDULE OF CONFERENCE

### The 2<sup>nd</sup> FEMFEST International Conference on Economics, Management and Business (FICCOMSS-2023)

#### GRAND OPENING (INTERNATIONAL SEMINAR)

Tuesday, 24 January 2023 | 08.30 - 11.30 AM (GMT +7) Jakarta Time

Grand Opening of "Faculty of Economics and Management Festival (FEMFEST) 6.0" and "The 2<sup>nd</sup> FEMFEST International Conference on Economics, Management and Business (FICCOMSS-2023)"

- Welcoming Speech** : Prof. Dr. KH. Hamid Fahmy Zarkasyi, M.A.Ed., M.Phil. – Rector of University of Darussalam Gontor
- Keynote Speech** : Juda Agung, Ph.D. – Deputy Governor of Bank Indonesia

#### PLENARY SESSION I

Tuesday, 24 January 2023 | 08.30 - 11.30 AM (GMT +7) Jakarta Time

- Speaker 1** Prof. Dato' Dr. Mohd Azmi Omar - President of INCEIF Malaysia  
*Theme: "Strengthening Islamic Banking and Economic Growth"*
- Speaker 2** Assoc. Prof. Dr. Ugi Suharto - Adjunct Professor in RZS-CASIS, UTM Malaysia  
*Theme: "Proposed an integrated Islamic Commercial and Social Financial Model for the Advancement of Islamic banking"*
- Speaker 3** Dr. Fuad Mas'ud, MIR. – Universitas Diponegoro (UNDIP), Indonesia  
*Theme: "Proposing a Business Development Model that is Integrated with Islamic Values"*
- Moderator** M. Kurnia Rahman Abadi, M.M. – Vice Dean of Faculty of Economics and Management, University of Darussalam Gontor

#### PLENARY SESSION II

Tuesday, 24 January 2023 | 14.00-15.30 PM (GMT +7) Jakarta Time

- Speaker 1** Prof. Saim Kayadibi - University of Karabuk, Turkey  
*Theme: "Transformation of Halal Industry Business"*
- Speaker 2** TS. MOHD FADHLI BIN AB RAHMAN - Director Halal Advisory and Research Institute Selangor, Malaysia  
*Theme: "Halal Talent Ecosystem: Malaysian Perspective"*
- Speaker 3** Dr. Akhmad Affandi Mahfudz, M.Ec., C.PIF. - University of Darussalam Gontor, Indonesia  
*Theme: "Halal Trade Finance: an Integration between OIC Countries"*
- Moderator** Muchammad Taufiq Affandi, M.Sc. - Durham University, United Kingdom

#### PARALLEL SESSION

Wednesday, 25 January 2023 | 09.00 AM - 16.00 PM (GMT +7) Jakarta Time

- Parallel Session I** 09.00 – 11.30 AM (GMT +7) Jakarta Time  
(Paper Presentation)
- Parallel Session II** 01.30 – 04.00 PM (GMT +7) Jakarta Time  
(Paper Presentation)

Link for Parallel Session Room : [https://bit.ly/Parallel\\_Session\\_FICCOMSS](https://bit.ly/Parallel_Session_FICCOMSS)  
Link for Virtual Background : [https://bit.ly/VB\\_FICCOMSS\\_2023](https://bit.ly/VB_FICCOMSS_2023)

## **TERMS AND CONDITIONS OF PARALLEL SESSION**

### **The 2<sup>nd</sup> FEMFEST International Conference on Economics, Management and Business (FICCOMSS-2023)**

1. Every participant must adjust their zoom user name while entering the room with the following format:

**Room Number\_Sequence of Paper\_Presenter Name**

**Example:**

**Room 1\_Paper 2\_Ahmad Farid**

2. Kindly enter each break out room on time
3. Presentation slide will be operated by each presenter
4. The presentation will be carried out max in 10 minutes and 8 minutes for Reviewer/Discussants:
  - a. "Live presentation" is required for those who have not submitted the presentation video
  - b. The presenters who have submitted the video presentation is allowed to "play the video"
5. The camera must be on during the agenda
6. Link for Parallel Session Room : [https://bit.ly/Parallel\\_Session\\_FICCOMSS](https://bit.ly/Parallel_Session_FICCOMSS)  
Link for Virtual Background Zoom : [https://bit.ly/VB\\_FICCOMSS\\_2023](https://bit.ly/VB_FICCOMSS_2023)

## PARALLEL SESSIONS II

Wednesday, 25 January 2023 (01.30 – 03.30 PM (GMT +7))							
Time (GMT +7)	Paper	Room 11	Room 12	Room 13	Room 14	Room 15	Room 16
		Moderator <b>Cahyaning Umi Salamah, S.E., M.S.I.</b>  Reviewer (Discussants) <b>Dr. Rahmad Hakim, M.A. Dr. Iqbal 'Imari, S.Th.I., M.S.I.</b>	Moderator <b>Alfarid Fedro, S.Ag., M.H.</b>  Reviewer (Discussants) <b>Syahruddin, M.Sc.Fin. &amp; Dr. Azidni Rofiqo, M.E.</b>	Moderator <b>Atika Rukminastiti Masrifah, M.E.Sy.</b>  Reviewer (Discussant) <b>Dr. Khoirul Umam, M.Ec.</b>	Moderator <b>Adib Susilo, M.S.I.</b>  Reviewer (Discussants) <b>Dr. Monther Y. S. El daia &amp; Adib Susilo, M.S.I.</b>	Moderator <b>Muhammad Alfian Rumasukun, S.H.I., M.E.</b>  Reviewer (Discussants) <b>Andi Triyawan, S.H.I., M.A. &amp; Muhammad Alfian Rumasukun, S.H.I., M.E.</b>	Moderator <b>M. Zen Nasrudin Fajri, M.Ec.</b>  Reviewer (Discussants) <b>Nurizal Ismail, M.A. &amp; M. Zen Nasrudin Fajri, M.Ec.</b>
01.20- 01.40 PM	Paper 1	Department of Economics and Management, Selangor Islamic University, Malaysia  <b>Hazelena Dewi Fatahul Ariffin, Panji Hidayat Mazhisham</b>  The Relationship between Salary, Promotion, Career Planning and Career Development among Private College Lecturers	Istanbul Sabahattin Zaim University, Istanbul – Turkey  <b>Rashad Muhammet Salim Zaidan</b>  The Impact of Applying Islamic Economic Mechanisms in Promoting Green Economy Financing	Federal University of Kashere, Gombe State - Nigeria, Adamu Tafawa Balewa College of Education Kangere - Bauchi State  <b>Adamu Abubakar Muhammad, Abubakar Idris Talle, Ikilima Abubakar Shariff, Muhammad Bello</b>  Achieving the Sustainable Development Goals for Water and Sanitation in Gombe State Nigeria through Islamic Models of Zakat and Waqf	Istanbul Sabahattin Zaim University – Turkey  <b>Olfat Aldalou, Abdalrahman Migdad</b>  The Role of Micro Entrepreneurship in Poverty Alleviation for Refugees in Turkey	جامعة إسطنبول صباح الدين زعيم معهد الدراسات العليا قسم الاقتصاد الإسلامي  <b>عمر علي سالم الرملي</b>  دور الدولة في إدارة الأوقاف مقارنة من خلال قانون الوقف التركي	Istanbul Sabahattin Zaim University, Istanbul – Turkey  <b>Tahira SulafEldein Saleh Mohamed</b>  Central Bank Digital Currencies from Islamic Perspective
01.40- 02.00 PM	Paper 2	جامعة إسطنبول صباح الدين زعيم معهد الدراسات العليا قسم الاقتصاد الإسلامي والفتحة  <b>Hussein Abdulateef Al Azzawi</b>  التمويل الإسلامي للمشاريع الصناعية الصغيرة الخاصة بأعادة التدوير	جامعة إسطنبول صباح الدين زعيم معهد الدراسات العليا قسم الاقتصاد الإسلامي  <b>أميد بيرقدار</b>  علاقة أثرباء الصحابة بالسياسة الاقتصادية وأثارها الاقتصادية المعاصرة	Faculty of Management & Muamalah, Selangor Islamic University Malaysia  <b>Noor Aimi Mohamad Puad</b>  Future Directions of Shariah Audit for Takaful Industry: Perceptions of Shariah Committee	جامعة إسطنبول صباح الدين زعيم معهد الدراسات العليا قسم الاقتصاد الإسلامي  <b>-عبدالرحمن مقداد, ضياء التميمي</b>  قياس وعي أصحاب المشروعات الصغيرة ومتناهية الصغر بالتأمين التكافلي في الضفة الغربية	جامعة إسطنبول صباح الدين زعيم معهد الدراسات العليا قسم الاقتصاد الإسلامي  <b>محمد أمات</b>  دراسة مقارنة بين قانون الوقف المصري وقانون الوقف التركي	جامعة إسطنبول صباح الدين زعيم معهد الدراسات العليا قسم الاقتصاد الإسلامي  <b>بدر العظم</b>  أثر التمويل الاجتماعي الإسلامي على ربحية المنظمات متناهية الصغر: دراسة حالة على عينة من المنظمات متناهية الصغر في سورية

02.00-02.20 PM	Paper 3	<p>Universitas Ahmad Dahlan, Daerah Istimewa Yogyakarta – Indonesia</p> <p>Northeast Normal University, Renmin Street, Changchun, Jilin Province, PR. China</p> <p><b>Lisa Damayanti, Diyah Saras Wati, Agus Salim, Kai Shi, Firsty Ramadhona Amalia Lubis, Budi Jaya Putra, Dini Yuniarti</b></p> <p>Institutional Performance in Islamic Bank Research: A Bibliometric Analysis</p>	<p>Faculty of Management Islamic, University in Uganda – Uganda</p> <p><b>Walusimbi Yunus</b></p> <p>Human Resource Development in Islam, the Often-Forgotten Concept in the Management of Muslim Organizations</p>	<p>جامعة إسطنبول صباح الدين زعيم معهد الدراسات العليا قسم الاقتصاد الإسلامي</p> <p><b>بلال سنكري</b></p> <p>التمويل الاجتماعي الإسلامي أداة لتمكين الاقتصادي، وإمكانية لعلاج الهجرة غير نظامية</p>	<p>جامعة إسطنبول صباح الدين الزعيم معهد الدراسات العليا الاقتصاد الإسلامي والفقہ</p> <p><b>خديجة عول علي</b></p> <p>أثر بنك الزراعة (Ziraat katılım) في استقرار سعر صرف الليرة التركية</p>	<p>Faculty of Management and Muamalah, Kolej Universiti Islam Antarabangsa - Faculty of Accountancy, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia</p> <p><b>Norhanizah Johari, Nawal Kasim, Nor Aishah Mohd Ali, Roshayani Mohd Arshad</b></p> <p>Managing and Reporting of Shari'ah Non-Compliant Income in Malaysian Islamic banks: A Methodology Perspectives</p>	<p>جامعة إسطنبول صباح الدين زعيم معهد الدراسات العليا قسم الاقتصاد الإسلامي</p> <p><b>خضر المحمد الخلف</b></p> <p>التمويل الإسلامي للمشروعات الصغيرة في لبنان المعوقات والتحديات</p>
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# Effectiveness of Central Shari'ah Advisory Council in Emerging Economies: The Case of Uganda

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## Abstract

*Since 1960s when the modern Islamic finance took shape, the industry has been growing at a considerable pace of 15-20% annually until 2009 when this solid rate started to slow down to a deteriorating 5.5% in 2019 with total size of USD 2.733 Trillion in assets that are spread in over 76 countries. The slowdown in Islamic finance growth is attributed majorly to Shari'ah authenticity deficit. Whereas the global Islamic finance demand has been adversely affected by Shari'ah authenticity deficit, certain OIC member countries are still constrained by choice of appropriate Shari'ah Governance model. Thus, the purpose of this paper is to examine the existing Shari'ah Governance models to overcome the pending challenge towards operationalization of Islamic Banking in Uganda. This exploratory study adopts qualitative research methods through documentary review to elicit relevant information from the existing body of knowledge. Interpretive analysis and analytical methods are used to analyze data. The OIC' recommended model of Shari'ah Governance needs to be operationalized in emerging economies to promote standardization and avoid confusion of the market. This is one of the earliest studies on models of Shari'ah Governance suitable for adoption in Uganda. This study contributes to the existing literature on how other OIC member countries could effectively manage Shari'ah Governance in a dual banking system jurisdiction.*

**Keywords:** *Islamic Banking, Shari'ah Advisory Council, Uganda, Emerging Economies, OIC*



## أهمية تأسيس مراكز استشارات اقتصادية متخصصة لنشر الوعي بفوائد الالتزام بالضوابط الشرعية في عقود الشركات لأثرها البالغ في النمو الاقتصادي

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### الملخص

تعتبر المشاريع الصغيرة والمتوسطة العصب الأساسي والقلب النابض للحركة الاقتصادية في جميع المجتمعات وهي صمام الأمان في أوقات الأزمات، ونجاحها يكون مآله الحتمي حركة اقتصادية وتنموية في المجتمع مما ينعكس إيجاباً على البطالة والركود والتضخم وعلى سائر الجوانب الاقتصادية بالأثر الجيد مما يزيد في رفاهية المجتمع.

كما أن الإسلام حرص على حفظ المال وجعله من الضرورات الخمس في الحفظ وأوجب نموه وتشغيله وحدد له المجالات التي يعم فيها الخير والنفع على المجتمع وحرّم الاحتكار ووضع الضوابط للشركات والأسواق ونظم آلية دورة المال بين الأغنياء والفقراء .

وعلى المهتمين بالاقتصاد الإسلامي وعلى نمو المجتمعات الإسلامية عن طريق مشاريع حقيقية تنشر الخير في المجتمع وترفع فاعليته الإنتاجية وتساهم في معالجة الأزمات المالية فيه، فإن عليهم تأسيس مراكز استشارات اقتصادية متخصصة مجانية أو بمقابل مالي رمزي لتقوم بضبط العقود حسب الضوابط الشرعية وتوعية المستثمرين بأهمية ذلك للمصالح الخاصة والعامة ولنجاح واستقرار مشاريعهم ولمراجعة هذه عقود الشركات من الناحية القانونية وتقديم دراسات جدوى ونصائح دقيقة لتساهم في نجاح هذه المشاريع وبالتالي ينتج من ذلك حركة اقتصادية واعية وناجحة بإذن الله.

وسيحاول الباحث تسليط الضوء على أهمية هذا المقترح وأثره الفاعل على النمو الاقتصادي وعلى حفظ المال واستثماره بالطرق التي تعود على المجالات الاستثمارية خاصة وعلى المجتمع عموماً بفوائد واضحة. هذا وأسأل الله تعالى السداد والتوفيق ..

الكلمات المفتاحية: المقاصد الشرعية، عقود الشركات، الضوابط الشرعية، المعايير الشرعية...

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# The Role of Micro Entrepreneurship in Poverty Alleviation for Refugees in Turkey

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## Abstract

*Considering recent global economic and environmental crises following the Syrian war and the influx of large numbers of displaced people to Turkey, and with the rise in poverty and the difficulty of life, many small projects were undertaken to alleviate poverty and provide a means of subsistence. Micro entrepreneurs offer job opportunities to people, especially those with low incomes, and provide more goods and services to the public. The study aims to investigate the impact of micro-entrepreneurship on poverty alleviation and highlight the most significant obstacles facing owners of small-scale projects and solutions to enhance their effective impact. The data was collected through 113 questionnaires to micro-business owners through the random sampling method. The results showed that the projects improve the living conditions for individuals and have a positive impact on economic recovery despite the obstacles and restrictions imposed considering the deteriorating economic situation.*

**Keywords:** Turkey, Poverty alleviation, Refugees economic inclusion, Microfinance, Entrepreneurship

## قياس وعي أصحاب المشروعات الصغيرة ومتناهية الصغر بالتأمين التكافلي في الضفة الغربية

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### الملخص

يعتبر التأمين من أهم مقومات التنمية الاقتصادية، لما يقدمه من حماية للمنشآت والمشروعات عن طريق مشاركة المخاطر وتقليل المخاسر وغيرها، إلا أن المجامع الفقهية أقرت بحرمة، لما فيه من غرر ومخالفات شرعية، وأوصت بتأسيس شركات للتأمين تتوافق مع الشريعة لتحل مكان التأمين التجاري، ومن ثم ظهرت شركات التأمين التكافلي كبديل إسلامي عن التأمين التجاري. ويتلخص الهدف من الدراسة إلى تبيان مستوى وعي المجتمع الفلسطيني بالتأمين التكافلي وقد اعتمدت الدراسة المنهج التحليلي الوصفي لقياس مستوى وعي أصحاب المشروعات بالتأمين التكافلي، وذلك من خلال جمع البيانات عن طريق الاستبانة كأداة بحثية مكونة من عدة محاور لأصحاب المشروعات حول عملهم مع شركات التأمين ومعرفتهم بالتأمين التكافلي وبآليات عمله، ويتكون مجتمع الدراسة من أصحاب المشروعات الصغيرة في الضفة الغربية. وتتلخص أهم النتائج بأن الإقبال على التأمين ضعيف جدا ويقتصر على التأمين الاجباري بالإضافة إلى أن النسبة الأكبر من العينة لا يعلم بوجود تأمين اسلامي بديل عن التأمين التجاري وأن الذين يعلمون بوجوده لديهم هواجسمن حقيقة توافقه مع الشريعة مدعين أنهم لا يجدون فرقا سوى بالتسمية. وهذا ما تطلب تقديم عدة توصيات للجهات المختصة، أهمها؛ أن تقوم شركات التأمين التكافلي بالعمل على برامج توعوية حول أهمية ومشروعية التأمين التكافلي للمجتمع ككل بالتعاون مع الكليات والمعاهد المختصة

الاقتصاد الفلسطيني، التأمين التكافلي، المشروعات الصغيرة جدا، الوعي الاقتصادي:كلمات مفتاحية

## أثر بنك الزراعة (Ziraat katılım) في استقرار سعر صرف الليرة التركية

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### الملخص

هدفت الدراسة إلى معرفة استقرار سعر الصرف وعلاقته بالبنوك، وإظهار أثر مساهمة البنوك في استقرار الصرف، وكذلك التعرف ببنك زراعات كاتلم وكيفية نشأته. واعتمدت الدراسة على عينة من العاملين في بنك زراعات كاتلم، شملت أكثر من 100 عامل مقيما في اسطنبول، وذلك عبر استخدام الاستبانة الالكترونية

بنك زراعات كاتلم، استقرار السعر، سعر الصرف، الليرة التركية: الكلمات المفتاحية

# The Impact of the Covid-19 Pandemic on Halal-Certified Culinary Micro, Small, and Medium Enterprises (MSMEs) in Welcoming Indonesian Halal Tourism in 2023

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## Abstract

*The Covid 19 pandemic, which became a worldwide epidemic in early 2020, has devastated the world economy, including Indonesia. The Covid-19 pandemic affected all parts of human lives. In the business sector, not only Micro, Small, and Medium-sized Enterprises (MSMEs) but also large companies in many countries affected by the Covid-19 pandemic. This study analyzed and tested the significant differences in productivity, turnover, and utilization of digital marketing in halal-certified culinary MSMEs. The government has given great attention, followed by supporting policies encouraging MSMEs to adapt to the digital era immediately. The government launched much digital marketing training and the Sehati program (Sertifikasi Halal Gratis or Free Halal Certification) in welcoming Indonesia as Halal tourism in 2023. This study used primary data from a questionnaire given to MSMEs in the culinary field that has been certified halal. The test used the Kolmogorov Smirnov one sample normality test, and the different tests used the Wilcoxon Signed Rank Test. The results showed that productivity, business turnover, and the use of digital marketing for MSMEs in the culinary field were significantly different before and during the Covid-19 pandemic. This result showed that the Covid-19 pandemic has significantly impacted the culinary industry even though it has been certified halal due to implementing healthy protocols such as keeping a distance, avoiding crowds, and maintaining cleanliness and hygiene.*

*Keywords: culinary MSMEs, Halal Certification, Covid-19 Pandemic, productivity, sales turnover, digital marketing*

## Abstrak

*Pandemi Covid 19 yang menjadi epidemi di seluruh dunia pada awal tahun 2020 telah meluluhlantahkan perekonomian dunia, termasuk Indonesia. Pandemi Covid-19 berdampak pada seluruh aspek kehidupan manusia. Di sektor bisnis, tidak hanya Usaha Mikro, Kecil, dan Menengah (UMKM) tetapi juga perusahaan besar di banyak negara yang terdampak pandemi Covid-19. Penelitian ini menganalisis dan menguji perbedaan signifikan produktivitas, omzet, dan pemanfaatan digital marketing pada UMKM kuliner bersertifikat halal. Pemerintah memberikan perhatian yang besar, diikuti dengan kebijakan pendukung yang mendorong UMKM untuk segera beradaptasi dengan era digital. Pemerintah banyak meluncurkan pelatihan pemasaran digital dan program Sehati (Sertifikasi Halal Gratis) dalam menyambut Indonesia sebagai pariwisata Halal pada tahun 2023. Penelitian ini menggunakan data primer dari kuesioner yang diberikan kepada UMKM di bidang kuliner yang telah bersertifikat halal. Pengujian menggunakan uji normalitas satu sampel Kolmogorov Smirnov, dan uji beda menggunakan uji Wilcoxon Signed Rank Test. Hasil penelitian menunjukkan produktivitas, omzet usaha, dan pemanfaatan digital marketing bagi UMKM di bidang kuliner berbeda secara signifikan sebelum dan selama pandemi Covid-19. Hasil ini menunjukkan bahwa pandemi Covid-19 berdampak signifikan terhadap industri kuliner meski sudah bersertifikat halal karena menerapkan protokol kesehatan seperti menjaga jarak, menghindari keramaian, serta menjaga kebersihan dan higienitas.*

*Kata kunci: UMKM kuliner, Sertifikasi Halal, Pandemi Covid-19, produktivitas, omset penjualan, digital marketing*

## 1. INTRODUCTION

The Covid-19 pandemic that hit the world has harmed all life aspects, including business and industry sectors. The pandemic has also accelerated the disruption era, which is known as an era of fundamentally large-scale changes and innovations that have changed the existing system, order, and landscape in new ways. Micro, Small, and Medium Enterprises (MSMEs), the backbone of the Indonesian economy, have also experienced a downturn. People in society should implement tight health protocols and adjust their lifestyles immediately to avoid the Covid virus. Nowadays, situations are getting better, and many things have been under control. Rapid technological development is helping us to manage difficult situations because of the Covid-19 pandemic. Internet-based information technology leads the markets and has become an essential supporting medium in business.

Not only Micro, Small, and Medium Enterprises (MSMEs) have been affected by the Covid-19 pandemic, but also large companies have been similarly affected. There are several impacts of the Covid-19 pandemic on the business world, including decreased turnover/revenue, decreased production capacity, massive layoffs, and decreased demand for products caused by decreased consumer purchasing power. In addition, distribution is hampered, and raw materials are difficult to obtain. Apart from the imposition of Large-Scale Social Restrictions (LSSR), this has also occurred due to several changes in consumer behavior. This change is related to changes in consumer priorities. That is, consumers, prioritize their daily needs rather than their desires. Therefore, many businesses are under pressure and even closed due to the impact of Covid-19. These businesses include hotels, cinemas, restaurants, travel agents, real estate, car

factories, construction companies, and exports.

MSMEs are part of the backbone of the Indonesian economy, and many MSMEs in Indonesia absorb many workers. However, MSMEs have also been badly affected by the Covid-19 pandemic. A total of 1,785 cooperatives and 1633,713 MSMEs engaged in daily needs, fashion, and culinary have been badly affected by this pandemic. The impact is a decrease in business turnover. As many as 37,000 MSMEs reported that they were affected by the Covid-19 pandemic which was stated with a 56% possibility of a decrease in sales, 22% reported problems with financing payments, 15% reported experiencing problems in the distribution of goods, and 4% experienced difficulties obtaining raw materials (Thaha, 2020).

Another impact of the Covid-19 pandemic is disruption acceleration. This situation happened due to the limitation of consumers' behavior during the Covid-19 pandemic. They must keep their distance, are not allowed to gather, avoid crowded places, and do everything from home (studying, working, and worshipping). Therefore, the products they need automatically change, and the delivery method to consumers also changes. As a consequence, MSMEs must be able to adjust the changes in consumers' behavior. One way is by making innovations related to the products produced or marketing methods/services adjusted to these conditions. The products must be made innovatively according to the needs of the current market share. For example, in the culinary field, consumers feel more secure and comfortable when they can process/cook independently. Hence, packaging in the frozen food form is in great demand by consumers. The service or marketing methods have also changed by optimizing digital marketing. This condition

happened because consumers must keep their distance and avoid crowds when making purchases. Consequently, digitalization, especially in the marketing field, is growing significantly along with the Covid-19 pandemic.

The Government's role in increasing business productivity and earning turnover in MSMEs, especially in the culinary field, is pursued by providing *SEHATI* facility. This *SEHATI* facility is the acquisition of *Free Halal Certification*. *Free Halal Certificate (SEHATI)* in 2022, which can be accessed via *sehati.go.id* is a program initiated by the Ministry of Religion's Halal Product Guarantee Agency (BPJPH Kementrian Agama) in order to succeed in the 10 million halal-certified product program.

With this halal certification program, it is hoped that people in business or MSMEs in the culinary field will not only meet halal and hygiene requirements. However, they can also increase the positive image of guaranteeing halal products. Ahead of launching the 2023 halal tourism program in Indonesia, the world community recognizes that halal products are aligned with quality and hygiene. Therefore, it is not surprising that the growth of halal products continues to increase, even becoming a global lifestyle (halal lifestyle).

Based on some facts mentioned earlier, this study examines the significance of differences in productivity, turnover, and use of digital marketing in culinary MSMEs that have been halal certified. The problem formulation in this study is as follows:

1. Was productivity significantly different before and during the Covid-19 pandemic?
2. Was turnover significantly different before and during the Covid-19 pandemic?
3. Was there a significant difference in the use of digital marketing before and during the Covid-19 pandemic?

Micro, Small, and Medium Enterprises (MSMEs) have rapidly grown these last few years. This condition cannot be separated from the Government's role, which is very

concerned about the development and growth of MSMEs in Indonesia. The Government has been conducting several coaching programs and various activities to support the growth of MSMEs.

### **MSME Criteria According to New Regulations**

Government Regulation no. 7 of 2021 concerning Ease, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises (MSMEs Government Regulation) has been issued by the government along with 48 other implementing regulations of Law no. 11 of 2020 concerning Job Creation (Job Creation Law) on 16 February 2021. The MSMEs Government Regulation changed several provisions previously regulated in Law no. 20 of 2008 concerning Micro, Small, and Medium Enterprises (MSMEs Law). One of them is the rules related to the criteria for MSMEs themselves.

The new MSME criteria are regulated in Articles 35 to Article 36 of MSMEs Government Regulation. Based on this article, MSMEs are grouped based on business capital criteria or annual sales results. The criteria for working capital are used for the establishment or registration of MSME activities that were established after the MSMEs Government Regulation was applied. The capital criteria consist of the following:

- Micro Enterprises have business capital up to a maximum of IDR 1,000,000,000.00 (one billion rupiahs), excluding land and buildings for business premises
- Small Businesses have business capital of more than IDR 1,000,000,000.00 (one billion rupiahs) up to a maximum of IDR 5,000,000,000.00 (five billion rupiahs), excluding land and buildings for business premises
- Medium Enterprises have business capital of more than IDR 5,000,000,000.00 (five billion rupiahs) up to a maximum of IDR

10,000,000,000.00 (ten billion rupiahs), excluding land and buildings for business premises.

Meanwhile, for MSMEs that were established before the MSMEs Government Regulation was applied, the grouping of MSMEs was carried out based on the criteria for annual sales results. The criteria for annual sales results consist of the following:

- Micro Enterprises have annual sales results of up to a maximum of IDR 2,000,000,000.00 (two billion rupiahs)
- Small Businesses have annual sales proceeds of more than IDR 2,000,000,000.00 (two billion rupiahs) up to a maximum of IDR 15,000,000,000.00 (fifteen billion rupiahs)
- Medium Enterprises have annual sales of more than IDR 15,000,000,000.00 (fifteen billion rupiahs) up to a maximum of IDR 50,000,000,000.00 (fifty billion rupiahs).

The nominal value of the criteria above can be changed according to economic developments. Besides using criteria for business capital and annual sales results, Ministries/State Agencies may use other criteria such as turnover, net worth, investment value, number of employees, incentives and disincentives, local content, and application of environmentally friendly technology following the criteria of each business sector for particular interests (Article 36 MSMEs Government Regulation).

The MSME criteria in Article 6 of the MSMEs Law are significantly different in the MSMEs Government Regulation. For comparison, here are the differences:

INDICATOR	MSMEs LAW	MSMEs GOVERNMENT REGULATION
MSMEs Grouping	MSMEs are grouped based on net worth or annual	MSMEs are grouped based on business capital criteria or annual sales results. Business

	sales results. Net worth is the number of assets after deducting debts or liabilities.	capital is personal capital and loan capital to carry out business activities.
Net Worth of Business Capital	1. Micro Business: a maximum of IDR 50 million 2. Small Business: more than IDR 50 million – a maximum of IDR 500 million 3. Medium Business: more than IDR 500 million – a maximum of IDR 10 billion Excluding land and buildings for business premises.	1. Micro Business: a maximum of IDR 1 billion 2. Small Business: more than IDR 1 billion – a maximum of IDR 5 billion 3. Medium Business: more than IDR 5 billion – a maximum of IDR 10 billion Excluding land and buildings for business premises.
Annual Sales Results	1. Micro Business: a maximum of IDR 300 million 2. Small Business: more than IDR 300 million – a maximum of IDR 2.5 billion 3. Medium Business:	1. Micro Business: a maximum of IDR 2 billion 2. Small Business: more than IDR 2 billion – a maximum of IDR 15 billion 3. Medium Enterprises: more than IDR 15 billion – a



	more than IDR 2.5 billion – a maximum of IDR 50 billion	maximum of IDR 50 billion
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Posted on March 23, 2021, • by Legal Contracts

### Covid-19

Coronaviruses (Cov) are viruses that infect the respiratory system. (World Health Organization (WHO) states that this respiratory system infection is caused by a virus which is then called Covid-19. Coronaviruses can cause the common cold to more severe diseases such as Respiratory Syndrome Middle East (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). In Indonesia, the spread of this Coronavirus was suspected since March 2, 2020, starting with an Indonesian citizen who had direct contact with a foreigner. Since that time, the spread of Covid-19 has experienced a significant increase (Nalini, 2021).

### The Conditions of Micro, Small, and Medium Enterprises (UMKM) during the Covid-19 Pandemic

The Covid-19 pandemic has dramatically affected the world economy, including Indonesia. In Indonesia itself, LSSR or Large-Scale Social Restrictions have been implemented. LSSR is a health quarantine term as a restriction to prevent the spreading of disease or contamination on particular residents' activities in an area suspected of being infected with a disease.

In addition, the Government has made various efforts to prevent the spread of the Covid-19 outbreak. Some of these efforts

include physical distancing, wearing masks, closing schools, and working from home. As a result, the Indonesian economy has been negatively affected by this Covid -19. Many large companies and MSMEs have had their growth shaken due to the Covid -19 pandemic. Large-scale layoffs impact consumers' purchasing power which has dramatically decreased because their income has decreased or there is no income to make buying and selling transactions. Changes in consumer behavior also significantly affect the sustainability of the economic conditions of MSMEs. The products during the Covid-19 pandemic changed according to market needs and demands. As a result, the sales of products usually best-selling during normal conditions are reduced. Hence, the productivity carried out by MSME owners has also decreased, which was later followed by a decrease in turnover.

Indonesia has also experienced the negative impact of the Covid-19 outbreak on the world economy. MSMEs are part of the economy that is heavily affected by this crisis. Fathoni (2020) studied the impact of Covid-19 on MSMEs in Wiyung, Surabaya. The results of his research show that the effect of the Covid-19 threat variable on the decrease in MSMEs' income is 0.583. The coefficient on this relationship is positive. Therefore, it can be concluded that the greater the Covid-19 threat, the lower the MSMEs income. In addition, the results of this study concluded that the longer LSSR or Large-Scale Social Restrictions was implemented, the lower the MSMEs income in Wiyung, Surabaya.

Romdoni (2021) researched the performance achievements of MSMEs before and during the Covid-19 pandemic using the American Productivity Center (APC) method. The calculated period is ten months. Counted from August 2019 to May 2020 and divided into five periods. The results of this study showed that the productivity index for the two years fell by 3.389%. Amri (2020) conducted research to analyze the impact of the Covid-19

pandemic on MSMEs in Indonesia. The decline in turnover in MSMEs and cooperatives due to Covid-19 was very significant. The sluggish tourism sector had a domino effect on the MSME sector. The impact on MSMEs engaged in the micro food and beverage business reached 27%. Meanwhile, the impact on the food and beverage business in the small business sector was 1.77%, and medium businesses at 0.07%. The influence of the Covid-19 virus on wood and rattan craft units was 1.77% and medium businesses 0.01%. Meanwhile, household consumption was corrected between 0.5% and 0.8%. Covid-19 had caused a decline in income in the modern retail market, large scale, small to micro. The conclusion from this research was that the MSMEs' condition in the midst of a pandemic continued to experience a decrease in capacity. This decrease included production capacity to a decrease in income. In addition, there has been a change in the business model from conventional to digital.

Barisa (2021) conducted research on the Micro, Small, and Medium Enterprises (MSMEs) adjustment during the Covid-19 pandemic. This study's results indicated that some MSME owners, including wholesalers and retailers, were starting to adjust to the new situation related to the Covid-19 pandemic. Wholesalers reduced the supply of goods. Meanwhile, retailers continued to supply the same goods as before the pandemic. This was because these retailers were not too affected by the Covid-19 pandemic. The results of this study are essential to be understood by MSME owners, especially wholesalers, who are always expected to be responsive to environmental changes.

The great contribution of MSMEs to the economy in Indonesia includes a number of business units, contributions to GDP, employment, exports, and investment. The Government policies are also divided into short, medium, and long-term strategies. Regarding the short-term and urgent strategy, the Government is focusing on reducing the

additional death toll from Covid-19 with an emphasis on health sector stimulus and welfare assistance for affected people. Meanwhile, the medium-term policies include ensuring the continuity of the business world to continue operating, maintaining the continuity of the logistics sector, and encouraging the independence of the medical device industry. Regarding the long-term strategy, the Government focuses on the introduction and use of digital technology for MSMEs, as well as preparation for entering the Industrial era. (Nalini, 2021).

Marketing is a business activity that directly relates to consumers [1]. Branding is a corporate communication activity to introduce a company brand with careful planning to build or enlarge the brand [2]. Branding activities focus more on communication between companies and consumers. The main target of branding is to create a good image/reputation per the company's vision and mission in the consumers' eyes. The development of information technology is currently overgrowing. This can be seen in the development of Internet technology. Internet technology has an impact and changes various aspects of everyday life. One of the impacts on business activities is included in marketing and branding activities [3]. Digital Marketing is a business promoting and marketing a "brand" using digital media, such as the Internet. (Rizaldi & Putranto, 2018).

Rozinah and Meiriki (2020) conducted research on the use of digital marketing in Micro, Small, and Medium Enterprises (MSMEs) in South Tangerang. This study aimed to see whether the implementation of digital marketing could influence the sales volume of MSME industrial products, as well as to determine whether the use of digital marketing significantly influenced the development of MSMEs businesses in South Tangerang. This research was carried out by using a qualitative research method to look more profoundly at the effect of using digital marketing in developing MSMEs businesses in

the MSME managers' eyes in South Tangerang. The results of his research showed that the use of digital marketing could increase MSMEs sales between 30-50 percent. Besides, digital marketing could expand their market share and simultaneously could reduce the promotion costs that they had spent, as well as shortened the interaction distance between MSMEs and their consumers.

Pradiani (2017) conducted research on the effect of the digital marketing system on increasing the sales volume of home industry products. The development of information technology is currently developing very rapidly and affects the community in supporting various business activities, both large and small so that they can be recognized globally. The most obvious impact is being able to increase sales volume and profit. In addition, Digital Marketing is one of the marketing media that has a massive influence on the growth of the MSME business. The results of this study indicated that those ladies in the Family Welfare Programme get an increase in orders from consumers after using social media as their marketing method. Besides that, communication can also run effectively and efficiently. This happened because they could communicate directly at a more affordable cost. Furthermore, they could also grow their business because they could do the transactions directly with easy payment methods (direct transfer). In addition, they could also develop their business with agents/distributors. The use of social media had increased MSMEs' sales volume. The assessment of sales volume was based on the results of cross-sectional interviews with ladies in the Family Welfare Programme. Therefore, the measurement of the increase in sales volume before and after using social media as a marketing method was estimated based on monthly results.

Alfrian and Pitaloka (2020) conducted research on the strategies of Micro, Small, and Medium Enterprises (MSMEs) to survive the Covid-19 pandemic in Indonesia. The Covid-

19 pandemic has had a significant impact on the Indonesian economy. The decrease in economic performance is not only felt by large multinational companies but also by national ones. Moreover, it was also felt by MSMEs. This study aimed to examine the survival strategies of MSMEs, especially during the Covid-19 pandemic. The research method used is a literature study. Researchers reviewed various results of empirical studies, especially in scientific journals related to MSME strategies. The researcher then compared the research results from various journals and took the essence of the research results. Based on the literature study results, there are four survival strategies carried out by MSMEs, namely, 1) marketing with Digital Marketing, 2) strengthening human resources, 3) implementing creative innovation, and 4) improving service to consumers. With these strategies, MSMEs in Indonesia hopefully can survive the crisis conditions due to the Covid-19 pandemic.

Sulaksono and Zakaria (2020), in their research entitled "The Role of Digital Marketing for Micro, Small and Medium Enterprises (MSMEs) in Tales Village, Kediri Regency", stated that Digital Marketing is promotional activities and market search through online digital media by utilizing various means; for example social networks. This research aimed to increase knowledge and skills about Digital Marketing, mainly social media, for Micro, Small, and Medium Enterprises (MSMEs) owners to increase their sales and profits. Attended by MSMEs Kirana Tales village participants, the methods used in this activity included: first, a presentation using PowerPoint slides and an LCD projector; second, sharing experiences and discussions; and finally, the hands-on practice of creating social media accounts (Facebook and Instagram) and how to make them attractive to buyers (e.g. images, words, and stories). The results showed that some participants actively used social media as a promotional tool, though they still needed to separate their

online store accounts from their personal accounts. However, some participants used it occasionally, and other participants never used social media marketing due to their lack of technological skills. However, all participants showed great interest in using social media marketing continuously for their businesses.

Kusumaningtyas and Lestari (2020) researched the development of halal food and its role in halal tourism in Indonesia to be more competitive with other Muslim countries. Their research aimed to explore the role of the Government and the Muslim community's role in developing halal food and tourism in Indonesia. The research method used was descriptive qualitative with a literature review. Based on the analysis results, the Government's role in implementing halal certification influenced tourist consumption significantly. Indonesia, with a Muslim majority population, must be able to become a producer of the halal industry, which is currently still dominated by countries with Muslim minorities, such as Australia, New Zealand, Brazil, and even a small country like Singapore. Exploring the Government Regulations related to tourism and halal food will provide insight into the importance of stretching the growth of halal tourism destinations by serving halal food in Indonesia.

Based on several arguments and the results of the previous research, the hypotheses are presented as follows:

Ha1: There was a significant difference in productivity before and during the Covid-19 pandemic.

Ha2: There was a significant difference in turnover before and during the Covid-19 pandemic.

Ha3: There were significant differences in the use of digital marketing before and during the Covid-19 pandemic.

## 2. RESEARCH METHODS

The data used in this research was primary data. The primary data used in this study were obtained from questionnaires given to MSMEs owners in the culinary field who had been halal certified.

### Normality Test

The normality test was carried out before the data was processed based on the proposed research model. The data normality test aimed to detect the data distribution in a variable that would be used in the research. Normality testing was done by looking at the asymp value. Sig. (2-tailed). If the significant level was  $<0.05$  (alpha) then it could be concluded that the data was not normally distributed (not symmetrical) meanwhile, if the significant level was  $> 0.05$  (alpha). So, it could be concluded that the data was normally distributed (symmetric).

### Difference Test

#### a. Difference test t-test (Paired sample test)

If in this study, the data were normally distributed, the researchers used the Paired Sample Test. Paired samples here could be interpreted as samples with the same subject but experienced two different treatments. If the significance value was  $<0.05$ , then the hypothesis was accepted.

#### b. Wilcoxon Signed-Rank Test

If in this study, the data were not normally distributed, the researcher used the Wilcoxon Signed-Rank Test. This test used a significance level of 5% and was carried out using SPSS software. The basis for decision-making on the Wilcoxon sign rank test was when the value of Sig (2-tailed)  $<0.05$ , the hypothesis was accepted. (which means there was a difference) If the value of Sig (2-tailed)  $> 0.05$ ,

then the hypothesis was rejected (which means no difference).

### 3. RESULTS AND DISCUSSION

Data were collected by distributing questionnaires to identify halal-certified MSMEs in the culinary field. The questionnaires were made using Google Forms. This questionnaire consisted of company profiles, general conditions and business productivity, business turnover, and use of Digital Marketing before and during the Covid-19 pandemic. Based on the distributed questionnaires, around 70% were filled out correctly. The general description of MSMEs in the halal-certified culinary field in the Special Region of Yogyakarta is presented as follows:

Figure 1: Position in the business

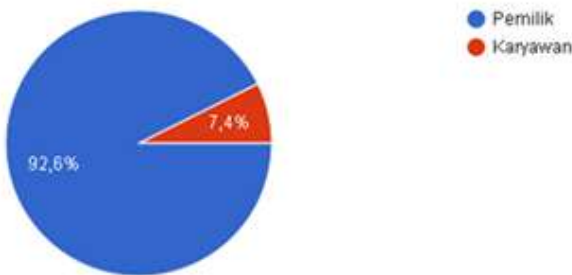


Figure 2: Last education

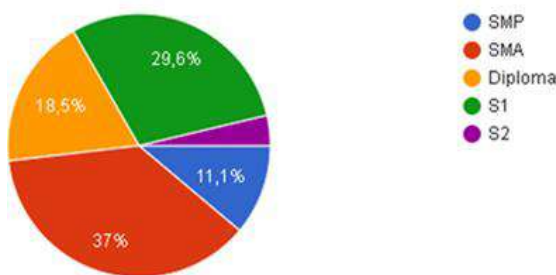


Figure 3: Age of business establishment

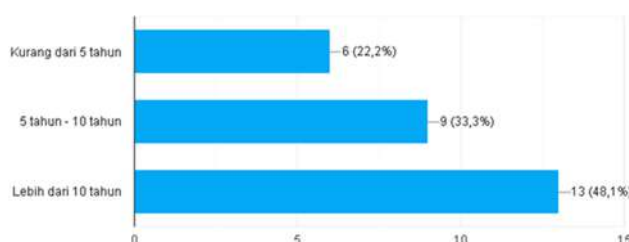


Figure 4: Average monthly turnover before the Covid-19 pandemic

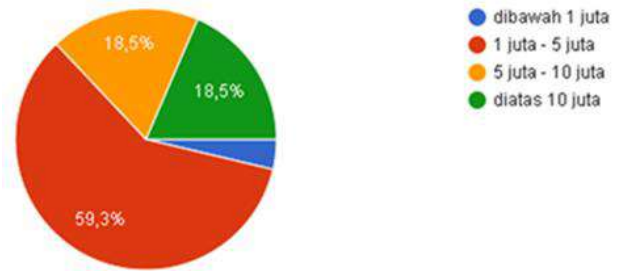


Figure 5: Average monthly turnover during the Covid-19 pandemic

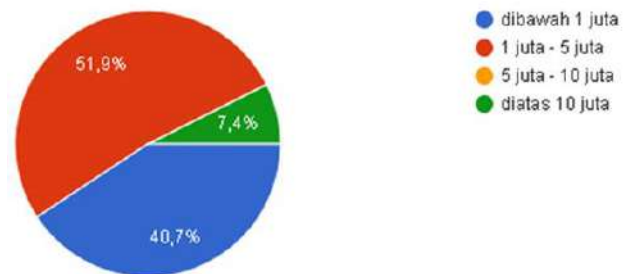


Figure 6: Productivity before the Covid-19 pandemic

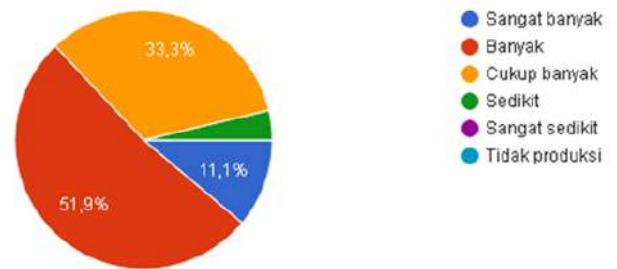


Figure 7: Productivity during the Covid-19 pandemic

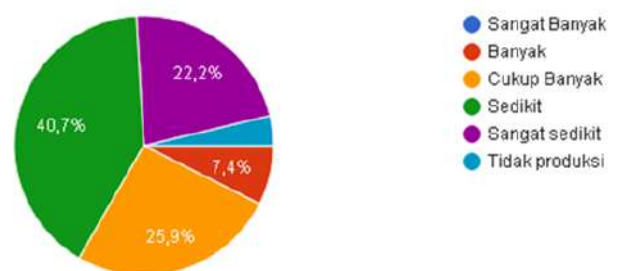


Figure 8: Use of Digital Marketing before the Covid-19 pandemic

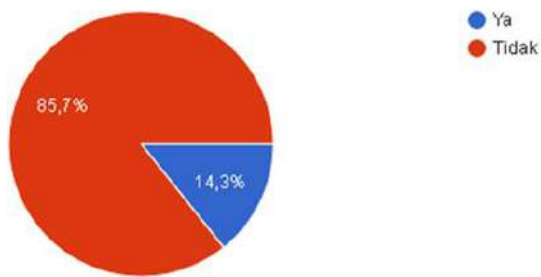
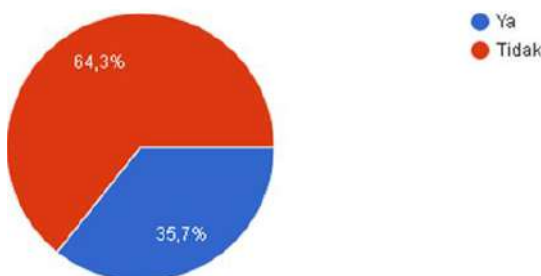


Figure 9: Use of Digital Marketing during the Covid-19 pandemic



Analysis and Discussion for productivity differences in MSMEs in the culinary field that have been halal certified

### 1. Analysis of Normality Test

The results of the data normality test using one sample Kolmogorof Smirnof are shown in Table 1.

Table 1: Data normality test results on Business Productivity

One-Sample Kolmogorov-Smirnov Test			
		Productivity before Covid 19	Productivity during Covid 19
N		31	31
Normal Parameters <sup>a,b</sup>	Mean	38,06	20,00
	Std. Deviation	7,492	10,000
Most Extreme Differences	Absolute	,279	,210
	Positive	,237	,210
	Negative	-,279	-,210
Test Statistic		,279	,210
Asymp. Sig. (2-tailed)		,000 <sup>c</sup>	,001 <sup>c</sup>

These results showed that productivity data before and during the Covid-19 pandemic had a significance of 0.000 and 0.000. This showed that the significance level was smaller than the alpha level of 0.05. So, it could be concluded that the data were not normally distributed. Therefore, the Wilcoxon Signed Test is used to test the significant difference. The test results are as follows:

Table 2: Test results for productivity differences before and during the Covid-19 pandemic

### Wilcoxon Signed Ranks Test

Ranks				
		N	Mean Rank	Sum of Ranks
Produktivty during Covid 19 - Produktivity before Covid 19	Negative Ranks	26 <sup>a</sup>	15,19	395,00
	Positive Ranks	2 <sup>b</sup>	5,50	11,00
	Ties	3 <sup>c</sup>		
	Total	31		

### Test Statistics<sup>a</sup>

	Produktivty during Covid 19 - Produktivity before Covid 19
Z	-4,420 <sup>b</sup>
Asymp. Sig. (2-tailed)	,000

Based on the data, it can be concluded that the business productivity of MSMEs in the culinary field that had been halal certified before the Covid-19 pandemic had a much higher average than during the Covid-19 pandemic. Moreover, after a difference test had been done, it also showed that there was a significant difference. This showed that the Covid-19 pandemic had had a negative impact on

the business world, especially MSMEs in the culinary field. Though these MSMEs are halal certified, the Covid-19 pandemic has shaken the world economy, including Indonesia. Therefore, H1 is accepted because there is a significant difference in business productivity before and during the Covid-19 pandemic.

The decrease in business productivity was motivated by changes in consumer behavior during the Covid-19 pandemic. One of these changes was related to consumers' priorities that prefer to prioritize their needs over their wants. They were more concerned with buying the primary necessities to survive. In addition, many companies also carried out massive layoffs during the Covid-19 pandemic. Therefore, many people lost their jobs, and there was massive unemployment. This condition automatically affected consumer purchasing power. Besides, their purchasing power had also decreased because they had no income due to the loss of their livelihood. As a result, this situation impacted the business world's productivity. The decrease happened due to low market demand for the products they produced due to consumers' low purchasing power.

Apart from that, the LSSR or Large-Scale Social Restrictions carried out by the Government also had an impact on productivity. This condition is related to obstacles in distributing raw materials. Hence, it can be one of the reasons for the decrease in business owners' productivity.

Analysis and discussion of turnover differences in MSMEs in the culinary field that have been halal certified:

#### 1. Analysis of normality test

The results of the data normality test using the Kolmogorof Smirnof one sample are shown in Table 3.

Table 3: Results of the data normality test on the turnover acquisition

**One-Sample Kolmogorov-Smirnov Test**

		Turnover before Covid 19	Turnover during Covid 19
N		31	31
Normal Parameters <sup>a,b</sup>	Mean	24,19	16,45
	Std. Deviation	8,475	7,978
Most Extreme Differences	Absolute	,367	,275
	Positive	,367	,275
	Negative	-,246	-,209
Test Statistic		,367	,275
Asymp. Sig. (2-tailed)		,000 <sup>c</sup>	,000 <sup>c</sup>

These results showed that turnover data before the Covid-19 pandemic and productivity data during the Covid-19 pandemic had a significance of 0.000 and 0.000. This showed that the significance level was smaller than the alpha level of 0.05. So, the data were not normally distributed. Therefore, the Wilcoxon Signed Ranks Test was used to test the significance of turnover differences. The test results are as follows:

Table 4: Test results for turnover differences before and during the Covid-19 pandemic

#### Wilcoxon Signed Ranks Test

**Ranks**

		N	Mean Rank	Sum of Ranks
Turnover during Covid 19 - Turnover before Covid 19	Negative Ranks	20 <sup>a</sup>	10,50	210,00
	Positive Ranks	0 <sup>b</sup>	,00	,00
	Ties	11 <sup>c</sup>		
	Total	31		

#### Test Statistics<sup>a</sup>

	Turnover during Covid 19 - Turnover before Covid 19
Z	-4,179 <sup>b</sup>
Asymp. Sig. (2-tailed)	,000



From these data, it could be concluded that the turnover acquisition in MSMEs in the culinary field that had been halal certified before the Covid-19 pandemic had an average that was much higher than during the pandemic. After conducting the difference tests, the results also showed that there was a significant difference in the turnover of MSMEs in the culinary field, even though they are halal certified. Therefore, H2 was accepted because there was a significant difference in turnover before and during the Covid-19 pandemic.

Analysis and discussion of turnover differences in MSMEs in the culinary field that have been halal certified:

1. Analysis of normality test

The results of the data normality test using the Kolmogorof Smirnof one sample are shown in Table 5.

Table 5: Data normality test results on the use of Digital Marketing before and during the Covid-19 pandemic

		Use of Digital Marketing before Covid 19	Use of Digital Marketing during Covid 19
N		31	31
Normal Parameters <sup>a,b</sup>	Mean	3,23	7,74
	Std. Deviation	7,478	9,903
Most Extreme Differences	Absolute	,506	,396
	Positive	,506	,396
	Negative	-,333	-,279
Test Statistic		,506	,396
Asymp. Sig. (2-tailed)		,000 <sup>c</sup>	,000 <sup>c</sup>

These results showed that data on the use of Digital Marketing before and during the Covid -19 pandemic had a significance of 0.000 and 0.000. This showed that the significance level was smaller than the alpha level of 0.05. So, it could be concluded that the data were not normally distributed. Therefore, the Wilcoxon

Signed Ranks Test was used to test the significance of turnover differences. The test results are as follows:

Table 6: Test results for differences in the use of Digital Marketing before and during the Covid-19 pandemic

Wilcoxon Signed Ranks Test

		N	Mean Rank	Sum of Ranks
Use of Digital Marketing during Covid 19 - Use of Digital Marketing before Covid 19	Negative Ranks	0 <sup>a</sup>	,00	,00
	Positive Ranks	7 <sup>b</sup>	4,00	28,00
	Ties	24 <sup>c</sup>		
	Total	31		

Test Statistics<sup>a</sup>

	Use of Digital Marketing during Covid 19 - Use of Digital Marketing before Covid 19
Z	-2,646 <sup>b</sup>
Asymp. Sig. (2-tailed)	,008

From these data, it could be concluded that the use of Digital Marketing in MSMEs with halal certification before and during the Covid-19 pandemic had shown a significant increase. So, H3 was accepted because there was a significant difference in using Digital Marketing before and during the Covid-19 pandemic.

The use of digital marketing during the Covid-19 pandemic was more than before the Covid-19 pandemic. This condition happened because of the existence of health protocols that the community must implement. The health protocol was related to provisions for keeping a distance and avoiding crowds. This situation also impacted changes in the business model implemented by business owners, especially MSMEs in the culinary field. One of the changes in the way of

doing business was using an online system. By using the online system, health protocols could still be applied. In addition, consumers' comfort, health, and hygiene could be maintained. Especially now in this era of disruption in which everything uses the Internet. As a result, large and small companies must be able to adjust their business way in facing this era.

#### 4. CONCLUSION

The conclusions obtained in this study are:

1. MSMEs in the culinary field that had been certified halal had experienced the impact of the Covid-19 pandemic with a very drastic and significant decrease in their productivity and business turnover.
2. MSMEs in the culinary field that had been halal certified had adapted to change in the digital era using Digital Marketing. MSMEs in the culinary field had increased their use of Digital Marketing during the Covid-19 pandemic, especially via social media, such as Whatsapp or Instagram, or through marketplaces, such as Shopee, Bukalapak, Grab, and Gojek.

The Covid 19 pandemic had significantly impacted the world's economic and social sectors, including Indonesia. Moreover, the Government has made some efforts to help MSMEs rise from the downturn of the Covid-19 pandemic by providing the following:

1. Crash or debt relief program in which the debt guarantor reduces the payment of debt repayments by reducing the loan principal, interest, fines, fees, and other costs.
2. The SEHATI program is a free halal certification program. This was done for MSMEs in the culinary field so that they could have halal certification to

welcome halal tourism in 2023. With this halal certification, it was hoped that business owners or MSMEs in the culinary field would not only meet halal and hygiene requirements but also increased a positive image about guaranteeing halal products. Ahead of 2023 halal tourism in Indonesia, the world community recognizes that halal products are aligned with quality and hygiene. So, do not be surprised if the growth of halal products continues to increase, even becoming a global lifestyle (halal lifestyle).

3. Training programs to increase capacity building for MSMEs in all fields.
4. Conducting Entrepreneurship programs implemented in the MBKM (Independence Learning- Merdeka Campus) program in tertiary institutions to increase the number of entrepreneurs / MSMEs in Indonesia.

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November 16, 2022

### ACCEPTANCE LETTER

Dear Sir(s)/Madam(s),  
Siska Lidya Revianti, S.Pd., M.Hum.

*Assalaamu'alaikum Warahmatullahi Wabarakaatuh,*

#### **Congratulation!**

Thank you for your kind participation in this conference. We are pleased to inform you that after the peer review process, your abstract entitled: "The Impact of the Covid-19 Pandemic on Halal-Certified Culinary Micro, Small, and Medium Enterprises (MSMEs) in Welcoming Indonesian Halal Tourism in 2023" has been ACCEPTED FOR PRESENTATION at The 2<sup>nd</sup> FEMFEST International Conference on Economics, Management and Business (FICCOMSS) 2023, January 24–26, 2023.

Therefore, we would like to invite you to submit your full paper before December 20, 2022 and video presentation in 8 minutes duration before January 5, 2023 to the attached links. In addition, please join Whatsapp group for presenters by following the attached link to ease sharing information regarding the conference. You are welcome to attend the opening and plenary sessions as well.

Hopefully through your participation in this conference, the development of Islamic Economics, Business and Management can be further strengthened. Please do not hesitate to reach us for further inquiries.

*Wassalaamu'alaikum Warahmatullaahi Wabarakaatuh*

Best regards,  
Chairman of the 2<sup>nd</sup> FICCOMSS 2023



**Yayan Firmansah, M.PSDM.**

Link for full paper Submission  
[https://bit.ly/Submission\\_Full\\_Paper](https://bit.ly/Submission_Full_Paper)

Link for video submission  
[https://bit.ly/Video\\_Presentation\\_FICCOMSS](https://bit.ly/Video_Presentation_FICCOMSS)

Link for whatsapp group  
<https://chat.whatsapp.com/FKUZqKEBtTD7B0aWm7AUOi>



# 2<sup>nd</sup> FICCOMSS

FEMFEST INTERNATIONAL  
CONFERENCE ON ECONOMICS,  
MANAGEMENT AND BUSINESS 2023





# CERTIFICATE OF PARTICIPATION

241/UNIDA/FEM-FICCOMSS/B-U/VII/1444

This is to certify that

**Siska Lidya Revianti**

Attended as Presenter of Parallel Session of

The 2<sup>nd</sup> FEMFEST International Conference on Economics, Management, and Business (FICCOMSS) 2023  
Faculty of Economics and Management Festival (FEMFEST) 6.0 2023  
on January 24<sup>th</sup>- 25<sup>th</sup> 2023 at University of Darussalam Gontor, Ponorogo, Indonesia

Dean, Faculty of Economics and Management



Dr. Hartomi Maulana, M.Sc.

NIY. 140350





**SURAT TUGAS**

Nomor : L.05.1/059/UTDI/PS/I/2023

Yang bertanda tangan di bawah ini

Nama : Ir. Totok Suprawoto, M.M., M.T.  
Nomor Pokok Pegawai : 851013  
Jabatan : Rektor  
PTS : Universitas Teknologi Digital Indonesia

Dengan ini memberikan tugas kepada :

**Nama Pegawai : Jabatan/Status**

Siska Lidya Revianti, S.Pd., M.Hum. : Dosen Tetap UTDI

Kepentingan tugas : Sebagai Presenter pada “The 2nd FEMFEST International Conference on Economics and Management Festival (FICCOMSS) 2023”

Pelaksanaan : 3 Hari  
Hari : Selasa - Kamis  
Tanggal : 24 – 26 Januari 2023  
Pukul : Menyesuaikan  
Tempat : UNIDA Gontor

Merupakan kegiatan prestise

Keterangan : Maksimal 2 (dua) minggu setelah melaksanakan tugas, diwajibkan menyerahkan laporan hasil tugas dinas secara tertulis kepada Rektor

Yogyakarta, 27 Januari 2023

Rektor ,

Universitas Teknologi Digital Indonesia.



Ir. Totok Suprawoto, M.M., M.T.  
NPP. 851013

Tembusan :

- 1.Ka. Bag. Umum & SDM
2. Ka. Subbag. Keuangan
- 3.Arsip

