

UPNVJ Faculty of Law Promotes Halal Certification and Digitalization of MSMEs in Bandung

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Public Relations-UPNVJ – The Faculty of Law of the Veteran National Development University Jakarta (FH UPNVJ) held a pentahelix collaboration to encourage the use of halal certification and digital transformation for MSMEs in the Haurpancuh II Culinary Tourism Village, Coblong District, Bandung City. The activity, which took place on August 2, 2025, involved the Cooperatives and Small and Medium Enterprises Office and the Investment and One-Stop Integrated Services (PTSP) Office of West Java Province, along with the local community.

The event, themed "Optimizing Business Income through Halal Certification and the GoHaur App for the Digital Economy," aims to improve the competitiveness of MSMEs through legal assistance and an introduction to digital platforms. MSMEs received education on the process and benefits of halal certification, as well as training on how to use the GoHaur app, a local platform for expanding market access and digitally marketing culinary products.

Abdul Kholiq, Deputy Dean for Student Affairs and Cooperation at the Faculty of Law (FH) at UPNVJ, explained that this cross-sector collaboration strengthens the legal standing and competitiveness of small businesses. "The pentahelix collaboration demonstrates the synergy between academics, government, businesses, communities, and technology media in building a sustainable halal ecosystem," he said in Bandung on Wednesday (August 6, 2025).

Through outreach, training, and field mentoring, MSMEs in Haurpancuh II now have a better understanding of halal certification and the use of digital technology. This program is expected to serve as a model for MSME development in other regions, supporting inclusive, technology-driven economic growth.

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