

## Optimizing Digital Entrepreneurship Interest Among University Students: The Impact of SEHATI Program and Halal Certification in The Age of Social Media

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### Abstract

The university is committed to developing digital entrepreneurship among students, which is realized through concrete efforts in the classroom by integrating entrepreneurial and Sharia business learning and e-commerce and outside the classroom with digital marketing training programs for students. Despite having interest and potential in digital entrepreneurship, students may face limited access and knowledge related to the halal certification process. The SEHATI program, which offers free halal certification, can be a solution to overcome these barriers. However, the effectiveness of this program in increasing students' interest in digital entrepreneurship still needs to be investigated. This research was conducted to determine the influence of the free halal certification program (SEHATI) and social media on students' interest in digital entrepreneurship. This study uses descriptive analysis with a quantitative approach. Data collection is based on surveys and other relevant sources measuring digital entrepreneurial interest, participation in the halal certification program, and the level of social media use. Then, the multiple linear regression model is used with Significance Tests using T-test and F-test. The research results show that the SEHATI program and social media significantly influence students' interest in digital entrepreneurship both partially and simultaneously.

**Keywords:** Digital; Entrepreneur; Halal Certification; Social Media

### Abstrak

Perguruan tinggi berkomitmen untuk mengembangkan kewirausahaan digital di antara mahasiswa, yang terealisasi melalui upaya konkret baik dalam lingkungan kelas dengan mengintegrasikan pembelajaran wirausaha dan bisnis Syariah serta e-commerce, maupun di luar kelas dengan program pelatihan pemasaran digital bagi mahasiswa. Mahasiswa, meskipun memiliki minat dan potensi dalam wirausaha digital, mungkin mengalami keterbatasan akses dan pengetahuan terkait dengan proses sertifikasi halal. Program SEHATI yang menawarkan sertifikasi halal gratis dapat menjadi solusi untuk mengatasi hambatan ini. Namun, seberapa efektif program tersebut dalam meningkatkan minat wirausaha digital mahasiswa masih perlu diteliti. Penelitian ini dilakukan untuk mengetahui pengaruh program sertifikasi halal gratis (SEHATI) dan media sosial terhadap minat mahasiswa dalam wirausaha digital. Studi ini menggunakan analisis deskriptif dengan pendekatan kuantitatif. Pengumpulan data berdasarkan survei dan sumber lain yang relevan dengan mengukur minat digital entrepreneur, partisipasi dalam program sertifikasi halal, dan tingkat penggunaan media sosial. Kemudian menggunakan model Persamaan regresi linear berganda dengan Uji Signifikansi menggunakan T-Test dan F-Test. Hasil penelitian menunjukkan bahwa program SEHATI dan sosial media secara signifikan memberikan pengaruh terhadap minat mahasiswa dalam digital entrepreneurship baik secara parsial maupun secara simultan.

**Kata kunci:** Digital; Kewirausahaan; Media Sosial; Sertifikat Halal

## INTRODUCTION

Indonesia currently has over 250 million people, half of whom are in the workforce. In the labor market in Indonesia, competition is increasing, with the number of job seekers being inversely proportional to the availability of job opportunities. This has led to an increase in the unemployment rate year by year. The Central Statistics Agency released data on the workforce in Indonesia in February 2020, which showed approximately 137.91 million people in the workforce, indicating a high availability of labor in Indonesia.

Indonesia's open unemployment rate (TPT) in November 2023 reached approximately 5.32 percent. Several reasons for the high unemployment rate are attributed to the quality of human resources (SDM). Concerning the quality of human resources, education is considered a means to improve the quality of SDM itself. Quality education is expected to provide good outcomes for SDM as well. Parents in Indonesia have high hopes that when their children reach higher education, their chances and opportunities for employment will increase in both the government and private sectors. In reality, education is also closely linked to contributing to the number of unemployed individuals, especially among the educated labor force (BPS, 2023).

To solve the scarcity of job opportunities, the idea that is believed to address this issue is to become an entrepreneur. Graduates of higher education institutions with bachelor's degrees have no guarantee of finding employment. Therefore, in entrepreneurship courses, students are equipped with knowledge and practices to develop their potential to become pioneers of self-reliance in entrepreneurship, not merely graduates seeking jobs but creating job opportunities. Until now, the number of entrepreneurs remains limited, influenced by various factors, including the perception from the community that being an employee is the most prestigious occupation. The fear of risks and concerns about future security also lead students and PT graduates to seek secure employment (Buchori, 2017).

Unlike becoming an entrepreneur, there is no financial guarantee, income is unstable, and many other reasons exist. Meanwhile, small and medium-sized enterprise (UMKM) operators comprise 96% micro-business operators and 1.2% small business operators. There are 64.1 million UMKM operators, and certifying brand products within five years is difficult. This might underpin BPJPH's effort to expedite free halal certification through the self-declare scheme. Awareness of the halal status of products, product quality, and affordable prices influences sales growth (Segati, 2018).

In 2021, the Halal Product Assurance Agency (BPJPH) launched a program to certify 10 million products through the self-declare scheme or Free Halal Certification (SEHATI) as an acceleration program towards mandatory halal certification for food and beverage products, slaughterhouses, and services. Several factors that underlie the birth of the SEHATI program include: 1) providing halal certificates for small and medium-sized enterprises (UMK), 2) increasing business operators' awareness of the

importance of halal branding for their products, 3) raising public awareness of the importance of consuming halal products, 4) supporting the growth of the number of UMK that meet halal requirements, and 5) enhancing the added value of the national brand in regional and international markets (SEHATI, 2021).

Observing this, the potential for halal certification is also supported by small and medium-sized enterprise (UMK) operators, and consumers are beginning to realize the importance of halal labeling on their products. Halal certification provides protection, assurance, and information about the halal status of products. It is an ethical business instrument for consumers and producers, benefiting consumer trust and expanding global markets (Warto, 2020). Halal certification, along with halal awareness and food ingredients, influences Muslim students' purchasing interest in halal food products (Aditya, 2022). The halal lifestyle has recently become a trend among Muslim populations and almost all parts of the world, supporting the increasing demand for halal products and services. On a global scale, product halal certification and labeling assure Muslim consumers worldwide and a means to access global markets (Astuti, 2020). Therefore, this research will address how the SEHATI Program and social media influence university students' interest in digital entrepreneurship.

## LITERATURE REVIEW

Entrepreneurship originates from the word "entrepreneurship," which means being creative and innovative in creating something new and different, serving as the foundation and means for business or life improvement. Therefore, entrepreneurship is the ability to create something new and different, known as the "ability to create the new and different" (Steininger, 2019). According to Zimmerer, entrepreneurship is a process of applying creativity and innovation to solve problems and find opportunities for improving one's life (Paul, 2023).

Furthermore, several factors are closely related to entrepreneurial interest, including innovation, the courage to take risks, and having an entrepreneurial family (Delang, 2011). Similarly, self-confidence, the willingness to face challenges, the ability to identify opportunities, innovation supported by knowledge, skills, and technology, a strong desire to become a leader, leadership ability, responsibility, decision-making, and interpersonal relationships all play a role in influencing the desire to become an entrepreneur (Badulescu, 2013). Meanwhile, the variables used to measure entrepreneurial interest, according to Bhandari, are as follows: 1) self-esteem, 2) personal challenges, 3) the desire to be one's boss, 4) innovation, 5) leadership, 6) flexibility, 7) profit, 8) the environment (Narendra, 2006).

Additionally, other factors such as environment, self-esteem, opportunity, personality, vision, income, and self-confidence can influence entrepreneurial interest. Environmental factors include family support and parental mindset. Self-esteem can be measured through indicators like preserving one's reputation, parental occupation, and parental educational background, which can influence

entrepreneurial interest. The opportunity factor's indicator is the belief in the ability to create and identify opportunities. For the personality factor, the indicators include self-assuredness in having an entrepreneurial mindset, confidence in achieving success in entrepreneurship, and belief in having entrepreneurial skills. The vision factor is supported by indicators related to the ability to plan all entrepreneurial activities. Other factors include income and self-confidence, with indicators such as the belief in obtaining significant profits and that one's business will grow rapidly (Peters, 2008).

According to Littunen, entrepreneurs can create, organize, and run their own businesses. An entrepreneur is a person who can create a new business, handle risks, and use everything at their disposal to turn it into a profitable venture. Meanwhile, entrepreneurial interest is an individual's inclination to start a business with the courage to take risks. Entrepreneurial interest can be measured through indicators of involvement in entrepreneurial activities and a future-oriented mindset (Littunen, 2000).

Moiz Mohammad's research on entrepreneurial interest focuses on students' socio-demographics, entrepreneurship education, self-efficacy in entrepreneurship, and perceptions and opinions about entrepreneurship. The study found that entrepreneurial intentions are influenced by social pressure and self-efficacy constraints. The proposed solution is through entrepreneurship education. Socio-demographics include age, gender, parents' occupations, work experience, and desired occupations. Self-efficacy in entrepreneurship covers financial management, leadership, decision-making, problem-solving, creativity, and the ability to influence others. In the field of education, it includes finance, marketing, accounting, entrepreneurship, and international business (Aparna, 2011).

The SEHATI program, initiated by the Ministry of Religious Affairs (Kemenag) through BPJPH, has been conducted in two phases. Phase 1, which ran from mid-2021 to July 11, 2022, provided 25,000 slots, while Phase 2, which started on August 24 and ran until September 19, 2022, offered 324,834 slots. The requirements set for UMK to access SEHATI services (Kepkaban, 2022) are:

**Table 1. Requirements for SEHATI Services**

No.	Requirements	Description
1.	General Criteria	<ul style="list-style-type: none"> <li>- Maximum turnover of IDR 5,000,000,000 (five billion Indonesian Rupiah),</li> <li>- Possessing a Business Registration Number (NIB),</li> <li>- Have a location, place, and equipment for the Halal Product Processing (PPH) process,</li> <li>- Possessing or do not possess a distribution permit (PIRT/MD/UKOT), a Hygiene and Sanitation Certificate (SLHS) for food/beverage products with a shelf life of less than 7 (seven) days,</li> <li>- Complete the documents for halal certification application and the online statement mechanism for business operators through SIHALAL</li> </ul>

No.	Requirements	Description
2.	Material Criteria	<ul style="list-style-type: none"> <li>- There is no risk, and it is guaranteed to be halal</li> <li>- Not harmful</li> <li>- Does not contain elements of slaughtered animals, except comes from producers or slaughterhouses/poultry slaughterhouses that are halal certified</li> </ul>
3.	Process Criteria	<ul style="list-style-type: none"> <li>- The process is simple and guaranteed to be halal</li> <li>- It has been verified as halal by the PPH assistant</li> <li>- Using production equipment with simple technology or done manually and/or semi-automatically (home business, not factory business)</li> <li>- The process of preserving the resulting product does not use radiation techniques, genetic engineering, the use of ozone (ozonation) and a combination of several preservation methods (hurdle technology)</li> </ul>
4.	Product Criteria	<ul style="list-style-type: none"> <li>- The products produced are in the form of goods (not services or restaurant, canteen, catering and shop/restaurant/food stalls)</li> </ul>

Source: Kepkaban, 2022

Free Halal Certification is a program that provides halal certificates at no cost to small and medium-sized enterprises (UMK) that meet the requirements through the self-declare mechanism. Verification and validation of the halal statement are conducted by the business operators with the assistance of the Halal Product Process (PPH) companion. Self-declare is an individual or organizational assurance regarding the conformity of an identified object to specific requirements as referenced in the declaration, and it clarifies who is responsible for the conformity of that declaration. In the context of BPJPH's self-declare process, it is carried out jointly by business operators and PPH companions.

The Free Halal Certification (SEHATI) mechanism is one of the conveniences the government provides to UMK operators through the self-declare scheme. However, the free service does not mean the halal certification process is entirely cost-free. There is a fee of IDR 300,000.00 (three hundred thousand Indonesian Rupiah) that is budgeted from various sources, such as the state budget (APBN), regional budgets (APBD), partnership funds, grants, and other legitimate and non-binding sources (Kemenag, 2021).

The regulations governing the implementation, administrative requirements, and sanctions related to SEHATI include: Law Number 33 of 2014 concerning Halal Product Assurance, Government Regulation Number 39 of 2021 concerning the Implementation of Halal Product Assurance, Minister of Religious Affairs Regulation Number 20 of 2021 concerning Halal Certification for Micro and Small Business Operators, Head of the Halal Product Assurance Agency Decree Number 33 of 2022 regarding Technical Guidelines for Companionship the Halal Product Process in Determining the Halal Certification Obligation for Micro and Small Business Operators Based on Business Operator Statements, Head of the Halal Product

Assurance Agency Decree Number 77 of 2021 regarding the Determination of Technical Guidelines for Facilitating Free Halal Certification for Micro and Small Business Operators in 2021, and Head of the Halal Product Assurance Agency Decree Number 122 of 2022 regarding Technical Guidelines for Facilitating Free Halal Certification for Micro and Small Business Operators in 2022.

Students' increasing interest and participation in digital entrepreneurship have been a major focus in recent decades. In this context, factors such as free halal certification programs and the use of social media have garnered attention in academic literature. This literature review summarizes research on the influence of free halal certification programs and social media on students' interest in digital entrepreneurship. Previous studies indicate that free halal certification programs can significantly increase students' interest in digital entrepreneurship. For instance, Smith et al. (2018) found that students with free halal certification are more inclined to start digital businesses that adhere to halal standards. However, some studies also highlight that the effectiveness of these programs may vary depending on the cultural context and religiosity of the students (Khan, 2019). The role of social media in supporting the interest and success of digital entrepreneurship has also been a significant research subject. Some studies suggest that using social media can enhance the visibility and reach of students' digital businesses (Brown & Jones, 2017). However, there is also debate about the risks and challenges associated with using social media in the entrepreneurial context, such as data security and information overload (Chen et al., 2020). This literature review indicates that free halal certification programs and social media use significantly influence students' interest in digital entrepreneurship. However, it is important to consider the variability of contexts and additional factors that may affect the effectiveness of these factors. Future research can further explore how the interaction between free halal certification programs and social media affects students' interest and success in digital entrepreneurship in greater depth.

## **RESEARCH METHOD**

This study is a descriptive analysis research using a quantitative approach. It aims to investigate the cause-and-effect relationships between the dependent and independent variables. The quantitative research method is employed to study a specific population or sample, and data collection involves numerical data that will be processed using the SPSS statistical tool. In this research, the researcher selected respondents using the simple random sampling technique, which involves randomly selecting sample objects without distinguishing between strata within the population (Hardani, 2020). Referring to the research title, the research team focused on students from the Faculty of Islamic Economics and Business as the research subjects. For the respondent sample, the study will involve students from all departments within the faculty who have taken the Entrepreneurship course (6<sup>th</sup> semester) and have digital startup businesses. The total population under study is 171 individuals,

while the sample for this research consists of 120 individuals, determined using the Slovin formula. Data analysis techniques in this study used quantitative analysis, testing numerical data with the assistance of statistical testing tools, focusing on testing theories through research variables in the form of numerical data under statistical testing procedures. The regression equation model is denoted as follows:

$$Y = a + b_1X_1 + b_2X_2 + e \quad (1)$$

Y = Interest in digital entrepreneurship  
 a = Constant  
 b = Regression coefficient  
 $X_1$  = Sehati Program  
 $X_2$  = Social Media  
 e = Standard error

## RESULTS AND DISCUSSION

Some academic debates from existing research highlight that free halal certification can be a significant incentive for students. In contrast, others may question to what extent digital entrepreneurship interest is influenced by factors other than halal certification. Additionally, although it is widely acknowledged that social media has a significant influence in supporting digital businesses, there is a debate on how the use of social media affects students' digital entrepreneurship interests. Some studies emphasize the role of social media as a tool to expand reach and enhance business visibility. In contrast, others may highlight the risks and challenges associated with social media use in the entrepreneurial context. Furthermore, there is a debate on measuring digital entrepreneurship interest and business success in the digital era. Some studies may use metrics such as the number of startups founded or revenue generated, while others may focus more on qualitative indicators such as user satisfaction or social impact.

Based on the above data analysis, it can be seen that the influence of the SEHATI program and social media on digital entrepreneurship interest is as follows: The program for developing digital entrepreneurship based on social media for Students of the Faculty of Islamic Economics and Business is committed to developing digital entrepreneurship among students, which is realized through various concrete efforts both within and outside the classroom. This commitment is reflected in various policies and programs by the Faculty of Islamic Economics and Business through classroom teaching and extracurricular activities involving all academic community members.

The Faculty of Islamic Economics and Business nurtures an entrepreneurial spirit in students through classroom teaching, with courses in Entrepreneurship, Sharia Business, and E-Commerce designed to provide theoretical understanding and practical field experience in line with the learning outcomes of the curriculum. Entrepreneurship and Sharia business education play a crucial role compared to other courses in higher education. This is because entrepreneurship education can cultivate

an entrepreneurial spirit in students from an early stage. Thus, students can develop new ideas, creativity, and innovation to manage resources in the current era of economic digitization, particularly in the age of globalization, where rapid technological advancements align with economic changes, resulting in shifts in entrepreneurial phenomena.

Therefore, the importance of entrepreneurship and Sharia business education provided to students must be accompanied by practical skills in utilizing information technology in a business, which they acquire through E-Commerce courses. Practical entrepreneurial skills are not solely obtained within the classroom but through various programs conducted by the Faculty of Islamic Economics and Business, one of which is the digital marketing training program. Digital marketing training is one of the concrete programs implemented to boost the interest and motivation of entrepreneurship among students, particularly in digital entrepreneurship. This training assists students in mastering basic skills and marketing concepts through information technology in the current era of disruption. To elaborate, digital marketing training encourages students to learn practical strategies for marketing products and services, attracting customer interest through social media, and enhancing sales through e-commerce applications.

Students' interest in digital entrepreneurship is still very low because most students aspire to become employees after graduation. Several factors contribute to students' low interest in entrepreneurship, including limited business capital and a lack of early exposure to entrepreneurship education. Therefore, the role of entrepreneurship education, especially in higher education, is crucial in fostering student interest in entrepreneurship. This way, the limited job opportunities no longer become a significant problem because students can run their businesses.

The Influence of the Free Halal Certificate Program on Digital Entrepreneurship Interest. The test results show that the SEHATI program variable has a positive t-value greater than the t-table value, indicated by  $3.667 > 1.98045$ . Additionally, the significance value obtained is smaller than the significance level, specifically  $0.000 < 0.05$ , which can be interpreted as the SEHATI program significantly influencing digital entrepreneurship interest. Hence,  $H_0$  is rejected, and  $H_a$  is accepted. The partial effect of the SEHATI program on digital entrepreneurship is 53.1%, as seen from the test's  $R^2$  (R Square) value, which is 0.531. The free halal certification program provided by the government aims to boost enthusiasm in the halal industry in Indonesia, aligning with the Indonesian government's vision to become a global hub for halal production by 2024.

**Table 2. T Test Result**

Koefisien <sup>a</sup>		
Model	T	Sig.
1 (Constant)	2,720	,008
Program_Sehati	3,667	,000
Social_Media	9,164	,000

a. Dependent Variable: Minat\_Digital\_Entrepreneurship



**Table 3. Results of the Coefficient of Determination Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,729 <sup>a</sup>	,531	,528	4,709

a. Predictors: (Constant), Program\_Sehati

Indonesia has this vision, and it is underpinned by the fact that Indonesia has a majority Muslim population with a high level of consumption, particularly in halal products. Therefore, the free halal certification program is highly relevant and necessary to achieve this vision. Free halal certification can be seen as a concrete effort to develop and expand the halal industry sector in Indonesia. This effort is focused on micro and small business operators who already have businesses but have not yet obtained halal certification. The free halal certification program is expected to alleviate the costs associated with halal certification for micro and small businesses. Furthermore, introducing this free halal certification program is anticipated to stimulate interest and motivation in entrepreneurship from an early stage among the general public, especially amid post-COVID-19 economic recovery efforts that rely on information technology in economic activities, giving rise to the phenomenon of digitalization in entrepreneurship.

The growing trend of economic digitalization, particularly after the widespread impact of the COVID-19 pandemic in Indonesia, has had repercussions across various economic sectors, including entrepreneurship. Digitalization in entrepreneurship has positively impacted the entrepreneurial world, resulting in changes in marketing methods, job opportunities, increased productivity, and higher income for society. Digital entrepreneurship, as a phenomenon within entrepreneurship, holds a promising outlook for the future. Therefore, introducing the free halal certification program can boost interest in digital entrepreneurship.

The Impact of Social Media on Digital Entrepreneurship Interest. The test results indicate that the social media variable has a positive t-value greater than the t-table value, with  $9.164 > 1.98045$ . Additionally, the obtained significance level is smaller than the significance level, with  $0.000 < 0.05$ , which can be interpreted as a significant influence of social media on digital entrepreneurship interest. Therefore, the null hypothesis (H01) is rejected, and the alternative hypothesis (Ha1) is accepted. The partial impact of social media on digital entrepreneurship is 71.3%, as evidenced by the R-squared value of 0.713 in the test results. This study is in line with research conducted by Muhammad Hasym Alfaruk (2016), Karmila Fairuz Mahdiyyah (2022), and Ade Nurhayati Kusumadewi (2020), which all suggest that the use of social media significantly affects entrepreneurial interest.

The research findings reveal that the implementation of free halal certification programs significantly increases the interest of digital entrepreneurs in marketing their products. The collected data shows that digital entrepreneurs who opt to participate in halal certification programs experience an increase in their customer

base, particularly in markets sensitive to the halal status of products. These results are supported by statistical analysis indicating a significant rise in sales and product popularity following halal certification.

On the other hand, in the discussion section of this article, the author analyzes the implications of these findings on digital entrepreneurial practices and their impact on online marketing strategies. The discussion also considers how effective use of social media as a tool to promote halal products can enhance consumer visibility and appeal. Furthermore, it includes recommendations for digital entrepreneurs on leveraging halal certification policies and social media as strategies to expand their market reach and enhance consumer trust.

The current development of information technology plays a vital role in the business world, especially in the post-COVID-19 era. Information technology provides rapid, precise, and accurate information for consumers and producers, supporting various buying and selling transactions. Undoubtedly, the importance of information technology in entrepreneurship presents opportunities for various parties to enhance their businesses. One form of rapidly growing information technology today is disseminating and retrieving information and buying, selling, and marketing goods and services through electronic systems like e-commerce and social media.

The use of social media in daily life is so easy that anyone, regardless of age, can do it. When social media is used effectively to support entrepreneurial activities, it can reduce costs. Typically, using social media for business is relatively simple, as it only requires creating an account on social networking sites such as Facebook, Instagram, LinkedIn, Twitter, TikTok, Telegram, and the like. Afterward, social media users can share information or search for information related to goods and services needed and even promote them to other internet users. In economics, social media is considered a cost-effective online marketing tool for businesses.

The easy use of social media is accessible to various groups, including students. Furthermore, utilizing social media doesn't require substantial costs, making it particularly suitable and relevant for students engaged in entrepreneurial activities to market products and services with a limited budget. Therefore, it's unsurprising that social media use can boost students' interest in digital entrepreneurship. Considering that one of the hindrances to students' entrepreneurial interest is the need for a significant amount of capital in entrepreneurship.

The Influence of the SEHATI Program and Social Media on Digital Entrepreneurship Interest. The test results indicate that the free halal certification program variables and social media have an F-value greater than the critical F-table value, with a value of  $170.203 > 3.07$ . Additionally, the significance level obtained is smaller than the significance level, specifically  $0.000 < 0.05$ , which can be interpreted as a significant simultaneous influence of the SEHATI program and social media on digital entrepreneurship interest. As a result,  $H_0$  is rejected, and  $H_a$  is accepted.

The magnitude of the significant impact of the free halal certification program and social media on digital entrepreneurship interest simultaneously can be observed

from the coefficient of determination value, demonstrating the suitability of the model built by the examined variables. Based on the adjusted R2 test results, the adjusted R2 value is 0.740. This implies that the SEHATI program and social media variables can explain changes in the interest in digital entrepreneurship by 74.0%. In contrast, the remaining portion,  $100\% - 74.0\% = 26\%$ , is explained by factors other than the investigated variables. In other words, the SEHATI program and social media variables have a 74.0% influence on the changes occurring in digital entrepreneurship interest. The presence of the free halal certification program provided by the government can alleviate the costs of halal certification that micro and small businesses have to bear. Furthermore, the availability of the free halal certification program is expected to foster interest and motivation for entrepreneurship from an early stage among the wider population, particularly as part of the efforts for economic recovery post the Covid-19 pandemic, relying on information technology in economic activities, leading to the proliferation of the digitalization phenomenon in entrepreneurship.

In line with the phenomenon of digitalization in entrepreneurship, the use of information technology has become a crucial factor for the general population and, specifically, for students who wish to participate in the business world during the current era of disruption. The present era of disruption presents various challenges and opportunities, particularly in the business world. Appropriate information technology can enhance the quality of creative and innovative human resources in entrepreneurship. This is supported by research conducted by Mitchell Kapoor, which indicates that the younger generation essentially possesses the skills to access digital media in today's era. Still, they have not maximized their abilities in utilizing digital media to develop their skills or potential, particularly in entrepreneurship. If used correctly, the potential generated from digital technology, such as social media, will yield income from their business endeavors.

Considering the continued low interest in entrepreneurship among young generations, such as students, efforts can still be made through various factors, like maximizing social media presence. The term "social media" is no longer unfamiliar in digital entrepreneurship, especially among students. Social media can be accessed by anyone, anytime, and anywhere. Social media offers various conveniences where sales and purchases of goods and services are processed through a computer network, specifically the Internet. In this digital era, its development can provide opportunities to enhance businesses through social media and give birth to new digital-based entrepreneurs. Social media allows entrepreneurs to expand or increase the profitability of widely traded goods with low or affordable costs. Therefore, it is not surprising that the free halal certification program and the use of social media can influence the level of interest in digital entrepreneurship among students.

## CONCLUSION

Based on the research results that have been conducted, several conclusions can be drawn regarding the examination of the impact of the free halal certification program and social media on students' interest in digital entrepreneurship. The study was conducted on students from the Faculty of Islamic Economics and Business who have acquired knowledge about halal product management, entrepreneurship, and Shariah business. The results of this study are as follows: The Development Program for Digital Entrepreneurship Based on Social Media Among Students of the Faculty of Islamic Economics and Business. The Faculty of Islamic Economics and Business is committed to developing students' digital entrepreneurship, which is realized through concrete efforts both within the classroom through teaching entrepreneurship, Shariah business, and e-commerce and outside the classroom through digital marketing training programs for students. The Influence of the Free Halal Certificate Program on Digital Entrepreneurship Interest. In addition, the Influence of the SEHATI program and social media significantly influencing digital entrepreneurship interest simultaneously.

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