



Potential of Halal Industry in South Sulawesi Province: An Analysis of Opportunities, Challenges, And Strategies

Helmy Syamsuri\*

Sekolah Tinggi Ilmu Ekonomi YPUP Makassar

Makassar City, 90223 Sulawesi Selatan

Email: [helmysyamsuri@stie.ypup.ac.id](mailto:helmysyamsuri@stie.ypup.ac.id)

Indonesia

Siradjuddin

Alauddin Makassar State Islamic University

Gowa City, 92118 Sulawesi Selatan

Email: [siradjuddin@uin-alauddin.ac.id](mailto:siradjuddin@uin-alauddin.ac.id)

Indonesia

Amril

Muhammadiyah University Makassar

Makassar City, 90221 Sulawesi Selatan

Indonesia

Muh. Indra Fauzi Ilyas

Sekolah Tinggi Ilmu Ekonomi YPUP Makassar

Makassar City, 90223 Sulawesi Selatan

Email: [fauzi06indra@gmail.com](mailto:fauzi06indra@gmail.com)

Indonesia

Correspondence Author : \*Helmy Syamsuri

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ABSTRACT

The phenomenon of globalization of the halal industry has become an important issue that needs to be considered by Islamic economic practitioners. This is not only about meeting the needs and compliance of Muslims with sharia principles but also about becoming a globally recognized standard. This research aims to provide a comprehensive overview of the potential development of the halal industry in South Sulawesi Province and its development strategies so that the results of the research can be a reference for the government and stakeholders in developing the halal industry in South Sulawesi Province. This research used a descriptive qualitative approach. Secondary data was obtained from various sources, including books, journals, articles, data reports, and other relevant scientific sources. The results showed that the halal industry in South Sulawesi Province has a significant role, not only limited to the food and beverage sector. The halal industry has penetrated the Islamic finance sector, Muslim fashion, cosmetics, pharmaceuticals, travel, hotels, and tourism. Another reason for developing the halal industry's potential is that most of South Sulawesi's population is Muslim. In addition, the halal industry development strategy in South Sulawesi Province is by the development of world conditions and the direction of economic transformation as part of global participation, which is possible that South Sulawesi Province will become the leader of the halal industry in Indonesia.

**Keywords:** Halal Industry, Potential, Opportunities, Challenges, Strategy.

1. INTRODUCTION

The potential and development of the halal industry in South Sulawesi Province plays a crucial role in reflecting the economic progress of this region and responding to global needs for products that comply with halal principles. With the largest Muslim population in the world, Indonesia benefits significantly from a vast market for halal products, involving not only the food sector but also the financial industry, cosmetics, tourism, and various other sectors. The halal industry in South Sulawesi Province has excellent potential to overgrow. As a province with a majority Muslim population, South Sulawesi has a strong demand for halal products and services. The richness of natural

resources, such as agriculture, fisheries, and forestry, significantly supports halal industry development in various sectors. The food and beverage sector is one of the main focuses of the halal industry in South Sulawesi.

With the province's diverse agricultural and fishery products, South Sulawesi has the potential to become a significant halal food producer in Indonesia. In addition, the cosmetics and pharmaceutical industries also have an excellent opportunity to grow by utilizing the natural ingredients available in the region. In the tourism sector, South Sulawesi has the chance to develop halal tourism by introducing tourist destinations that are friendly to Muslim travelers. By promoting places of worship, halal



The halal industry is a term that describes activities that start from obtaining raw materials and producing halal products using resources and methods permitted by Islamic law (Aliyya, 2021). Ingredients of microbial origin and ingredients produced through (chemical, biological, or genetic engineering processes are prohibited if the process of growth and manufacture is mixed, contained, and/or contaminated with banned ingredients (Halal, n.d.).

Fundamentally, a Muslim is not allowed to eat food that is haram; forbidden by the Quran, such as pigs, animals that are fanged, dirty, and live in two realms. It is believed that these animals have caused the Coronavirus/Covid-19 that recently appeared in Wuhan, China. Thus, Muslims have been obliged as well as all humans to eat halal food. Additionally, the food must be in good condition/thayyiban. (Nirwandar, 2020) Along with the current development, the process of making halal food starts from the preparation of basic ingredients, manufacturing, and packaging to the delivery process to consumers. In halal terms, the process is called halal supply chain and halal value chain. (Tieman, 2011)

In its implementation, the halal industry, among others, has been regulated in Law No. 33 of 2014 concerning Halal Product Guarantee. The law aims to guarantee the freedom of each resident to embrace their respective religions, where the state is obliged to provide protection and guarantees about the halalness of products. The law emphasizes that products circulating in Indonesia are not only food and beverages but also cosmetics, medicines, chemical products, biological products, foundation products, and goods used, used, and utilized by the public. In addition, this law also regulates halal services, including tourism, travel, media, and entertainment. This shows the commitment of the Indonesian government to providing a clear legal framework to support the growth and development of the halal industry and meet consumer needs for products and services that comply with Islamic religious principles.

## **2. RESEARCH METHOD**

The type of research used in this research is library research (literature study) with a qualitative approach. The data used in this research is secondary data obtained from various sources such as journals, books, official reports, and other credible and relevant documents. The analysis method used is descriptive analysis, taking into account that the purpose of this study is to provide a detailed description of the potential and development of the halal industry in Indonesia, including scope, potential of the halal industry, opportunities and challenges for development and strategic development of the halal industry in South Sulawesi Province.

Data analysis in this study was carried out in three stages: data reduction, categorization, and verification. Data reduction in this study was carried out by selecting all data by cutting and simplifying existing data according to the research topic. Furthermore, the categorization of the reduced data was carried out by the research topic. The last stage is data verification to draw conclusions which is the researcher's interpretation of the data. Verification is carried out using triangulation techniques, namely comparing one data source with other data sources (Sari et al., 2022).

## **3. RESULTS AND DISCUSSION**

### **3.1 Scope of Halal Product Industry**

The scope of the halal industry in Indonesia, based on Law No. 33 of 2014 concerning Halal Product Guarantee, is as follows: a. Food and Beverages; b. Medicines; c. Cosmetics; d. Chemical products, e. Biological products; f. Genetic foundation products; g. Goods used or utilized by the public. In addition, other aspects of the broader halal industry include halal tourism, also known as shariah tourism, which provides for tourist attractions and hotels. The legal basis for halal tourism activities is based on Law (UU) 10/2009 concerning Tourism. Since the beginning of industrial development, humans have conducted many studies aimed at increasing factory productivity. In its development, along with the increasing qualifications and preferences of consumers for industrial products, many factories then employ researchers and carry out many Research and Development activities aimed at not only increasing productivity but also at the same time fulfilling consumers' desires as closely as possible. (Nusran & Marasabessy, 2023) The role of self-identity as a Muslim, dietary acculturation in the host culture, moral obligation to purchase halal meat, and trust in the authenticity of halal meat are explored. (A. Ali et al., 2018)

(M. Ali, 2016) wrote that according to some opinions, halal means something permissible regarding Islamic law. However, he concluded that halal is something permitted by Islamic law to (i) be done (ii) be used, or (iii) be cultivated, because it has broken down a rope or bond that prevents it or an element that endangers it with attention how to get it, not with muamalah results that are prohibited. A portion of food can be categorized as halal when the preparation, processing, storage, packaging, handling, and transportation meet Islamic law (Yusoff & Adzharuddin, 2017). Generally, there are several guidelines regarding halal food set by Islamic law: 1) All raw materials and ingredients used must be halal, and 2) All the allowed animals should be slaughtered based on Islamic rites. Specifically, the ritual must be acted by a mentally sound Muslim and when cutting off the blood and respiratory channel of the animal, he should use a sharp knife, 3) it is prohibited to blend the halal ingredients or be subjected to haram materials such as swine and dog while in storage, transport, cooking, and serving (Nawai et al., 2007).

Its development, several characteristics have emerged in response to the development of the current halal business, namely as follows (Sukoso, et al. 2020):

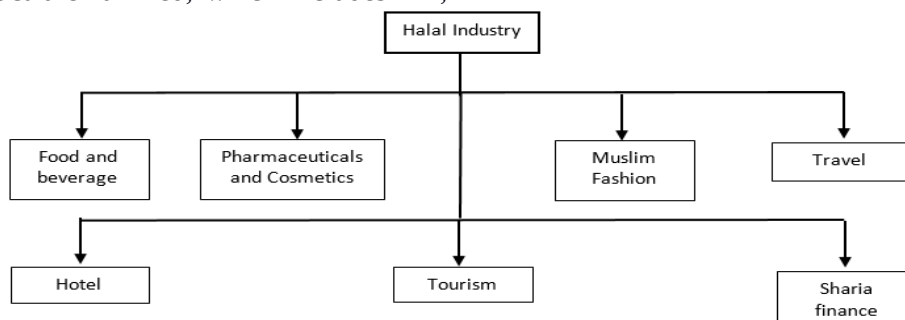
1. Although halal is related to the specificity of Muslims in their consumption and use, halal products are not only intended for Muslims but can be intended for all humanity.

2. Specifically for Muslims, halal fulfills religious safety requirements (spiritual safety concern). For consumers and industry players, halal is the fulfillment of quality, safety, and health requirements in the use and consumption of their products (Quality and Health Concerns).

3. Halal products that are traded have been audited for halalness through a halal certification process by a halal audit institution with the approval of a country's Islamic Ulama institution. A halal certificate is a written fatwa of an Islamic Ulama institution for products and services that have passed the halal certification process.

4. Halal business actors can be producers from Muslim or non-Muslim countries as long as the basic things or *khamsuhalaalaat* kehalaan of a halal product are fulfilled, which includes 4M,

namely human resources (man), raw materials (materials), process (mechanism) and financing (monetary).



**Figure 1.** Scope of Halal Industry in South Sulawesi Province

The halal industry is experiencing rapid and extensive development. It is no longer limited to the food and beverage sector. Still, it has expanded to cover various fields, including Muslim fashion, cosmetics, travel, hotels, halal tourism, pharmaceuticals, medicines, and Islamic finance (Maulana, 2022). This shows how important the halal industry is to the Indonesian economy and provides an excellent opportunity for businesses to engage in an economic ecosystem that complies with Sharia principles.

#### *a. Halal Food and Beverage Industry*

According to their substances, Halal food and beverages are foods with halal status for consumption. Halal food and beverages have been determined to be halal in the holy books al-Qur'an and al-hadith. The criteria for halal food and beverages are essential. Islamic law in the consumption of food and beverages is an obligation, given the importance of ensuring that what is consumed is by religious provisions. In this context, keeping all aspects from production to serving by halal standards is essential for Muslims. Thus, fulfilling the criteria for halal food and beverages is not just an option but an obligation that cannot be negotiated. Five criteria must be met, namely 1) The form and content are halal, according to the Al-Qur'an and sunnah of the Prophet; 2) How to get it halal; 3) How to process and cook it halal; 4) The way of serving is halal, and 5) So it is good and beneficial for the body.

#### *b. Pharmaceuticals and Cosmetics*

The increasing demand for halal beauty products is driven by the young Muslim generation, which has a high religious awareness and is dynamic. In the halal cosmetics industry, essential aspects such as using raw materials for halal products, selecting approved substances, and the production, storage, packaging, and shipping processes must comply with Sharia principles. Cosmetic manufacturers must also pay more attention to the halalness of the ingredients used to manufacture their products. Consumer awareness of the importance of halal certification is an important factor in their consideration of consuming products because this impacts health, safety, and compliance with religious teachings. This shows how important attention to the halal aspect in the halal beauty industry is for both producers and consumers.

#### *c. Muslim Fashion*

The concept of halal in the fashion world means the use of clothing with the guidance of the Muslim dress code, meaning that the clothes produced must be able to cover the aurat for both

male and female consumers who have different standards for covering the aurat. Primarily, the halal concept must not reveal the aurat, not show the shape of the body, and not be transparent as religious guidance (Saputri, 2020). Muslim fashion has become an authentic value for Muslims in Indonesia, as well as an unavoidable trend and modern lifestyle. The demand for Muslim fashion is not only seen as an obligation based on Sharia rules but also as part of a culture that continues to evolve and follow the times.

#### *d. Travel*

Halal travel is a concept related to Sharia-compliant travel. Halal travel includes various aspects, including 1) Halal food, 2) Halal tourist sites, 3) Halal commodities, and 4) Cooperation. A variety of shariah-compliant tourist sites, such as exotic beaches to culturally rich destinations, should provide a range of friendly vacation options for Muslims who want a travel experience that complies with religious values. The combination of cultural diversity, natural beauty, and halal-compliant accommodation makes it a highly desirable destination for Muslims.

#### *e. Hotel*

Apart from being part of the travel trend, hotels also play an important role and are always needed for Muslims who travel. Hotels are not only places to stay but also places to fulfill the need for facilities that comply with Sharia principles, such as halal food facilities, places of worship, and a friendly environment for Muslims. Therefore, hotels that pay attention to the needs and preferences of Muslim travelers are increasingly in demand as an accommodation option during their trip.

#### *f. Tourism*

Halal tourism is an activity supported by various facilities and services provided by the community, entrepreneurs, local government, and central government that meet Sharia provisions. Many parties favor halal tourism because its characteristics, products, and services are universal. Halal tourism differs from religious tourism in that it implements Hajj and Umrah. Halal tourism prioritizes the process of natural contemplation while still carrying out the primary purpose of traveling, namely as an entertainment activity (Saputri, 2020). Halal tourism provides complete supporting facilities for Muslim tourists to worship besides traveling, for example, facilitating the cleanliness and existence of public toilets and the availability of prayer rooms or mosques to facilitate travelers in carrying out the five daily

prayers. In addition, halal tourism is also expected to be at the forefront of the halal industry showcase.

Four components support halal tourism's successful implementation, including the attractions offered, travel service providers (travel agents), accessible transportation, and easy access to finance as a supporting component. (Saputri, 2020)

#### *g. Sharia Finance Industry*

The Sharia finance industry is part of the financial sector that operates by Islamic Sharia principles. In this industry, the main principles are the prohibition of usury (interest), speculative and high-risk transactions (gharar), and the ban on investment in businesses that are considered incompatible with sharia principles (haram). By following these principles, the Islamic finance industry focuses on financial returns and pays attention to moral and social aspects in every activity.

To ensure that Sharia finance is based on Sharia principles, several criteria must be considered, namely (Firdausy, 2021) 1) Sharia principles, products must comply with Sharia principles and not contain prohibited ingredients; 2) Quality and quality, products must have good quality and quality and not damage health, and 3) Public awareness. People must have an understanding of Islamic finance (Firdausy, 2021)

Brand Awareness is one factor that leads consumers to decide whether they want or do not want to buy a product. It is indicating at least by identification of the name of a brand or a structure that has been developed on detailed information (Shahid et al., 2017). This study suggested that brand awareness insignificantly affects young Muslims' halal food purchase intention. It is indicated that young Muslims do not prefer to buy halal food they know well. A brand of halal food did not become a consideration in deciding to consume halal food. This study is contradictive to the research conducted by (Shahid et al., 2017) which concluded that consumers tend to buy products with the brand they are familiar with.

### **3.2 Potential of Halal Product Industry in South Sulawesi Province**

With a large Muslim population, Indonesia has enormous potential to become a leader in the world's halal economy. It is estimated that with its significant Muslim population, the country can become one of the leading halal economic powers in the world if it makes severe efforts to optimize the development of the halal industry. Measures to improve the halal industry can include developing high-quality halal products, improving infrastructure to support the industry, promoting global markets, and increasing public awareness and education on the importance of the halal economy. By taking these steps, Indonesia can capitalize on its vast potential and solidify its position as a leader in the halal economy at the global level.

As a crucial step for industrial implementation, Muslim consumers must enhance their influence as stakeholders to ensure that companies consider their needs and demands. To achieve this, prioritizing halal-related matters when selecting food products is essential. Social media platforms like Facebook, Twitter, and WhatsApp should be leveraged to inform others about any unethical activities by companies. Any uncertainties regarding ingredients should be firmly addressed with the companies. Altering purchasing behavior through conscious actions on halal

issues would demonstrate the commitment of Muslim consumers to ensuring

that the food products they consume adhere to halal standards and Islamic principles. By being active stakeholders, they can wield greater power and control over companies' resources, compelling companies to meet the needs of Muslim consumers. (Wan et al., 2014)

Data from the South Sulawesi Cooperative and MSME Office as of December 2021 shows that 1,565,134 business actors contribute to driving the economy of South Sulawesi Province, which has an area of 46,717 square kilometers. This is a great potential owned by this province. The South Sulawesi Provincial Government won five champions at once from 10 categories in the Anugerah Adinata Sharia 2023 award event. The five categories of awards won by the South Sulawesi Provincial Government are respectively:

1. *1st place in the KHAS Culinary Zone (Culinary, Halal, Safe and Healthy Zone).*
2. *4th place in the Education and Education Category of Pesantren Economic Empowerment.*
3. *4th place in the Sharia Business Incubation Program category.*
4. *4th place for Regional Institutions focused on Sharia economic development at the Regional / Provincial level.*
5. *5th Champion of Sharia Social Finance.*

The Adinata Sharia Award is an appreciation to local governments that take the initiative to develop the potential of the Sharia economy in their regions. The National Committee for Sharia Economics and Finance (KNEKS) gives the award. The categories include the Sharia economic ecosystem, namely Sharia finance, halal industry, Sharia social finance, Sharia microfinance, education and economic empowerment of Islamic boarding schools, green and sustainable economy, Sharia economic development in the regions, KHAS zones (halal, safe and healthy culinary), sharia business incubation, as well as in the category of sharia economic sector innovation programs.

South Sulawesi Province has successfully released exports of its Halal Products with a total volume of 378.50 tons, valued at US \$ 4.55 million or equivalent to Rp. 66.43 billion. This export involved six export business actors and six halal-certified products. Ten export destination countries are targeted: Saudi Arabia, China, Germany, Thailand, Malaysia, Japan, Australia, Singapore, Russia and the United States. This is a significant achievement and shows.

### **3.3 Opportunities for Halal Industry Development in South Sulawesi Province**

Opportunities for the development of the halal industry in South Sulawesi Province include:

- a. South Sulawesi is noted as the province with the largest Muslim population on the island, reaching 8.31 million people (89.73% of the total population of the province) in 2022. This will drive high demand for halal products and services. In addition, the province's rich natural resources, such as agriculture, fisheries, and forestry, support the halal industry's development, including in the food and beverage, cosmetics, and pharmaceutical sectors.

- b. By utilizing existing infrastructure, South Sulawesi can promote halal certification for local producers, thereby strengthening the position of South Sulawesi products in the domestic and global markets.
- c. The potential of halal tourism in South Sulawesi can be enhanced by introducing tourist destinations that are welcoming to Muslim travelers. This includes facilities such as places of worship, halal restaurants, and accommodations that meet halal principles. By doing so, the province can attract more Muslim tourists, which will contribute to the growth of the tourism industry.
- d. South Sulawesi has opportunities to develop halal fashion, banking, and technology industries. By optimizing this potential and continuing to encourage innovation and investment, South Sulawesi can become a significant halal industry center, both at the national and international levels.
- e. The enactment of the Halal Product Guarantee Law and BPJH. Law Number 33 of 2014 concerning Halal Product Guarantee (Law 33 JPH) is a legal product produced by the Indonesian Parliament, enacted on October 17, 2014. By the mandate of Law 33 JPH, all products of business actors, both large and small businesses (MSMEs), must be halal certified. This is certainly different from the previous voluntary halal certification. Mandatory certification for products declared halal by the manufacturer starts on October 17, 2019, and the staging period for food and beverage products will continue until October 17, 2024.

Meanwhile, products other than food and beverages have a different phasing period. In addition, Law 33 JPH also provides direction and standards for industry players to carry out halal certification with certainty in good governance practices. This is because, based on this law, the Halal Product Guarantee Agency (BPJPH) was formed. The establishment of BPJPH based on Law 33 JPH makes the Agency's position very strong, even though it is under the Ministry of Religion. The role and authority of BPJPH have been regulated in the JPH Law and the implementing Government Regulation (PP) 31 JPH. The promulgation of Law 33 JPH is a form of government readiness to facilitate and develop the halal industry in Indonesia.

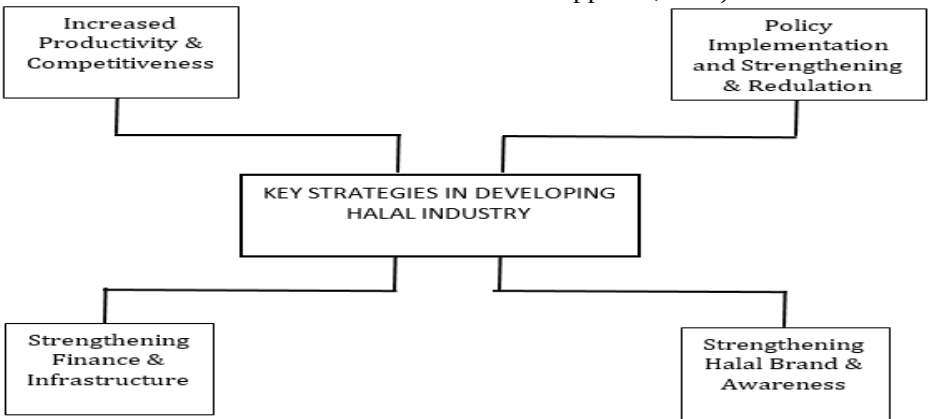
**3.4 Challenges of Halal Industry Development in South Sulawesi Province**

Challenges to the development of the halal industry in South Sulawesi Province include:

- a. Awareness and education: Although most of South Sulawesi's population is Muslim, understanding the importance of halal products and services may not be evenly distributed across all levels of society. Efforts are needed to improve education and socialization regarding halal principles so that people are more aware and pay attention to halal aspects in their daily lives.
- b. Halal certification: The process of obtaining halal certification can be complex and costly, especially for small and medium-scale producers. Therefore, measures are needed to simplify and reduce the cost of halal certification so that more local producers can fulfill the requirement.
- c. Infrastructure and market access: The growth of the halal industry is highly dependent on good infrastructure and broad market access. Therefore, South Sulawesi must continue to improve transportation and logistics infrastructure and expand distribution networks so that halal products can reach national and international markets more efficiently.
- d. Product and technology innovation: To compete in an increasingly tight market, the halal industry in South Sulawesi must continue to drive innovation in products and technology. This will require investment in research, development, and training to upskill the workforce to create quality and innovative halal products and services.
- e. Global market: South Sulawesi faces competition worldwide, where standards and requirements for halal products may vary. Therefore, government and industry players need to understand and comply with international regulations relating to halal products to ensure the competitiveness of South Sulawesi products in the global market.
- f. Halal ecosystem development: Cooperation between the government, industry, academia, and the community is needed to build an ecosystem that supports the overall development of the halal industry. This involves providing adequate infrastructure, solid institutional support, promotional efforts, as well as continuous education on the principles and benefits of the halal industry.

**3.5 Halal Industry Development Strategy in South Sulawesi Province**

In general, the Indonesian Halal Industry Master Plan (MPIHI) 2023-2029 carries the tagline "Halal Industry for Sustainable Economy", by the development of world conditions and the direction of Indonesia's economic transformation, as part of global participation for the future (KNEKS, Kementerian PPN/Bappenas,2022)



**Figure 2.** Critical Strategies in Developing the Halal Industry

Some of the main strategies that can be carried out in developing the halal industry in South Sulawesi Province:

1. It is increasing productivity and competitiveness through 4 main programs, namely (i) Strengthening the halal value chain; (ii) Development of superior and competitive Human Resources (HR); (iii) Strengthening halal industry players, which include Micro, Small and Medium Industries/Enterprises (MSMEs) and Islamic boarding schools, as well as strengthening innovation and technology-based halal business startup incubation; and (iv) Increasing research and innovation.
2. Implementation and strengthening of policies and regulations, consisting of two main programs, namely (i) Strengthening the halal industry through policy and regulatory support that has sufficient benefits, certainty, and justice and (ii) Implementation of a halal product assurance system (certification and traceability).
3. Strengthening finance and infrastructure has three primary programs, namely (i) Support for inclusive Islamic finance; (ii) Strengthening the infrastructure of the halal industry, and (iii) Compilation of halal industry indicators and databases by the national data authority.
4. Strengthening halal brand and awareness, including two main programs, namely (i) Increasing social preferences and halal lifestyle through promotion and education and (ii) Establishing international economic diplomacy relations in the halal industry.
5. Through the leading strategies and programs mentioned above, the achievement targets contained in this MPIHI are as follows: (i) increasing added value, employment, investment in the real sector, and industrialization; (ii) increasing high value-added exports and import substitution; (iii) strengthening the pillars of economic growth and competitiveness; (iv) strengthening entrepreneurship and I/UMKM; (v) strengthening halal brand and awareness.

#### **4. CONCLUSIONS**

The halal industry in South Sulawesi is experiencing positive growth and is supported by various parties, including the provincial government, the banking sector, and other Islamic institutions. However, the role and support of relevant stakeholders must continue to be improved so that the development of the halal industry can be optimized to accelerate economic growth in South Sulawesi and enhance the welfare of halal business actors, especially small and medium enterprises.

The potential of the halal industry in South Sulawesi is strengthened by the majority Muslim population, which creates a high demand for halal products and services. In addition, the wealth of natural resources such as agriculture, fisheries, and forestry provide strong support for developing the halal industry in various sectors. There are great opportunities to develop the halal industry in multiple sectors, such as food-beverage, cosmetics, pharmaceuticals, and tourism in South Sulawesi. In addition, there is a significant opportunity to increase halal tourism by introducing tourist destinations that are friendly to Muslim tourists.

Awareness of the importance of halal products and services may not be evenly distributed among the people of South Sulawesi. The process of obtaining halal certification is also sometimes complicated and expensive for small and medium-scale producers. In addition, transportation and logistics infrastructure needs to be improved to reach national and international markets more efficiently. On the other hand, challenges in the development of the halal industry in South Sulawesi include the low number of halal-certified Micro, Small, and Medium Enterprises (MSMEs), as well as the limited availability of halal certification and a workforce that has sufficient understanding of the halal concept. Therefore, the primary strategies to develop the halal industry in South Sulawesi are increasing productivity and competitiveness, implementing and strengthening policies and regulations, strengthening finance and infrastructure, and strengthening halal brand and awareness.

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