

## Enhancing MSMEs Performance through Halal Compliance, Community Networks, and Social Media Optimization: Evidence from Depok, Sleman, Yogyakarta

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### Article Info

### Abstract

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*Micro, Small, and Medium Enterprises (MSMEs) constitute a vital backbone of the local economy in Sleman Regency, especially in the Depok Sub-district. Nevertheless, ensuring business sustainability remains a significant challenge, particularly in the face of intensifying market competition and the introduction of new regulations, such as the phased implementation of mandatory halal certification beginning in October 2024.*

*This research seeks to examine strategies for sustaining MSMEs by integrating three key elements: adherence to halal certification standards, strengthening solidarity within MSMEs forums, and leveraging social media as an effective marketing instrument. Employing a qualitative method with a case study design, the study focuses on capturing the lived experiences of MSMEs actors in Kapanewon Depok. Data collection will involve in-depth interviews, participant observation, and document analysis.*

*The findings are anticipated to shed light on the interaction dynamics among these three pillars and to generate practical recommendations for MSMEs practitioners, local authorities, and relevant stakeholders in formulating more impactful empowerment initiatives. Ultimately, the study aims to support the development of resilient and competitive MSMEs in the digital era.*

*Keywords : MSMEs, Halal Certificate Community Networks, Social Media, Performance*

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### INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in Indonesia's economy, both as absorbers of labor and as drivers of local economic growth (Resmi et al., 2019). In the Kapanewon Depok area of Sleman, Yogyakarta, MSMEs have developed rapidly, particularly in the culinary, craft, and service sectors. However, in the era of globalization and digitalization, MSMEs are required to enhance their competitiveness through strengthening social networks, utilizing information technology, and complying with certain standards, such as halal standards (Rhaiem & Doloreux, 2024).

One important aspect that has gained increasing attention is compliance with halal standards (Usmanova et al., 2022). This is not only related to religious obligations for the majority of Indonesian society, but also represents significant economic added value. Products with halal certification tend to be more trusted by consumers and have greater opportunities to penetrate national and international markets. However, in practice, many MSMEs actors still do not fully understand the importance of halal certification, in terms of procedures, costs, and its long-term benefits (Wojczewski et al., 2026).

In addition, the existence of MSMEs forums or communities is an important factor in strengthening solidarity among business actors. Forum solidarity reflects cooperation, information exchange, and collective support in facing various business challenges. Local MSMEs forums have the potential to serve as platforms for improving the capacity of entrepreneurs through training, mentoring, and access to resources. However, the level of participation and effectiveness of these forums is often still suboptimal, so their impact on improving MSMEs performance has not been maximized (Azizah & Salam, 2025).

On the other hand, the development of digital technology has opened up great opportunities for MSMEs to expand their markets through social media. Platforms such as Instagram, Facebook, and TikTok enable business actors to promote their products more widely at relatively low cost. Social media optimization not only includes marketing aspects, but also involves branding, customer interaction, and increasing consumer loyalty. Nevertheless, many MSMEs still face limitations in terms of digital literacy, content creativity, and effective digital marketing strategies (Aidi & Tieman, 2024).

MSMEs are an important pillar of the economy in Sleman Regency, particularly in Kapanewon Depok. However, business sustainability challenges remain a crucial issue, especially amid increasingly intense market competition and new regulations such as the mandatory halal certification, which has been gradually implemented since October 2024. Out of approximately 109,000 MSMEs in Sleman, only around 454 had been halal-certified by the government at the beginning of 2024, or about 8.4% by the end of 2024. This low figure indicates a gap between regulatory requirements and the capacity of MSMEs actors to fulfill them, which may ultimately threaten business sustainability.

At the same time, digital technology development provides significant opportunities for MSMEs to expand their markets through social media (Nasyiah & Restuputri, 2025). Previous studies have shown that strategic use of social media can be a key success factor for MSMEs in Yogyakarta in building branding and increasing sales (Resmi et al., 2022); (Hidayat et al., 2025). Social media marketing has become a vital tool for MSMEs to reach broader consumers and build brand loyalty. Furthermore, social media not only functions as a promotional tool, but also as an effective agent for halal awareness. It plays a significant role in increasing public awareness and understanding of the importance of halal products, which in turn creates greater market demand for certified products.

Moreover, the existence of MSMEs forums or communication platforms, such as those facilitated by the Sleman Office of Cooperatives and MSMEs, has the potential to become an important means of building solidarity, sharing knowledge, and supporting one another in facing common challenges, including the halal certification process. The Halal Product Assurance Organizing Agency (BPJPH) of the Ministry of Religious Affairs organizes various programs, including the Free Halal Certification Program (SEHATI), which was officially launched in mid-March 2022 as a collaboration between BPJPH and various government institutions at provincial and district/city levels.

These three aspects halal standard compliance, forum solidarity, and social media optimization are closely interrelated in supporting MSMEs sustainability and competitiveness. Halal compliance can increase consumer trust, forum solidarity can strengthen social and institutional support, while social media can expand market access. However, there is still limited research that simultaneously examines these three factors in the context of MSMEs in Kapanewon Depok, Sleman.

Therefore, this research is important to better understand how these three variables contribute to MSMEs development. It is expected that the findings will provide relevant recommendations for MSMEs actors, local governments, and related stakeholders in formulating more effective and sustainable MSMEs development policies and strategies (Aidi & Tieman, 2025).

This research has high urgency both academically and practically. From an academic perspective, it contributes to the development of MSMEs literature, particularly by integrating religious aspects (halal compliance), social aspects (forum solidarity), and technological aspects (social media) into a single analytical framework (Fianto et al., 2025). So far, MSMEs research has tended to examine these factors partially, thus not providing a comprehensive picture of the determinants of MSMEs success in a holistic manner. From a practical perspective, the results of this study are expected to serve

as a reference for MSMEs actors in improving the quality of their businesses. Understanding the importance of halal certification can encourage entrepreneurs to be more proactive in meeting established standards. In addition, strengthening forum solidarity can enhance collaboration among business actors, so they do not operate in isolation when facing market competition (Giyanti & Indrasari, 2021).

Furthermore, social media optimization has become an unavoidable necessity in the digital era (Mishra & Kiran, 2026). This research can provide insights into effective strategies for utilizing social media as an efficient and impactful marketing tool. As a result, MSMEs can increase product visibility and reach broader markets, including the rapidly growing digital market. Another urgency relates to government policy support. Local governments and related institutions require empirical data to formulate targeted MSMEs empowerment programs. This research can serve as a basis for developing policies that support the acceleration of halal certification, strengthening MSMEs forums, and improving digital literacy among business actors (Sari & Alfarizi, 2024).

In the context of global competition, MSMEs are required to have high competitiveness in order to survive and grow. Compliance with halal standards can serve as a competitive advantage, especially in markets where the majority of consumers are Muslim. Meanwhile, forum solidarity and the use of social media can become adaptive strategies in responding to constantly changing market dynamics (Mujiatun, 2025).

However, most previous studies have tended to discuss these aspects partially. For example, some focus on the impact of digitalization on halal MSMEs performance, the role of creative economy forums in empowerment, or the analysis of digital marketing potential in the halal industry. There remains a significant research gap in understanding how the three elements halal standard compliance, forum solidarity, and social media optimization work synergistically as a holistic strategy to achieve business sustainability (Ruhaya et al., 2024).

## **LITERATURE REVIEW**

### **1. MSMEs Performance**

MSMEs performance is the level of achievement achieved by micro, small, and medium enterprises in carrying out their business activities (Gan et al., 2026). Performance is measured not only by financial aspects such as turnover, profit, sales growth, and cost efficiency, but also by non-financial aspects such as customer satisfaction, consumer loyalty, competitiveness, innovation capacity, and business sustainability. In the context of MSMEs, performance is a crucial indicator of a business's ability to survive, grow, and compete amidst increasingly dynamic market changes (Wen et al., 2025). Theoretically, MSMEs performance can be explained using the Resource-Based View (RBV) approach, which states that a company's performance advantage arises from its ability to manage valuable, rare, difficult-to-imitate, and non-substitutable resources (Science et al., 2021). In MSMEs, these resources include not only capital and labor, but also knowledge, networks, consumer trust, halal reputation, and the ability to utilize digital technology (Cheng et al., 2026). Therefore, MSME performance will improve if they are able to effectively develop internal and external resources. In addition to the RBV, MSMEs performance can also be explained through performance management theory, which emphasizes that business achievements are influenced by planning, implementation, evaluation, and continuous improvement. MSMEs with clear goals, well-organized work systems, and appropriate marketing strategies tend to demonstrate better performance than businesses that operate informally and without strategic direction. In this study, MSMEs performance is important to examine because it serves as an outcome variable reflecting the success of implementing halal compliance, forum solidarity, and optimizing social media. These three variables are thought to strengthen MSMEs competitiveness through increased market trust, network support, and expanded promotion (Liu et al., 2026).

### **2. Halal Compliance**

Halal compliance is the level of adherence by business actors to ensuring that products, raw materials, production processes, storage, distribution, and presentation of goods or services comply with Islamic sharia principles (Science et al., 2021). In the context of MSMEs, halal compliance relates not only to the halalness of ingredients, but also to cleanliness, safety, transparency, and business ethics. Halal compliance is crucial because the majority of consumers in Indonesia are

Muslim, who place a high value on ensuring a product's halal status. Conceptually, halal compliance can be understood through the Theory of Planned Behavior. This theory explains that individual or organizational behavior is influenced by intentions, subjective norms, and perceived behavioral control. In the context of MSMEs, business actors with a strong intention to comply with halal standards, supported by environmental norms that uphold Islamic values, and the ability to implement halal standards, will be more consistent in implementing halal compliance (Munaf et al., 2024). This compliance ultimately impacts consumer trust and improves business performance. Halal compliance is also closely related to the theory of Islamic business ethics, namely business principles that emphasize honesty, trustworthiness, fairness, and responsibility. MSMEs that maintain halal compliance not only meet regulatory requirements but also build a moral reputation and market credibility. In the long term, a halal reputation can become a competitive advantage because consumers tend to choose products perceived as safe, clean, and compliant with their religious beliefs. From a marketing perspective, halal compliance can increase brand trust and customer loyalty. Consumers who believe that an MSMEs products are halal and properly processed are more likely to make repeat purchases and recommend them to others. Therefore, halal compliance is not only a normative obligation but also a relevant business strategy for improving MSMEs performance (Li et al., 2026).

### 3. Community Networks

Community Networks can be defined as the level of togetherness, mutual trust, mutual assistance, and collective commitment among members within a forum or business community. In the context of MSMEs, forum solidarity typically emerges in the form of business groups, halal communities, merchant associations, mosque-sponsored forums, or digital communities that share the common goal of supporting business development. Forum solidarity is not simply a social relationship, but rather a form of social capital that influences business sustainability. The concept of forum solidarity can be explained through social capital theory. This theory emphasizes that strong social relationships, norms of mutual trust, and collaborative networks can generate economic benefits. For MSMEs, a solid forum can provide a means for information exchange, market access, shared learning, moral support, and promotional collaboration. With solidarity, MSMEs do not operate in isolation but rather form an ecosystem that strengthens business resilience (Ueasangkomsate & Bunthungsub, 2025).

From Durkheim's perspective, social solidarity is the force that unites individuals within a community. In MSMEs forums, solidarity is reflected in the spirit of mutual cooperation, concern for members, and a willingness to share resources. This solidarity can help MSMEs overcome challenges such as limited capital, limited market access, and limited digital literacy. A strong forum can also create an environment that encourages compliance with halal standards, as members remind each other and monitor the implementation of good business values (Sharma & Sharma, 2026).

Forum solidarity impacts MSMEs performance by strengthening marketing networks, increasing access to information, and fostering collective trust. MSMEs active in a strong forum tend to be more quickly exposed to collaboration opportunities, learn more easily from the experiences of other members, and are better able to adapt to market changes. In other words, forum solidarity serves as a social resource that supports improved business performance. (Usmanova et al., 2022)

### 4. Social Media Optimization

Social media optimization is the effort to maximize and strategically utilize digital platforms to support promotions, communications, sales, and strengthen a business's brand. (Rhaiem & Doloreux, 2024) Social media platforms such as Instagram, Facebook, TikTok, WhatsApp Business, and YouTube have become important tools for MSMEs to reach a wide range of consumers at a relatively low cost. In the digital era, the success of MSMEs is greatly influenced by their ability to utilize social media effectively (Sharma & Sharma, 2026). Theoretically, social media optimization can be explained through the concept of digital marketing, which emphasizes the use of digital media to build relationships with customers, convey product value, and drive purchasing decisions. Optimization means not only having social media accounts but also creating engaging, consistent, relevant, and market-targeted content (Ueasangkomsate & Bunthungsub, 2025). MSMEs that manage social media effectively will find it easier to increase product visibility and engage with consumers. Furthermore, customer engagement theory explains that social media enables a two-way

relationship between businesses and consumers. Through comments, direct messages, reviews, and content posts, MSMEs can build emotional closeness with customers. This intense interaction can increase trust, loyalty, and the likelihood of repeat purchases. For MSMEs, social media also serves as a tool to showcase product excellence, including halal information, customer testimonials, and community activities. Optimizing social media also relates to the theory of diffusion of innovation, which is the process of spreading innovation through social communication. MSMEs that are active on social media are more likely to disseminate information about new products, promotions, halal certification, and forum activities to the public. The higher the quality of social media optimization, the greater the opportunities for MSMEs to expand their market and improve their performance (Li et al., 2026).

#### 5. The Relationship between Halal Compliance and MSMEs Performance

Halal compliance is thought to have a positive impact on MSMEs performance because it is a factor that increases consumer trust. In the Muslim market, the halal label serves as a signal of product quality and safety (Liu et al., 2026). MSMEs that consistently implement halal principles are more readily accepted by consumers, especially in the food, beverage, cosmetics, and other consumer product sectors. This trust drives increased sales and customer loyalty. Halal compliance also reflects business professionalism. When MSMEs pay attention to production standards, cleanliness, and the clarity of raw materials, product quality tends to improve. Good quality will impact customer satisfaction and business reputation. Therefore, halal compliance is not only a religious dimension but also a strategic factor influencing business performance (Gan et al., 2026).

#### 6. The Relationship between Community Networks and MSMEs Performance

Forum solidarity contributes to improved MSMEs performance by strengthening social networks and collaboration among members (Ruhaya et al., 2024). A solid forum can serve as a platform for exchanging knowledge on business management, marketing, halal certification, and the use of social media. This social support helps MSMEs collectively overcome resource constraints. Furthermore, forum solidarity can increase trust among business actors and facilitate the formation of mutually beneficial collaborations. In a cohesive environment, MSMEs can recommend each other's products, share customers, and conduct joint promotions. These strong social relationships create a synergistic effect that positively impacts business performance (Mujiatun, 2025).

#### 7. The Relationship Between Social Media Optimization and MSMEs Performance

Social media optimization has a significant impact on MSMEs performance because it is an efficient and effective promotional tool (Khan et al., 2026). Through social media, MSMEs can reach a wider market without incurring large marketing costs. Engaging content, a consistent posting schedule, and active interaction with consumers can increase brand awareness and purchase intention. Social media also allows MSMEs to receive direct feedback from customers. This feedback is useful for improving products, services, and marketing strategies. Thus, social media serves not only as a promotional tool but also as a means of market learning. MSMEs that are able to optimize social media will be more adaptive, innovative, and competitive (Fauziah et al., 2025).

## **METHOD**

This research uses a qualitative approach with a case study design. A qualitative approach was chosen because this research aims to gain an in-depth, contextual, and holistic understanding of MSMEs sustainability strategies through the synergistic interaction of halal standard compliance, forum solidarity, and social media optimization. This approach allows researchers to capture the meanings, perceptions, experiences, and actual practices of MSMEs actors in a specific socio-cultural setting, namely Kapanewon Depok, Sleman.

The qualitative approach focuses on processes, social interactions, and conditions that occur in the field without any manipulation by the researcher (Cooper & Schindler, 2014). A case study design was used because this research focuses on complex phenomena occurring within a specific context, in this case, the MSMEs community in the administrative area of Kapanewon Depok. Case studies allow for intensive exploration of the internal dynamics of a case (i.e., MSMEs sustainability strategies) without the need to generalize to a broader population, but rather to gain a rich and in-depth understanding that can provide transferable insights to similar contexts.

The focus of this research is the MSMEs of Kapanewon Depok in Sleman Regency. Data were collected through direct observation, in-depth interviews, and documentation. The two types of data used in this study are primary and secondary. Documents and original objects from informants are the primary data sources. Since the primary objective of the research is to obtain data, interviews are the primary data source, and documentation is the secondary data source. Data collection techniques are the most strategic step in this research.

Since the primary objective of the research is to obtain data, data collection techniques are the most strategic step in the research. This technique is carried out through interviews and documentation (Qadri, 2016). Qualitative interviews are an in-depth interview technique, which is the process of gaining an understanding of the research objectives through questions and answers posed directly to the informants. Interviews in this study were conducted with MSMEs with halal certification, the head of the MSMEs forum, and MSMEs who have utilized social media as a marketing tool.

## **RESULTS AND DISCUSSION**

### **MSMEs Profile in Depok Subdistrict**

Administratively, Depok Subdistrict is located in Sleman Regency and comprises three villages: Caturtunggal Village, Maguwoharjo Village, and Condongcatur Village. The Depok Subdistrict covers an area of 3.555 hectares and borders Ngaglik Subdistrict to the north, Kalasan Subdistrict to the east, Gondokusuman Subdistrict in Yogyakarta to the south, and Banguntapan Subdistrict in Bantul Regency. According to data from the Sleman Regency Central Statistics Agency, Depok Subdistrict had a population of 137,651 in 2025.

Depok Subdistrict, located in the urban area of Sleman Regency, has a unique and dynamic MSMEs sector. This region is known for its significant human resource potential, particularly in terms of the creativity of its youth and community. As an area close to the center of higher education and the urban area of Yogyakarta, MSMEs in Depok tend to be more adaptive to market trends and digital technology. The Depok Sub-district Government actively encourages capacity building for entrepreneurs through various programs. One such effort is the Account Incubator, an entrepreneurial strengthening program aimed at equipping MSMEs with basic management and accounting skills. Furthermore, the sub-district government also conducts regular monitoring to ensure that MSMEs in the region continue to develop, innovate, and maintain high competitiveness. These programs demonstrate the local government's strong commitment to creating a conducive ecosystem for MSMEs growth.

The dynamics of MSMEs in Depok are also marked by the presence of active community forums, such as a communication forum, which as a place, location, or tool where forum members can communicate with each other or exchange information. The Kapanewon MSMEs Communication Forum is an important place for business actors to communicate, share information, and collaborate.

### **Exploring Sustainability Strategies with Three-Pillar Synergy**

Based on in-depth interviews with MSMEs and forum administrators, this study identified that the most effective sustainability strategies emerge from the synergy of three main pillars:

#### **1. Halal Standard Compliance as a Foundation of Trust**

Halal compliance for MSMEs has strategic consequences that go beyond legal compliance. First, halal certification increases the trust of domestic consumers, who are increasingly critical of product transparency (Appiah-kubi et al., 2024). Second, certification enables access to export markets, particularly to OIC member countries and non-Muslim markets, which are increasingly adopting halal standards as part of ethical sourcing. Halal compliance is a crucial aspect that relates not only to religious obligations but also serves as a product differentiation strategy. In the context of the majority Muslim consumer base in Indonesia, halal certification provides assurance of product quality, cleanliness, and safety. MSMEs in Depok, Sleman, that have implemented halal standards tend to have higher consumer trust, resulting in increased customer loyalty and sales volume (Jie et al., 2025). Furthermore, halal compliance also opens broader market access, including export markets to countries with strict halal regulations. However, challenges faced by MSMEs include limited understanding of certification procedures, costs, and complex administration. Therefore, synergy with government agencies, universities, and religious institutions is needed to provide ongoing support and education. Finally, halal compliance encourages improved business

governance, process standardization, and increased market resilience. Within the national economic context, improving halal compliance among small and medium enterprises (MSMEs) will have a direct impact on achieving the targets of the Indonesia Halal Roadmap 2024–2029.

Meanwhile, MSMEs that have obtained halal certification in the Depok Sub-district have reported a significant increase in consumer trust. The certificate is viewed not only as regulatory compliance but also as a "stamp of credibility" that differentiates their products in a saturated market. The certification process, while initially considered complicated, becomes easier when carried out collectively with the assistance of MSMEs forums in collaboration with extension workers from relevant agencies.

Thus, halal certification is no longer viewed merely as an administrative obligation, but as a strategic asset. Mrs. Aning, the owner of a home-based date-filled chocolate business in Caturtunggal Village, which has been halal-certified since 2025, stated: "Previously, sales were only through word of mouth. After receiving the halal certificate, many new customers came, especially mothers with children. They said, 'Ma'am, is this halal? Alhamdulillah, I'm at peace.' That's what convinced me that the certificate isn't just a piece of paper, but a guarantee of trust." Compliance with halal standards is a crucial foundation for building consumer trust in MSMEs in the Depok Subdistrict, Sleman. In the context of Indonesia's predominantly Muslim population, guaranteeing a product's halal status is not only a religious obligation but also an indicator of product quality, cleanliness, and safety. MSMEs that meet halal standards tend to be more trusted by consumers because they are perceived to have undergone a production process that complies with Sharia principles and applicable regulations (Liu et al., 2026).

The implementation of halal standards also encourages MSMEs to be more disciplined in their business management, from raw material selection and production to distribution. This has an impact on increasing business professionalism and competitiveness, both in local and national markets. Furthermore, halal certification can provide added value, expanding market access, including opportunities to enter the export market. In the Depok Subdistrict, known as an area with rapid MSME growth, compliance with halal standards is a crucial strategy for maintaining consumer loyalty amidst increasingly fierce competition. Thus, halal standards serve not only as a normative obligation but also as a strategic instrument in strengthening the reputation and sustainability of MSMEs (Kristanto, 2025).

## **2. Community Networks as a Supporting Factor**

MSMEs Forums have proven to be a vital platform for sharing information, knowledge, and resources (Sari & Alfarizi, 2024). For example, they provide entrepreneurship training, access to capital assistance, and assistance with business legality. Information about government programs such as Free Halal Certification (SEHATI) or digital marketing training is most effectively disseminated through MSMEs community WhatsApp groups.

Community networks play a strategic role in strengthening MSMEs capacity. Business communities, MSMEs forums, cooperatives, and local associations provide platforms for sharing information, experiences, and business opportunities. In Depok, Sleman, the existence of MSMEs communities based in mosques, campuses, and local business groups has been shown to increase solidarity and collaboration among business actors. Through these networks, MSMEs can access training, capital assistance, and broader market information. Furthermore, community networks also foster trust and social capital, which are essential foundations for business development. Synergy among community members enables collaborative production, joint marketing, and product innovation that is more adaptive to market needs (Usmanova et al., 2022).

However, the effectiveness of a community network depends heavily on the level of member participation and the quality of leadership within the community. Without good management, a community will simply be a formality without significantly impacting the performance of MSMEs. Therefore, strengthening community institutions through training in organizational management and leadership, as well as the use of digital technology for coordination and communication, is necessary. This solidarity also manifests itself in mutual promotion on social media and cross-buying among forum members, which directly supports the sustainability of each business (Azizah & Salam, 2025). Mr. Darmawan, Chair of the Margomulyo MSMEs Communication Forum (Forkom MSMEs), explained the forum's role in the certification process:

"We invite members who want to register for halal certification to join us. We help collect documents, fill out forms, and even accompany them during verification. Costs can be kept down because we group them together. Those who are familiar with the process help those who are not. This is called modern mutual cooperation." Community networks play a crucial role as a supporting factor for the development and sustainability of MSMEs in Kapanewon Depok, Sleman. These networks, which include local business associations, entrepreneur communities, and informal social groups, provide a platform for collaboration, information exchange, and mutual support among business actors. Through community networks, MSMEs can access valuable resources such as market information, training opportunities, and business partnerships that may not be easily obtained individually.

In addition, community networks strengthen social capital by fostering trust, solidarity, and collective action among members. This condition enables MSMEs to face business challenges more effectively, including market competition, limited capital, and technological changes. For instance, MSMEs actors often share knowledge related to digital marketing strategies, product innovation, and financial management within their communities (Wojczewski et al., 2026).

Furthermore, community networks facilitate the dissemination of government programs and policies, ensuring that MSMEs can benefit from available support such as funding, mentoring, and capacity-building initiatives. In Kapanewon Depok, the presence of active MSMEs communities significantly enhances business resilience and adaptability. Therefore, strengthening community networks is essential to promote sustainable growth and competitiveness of MSMEs in the region.

### **3. Optimizing Social Media to Enhance MSMEs Performance**

Social media has evolved from a mere communication tool in the digital economy to a marketing platform that serves as a performance enhancer for MSMEs. In *Digital Marketing: Strategy, Implementation, and Practice*, digital technology enables companies to access real-time consumer data, enabling them to tailor their products and marketing campaigns to meet different market needs. In this study, almost all MSMEs informants already use social media, especially Instagram and TikTok, as their primary marketing tool. However, what differentiates them is how they integrate halal narratives into their creative content. In the internet era, halal branding strategies have undergone significant changes. Now, they are no longer limited to physically affixing halal labels on product packaging, but have evolved to disseminating halal values and identity through online media. Successful MSMEs not only showcase their products but also "tell the story" behind their Sharia-compliant production processes and consistently display the halal certification logo. This strategy creates strong differentiation and builds a modern brand image while still upholding the values of trust.

Social media plays a vital role in reaching a wider market, yet integrating halal values is a key differentiator. As Mrs. Wurry, owner of a catering and snack box business, explained her strategy: "On TikTok, I show the production process from start to finish. I emphasize that the ingredients are halal, the equipment is separate, and our team is all Muslim. I also always display the certification logo in my bio and in every video. Thank God, engagement has increased, and many people have asked, 'Is this really halal?' I show the certificate, and I immediately place an order."

The Department of Cooperatives and SMEs (Dinkop UKM) is supporting digital marketing training for MSMEs in the Depok Sub-district. Furthermore, AMIKOM University Yogyakarta, known as a technology-driven, creative campus, has become a strategic partner in strengthening the digitalization pillars of MSMEs. Through the "AMIKOM Digitalpreneur Academy" program and community service activities by students from various study programs, AMIKOM has held a series of training sessions in the Depok Sub-district. These include social media graphic design training, which teaches the basics of graphic design using the Canva application, which can be used for advertising, logos, and engaging social media content. There is also training on Instagram and the Shopee marketplace. This training explains the importance of MSMEs maximizing the potential of social media and the Shopee marketplace.

Social media optimization is a key factor in increasing the competitiveness of MSMEs in the digital era. Platforms such as Instagram, Facebook, TikTok, and digital marketplaces provide significant opportunities for MSMEs to reach a wider market at a relatively low cost. MSMEs in Depok Sleman that are able to utilize social media effectively have shown significant improvements in this aspect.

Marketing, branding, and consumer engagement. Creative content, the use of local influencers, and the right digital marketing strategy can increase product visibility and strengthen brand image (Fianto et al., 2025).

However, not all MSMEs possess adequate digital capabilities. Limited digital literacy, a lack of understanding of content strategy, and inconsistencies in social media management are key obstacles. Therefore, structured digital marketing training and mentoring programs are needed, especially for new MSMEs. Collaboration with students, digital startups, and creative communities can be a solution to increasing MSMEs digital capacity (Khan et al., 2026).

The synergy between halal compliance, community networks, and social media optimization can be explained through a resource-based view (RBV) approach, where these three factors represent strategic resources that can create competitive advantage. Halal compliance provides unique value (valuable), community networks create inimitable resources (hard to imitate), and social media enables optimal resource utilization (organized). When these three aspects are effectively integrated, MSMEs will have the ability to survive and thrive in a dynamic business environment. Optimizing social media has become a crucial strategy to enhance the performance of Micro, Small, and Medium Enterprises (MSMEs) in Kapanewon Depok, Sleman. In the digital era, social media platforms such as Instagram, Facebook, and TikTok offer cost-effective channels for marketing, customer engagement, and brand development. MSMEs can utilize these platforms to showcase products, share customer testimonials, and build a strong brand identity that attracts wider audiences beyond local markets (Aidi & Tieman, 2024).

Effective optimization involves consistent content creation, the use of relevant hashtags, and interactive communication with customers. Visual storytelling, such as high-quality photos and short videos, can significantly increase audience engagement. Additionally, leveraging features like live streaming and influencer collaborations can boost visibility and credibility. Data analytics tools available on these platforms also enable MSMEs to understand customer preferences and adjust their strategies accordingly.

In Kapanewon Depok, where competition among MSMEs especially in culinary and creative sectors is intense, social media optimization can provide a competitive advantage. By strengthening digital presence, MSMEs not only increase sales but also build long-term customer relationships. Therefore, strategic and consistent use of social media is essential for achieving sustainable business growth in the region.

## CONCLUSION

The sustainability of MSMEs in the Depok Subdistrict does not arise from a single factor, but rather from the dynamic interaction between formal legitimacy (halal certification), social support (forums), and digital access (social media). Halal certification provides a foundation of trust needed in the Muslim-majority Indonesian market. MSME forums reduce structural and psychological barriers to meeting these standards through collective solidarity.

These three elements reinforce each other: forums help MSMEs obtain certification, certification becomes credible content on social media, and social media generates revenue that enables MSMEs to continue investing in compliance and forum participation. This forms a resilient sustainability ecosystem amidst intense market competition. These findings align with social capital theory, where networks (forums) and trust (certification) are crucial assets for microeconomic growth, which are then strengthened by digital capital (social media). Synergistic collaboration between local governments, MSMEs forums, and universities, including the strategic presence of universities in strengthening digital literacy, is key to the success of this empowerment model.

This synergy can also improve MSMEs performance multidimensionally, both financially and non-financially. From a financial perspective, increased sales, marketing cost efficiency, and broader market access are key indicators. Meanwhile, from a non-financial perspective, increased customer satisfaction, loyalty, and business reputation are crucial factors for business sustainability. Furthermore, MSMEs with strong networks and utilizing digital technology are also more adaptive to changes, such as economic crises or market disruptions.

In a policy context, local governments have a crucial role in fostering this synergy through integrated MSMEs empowerment programs. Free or subsidized halal certification programs, facilitating the

formation of business communities, and digital marketing training need to be designed systematically and sustainably. Furthermore, collaboration with universities in Yogyakarta can also act as a catalyst for knowledge transfer and innovation for MSMEs.

Overall, the synergy between halal compliance, community networks, and social media optimization is an effective strategy for improving the performance of MSMEs in Depok, Sleman, Yogyakarta. These three factors complement and strengthen each other, creating an inclusive, adaptive, and sustainable business ecosystem. With the support of various parties, MSMEs can not only survive but also develop into key pillars of the regional and national economy.

The use of social media has become one of the most important strategies in boosting the performance of Micro, Small, and Medium Enterprises (MSMEs), including in the Depok Subdistrict, Sleman. Amidst increasingly digital consumer behavior, social media is no longer simply a means of communication but also functions as a marketing, branding, customer interaction, and market loyalty tool. For MSMEs, especially those with limited capital and resources, social media offers a significant opportunity to reach a wide range of consumers at a relatively low cost. Therefore, optimizing social media can be a strategic step to sustainably improve MSME performance.

MSMEs performance can be measured by increased sales, customer growth, market expansion, and the ability to survive competition. In the context of the Depok Subdistrict, an area with quite dynamic economic activity and close to centers of education, commerce, and residential areas, MSMEs have a significant opportunity to grow if they are able to utilize social media effectively. Platforms such as Instagram, Facebook, TikTok, and WhatsApp Business can be used to showcase products, build business image, provide promotional information, and interact directly with consumers. Engaging, consistent, and relevant content can increase public awareness of local MSME products.

Social media optimization also requires MSMEs to understand their audience characteristics. Each platform has different users and communication styles. For example, Instagram and TikTok are more effective for visual content and short videos, while WhatsApp Business is more appropriate for personal communication and customer service. By understanding this, MSMEs can develop content strategies tailored to their target market. Furthermore, the use of persuasive captions, high-quality product photos, customer testimonials, and moment-based promotions can increase business appeal.

Beyond marketing aspects, social media also helps MSMEs build closer relationships with customers. Rapid interaction through comments, direct messages, or Q&A features can increase consumer trust. This trust is crucial because MSMEs often compete not only on price but also on service quality and emotional connection with customers. With good communication, customers are more likely to make repeat purchases and even recommend products to others.

However, social media optimization is not without challenges. Some MSMEs still face limited digital literacy, a lack of ability to create engaging content, and a lack of consistency in managing their business accounts. Therefore, training, mentoring, and support from local governments, universities, and local communities are essential. This support can cover digital marketing strategies, product photography, content writing, and even social media account performance analysis.

Overall, social media has significant potential to improve the performance of MSMEs in Kapanewon Depok, Sleman. With the right strategy, social media can expand markets, increase sales, strengthen brands, and build long-term relationships with customers. Optimizing social media is not simply a matter of following trends; it is a crucial requirement for MSMEs to survive and thrive in the competitive digital era.

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