



Optimization of the Halal Food Industry in Support of Increasing Local Revenue in South Sulawesi

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ABSTRACT

The halal industry is one of the strategic sectors that has great potential in driving national economic growth, especially in countries with a Muslim majority population such as Indonesia. This article examines the urgency of developing the halal industry as an integral part of an inclusive and sustainable sharia economic ecosystem. The main focus is on the challenges and opportunities for developing the halal industry in Indonesia, including the role of regulation, business actor awareness, and halal certification mechanisms which are key elements in ensuring consumer trust. Through a descriptive qualitative approach and current literature studies, it was found that halal certification not only functions as a guarantee of product halalness, but also as a strategy to increase the competitiveness of MSMEs in the global market. The main obstacles in developing the halal industry include low halal literacy among MSMEs, limited access to information and certification costs, and suboptimal synergy between stakeholders. Therefore, an integrated policy strategy is needed between the government, certification institutions, and the education sector to encourage the birth of a highly competitive and global halal industry ecosystem. This research contributes to efforts to formulate data-based policies in the development of the national halal industry.

INTRODUCTION

The global halal food and beverage industry has shown significant growth in recent years. In 2024, the global halal food market is estimated to reach USD 2.71 trillion and is projected to increase to USD 5.91 trillion by 2033, with a compound annual growth rate (CAGR) of 8.92% during the period 2025–2033. This growth is driven by increasing consumer awareness of the importance of halal certification, globalization of trade, and wider diversification of halal products (GlobeNewswire, 2025). The Asia-Pacific region is the largest contributor to the global halal market with a share of more than 48.5% in 2024, supported by a large Muslim population, rapid urbanization, and increasing income (GlobeNewswire, 2025). Among Muslim countries, Indonesia occupies a strategic position as the second largest halal market after Malaysia. In 2024, the value of the Indonesian halal food market is estimated to reach USD 282.92 billion and is predicted to grow to USD 645.25 billion in 2031 with a CAGR of 12.5% (BlueWeave Consulting, 2024). The Indonesian government also recorded halal industry export transactions of USD 64.11 billion and implemented a mandatory halal policy in 2024 as a step to strengthen the competitiveness of the national halal industry in the global market (Halal Times, 2024; Indonesian Ulema Council, 2024).

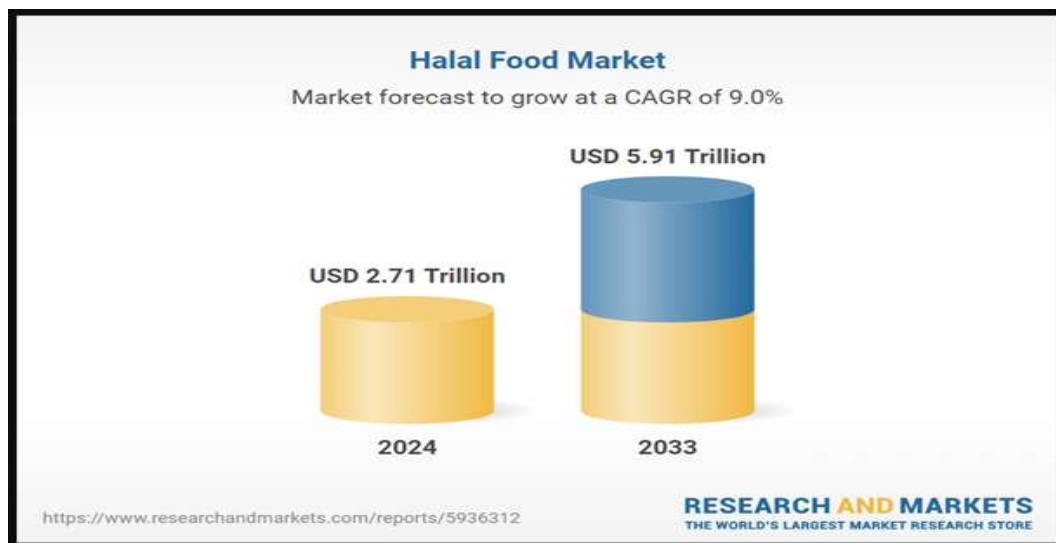


Figure 1.1 Halal Food Market

Amidst the increasing awareness of the Muslim community regarding the importance of halal products consumed, the halal food industry in South Sulawesi has experienced significant dynamics. This awareness is not only normative, but has become a lifestyle for Muslim consumers who are increasingly selective about the food products they consume. This is a strong indicator that the growth of the halal industry, especially the food sector, is no longer solely supported by regulatory instruments, but also by the encouragement of a religious consumption culture. This is increasingly relevant considering the strategic role of the halal food industry in supporting Regional Original Income (PAD) through the contribution of the food processing sector which continues to grow (Syarif & Adnan, 2019; Rohim, 2021).

This phenomenon shows a paradigm shift in the local economic landscape which is now increasingly inclusive of Islamic principles. Based on data from the Central Statistics Agency (BPS), the contribution of the food and beverage sector to the Gross Regional Domestic Product (GRDP) of South Sulawesi shows a positive trend. This indicates that the food sector not only supports the sustainability of the household economy and MSMEs, but also makes a real contribution to the macroeconomic performance of the region. This increase was driven by the growth of small and medium enterprises (MSMEs) that began to adopt halal production practices, both voluntarily and due to regulatory demands. Investment in this sector has also increased along with the growing public awareness of the importance of halal certification and the need for clear and verifiable product labeling (Firdaus, 2023; Kusumaningtyas et al., 2024). A real example can be seen from the enthusiasm of MSME actors in Palu City who showed high enthusiasm in taking care of halal certificates as a strategy to increase the competitiveness of their products (Nurdin et al., 2019).

The momentum of the halal industry growth has been getting stronger since the enactment of Law Number 33 of 2014 concerning Halal Product Assurance. This regulation is an important milestone in strengthening the institutional structure of the halal industry in Indonesia, including in regions such as South Sulawesi. Halal certification is now not only seen as a formal legal aspect, but also as a strategic marketing instrument. Halal-certified products have a stronger bargaining position in the eyes of consumers, especially among the younger generation of Muslims who are increasingly aware of the importance of ethical consumption. Consumer trust in certified products is a distinct advantage in market competition, and at the same time increases the capacity of producers to reach a wider market segment (Hasibuan, 2023; Savitri et al., 2022). In the regional context, this has direct implications for the potential for PAD, especially from the industrial and trade sectors.

South Sulawesi itself has a potential demographic profile to support the development of the halal food industry. The existence of MSMEs spread across various districts/cities is an important asset that if mobilized in a targeted manner will be able to significantly increase regional economic acceleration. This province is not only known as a center for agricultural and fisheries production, but also as a region with a strong culinary tradition. If this potential is developed within the framework of the halal industry, its economic added value will increase rapidly. The existence of MSMEs spread across various districts/cities, if supported by targeted training programs, mentoring, and policies, will be able to significantly drive local economic acceleration (Wahyudi et al., 2024; Nurwandri et al., 2023). However, there are still structural challenges, such as low understanding of business actors regarding the urgency of halal certification, limited access to information, and minimal supporting infrastructure (Rosida, 2018).

On the other hand, the industrialization of the halal food sector in South Sulawesi also requires comprehensive ecosystem support. Regulation and fiscal incentives from the local government are important factors that can stimulate the growth of this industry. Business actors not only need a conceptual

understanding of halal, but also access to certification procedures, funding, and markets. In this case, synergy between local governments, halal certification institutions, academics, and the industry community is very important. Continuous education and mentoring programs will ensure the sustainability of halal initiatives at the grassroots level.

Furthermore, the development of the halal food industry is also closely related to technological innovation. The Industrial Revolution 4.0 era has had a major impact on the way goods are produced and distributed, including halal food. The use of technologies such as the Internet of Things (IoT), blockchain for supply chain tracking, and e-commerce applications can be strategic tools in increasing the efficiency and transparency of the halal food industry. In the Industrial Revolution 4.0 era, the efficiency of production, distribution, and promotion based on information technology is an important factor in determining competitiveness. The application of digital systems in halal product supply chain management opens up great opportunities in increasing the efficiency and reach of this industry (Zahrah & Fawaid, 2019).

The high interest in halal food products has also attracted the attention of both local and foreign investors. This is indicated by the increasing interest in establishing industrial-scale halal food production centers in several potential areas in South Sulawesi. In addition to offering religious value, halal products are also beginning to be associated with high standards of cleanliness and food safety. In addition, the attractiveness of investment in the halal food sector is also increasing, especially with the growing consumer demand for products that are not only of high quality but also halal certified (Jubba et al., 2023).

However, attention to the sustainability and equity aspects in the development of the halal industry must also be a focus. The growth of the halal industry should not only be enjoyed by large business actors, but must also be able to empower MSMEs and local communities. Therefore, it is important to build a halal industry development model based on economic justice and the involvement of local communities as part of the value chain.

Although the literature on the halal economy has grown widely, most studies still focus on the national or global scale. Several previous studies have highlighted the strategic aspects of the halal industry in the context of the national and global economy. However, there are still few studies that specifically examine how the halal food industry at the regional level, especially in South Sulawesi, can be optimized to boost PAD. This gap is the basis for the need for an in-depth study that qualitatively reviews the process, obstacles, and potential for optimizing this sector from a local social, policy, and economic perspective.

The urgency to broaden insight into strategies for optimizing the halal food industry at the regional level is increasingly pressing, considering Indonesia's national target to become the world's halal center. In this framework, South Sulawesi can take a strategic role as a model for developing a halal area based on locality and local wisdom. Research on the determining factors for the success of the halal food industry in this region will provide an important contribution to achieving this national vision.

Thus, this study aims to comprehensively explore how the optimization of the halal food industry can be carried out in South Sulawesi in order to strengthen its contribution to PAD. This study is expected to provide theoretical contributions to the literature on halal economics and regional economics, as well as offer practical recommendations for policy makers and industry players in developing an inclusive, sustainable, and competitive halal food ecosystem.

Formulation of the Problem

The problem formulation of this writing is as follows:

1. What are the potential and challenges of developing the halal food industry in South Sulawesi in supporting the increase in Regional Original Income (PAD)?
2. What is the role of local government policies and the readiness of MSMEs in optimizing the halal food industry based on certification and innovation?

Research Purposes

1. Analyzing the potential and main obstacles in the development of the halal food industry in South Sulawesi which contributes to increasing PAD.
2. Examining the strategic role of local governments and the readiness of MSMEs in supporting the optimization of the halal food industry through policies, certification, and innovation.

LITERATURE REVIEW

In the context of regional economic development, the theories put forward by Richard Musgrave, Wallace E. Oates, and Elinor Ostrom have significant relevance. Richard Musgrave, in his work *The Theory of Public Finance: A Study in Public Economy*, emphasizes the importance of the government's role in creating economic stability and growth through tax and expenditure management (Musgrave, 1959). Musgrave also highlights that fiscal decentralization can encourage efficiency in resource allocation, which in turn strengthens regional economic independence (Prawiroyudo & Suhendro, 2023). English: Amazon.com+ 2Google Books+ 2Chicago Journal+ 2

Wallace E. Oates, in his theory of fiscal decentralization, argues that decentralization can increase economic growth through better management of local resources (Oates, 1993). Revenues obtained from local taxes and levies greatly contribute to regional financial independence. Oates emphasizes that the analysis of the impact of decentralization cannot be separated from the context of regional revenue, where accumulated revenues can be used to improve public services (Ivana et al., 2021).

Elinor Ostrom, in her book *Governing the Commons: The Evolution of Institutions for Collective Action*, argues that the management of common resources can be carried out effectively by local communities through self-formed institutions (Ostrom, 1990). This approach is relevant in the context of the halal industry, where micro, small, and medium enterprises (MSMEs) can form

associations or institutions to collectively manage halal certification, increasing efficiency and accessibility. Rowman and Littlefield+ 6Wikipédia, the free encyclopedia+ 6Investopedia+ 6

In the context of the halal industry, the urgency of halal certification cannot be separated from the broader aspects of economic development. Law No. 33 of 2014 concerning Halal Product Assurance aims to protect consumers and support the development of the halal industry in Indonesia (Paulus et al., 2019). Halal certification provides certainty for Muslim consumers that the products they consume are not only safe but also comply with sharia principles. Thus, encouraging business actors to take care of halal certification is very important to strengthen their market position and encourage efficiency in the classification of products produced.

The low level of halal certification among MSMEs can be an obstacle in utilizing the enormous potential of the halal market (Kartika, 2023). Previous studies have shown that the existence of halal certification can increase the competitiveness of products in the market, which in turn has a positive impact on the local economy (Fathorrazi et al., 2023). A society that is more aware of the importance of halal will not only drive demand for halal products but will also be a driving force for the growth of the halal food industry, which can increase Regional Original Income (PAD).

In-depth studies show that optimizing the halal industry will have a broad impact not only on increasing regional income through taxes, but also creating new jobs in this sector (Syah & Hanifa, 2022). As the halal industry grows, the absorption of workers in a number of training schemes and empowerment of MSMEs is an urgent need. Previous research also shows that incentives and support from the government are needed to encourage MSMEs to obtain halal certification (Nasrullah & Cahyono, 2023). Without cooperation between the government and the private sector, the potential of the halal industry in South Sulawesi will be difficult to fully optimize.

Overall, this theoretical basis strengthens the understanding that the development of the halal industry in South Sulawesi cannot be separated from the concept of PAD and the context of fiscal decentralization. Within the framework of sharia and halal economics, halal certification is an important component that contributes to regional economic growth and creates an environment that supports MSMEs to make greater contributions to local economic growth (Angreini et al., 2022).

METHODOLOGY

This study uses a qualitative method and data is collected through library research (Ahyyar et al., 2020). In this study, data sources were obtained from relevant literature such as books, journals, and articles on the selected topic (Rusydi & Fadhli, 2018).

This literature research collects data through sources such as notes, books, papers, articles, and journals. The data analysis technique used is content analysis, which aims to ensure the accuracy and consistency of the assessment, analysis, and conclusion processes, and minimize human error. The research

article is written with simplicity and ease considering the limitations of researchers who cannot conduct a more extensive literature review.

RESULTS AND DISCUSSION

Potential and Challenges of Developing the Halal Food Industry in South Sulawesi in Supporting the Increase in PAD

The halal food industry in South Sulawesi has strategic potential to become the backbone of the regional economy in the era of a value-based economy. The province is known for its wealth of natural resources and biodiversity that support local food production. These resources not only meet regional consumption needs, but also open up great opportunities in the development of certified halal food products for national needs and export. Within this framework, South Sulawesi is in a very competitive position to integrate sharia values into the modern food production system, in order to encourage inclusive economic growth.

South Sulawesi's strategic geographical position as the eastern gateway to Indonesia also strengthens the prospects for trade and distribution of halal products to eastern Indonesia. The combination of port infrastructure such as Makassar New Port and the potential for halal industrial areas that can be developed, makes this area a potential center for the halal ecosystem in Eastern Indonesia. MSMEs spread across various districts/cities are the main drivers of this sector. They are not only close to raw materials, but have also long developed food production practices that are in accordance with halal traditions (Gunawan et al., 2021).

Global trends show that demand for halal products is increasing significantly, not only from the Muslim community, but also non-Muslim consumers who are increasingly concerned about the ethical, cleanliness, and health aspects of products (Astuti, 2020). This phenomenon creates a broad market opportunity for halal food products from South Sulawesi to reach the global market, especially Muslim-majority countries such as Malaysia, Brunei Darussalam, and the Middle East. Moreover, halal products are now part of a lifestyle (halal lifestyle) that includes food consumption, cosmetics, tourism, and finance, making this sector increasingly relevant in regional economic development planning.

In terms of regulation, the state has provided a strong foundation through Law Number 33 of 2014 concerning Halal Product Assurance, which emphasizes the obligation of halal certification for products circulating in the market. The presence of this regulation not only encourages legal certainty for consumers but also opens up opportunities for legalization and business expansion for halal food producers. At the regional level, the next challenge is how to ensure that these national regulations can be implemented effectively through regional policies that favor MSMEs and local industry players (Gunawan et al., 2021).

Another opportunity lies in the ability to develop superior halal products based on local wisdom. Traditional Bugis and Makassar cuisine, such as Coto Makassar, Sop Saudara, and Konro, if packaged with halal standards and modern marketing strategies, can become icons of regional halal products. This

potential is strengthened by the appeal of culinary tourism, so that the development of the halal industry also supports the tourism and creative economy sectors. Therefore, it is important to synergize regional economic development policies with strengthening the halal sector as part of the PAD strategy (Hartati, 2019).

MSMEs play a central role in driving the regional halal economy. They have high flexibility, closeness to consumer communities, and sensitivity to changes in market tastes. However, the success of MSMEs in accessing the halal market is highly dependent on their ability to meet halal standards, including production, distribution, and certification processes. Research by Savitri and Putra (2022) shows that appropriate socialization and assistance can increase awareness and the ability of MSMEs to implement halal product assurance systematically.

In Makassar City, various halal certification assistance programs for MSMEs have shown encouraging results. MSMEs that have successfully obtained halal certification have experienced increased market access and consumer trust. The certification process is not only a legal tool, but also a means of education and improving product quality (Faza et al., 2024). Therefore, local government intervention in supporting certification financing and technical training is a vital aspect in the development of the regional halal industry.

However, the development of the halal food industry in South Sulawesi is not free from serious challenges, both structurally and technically. The low level of halal literacy among MSMEs is a fundamental challenge that hinders the certification process. Many business actors still do not understand the importance of halal assurance as an added value to products and as a legal obligation (Hadjri et al., 2023). This shows that an educational and social approach from religious institutions and educational institutions is needed to improve this basic understanding.

Another challenge is the limited logistics and technology infrastructure. There are still many production areas that have not been integrated with the halal logistics system that ensures halalness throughout the supply chain. Weak distribution connectivity from producers to consumers causes inefficient delivery of goods, especially to outside regions or export markets. This condition is exacerbated by the limited access of MSMEs to digital technology that can assist in marketing, product tracking, and supply chain management (Ashari, 2021).

The absence of a funding system that supports the development of the halal industry is a challenge in itself. MSMEs still experience obstacles in accessing financing from Islamic financial institutions due to lack of collateral and their low administrative capacity. Therefore, sharia-based micro-financing schemes and halal business incubation models need to be improved as part of a long-term strategy for halal economic development (Mahesti & Faristiana, 2022).

If these challenges can be overcome, the halal food sector has the potential to become a significant contributor to PAD. Certified halal products can be subject to regional taxes and levies, while opening up space for increasing business levies and business licenses. In addition, the growth of this industry will

create a multiplier effect for other sectors, such as tourism, distribution, logistics, and halal consulting services, all of which can expand the regional tax base (Mustaqim, 2023).

Regional fiscal policies that are responsive to the development of the halal industry can accelerate PAD growth. Regional governments need to design special incentives, such as halal certification tax exemptions, free training, and ease of licensing, to encourage more MSMEs to enter the formal halal ecosystem. Thus, this sector will not only develop organically, but also become part of the long-term fiscal and economic development strategy.

Increasing the contribution of the halal industry to PAD also depends heavily on the existence of a credible and affordable supervision and certification system. Therefore, synergy between halal certification institutions, food supervisory agencies, and local governments needs to be strengthened to ensure that products in circulation truly meet halal standards. Appropriate certification will increase the competitiveness of local products, both in the domestic and global markets (Husna et al., 2023).

Overall, the halal food industry in South Sulawesi has great leverage in improving people's welfare through job creation, increasing the competitiveness of local products, and strengthening the regional fiscal base. However, all of these potentials can only be realized if supported by visionary regional policies, ongoing assistance, and the active involvement of all stakeholders, from academics to industry players.

The Role of Regional Government Policy and Readiness of MSMEs in Optimizing the Halal Food Industry Based on Certification and Innovation

The halal food industry in South Sulawesi is not only faced with great opportunities, but also various challenges that can hinder its development. To overcome these challenges and support the increase in Regional Original Income (PAD), the right strategy and collaboration between various parties are needed, including the government, private sector, and the community. In this context, the challenges faced are not only related to regulations, but also related to effective production, distribution, and marketing capacity.

One of the main challenges in developing the halal food industry is the lack of adequate understanding of halal standards among MSMEs. Although most business actors in the food sector already understand the importance of maintaining the halalness of products, many do not yet realize that halalness does not only cover raw materials, but also the production, storage, and distribution processes. This phenomenon often causes a discrepancy between the products sold and the standards set by the halal certification body. Therefore, strengthening socialization and training for MSMEs is a very important initial step in improving the quality of their halal products (Gunawan et al., 2021).

Another technical problem faced by the halal food industry in South Sulawesi is the limitations in production and logistics infrastructure. Existing infrastructure, especially in remote areas, often does not support the hygienic standards required in halal food production. This risks difficulties in obtaining halal certification from the MUI (Indonesian Ulema Council) or other certification

bodies. Therefore, the development of infrastructure that supports halal standards is very important, both in terms of halal-certified production facilities and distribution channels that meet hygiene and halal standards (Savitri & Putra, 2022).

In addition, another significant obstacle is the limited access of MSMEs to financing that is in accordance with sharia principles. Many business actors, especially those who are just developing, do not have sufficient capital to obtain halal certification or to increase their production capacity. More inclusive and MSME-friendly sharia-based financing schemes need to be introduced more widely. Islamic banks and microfinance institutions can play an important role in providing loans with low interest rates or profit-sharing systems to support the development of the halal industry in the regions (Husna et al., 2023).

The development of the halal industry is also faced with the challenge of less than optimal product marketing. Although the halal food market is growing, many local products in South Sulawesi have not been able to compete with products from outside the region that are already better known. One of the contributing factors is the lack of ability of MSMEs in terms of branding, promotion, and product distribution. Here, digital marketing strategies and partnerships with large distribution companies are needed to introduce local halal products to a wider market (Astuti, 2020).

In this case, the local government has a very strategic role in encouraging the development of the halal food industry. The government not only needs to provide supportive policies, but must also be an active facilitator in creating a conducive ecosystem for MSMEs. One strategic step that can be taken is to provide a sustainable business assistance program, from halal production training to digital marketing strategies. The government must also encourage collaboration between MSMEs and halal certification institutions to ensure that the products produced truly meet standards (Mahesti & Faristiana, 2022).

To strengthen the competitiveness of halal products, it is important for local governments to facilitate research and development of locally-based products that can meet international halal standards. Products such as processed foods from local natural resources, such as processed fish or agricultural products typical of South Sulawesi, can be further developed to meet global market tastes. With this approach, halal food products from South Sulawesi can compete in the international market, especially in countries with high demand for halal products such as Malaysia and the Middle East (Gunawan et al., 2021).

In addition, cooperation between regions and sectors needs to be considered to expand the market for halal products. For example, the rapidly growing halal tourism sector in Indonesia, especially in South Sulawesi, can be utilized to introduce regional halal food products. In this context, the provision of halal products in tourist destinations that are visited by domestic and international tourists can introduce local cuisine as part of the halal tourism experience. This cooperation can also strengthen the branding of the region as a halal tourism destination, which in turn can increase the contribution of the tourism sector to PAD (Hartati, 2019).

Another equally important challenge is the readiness of skilled workers in the halal food industry. Special skills are needed in managing production processes that comply with halal standards, as well as a deep understanding of sharia principles in business. For this reason, vocational education that focuses on the halal industry needs to be encouraged, especially in universities that offer majors related to sharia economics and the halal industry. Collaboration between local governments and universities can accelerate the creation of skilled workers who are ready to work in this sector (Ashari, 2021).

In addition, the issue of quality and sustainability of halal products is also a major concern. Along with the rapid development of the halal food industry, it is important to ensure that the products produced not only meet halal standards but also meet high quality standards. In this case, the implementation of a quality management system based on international standards such as ISO or HACCP (Hazard Analysis and Critical Control Points) is very important to maintain product quality, especially in the context of global market competition. Local governments can play an important role in educating MSMEs about the importance of a sustainable quality management system (Faza et al., 2024).

Strict supervision of halal food products circulating in the market must also be optimized. The existence of the Food and Drug Supervisory Agency (BPOM) and halal certification institutions that can ensure the halalness and quality of products is very important. Effective supervision will reduce the potential for misuse of halal certification by irresponsible business actors. Therefore, increasing the capacity of supervisory institutions in the regions is very necessary to ensure that products in circulation truly meet the standards set by law (Hadjri et al., 2023).

Overall, the development of the halal food industry in South Sulawesi requires a holistic and coordinated approach between the government, business actors, and the community. In addition, integration between policies that support MSMEs, strengthening production and distribution capacity, and effective marketing strategies must be part of the regional development agenda. Thus, the halal food industry will not only be a sector that contributes to increasing PAD, but will also play a role in creating quality jobs, strengthening the local economy, and supporting sustainable development.

CONCLUSIONS AND RECOMMENDATIONS

The halal industry has a strategic position in national economic development, especially in supporting the growth of the micro, small and medium enterprises (MSMEs) sector which is the backbone of the Indonesian economy. As a country with a Muslim majority population, Indonesia has great potential to become the center of the world's halal industry. However, this potential has not been fully utilized optimally due to various obstacles such as low halal literacy, high costs and complexity of the certification process, and lack of synergy between business actors and government institutions.

In this context, halal certification is not only seen as a formal religious requirement, but also as a strategic tool to increase competitiveness and added value of products. Therefore, the development of the halal industry cannot run

alone, but must be carried out systematically through a multi-sectoral approach and sustainable public policy support. Only with integrated governance can the Indonesian halal industry answer global challenges while strengthening national economic resilience.

To support the acceleration of the development of the halal industry in Indonesia, serious efforts are needed from various parties. The central and regional governments need to provide regulations that favor MSMEs, including facilitating access to halal certification through bureaucratic simplification and providing incentives or cost subsidies. In addition, educational institutions, religious organizations, and the media are also expected to play an active role in increasing halal awareness and literacy in the community.

On the other hand, business actors are expected to be more proactive in adopting halal principles, both in the production, distribution, and marketing processes. Collaboration between MSMEs, certification bodies, and Islamic financial institutions also needs to be strengthened in order to create a resilient and sustainable halal industry ecosystem. With an inclusive and strategic approach, Indonesia can strengthen its position as a major player in the global halal industry map.

ADVANCED RESEARCH

Further research can be directed to evaluate the effectiveness of public policies in supporting the acceleration of halal certification for MSMEs, as well as reviewing strategies for increasing halal literacy among business actors and consumers. In addition, it is important to analyze the ideal synergy model between the government, industry players, and certification institutions to strengthen halal industry governance. Comparative studies with other countries that have successfully developed halal ecosystems, such as Malaysia or the United Arab Emirates, can also provide relevant policy insights. Finally, it is necessary to examine the extent to which halal certification contributes to increasing the competitiveness and global market access of Indonesian MSME products.

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