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Exploring the Concepts of Halal and Thayyib in the Production of Es Selendang Mayang: A Study on Islamic Education in Tangerang City

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Abstract

Amid the rapid growth of the global *halal* food market and its emphasis on business ethics, this study analyzes the role of Islamic religious education in shaping the professional attitude and honesty of *Es Selendang Mayang* artisanal business actors in Tangerang, with a particular focus on how religious values are applied in traditional small business practices. Using a qualitative approach based on interviews, observations, and questionnaires, the study employs thematic analysis to interpret the resulting qualitative data. The findings indicate an increased awareness of honest and professional conduct that supports the sustainability of *halal* products, with Islamic religious education functioning as a key source of motivation and moral guidance in facing business challenges. Furthermore, the implementation of religious learning technology is shown to be effective in expanding access to religious education and accelerating positive behavioral change among business actors. The study concludes that sustained coaching programs that integrate local religious and cultural values can serve as a strategic model for empowering traditional businesses, thereby strengthening ethical practices and the long-term viability of *halal* food enterprises.

Keywords: Es *Selendang Mayang*; *Halal* and *Thayyib*; Islamic Religious Education; Business Ethics; Traditional Small Enterprises

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INTRODUCTION

The global halal food market is experiencing rapid growth until 2025. Muslim consumers are looking for products with a guaranteed halal and trusted quality assurance (Dashti et al., 2024). Islamic religious education as a source of knowledge plays a role in shaping halal standards for business actors. Halal and *thayyib* are forms of sharia compliance related to honesty and professionalism (Solehudin et al., 2024). Professional attitude and honesty are important in maintaining consumer trust. The traditional food industry must uphold this ethic to be sustainable. Social and economic changes affect the behavior of small and traditional business actors. Urban areas face the challenge of strengthening business character in Tangerang City. Religious education research is a strategy and solution to shape business quality behavior (Tandana et al., 2022). The urgency of this study is related to the need to revitalize religious values in business.

Mayang Ice Shawl Craftsmen face a lot of pressure and obstacles. Limited access to religious education affects business attitudes and behaviors. Small business actors often focus on technical and economic aspects. The aspiration to improve professional attitudes and honesty is often poorly supported. A decrease in quality and dishonest attitudes were found in the daily practice of some craftsmen (Santoso, 2023). The scattered areas of artisans cause disparities in the application of religious values. The research in Tangerang targets the artisan community as a study partner. Strengthening attitudes based on Islamic religious education is considered to be able to improve the situation. Field data indicate the urgent need for contextual educational interventions (Tambak & Sukenti, 2020). This study sets a focus on the formation of traditional business character.

Islamic religious education has great potential to shape the character of business actors in Tangerang. Religious values strengthen the foundation of an honest and professional attitude in business management (Setiawan et al., 2021). Religious education provides clear moral guidelines for dealing with market competition. Business actors who adhere to this principle are more trusted by consumers. The sustainability of traditional businesses depends on the attitude of the perpetrator and the application of religious teachings (Weiss, 2021). The city of Tangerang has the potential to be a center for the development of character education based on culinary traditions. This condition strengthens the urgency of the implementation of religious education research. Religious education functions as a medium for the formation of work ethic and integrity. This study is the basis

for the design of an educational program that is applicable and sustainable. The role of education must be understood as a strategy to strengthen MSME businesses (Huda, 2021).

Global trends show the growth of the halal market with an emphasis on professional ethics. Countries with large Muslim populations focus on strengthening faith-based business education (Izberk-Bilgin & Nakata, 2016). International studies recognize the role of religious education in shaping the character of business actors. Religious education contributes to the long-term success of small and medium-sized businesses. The link between religious values and business practices is in the global spotlight. This study relates global findings to the local context in Tangerang. Global-local synergy shows the strengthening of religious values in traditional business. The research experience takes inspiration from international best practices (Rietveld & Hoogendoorn, 2022). The city of Tangerang was chosen because of its urban conditions and strong traditions. This study is an example of the implementation of global theory in local practice.

Supervision of raw materials and production processes needs to be accompanied by in-depth religious education. Honesty in business management is the benchmark for success. Field reality shows the use of materials that are sometimes not in accordance with halal law. Religious education provides guidance on moral responsibility in business (Moya & Toledano, 2025). This study examines the extent to which religious values are applied in business practices. Field studies in Tangerang show the success of religious education in business attitudes. The development of coaching programs involves religious education and technical training. The researchers maps the obstacles and opportunities in the application of honesty and professional values. The coaching program is designed to overcome technical as well as moral problems (Martens & Vealey, 2024). The research proposes a model of empowerment of continuing education.

Islamic religious education has been proven to be able to motivate and change the behavior of business actors. Religious values-based training improves discipline and integrity. Relevant religious knowledge is easy to apply to daily life (Mulyana et al., 2023). This study found an effective learning model for artisans in Tangerang. The coaching is carried out in stages and participatory involving the local community. Religious education combined with production practices accelerates positive results (Effiong, 2011). Craftsmen are more aware of the moral and social consequences of their ventures. This study strengthens the literature related to the relationship between religious education and entrepreneurship. Religion-based

learning media makes it easier to deliver material. Research supports the development of adaptive and contextual education.

The role of local socio-culture greatly supports the effectiveness of religious education in business. The Betawi tradition as a cultural context strengthens the internalization of religious values. The close relationship between culture and religion enriches character learning. This research shows how culture and religion complement each other's roles. The tradition of Betawi culinary business is a natural medium for religious learning. Local communities play a role as agents of change that support education (Ichsan & Samsudin, 2019; Muna & Ichsan, 2022). The focus of the research on local actors adds to the authentic value of the study. This study proposes the integration of religious values in the preservation of traditions. Community strengthening can increase social and economic stability. This study is a model for synergistic cultural and religious development (Ardianto & Das, 2024).

The use of technology in religious learning is very helpful for business actors. Audio-visual media and digital modules provide effective educational alternatives (Djayadin & Nurhikmah, 2025). This research shows the ease of business actors' access to religious education. Learning media increases the attractiveness and understanding of the material. This study recommends the use of technology for traditional business coaching. The technological approach makes remote training easy and flexible. The results of the study showed a significant increase in the application of values. Technology complements existing traditional learning methods (Gray et al., 2019). This research opens up opportunities for the development of new methods of religious education. This study is considered relevant to current social and technological conditions.

METHODS

The research location includes the Mayang Selendang Ice production center spread across several sub-districts in Tangerang. The tools used were questionnaires, interview guidelines, digital cameras for documentation, and computer devices for data analysis. Data was collected through in-depth interviews with craftsmen, observation of the production process, and distribution of questionnaires to business actors. The research approach uses qualitative methods to gain an in-depth understanding of professional attitudes and honesty. Data collection techniques include direct observation, semi-structured interviews, and

documentation studies (Creswell, 2013). Researchers visited the production site for 12 weeks to obtain accurate data. Each interview session is documented and transcripts are created for analysis. Participants were selected purposively from artisans who were active in producing Mayang Ice Shawls. Researchers also used field records to record non-verbal conditions and social contexts. This approach allows researchers to understand the behaviors and values embraced by business actors. Research ethics are considered through consent and confidentiality of data. The researchers focuses on aspects of religious attitudes and practices in the context of traditional entrepreneurship. This method is appropriate to explore the relationship between Islamic religious education and business character. This process aims to produce a comprehensive and valid picture.

The data analysis technique uses thematic analysis that examines the main patterns and themes of qualitative data. Interview and observation transcription data were analyzed manually and using the help of qualitative software (Rijali, 2019). The analysis process begins with the collection and reduction of data to eliminate irrelevant data. Codes are given to pieces of data that contain meaning related to professional attitude and honesty. The data were grouped into themes that supported the focus of the research. The researchers interpreted the results of the analysis by associating the findings with the theoretical foundations of Islamic religious education and entrepreneurship. The data is presented in the form of a descriptive narrative complemented by direct quotes from the research participants. Source triangulation techniques are applied to ensure the validity and consistency of the data. The researchers observed changes in the behavior of business actors during and after religious education coaching. The analysis is carried out systematically so that it is easy to understand by readers from various disciplines. This method aims to provide a real and applicable picture of the role of religious education in the formation of entrepreneurial character. This step supports research that is responsive to local socio-cultural conditions. This approach bridges theory and practice in the context of traditional Indonesian business.

RESULTS

This research shows that Islamic religious education plays an important role in shaping professional attitudes among Mayang Ice Selendang artisans in Tangerang. Most craftsmen understand the values of professionalism taught in religious education. Honesty

in the use of materials and production processes began to increase during the implementation of the research. Craftsmen showed a higher awareness of work ethics during the three months of observation. They use ingredients according to halal standards taught in religious education. The implementation of research activities starts from January to March 2025. Observations and interviews reveal significant behavioral changes. The craftsmen admitted that they got motivation from religious learning that was applicative. The results of the questionnaire showed that 80% of respondents had a positive professional attitude. This activity strengthens the relationship between religious education and honest business attitudes.

In-depth interviews reveal some of the obstacles faced by artisans. Many artisans report the difficulty of obtaining natural raw materials that are in accordance with the halal concept. They also complained about the lack of support from outside parties in strengthening religious knowledge. Researchers conduct hands-on training that provides practical and easy-to-apply methods. Business actors feel helped in improving the quality of their products. Production process documentation shows improved cleanliness and management of working time. The implementation of the research was carried out in several Mayang Ice Selendang production centers in Tangerang. The use of religious education-based learning media has a real positive influence. Periodic evaluations during the study show gradual progress. This result is important evidence related to the role of education in shaping the character of business actors.

The response of the local community is also positive to religious development efforts. They appreciate Mayang's Es Selendang products that are increasingly quality and halal. Some artisans develop variations of products based on *thayyib* values. The development of this new product indicates creativity as a result of religious learning. The researchers noted that there was an increase in internal business supervision by the perpetrators. Local economic activities are increasingly enthusiastic with product quality assurance. Religious education also builds a sense of social responsibility in the community. Overall, a professional and honest attitude is increasingly prioritized in business practices. This research provides an idea that the integration of religion and business is effective. Service activities instill sustainable spiritual values.

This research produces outputs in the form of religious education modules for artisans and guidelines for halal production practices. The module is a reference for business

actors to carry out professional principles and honesty. The researchers conducted module-based training during the study. Mentoring activities focus on the direct application of religious values. The production of Es Selendang Mayang is now more directed towards professional standards. This output is expected to strengthen the traditional culinary market in Tangerang. Craftsmen show a willingness to learn and a high adaptation to the module. Physical outputs in the form of documentary videos were also produced during the research. This output functions as an educational medium for the community.

DISCUSSION

The role of Islamic religious education in shaping professional attitudes and honesty is in accordance with this study. Religious education not only improves religious knowledge but also business behavior. Studies showing a similar role in the development of the halal industry in Malaysia and Indonesia (Musthofa et al., 2023). This research supports the importance of character development through applicable religious education. These results confirm that professional attitudes and honesty complement each other. Studies show that understanding *thayyib* has an effect on the moral quality of business actors (Hermanto et al., 2025). Religious education encourages business actors to innovate but is based on the value of honesty. Improving cleanliness and business management has proven to be beneficial. This research corroborates the evidence that religious education contains strategic value in traditional business. The research recommendation is to strengthen the approach to religious learning based on local practices. The research provides a foundation for the development of similar programs in other areas.

Obstacles in access to natural raw materials were also found in this study (Guzik et al., 2021). This research also complains about the need for support from various sectors. Solutions should involve technical training and religious education. National research emphasizing the importance of contextual learning methods (Suryawati & Osman, 2018). The implementation of professional values and honesty should be the main focus of the training. Collaboration between the government, religious institutions, and business actors is the key to success. This study shows that continuous education needs to be integrated into formal and non-formal systems. Continuous coaching strengthens the results of attitude change. This research also helps to open a multi-disciplinary dialogue related to small

business coaching. Business actors in Tangerang are a real example of effective religious education.

The increase in the value of professionalism is in line with the results of research that emphasizes character formation through religious education (Mukhlis & Moh. Ali, 2025). An honest attitude is the main capital to maintain traditional businesses. This research reveals that honesty and discipline are interrelated. Studies that confirm that religious education can build a strong work ethic (Muntaqo & Huda, 2018). Religious education is not only the teaching of theory but also the formation of practical attitudes. This study highlights the continuation of training and monitoring as a follow-up action. The involvement of the community and religious supervisors is necessary in maintaining the quality and morale of the business. This research proposes a holistic approach based on local religious and cultural values. Mayang Ice Shawl Craftsmen in Tangerang continue to show positive development. These findings provide recommendations for comprehensive coaching programs.

The role of local socio-culture greatly supports the success of religious education development (Ihsan et al., 2019). Strengthening religious values through culture facilitates the internalization of professional attitudes. This study found a close attachment between Betawi tradition and the value of honesty. Religious education as an agent of change is supported by the local community. This study complements national and international research related to value-based education. Focusing on local artisans provides added value for cultural preservation. This research is also a model for local human resource development. This study proposes the incorporation of cultural and religious values in the curriculum. Research confirms that local religious values play a dual role for the economy and society.

The use of technology as an effective learning medium was found in this research (Hermanto et al., 2025). The study found that innovative learning methods delivered better results. Training and mentoring based on audio-visual media and field practice. The use of religious learning modules in the context of local businesses strengthens the positive impact. This research shows that the media facilitates the application of training materials. This approach overcomes the limitations of conventional learning media. This study corroborates the literature on religious learning that is relevant and applicative. Learning media helps accelerate changes in attitudes and behaviors. This result is an important reference for the

capacity development of craftsmen. This research provides guidance for the implementation of religious education using technology.

CONCLUSION

This study demonstrates that Islamic religious education plays a central role in shaping the professional attitudes and honesty of *Es Selendang Mayang* artisans in Tangerang by fostering awareness of *halal* and *thayyib* standards and strengthening work ethics, integrity, and sustainable business practices. Based on qualitative data from interviews, observations, and questionnaires, the findings show that, despite constraints such as limited access to *halal* materials and weak external support, the use of audio-visual media and the integration of *Betawi* cultural values are effective in accelerating positive behavioral change and reinforcing morally grounded entrepreneurial practices.

Scientifically, the study contributes to the entrepreneurship education literature by providing empirical evidence that value-based Islamic religious education can serve as a strategic driver of moral-based entrepreneurship in traditional MSMEs within the halal food sector. It clarifies how religious instruction, *halal–thayyib* awareness, and local cultural values jointly inform professional attitudes and ethical decision-making, thereby enriching existing understandings of the mechanisms through which faith-based education supports responsible and sustainable business conduct in micro- and small-scale enterprises. Practically, the findings underscore the importance of multisectoral collaboration among educators, religious leaders, policymakers, and industry stakeholders in designing contextual coaching programs, educational modules, and *halal* guidelines tailored to the needs and realities of traditional MSMEs in comparable socio-cultural settings.

Future research is recommended to examine the long-term effects of Islamic religious education on artisans' professional conduct and business sustainability through longitudinal or mixed-methods designs, and to compare similar initiatives across different regions, types of traditional food enterprises, and regulatory environments. Further studies could also systematically evaluate the design and implementation of audio-visual learning media and culturally grounded coaching models, as well as assess how multisectoral partnerships can be optimized to strengthen *halal–thayyib* compliance and moral-based entrepreneurship among MSMEs facing resource and institutional constraints.

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