

HALAL PRODUCT IMPORT TREND: OPPORTUNITIES AND CHALLENGES FOR LOCAL INDUSTRY

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Abstract

The trend of importing halal products is a global phenomenon that has a significant impact on local industries. Local industries need to take advantage of existing opportunities and overcome existing challenges in order to compete in the worldwide market. Relevant governments need to work together to encourage the growth of the halal sector. The study's findings indicate that the rise in the number of Muslims in Indonesia is fueling the country's trend of importing halal goods, raising awareness of halal items among the general public, and increasing purchasing power. The local industry faces several challenges, like not having access to inadequate infrastructure, international markets, and different halal standards in export destination countries

Keyword: *Halal Products; Local Industry; Halal Certification; Halal Market Opportunities; Halal Industry Challenges*

A. INTRODUCTION

With over 220 million Muslims, Indonesia is the nation with the biggest Muslim population worldwide. This makes Indonesia a potential market for halal products. A number of factors, including growing public awareness of the significance of consuming products halal, the expansion of the Muslim middle class, and the growing appeal of the halal lifestyle, are contributing to Indonesia's ongoing demand for halal products. A 2023 Nielsen survey showed that 86% of Indonesian consumers prefer halal products. This data demonstrates unequivocally that Indonesia's demand for products halal is still rising significantly. (Nielsen, 2023) The halal industry and sharia economy continue to be pillars of the economy and new growth engines worldwide and domestically. According to the Dinar Standard report, Muslim consumers worldwide will buy halal goods worth \$2.8 trillion by 2025. In the meantime, Bank Indonesia projects that the country's priority sector of Halal Value Chain, which consists of Muslim fashion, halal food and drinks, agriculture, and Muslim friendly tourism, would increase by 4.5% to 5.3% in 2023, and is projected to support more than 25% of the national economy. This increase in demand is also evident from BPS data which shows that the figure for Indonesian imports of food halal and drink items in 2022 reached USD 2.1 billion, an increase of 18% from 2021. This figure shows that Indonesian consumers not only prefer halal products, but are also increasingly open to imported halal products. The rise in Indonesian demand for halal goods is a complex phenomenon with various impacts. It is important for the state, industry, actors, and the neighborhood to work together in developing a sustainable halal industry that benefits everyone. The distribution of safe and halal-standard products is very important because Indonesia is the country with the largest Muslim population in the world. This is because Muslims are the main buyers of products in this country and the main buyers of products from other countries that import them. To gain consumer trust across countries, halal-standard products must become an important component of global trade and economic practices. As a result, the flow of goods, services, capital, and data between countries becomes easier. International trade greatly affects the economy of countries, and this can result in mutually beneficial trade and even more efficiency in the production and marketing of goods. Wanto Wanto and Samsuri Samsuri, "Halal Certification and Its Implications for Halal Product Business in Indonesia," *Al Maal: Journal of Islamic Economics and Banking* 2, no. 1 (2020): 98.

According to data from the halal business, Indonesia has enormous potential for growth among Muslims and non-Muslims worldwide. Reports state, non-Muslim countries such as Singapore, Nigeria, France, Thailand, Italy, Canada, Spain, and Russia have entered the top ten of the world's halal industry. There are many opportunities for growth around the world. Indonesia is currently not among the world's largest halal players; Malaysia is ranked first. Erick Thohir, Minister of State-Owned Enterprises, is attempting to use a variety of tactics to establish Indonesia as a global hub for halal production. First, to

fulfill the demand for halal goods, especially in terms of food and beverages, Indonesia must cooperate with global halal producers. So that goods imported into Indonesia are in accordance with global halal standards, Indonesia must have halal standards. Second, in order for halal products to be more in demand than imported halal products, Indonesia must first be able to meet the need for halal domestically. Hasnil Hasyim, "Opportunities and Challenges of the Halal Industry in Indonesia," *Ad-Deenar: Journal of Islamic Economics and Business* 7, no. September (2023). Given its great potential, such as abundant resources and Given that the vast majority of Indonesians are Muslims, the country has a fantastic chance to dominate the halal market globally. However, there are significant challenges from upstream to downstream. The adoption of halal in Indonesia and globally can be increased by emphasizing the value of halal literacy. In addition, knowledge about halal must be increased in Indonesian society and around the world. Knowledge about halal is currently very low, only 16.3 % of people. The government, business actors, and the community must carry out large-scale promotions about halal. If public awareness of halal increases sharply, There will be an instant rise in demand for halal items. The industry must adapt to satisfy the market for halal goods Many large companies are starting to pay attention and make products with halal certification to attract Muslim customers. The requirements demand halal goods is not limited to nations where the majority of people are Muslim, but also to Western countries where many Muslims are. In addition, the tourism sector has responded by offering facilities and services that are in accordance with Muslim beliefs, such as halal hotels and restaurants. Consumers in Indonesia have a strong tendency to choose halal products because of their adherence to beliefs and because of the increasing awareness of health, safety, and ethical consumption. (Maulizah, 2024)

The purpose of this study is to comprehensively and thoroughly examine the halal product trend imports in Indonesia, identify the opportunities and challenges faced by the local industry in responding to the trend of halal product imports, and evaluate the impact of the trend of halal product imports on the welfare of Muslims in Indonesia.

B. THEORITICAL REVIEW

A. Halal Products

The Council of Indonesian Ulema (MUI) defines halal products as products that comply with Islamic law and are free from unhealthy, unhealthy, or dangerous ingredients. Not just in food and beverages, but also in cosmetics and medicines, halal products are increasingly popular. This is very important because The world's largest Muslim population resides in Indonesia, and the quantity of halal goods bought keeps rising year. Indonesia possesses become the world's attention because of its safe and high-quality food, beverages, medicines, and cosmetics. (Hamka et al., 2023)

Halal product assurance in Indonesia is governed by Law Number 33 of 2014 Governing Halal Product Assurance. This law requires all goods sold in the country to obtain halal certification from authorized institutions. Muslims around the world, including Indonesia, are increasingly paying attention to halal products. This is driven by increasing public awareness of the importance of consuming products that comply with Islamic law. Theoretical studies on halal products are really crucial to fully comprehend the idea of halal, in addition to encouraging the growth of a sustainable halal sector. In fact, countries with non-Muslim populations produce more halal products than nations where Muslims live. (Muawanah et al., 2020) The halal industry is an industry that produces goods with management that uses methods permitted by sharia. (Hikmatul, 2022)

B. Local Industry

Local industry is an important economic sector for development and community welfare. This industry plays a role in creating jobs, developing the regional economy, preserving culture, and increasing economic independence. Local industry has an important role and benefits for economic development and community welfare, including: Local industry reduces unemployment and increases community income by providing jobs for the local community. Local industry drives regional economic growth by increasing production, distribution, and consumption of local products. Local industry helps increase regional economic independence by reducing dependence on imported products. Despite the challenges, local industry also has the opportunity to grow with support from the government, community, and technology. In terms of determining local industry, which usually only applies to food, now also applies to industries such as financial services, cosmetics, tourism and others. In addition, for Muslims around the world, consuming halal products is an obligation that is not only related to consumption, but also to every activity carried out. Every activity carried out will certainly be responsible not only for the use of halal goods, but moreover for every activity carried out. (Muawanah et al., 2020) In addition, The halal sector helps create new jobs across a range of businesses, such as hotels and tourism. This will certainly reduce

poverty rates and has the potential to increase welfare in society. In addition, there is an increase in halal food exports, which shows that the international market benefits from Indonesian halal products. This shows that Indonesia is attractive as a center for the halal industry that benefits the economy and strengthens its position on the international marketplace. The halal industry has grown rapidly and contributed greatly to the economy, but still faces many problems. One of the main problems is inadequate infrastructure and distribution to meet the needs of halal product production and marketing. (Zul Ihsan Mu'arrif, 2024)

Opportunity is a number that indicates the possibility of an event occurring. If the value of the opportunity is close to 1, it indicates a greater possibility of occurring, while if the value is close to 0 then a lower possibility will occur. In the field of business or enterprise, opportunities are known. Opportunities that come that both individuals and corporate entities can use to gain profit are called business opportunities. Indonesia has the chance to become the global hub for the halal sector by 2024 thanks to the development of the halal product industry, which has become popular worldwide. One of the current business sectors is the halal industry opportunities being debated in Indonesian society and throughout the world. Indonesia is currently the country that consumes the most halal products, but its contribution is still small. To improve halal products themselves, this is clearly unpleasant news, although the sharia economy in Indonesia has many opportunities. However, the benefit of this information is that it will provide an excellent opportunity for Indonesia to continue to develop its sharia economy, especially in the halal industry. The improvement of the domestic and global economies will result from this, making Indonesia a domestic and international halal center for halal trade and production. (Mardi, 2023). A challenge is a situation or condition that is difficult to face. Challenges can be problems, obstacles, or barriers that need to be overcome. Challenges can arise in various aspects of life, such as work, education, and personal relationships. In 2024, the government faces two challenges to establish itself as the hub of the world's halal sector. There are two types of challenges. The first is an internal challenge, which comes from within a person, such as fear, doubt, and lack of motivation. The second is an external challenge, which comes from outside sources, such as natural disasters, economic crises, and competition. In addition, overcoming challenges requires the right strategy, persistence, and determination. (Samsul et al., 2022)

C. RESEARCH METHODS

The study employs a qualitative methodology that incorporates library and literary studies. Because it enables researchers to gain a thorough understanding of the phenomena of halal product import trends, as well as the opportunities and constraints facing the local industry, the qualitative technique was selected. Because it enables researchers to concentrate on a single case, the literature study method was used. In depth, in this case the trend of halal product imports in Indonesia.

Literature study with secondary data obtained from scientific articles and other relevant documents. This qualitative research is expected to provide an important contribution to understanding complexity halal product import trends and their impact on the local industry in Indonesia. Furthermore, descriptive verbal explanations were developed to analyze the collected data. The anticipated outcomes of this investigation include the basis for formulating effective policies and strategies to maximize opportunities and minimize challenges in importing halal products.

D. RESULTS AND ANALYSIS

It's fascinating to see how Indonesia's halal business has developed. In this case, there are two very important components. First, There are halal products and services available to people who are mostly Muslim. Second, the Indonesian halal industry has great economic potential, which can increase state revenue if managed properly. The halal industry is now a global trend. (Harmoko, 2022) The halal market around the world is increasingly felt and attracts attention along with the expansion of the world economy. The halal sector is different from the conventional system because it uses halal and haram laws derived from the foundation of Islamic law is the Qur'an and hadith. (Makbul et al., 2023) The halal industry's prospects, which are growing year, provide evidence of this. According to a 2019 State of the Global Islamic Report, around 1.8 billion Muslims purchase products from the halal sector. With 2.2 trillion dollars in total consumer spending, the opportunity for consumers to buy halal goods increases by 5.2 percent each year and is expected to continue to increase. The report predicts that between 2018 and 2024, the halal industry's compound annual growth rate (CAGR) will rise by 6.2%. (Adamsah & Subakti, 2022) The import value of Indonesian halal products from January to October 2023 reached 11.10 billion dollars, up from 10.73 billion dollars in the same period in 2022. Indonesia has enormous potential to

grow the halal and sharia industries because it is the nation with the largest Muslim population in the world. Unfortunately, global achievements have not kept up with the potential. Every buyer, especially those who are Muslim, must ensure that the product is halal. Be it food, medicine, or other consumer products. Currently, the halal product market has experienced developments not only in halal products but also in halal lifestyles. The study's findings indicate that Law Number 33 of 2014 concerning Halal Product Assurance provides legal and security guarantees for the guarantee of halal products. The government must fully support the halal sector to grow into a significant global force. (Hasyim, 2023a) Indonesia's halal industry is also growing globally. In 2018, Indonesia was ranked 10th globally, but in 2020 it rose to 4th, behind Malaysia, Saudi Arabia, and the UAE. It is evident that Indonesia has enormous potential to grow the halal business, but regrettably, due to its greatest Muslim population, it has not been able to hold the top spot. (Hasan & Hamdi, 2022)

The spread of halal lifestyles throughout the world impacts the market for halal goods. The growth of the halal goods business in wealthy nations is proof of this, even though Islam is a minority religion. The Muslim lifestyle has influenced people's daily habits to adapt to halal products. This is a habit in other countries. (Hasyim, 2023b) Halal products have become an important part of the world economy during the globalization period. The worldwide trade market is now dominated by halal products. With a Muslim population worldwide reaching more than 1.6 billion people, The potential market for halal goods is growing. In addition, the halal lifestyle is increasingly popular among non-Muslims, which increases the market potential. In this case, people who use, consume, or do business with halal products have been considered *rahmatan lil alamin*. Halal products are not only beneficial for their users, but also profitable for their businessmen. One of the pillars of the (Efendi, 2023) Islamic economy must be consistent with the halal principle., specifically consumption devoid of haram components, which is beneficial and does not harm the body or mind. The Indonesian Ulema Council said that halal products are defined as products made using halal ingredients and meet *Thayyib* requirements in facilities that are not contaminated with haram and *najis* goods, while *Thayyib* can be defined as something that is good, pure or clean and not harmful to consume. Meanwhile, *Thayyib*, on the other hand, means something that is good, pure, or clean, and is not recommended for consumption. An industry that manages the complete production process is another way to characterize the halal sector., from selecting raw materials to selecting equipment, as well as the production process to distribution. Not only the amount consumed, but also every part of the supply chain, from suppliers to producers. (Rizki & Syakur, 2024) Everyone in Indonesia has the freedom to worship and be diverse. This is mentioned in the 1945 Law's Article 29 Paragraph 2, It declares that "Every resident's freedom to practice their own religion and to worship in accordance with that religion and belief is guaranteed by the state", which shows that people are given the freedom to choose their own religion.

Halal certification for goods or labels incorporated into the halal item category is an important component in developing The halal sector because the growth of this industry can lead to a global trend that requires halal certification as a standard or guideline for living in the modern era, so that consumption is no longer about satisfaction and profit, but also about maximizing *maslahah*. This certification serves as proof and government guarantee that the products made or sold are made from halal ingredients and do not violate Islamic religious law. Previous consumer studies (Huda et al.) showed that consumer behavior when consuming halal products will have a greater positive effect. Several factors that influence consumer behavior when using halal goods include their perspective, their education, behavioral control, subjective norms, and their religious commitment. (Yuningsih M et al., 2023) Nowadays, the halal industry is popular in society, even throughout the world. This is shown by the industry's annual growth prospects. One country that has great potential to expand the halal industry is Indonesia. Why not? since Indonesia is a nation where the majority of people are Muslim. (Prandawa et al., 2022) The government aspires to make Indonesia the center of the halal industry in the world, so that it can optimize the potential of this industry to improve the economy and improve the welfare of the community. The goal is to monitor the distribution of food products so that people, especially Muslims, can quickly determine if the product is halal. This allows Muslims to avoid eating food that does not qualify as halal according to Islam. (Faridah, 2019) The world's largest consumption of halal products is found in Indonesia. From an economic perspective, the halal sector, especially halal fashion, has become one of the main drivers of growth in Indonesia's creative sector. Global Muslim fashion consumption also increased by 4.2 % from 277 billion dollars in 2019. Indonesian Vice President Ma'ruf Amin hopes that the halal fashion industry can grow to become the biggest producer and exporter of halal goods worldwide. Another halal industry that may need to be developed is halal tourism. The popularity of halal travel is rising, and it has spread around the world. Muslim tourists are the largest spenders in the global

tourism sector, with spending of 120 billion dollars in 2015. This spending continues to increase, reaching USD 169 billion in 2016. By 2022, it is estimated to reach USD 283 billion. Current halal tourism data shows that Indonesians are the nation that spends the most money worldwide. With 200 million domestic tourists and a total of 9.7 billion dollars, or Rp 141 trillion, as the fourth largest Muslim tourist. (Halal et al., 2024) The success of Indonesia's halal industry has spread to the international market, especially in the food sector, so that Indonesia is getting better. The development of Indonesia's halal sector shows great potential to increase income through business opportunities that can be utilized in the halal product market. In addition, with an increasing population of two billion people in 57 countries worldwide, the majority of whom are Muslim, it is estimated that the demand for the halal market will increase. Food companies that use innovation well will lead the competition by obtaining the right segment to gain competitive advantage in growing markets worldwide. The strategic step is to achieve the Indonesian government's goal of making Indonesia a halal certification center and a major halal food producer in the world. (Muhammad Nizar & Antin Rakhmawati, 2022)

Indonesia's halal product consumption in 2017 reached 200 billion dollars, which is more than 36 percent of total household consumption and 20 percent of GDP. Until 2025, This consumption is still increasing at an average pace of 5.3 percent percent. The majority of this high consumption comes from imports goods, As said by Bappenas. However, producing more halal products can lessen the deficit in the trade balance (Republic of Indonesia, Ministry of Finance, 2019). In addition, halal product exports may also increase. It is visible from the import Indonesian halal products showing a significant increasing trend in recent years. Driven by several factors, such as: Indonesia's Muslim population is growing. The largest Muslim population in the world resides in Indonesia. with more than 220 million people. This number continues to increase and is anticipated to grow to 280 million by 2050. Because today's society tends to want hygienic and halal goods, the halal industry has many opportunities. Halal industry projects are very possible with various approaches used by the government, institutions, and the community. Several responses have emerged in response to the current growth of the halal sector, including: 1. Not just Muslims can use halal products, but can be used by everyone. 2. Halal to meet religious security, especially for Muslims (Spiritual Security Concerns). In general, for clients and company representatives, the meaning of halal is to ensure that quality, safety, and health standards are met when used and consumed. 3. Products sold abroad must be certified by a halal-certified institution with the approval of Islamic scholars in that country. Halal certification is a written statement made by Islamic scholars about goods and services that have been recognized as halal through a certain process. (Rahmawati et al., 2022)

Undoubtedly, halal business products have become one of the most influential areas of the world economy in the current era of globalization. With the dominance of global trade, halal products have provided benefits for those who enjoy and run halal product businesses. To ensure the halal product industry, (Ibrahim & Fauziah, 2023) great efforts are needed to revive the Indonesian halal product industry so that the local can develop and grow rapidly and maintain the balance of halal product trade throughout the world. With the increasing population of Muslims around the world, the potential for growth in the industry is increasing. Regarding both supply and demand, The global market for halal products is still expanding. The global development strategies of nations center on the development of the halal of industry. The growing consciousness of the The halal way of life encourages Muslims to seek and buy halal products, both locally and internationally. Even some countries having a majority of Muslims population are very concerned about the integrity of halal status, which includes all operations in the chain of supplies, and seek prospects in the halal sector as a component of the worldwide trade shift. as well as improving people's purchasing power where the increasing per capita income of the Indonesian people allows them to buy more expensive halal products, including imported products.

OPPORTUNITIES FOR LOCAL INDUSTRY

Other countries are competing to produce the best products while The halal industry is growing rapidly. Because of the increased demand from customers around the world, companies must create products that are known worldwide. Some examples of halal industries include halal products and halal lifestyles, like food, beverages, clothing, Cosmetics, travel, and fashion. Given that Muslims make up the bulk of the population, Indonesia wants to explore The potential of the halal sector. Customer trust in goods and services will increase With the growth and advancement of the halal sector. The development of these products is followed by the development of facilities and production methods that comply with Islamic law, which means that the products have been certified halal, so that they can compete in the global market. (Faridah, 2019) It is important to consider the possibility of using products that contain actions or ingredients that are prohibited by Islamic law. This encourages manufacturers to build a halal market specifically for Muslim customers. With the emergence of this market, people are expected to be

able to buy these goods throughout Asia Pacific and Africa. The Super Halal Industrial Park (SHIP) in South Wales has been built by the UK and several other countries. The aim of SHIP is to ship halal products to Muslim countries in Europe such as the US, Europe, and Australia. They started thinking that they can make other people become Muslims by making their products halal.

The halal industry has the potential as a tactic to strengthen the economy. Therefore, Indonesia's halal industry must be established. Every year, The halal sector has brought created 127,000 jobs with a \$1 billion investment from overseas investors., and increased Indonesia's gross domestic product by USD 3.8 billion. The halal sector can boost the country's reserves of foreign currency with better communication. The government has developed various strategies to take advantage of the prospective halal market . One way is by optimizing the demographic bonus. This will allow national halal producers to increase production to meet domestic and international demand. In addition, Indonesians must be educated to make their own halal products. Government Regulation No. 39 of 2021 on the Assurance of Halal Products Management is an example of the government's commitment to supporting the halal program. All related agencies must work together and work together to carry out this activity.(Haryono, 2023)

The increasing trend of halal product imports presents opportunities for local industries to, Increase halal product production: Local industries can increase halal product production to meet the increasing market demand. Local industries can improve the quality of their halal offerings to rival imported products. They can also develop new halal products to meet the demands and preferences of Muslim customers . Expanding export markets, Local industries can expand their halal product export markets to other countries with large populations.

CHALLENGES FOR LOCAL INDUSTRY

Growing Indonesia's Halal Industry will certainly cause problems for local companies. External problems that hinder the use of domestic goods are an example. Consumption of Indonesian products will decrease if many foreign products enter the country. Because imports are greater than exports, the trade balance will experience a deficit. As a result, if the government is truly committed to enforcing customs laws, this problem can be solved. To safeguard regional goods protection policies must possess the ability to suppress imports without "offending" the importing country. The goal is to protect local products while maintaining international relations. One of the obstacles Underlying the growth of Indonesia's halal sector is the quantity of micro, medium-sized, and small businesses. products that do not possess certifications for halal; the absence of a Minister of Finance Regulation regulating tariffs as a basis for BLU for BPJPH; lack of use of the Halal Information System in JPH services; and the lack of human resources who understand halal quantitatively and qualitatively.

Meanwhile, it also faces some internal problems. The first is the awareness of Indonesian people about halal. And many people in Indonesia do not know what halal is. Many Indonesians believe that all goods in the store are halal. As shown by research conducted by Nusran, knowledge of halal is correlated with religiosity and comprehension of the halal idea. Religiosity influences consumer behavior more than knowledge of halal products.(Fathoni, 2020). From various aspects The sharia economy's halal industry has many opportunities for economic growth, especially in Indonesia, where Muslims make up the bulk of the population. At the moment, halal items are becoming more and more popular. As stated in the 2022 "State of the Global Islamic Economy Report", Muslim spending worldwide will increase by around 9.1 percent . The increase may continue to increase every year because the expansion of the Muslim community worldwide is driving the need for halal products. Undoubtedly, this will provide an opportunity for Indonesia to continue to accelerate its economic progress so that it can compete with other Islamic countries.(Mardi, 2023)

E. CONCLUSION

The trend of halal product imports presents complex opportunities and challenges for local industries. The government needs to take strategic steps to help local industries compete with imported products, such as providing incentives, capital assistance, and training. In addition, the government also needs to increase the promotion of local halal products so that they are better known by consumers. From various aspects The halal sector of the sharia economy is a part that has great potential to have a very large opportunity to develop economic growth, especially for Indonesia, where the majority Since the majority of people are Muslims, there is a need for halal items currently continuing to increase.

Local industries need to take advantage of this opportunity by improving product quality, strengthening halal certification, and increasing promotion. Local industries also need to overcome several challenges, such as intense competition, high Lack of knowledge and the expense of halal

certification The growth of the halal industry can positively influence the welfare of the people, such as increasing employment, income, and living standards. It is important for the government to take strategic steps to support local industries, ensure the caliber and security of imported halal products, and balance consumer needs with the interests of local industries.

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