



DEVELOPING UMKM ROSELLA BY ASSINGTING IN MAKING NIB AND HALAL CERTIFICATES

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Abstract

The food and drink industry is a downstream part of agriculture that plays a big role in promoting the use of local raw resources and making communities better places to live. Rosella flower (*Hibiscus sabdariffa*) is a commodity with development potential. It offers several health benefits and can be turned into different products, such as herbal syrup. Mr. Hatibi is a seller in Mekarsari Village who uses rosella, but they still have problems with business legality, processing stills, and marketing of their products. The purpose of this community service activity is to help M. Hatibi's business grow by teaching him how to make rosella syrup and help them obtain a Business Identification Number (NIB) and halal certificate. Some of the tactics used include product processing training, business management workshops, development of production SOPs, digital marketing focus group discussions (FGDS), and regular evaluations. The findings of the activity revealed that the farmers have successfully obtained business licenses in the form of NIB and halal certification. They can now make and sell rosella syrup more widely, both in stores and online.

Keywords: Rosella, Herbal Syrup, Halal Certificate, NIB, Student Services

INTRODUCTION

Every country needs to build its economy to improve people's lives, which is shown by higher output per person and then more purchasing power (Susanti, 2008). The food and beverage industry is a rapidly growing segment of the agricultural economy that has the potential for further expansion. Mahesa said that the food and drink business is growing and might hire workers and buy goods made in the country. According to Mahesa (Adriani et al., 2023), rosella blossoms are a popular herbal plant in Indonesia that is sold dried.

Mekarsari Subdistrict in Pulomerak District, Cilegon City, is currently leading the way in roselle plantations, which will be one of the village's best products. Rosella plants are growing in the neighborhood right now since they are quite useful, especially for their blossoms. People think that rosella flowers are really good for your health and taste different from other flowers. Rosella flowers can be used as a natural color and preservative in food and drinks. They can also cure different ailments and stop the spread of different diseases in different studies. The anthocyanins in rosella flowers (*Hibiscus sabdariffa* L.) give them their crimson hue. Anthocyanins are antioxidants that are thought to be able to treat degenerative illnesses. Mardinah et al. (Nasifa & Husni, 2018) say that anthocyanins contain a conjugated double bond system that makes them antioxidants that work by getting rid of free radicals.

Rosella is a plant that makes natural fibers and is beneficial for food and health. It has many different uses since it has phytochemicals that can kill germs, fungi, and diabetes (Nurnasari & Khuluq, 2017). Rosella has several health benefits, one of which is decreasing blood pressure (Mun'im et al., 2008). Rosella flowers are used to make several processed goods. Tea, syrup, and jam

are some of these. Because rosella flowers are a perishable good, they need to be stored and checked carefully.

Rosella producers in Mekarsari Village only sell their dried flowers to collectors right now. They dry them naturally. There aren't many different types of rosella flower items since people don't know how to process rosella plants to make them more valuable for sale. The low sales value is due to a lack of necessary tools, such as packaging and drying machines. Furthermore, the rosella processing sector hasn't grown as much as it could have because farmers don't know much about rosella flowers, especially how to run a business and promote them.

Another important problem is that processed roselle products don't have halal certification. Halal certification is essential for building confidence with customers and reaching more people in the market. It is also a must for distributing food products, especially in the local and export markets. Halal certification is needed to sell products, especially to Indonesia's Muslim majority. Therefore, it is important to take quick strategic steps to increase farmers' ability, not just in output but also in achieving quality criteria and getting certified.

The goal of this community empowerment project is to help farmers make more money by teaching them how to manage their businesses, diversify their processed goods, and come up with new ways to market them in the face of the industrial era. 4.0.

METHOD AND PROCEDURES

This research uses a descriptive qualitative approach with in-depth interview techniques, participatory observation, and documentation as data collection methods. The selection of informants was done purposively, which is based on direct involvement in the activities that are the focus of the research. Field activities were carried out with Mr. Hatibi, a rosella flower farmer in Mekarsari District, Cilegon Regency. The implementation of the activities took place on August 7, 2025, at his farm and residence. All activities were conducted directly and recorded through field notes and audio recordings to maintain data accuracy. The activities carried out in order to empower rosella farmers include various forms of structured mentoring and training.

This activity was carried out with Mr. Hatibi, a rosella farmer in Mekarsari District. The series of activities carried out include: (1) assistance in obtaining a Business Identification Number (NIB) and Halal Product Certificate as well as conducting Focus Group Discussions (FGDs), (2) group discussions focused on helping the preparation of Standard Operating Procedures (SOPs) for product marketing, (3) training and workshops related to the processing and packaging of rosella products, and (4) ongoing business assistance which includes supervision and evaluation of the effectiveness of the programs that have been implemented.



Figure 1 NIB Submission



Figure 2 Halal Certificat Submission



Figure 3 Documentation After Completion Of The Activity

RESULTS AND DISCUSSION

One of the most important ways to help become economically independent is to start small businesses based on the resources and skills available in their area. This project includes Mr. Hatibi in

Mekarsari Village, Pulomerak District, which has been using roselle flowers (*Hibiscus sabdariffa*) to make herbal items like syrup. But the firm is still not legal or up to food safety regulations.

Before the intervention, the Rosella MSMES run by Mr. Hatibi did not have a Business Identification Number (NIB) or halal certification, which made it difficult for his products to be sold widely, especially online or in modern stores. In Indonesia, it is crucial and mandatory for all businesses to comply with the rules set by various laws and regulations. This includes getting training, permits and money (Tati et al., 2024)

The first steps of mentoring include training and helping people make their NIB using the Online Single System. Submission (OSS). This procedure encountered technical problems, such as insufficient equipment and a lack of computer skills, but it overcame these challenges with the collective effort of everyone working together and receiving assistance at the village hall. Because of this, Rosella's MSME got a Business Entity (NIB) and started the process of registering in the micro-business legal system. This NIB is the company's formal name and the fundamental license it needs to start a business. The NIB also lets the corporation apply for other permits, like operational, environmental, and location permits (Putri et al., 2025).

After getting the minimum legal approval, the next step is to obtain halal certification. Halal certification shows that a product meets sharia requirements and boosts market confidence, especially among Muslim consumers who care about the safety and halalness of the products they buy. Making halal certification policies stronger can help Indonesian food products become more competitive, reach more customers, and support long-term industrial growth (Fitri et al., 2023). The Rosella MSME had help in making sure that the papers for raw materials, production procedures, and sanitation met the standards set by the Halal Product Assurance Agency (BPJPH). The MSME's syrup product got halal certification after the Halal Product Processing Assistance Agency (LP3H) checked and audited it.

Along with administrative support, development is also focused on manufacturing. The procedure of making rosella syrup is done in steps and is based on hands-on training. The first step in the production phase is

1. Selection and Picking of Rosella Flowers

Picking big, mature rosella blossoms is the first step in the procedure. The flowers picked must be fresh, unwilted, and free from pests or disease. This choice is crucial because mature, fresh blooms have the best concentrations of anthocyanins and other beneficial substances. Larger flowers usually have thicker petals and more natural pigments, which impart the syrup its color.

2. Petal Sorting and Cleaning

The petals and seeds of the rosella flowers are separated after they are plucked. This separation is done by hand to keep the petals whole and stop them from being mixed up with other things. Thereafter, the petals are washed in clean, running water. This washing method removes rid of any dirt, dust, germs, or pesticide residues that are stuck to the petals' surface. Cleaning raw materials

is an important part of making sure food is safe. Safety in the end result.

3. Boiling and Sugar Addition Process

The cleaned petals go into a saucepan of boiling water with a set amount of water, usually a 1:2 ratio, but it can be changed as needed. The boiling procedure takes around 15 to 20 minutes at a simmer to let the anthocyanin, flavonoid, and organic acid molecules from the petals mix with the water. As a natural sweetener and simple preservative, around $\frac{1}{4}$ of the solution volume of granulated sugar is added throughout this process. In addition to adding flavor, sugar also helps the syrup solution become thicker and more stable.

4. Syrup Extract Filtration

Once the solution has boiled and turned the color of rosella, which is a purplish-red color, it is filtered with a clean cloth or a fine sieve. The purpose is to remove rid of the pulp or petal residue in the syrup extract. This filtering operation makes the roselle syrup ready to be packaged. This step is very important for making a clear product, devoid of big particles, and looks good.

5. Packaging Process

The syrup that has been filtered is poured into a glass or food-safe plastic bottle. Grade that has been sterilized before. To keep the product fresh and free of microbes, it is critical to use hygienic, well-sealed packaging. A clear bottle also makes the roselle syrup's natural, lovely hue stand out, which makes it more appealing to customers.

6. Product Added Value and Empowerment Implications

This syrup-making method empowers the community and produces a valuable product. Group members benefit from hands-on instruction, which enables them to fully learn and execute tasks independently. Rukmana (2020) said that training with field practice has been shown to make MSMEs more productive and competitive, especially in the local commoditybased food processing sector.

This training for the process also teaches about food safety, the need for keeping records of processes, and Good Manufacturing Practices (GMP). According to studies (Sinaga et al., 2024), the food products that come out of this process will be safer to eat and of better quality, confident. Keeping food manufacturing clean can also assist MSMEs in lowering the chance of losing money because of product recalls or customers not buying it.

After the intervention, the Rosella MSMEs experienced significant improvements in its legality, manufacturing capacity, and marketing efforts. Local souvenir shops and social media started selling Rosella syrup goods. Halal certification and the legality of businesses made people more confident in their purchases. Internally, Mr. Hatibi also become better at things like managing, keeping track of sales, and knowing product quality.

But Rosella's MSMEs growth doesn't end with getting legal and certified. To help an MSME compete in a more competitive market, it will need continual help with digital marketing, product

development, and packaging. This plan is also in line with a communitybased development approach, which stresses working together, being independent, and being able to keep things going (Pahrijal, 2024). This action shows that giving authority through community-based MSMEs is a big part of making the local economy more resilient. These results back up an earlier study that says legal help and certification can make MSMEs work much better (Siswati et al., 2024). Also, clean and documented manufacturing methods are important for making sure that the business can last and reach additional customers.

CONCLUSION

Mr. Hatibi in Mekarsari Village has helped small businesses grow by training them on how to make rosella syrup and assisting them with the legal aspects of running a business. This intervention which includes getting a Business Identification Number (NIB), halal certification, technical training on syrup making, and digital marketing has had a great impact. Mr. Hatibi can now make rosella syrup in a clean and documented manner that meets food safety regulations. Their products are now more competitive in the market due to legal issues and customer trust.

The activity also had a very empowering effect, especially on Mr. Hatibi's ability to run the business, record and sell his products. Although the results are very good, this program should be able to continue, especially in terms of marketing digitalisation, product innovation, and package development. These results support what other studies have found: that legal assistance and greater production capacity have a direct effect on the performance and longterm viability of community-based MSMEs.

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