



OPTIMIZING THE HALAL FOOD SECTOR TO SUPPORT INDONESIA AS A LEADING GLOBAL HALAL PRODUCER

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ABSTRACT

Indonesia, as a country with the largest Muslim majority population in the world, can have great potential in increasing halal-based industries, especially in the food and beverage cluster. The growing trend of halal consumption confirms the Muslim community's growing awareness of Islamic principles and consideration of maqashid syariah. This study uses a method with a descriptive qualitative approach through library research in analyzing the optimization of halal food and beverage clusters to support Indonesia as a world halal producer. The results of this study found that the optimization of the halal food and beverage sector can be carried out by accelerating halal certification in the food and beverage industry, strengthening the halal value chain of food and beverage clusters, and strengthening the export-oriented halal food and beverage industry ecosystem. This research has limitations on the themes discussed and the literature used. The next research is expected to expand the discussion of the halal industry in Indonesia as a whole.

Keywords: Optimization, Halal Industry, Food, Beverages

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INTRODUCTION

The concept of halal in Islam is not only related to the question of the ability of a food or product to be consumed, but also refers to the ability, according to Islamic law (syarak), permissible, justified through legal means, and sourced from Islamic law, namely the Quran, Hadith, Ijma', and Qiyas (Ghazali & Sawari, 2015). While the term *Thoyyib* used in complementing a halal product must be nutritious, non-toxic, healthy, and harmless. Specifically, *Thoyyib* characterizes that halal products are clean, free from intoxicating substances, come from halal sources, do not cause pain and suffering to the person who consumes and produces them (Haleem et al., 2020). Historically, the concept of halal encompasses every aspect of the lives of Muslims, but along with the times, the concept of halal has developed, which has included production, distribution, and consumption activities (Kurniawati & Cakravastia, 2023).

Indonesia, as a country in the first position with the largest Muslim population in the world, which is 231.06 million, which is equivalent to 86.7% of the total population of Indonesia, or reaching 11.92% (Katadata, 2021). However, the potential increase in the number of Muslims in the world has not made Indonesia the largest producer of halal products. On the other hand, this large Muslim population makes the demand for halal products also large. Based on data from *Compound Annual Growth Rate* (CAGR), from 2018 to 2024, the halal industry is projected to increase by 6.2%. In 2024, it is estimated that the total funds spent by consumers in the halal industry sector will also increase by USD 3.2 trillion 2024 (Harmoko, 2022). On the other hand, currently, Malaysia is still ranked first in the halal food and beverage industry while Indonesia is ranked 2nd in 2021. With the largest Muslim population in the world, based on Sharia Economic and Financial Report 2021 published by Bank Indonesia, Indonesia is still the largest global halal food consumer with a nominal value of 135 billion US dollars, or around 11.4% of total global consumption. (BI, 2021).

According to Helbold's basic theory of demand and supply (2022) states that when there is an increase in demand for a particular product or service, manufacturers tend to increase production

capacity to meet market needs. In the context of the halal industry, the increasing global demand for halal products has led to increased production, distribution, and innovation in various halal industry sectors. On the other hand, Lloyd's theory of global economic integration (2010) explains how countries shape trade or economic agreements to facilitate the flow of trade in goods and services between these countries. Countries such as Japan and South Korea, for example, have developed halal infrastructure to attract Muslim tourists and access Muslim export markets to the Middle East and Southeast Asia. This theory also argues that economic growth is not only influenced by external factors such as international trade, but also by internal factors such as innovation, investment, and human resources. In the context of the halal industry, economic growth is driven by the development of innovation and skills in halal products.

The halal industry has great potential to develop in Indonesia (Utari et al., 2022). Sectors that have the potential to be developed in Indonesia include food and beverages, tourism, fashion, media and recreation, pharmaceuticals and cosmetics, and Islamic finance (Mubarok & Imam, 2020). Currently, some Muslim and non-Muslim countries have also focused on the development of the halal industry. Musaada & Muttaqin (2025) explained that Malaysia is one of the most *concerned countries* for the halal industry sector, through halal industry development companies (HDC), can make Malaysia the center of the global halal industry. In addition to Malaysia, Indonesia, with the largest Muslim population in the world, also continues to strengthen its position in the global halal industry. The Government of Indonesia, through the National Committee for Sharia Economics and Finance, has identified the halal industry as an important pillar in national economic development. Outside of Muslim countries, the United Arab Emirates (UAE) is also a major hub for the global halal industry. Dubai has sought to position itself as the Islamic Economic Capital of the World by developing various initiatives related to the halal industry, including the initiation of the Dubai Islamic Economy Development Centre (DIEDC) program focusing on food, cosmetics, and *Fashion*.

The food sector is the industry with the largest income and is predicted to continue to grow due to public awareness of the halalness of the products consumed (Hasanah, 2021). Viewed from the perspective of consumer protection, the absence of information related to the halalness of a product has violated the rights of Muslim consumers in obtaining halal information on whether or not a product is halal, so that there is no information asymmetry. The need for halal products is also a mandate of Law of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Assurance (Shofie, 2015). The fulfillment of halal food products or other sectors is no longer just a religious belief but has penetrated other dimensions of human life, such as health, economy, and security (Astuti, 2020). Presence *Halal Lifestyle Style*. In this modern era, it demands halal guarantees in the food production chain (Talib & Zulfakar, 2016).

Several previous studies have also examined the importance of halal food and beverage products that have an impact on various aspects. Research from Arifin et al (2023) stating that one of the factors that affects consumer consumption behavior is the halal aspects. Then Hosseini et al (2020) states that the way animals are slaughtered, halal logos, food quality, and religiosity can influence Muslim consumers to pay and buy halal-certified halal food at a much higher price. Research Syllabus (2024) finding attitudes and behavioral controls significantly affect the interest in buying MSME food products that are labeled halal. Halal labels encourage consumers to think that the food is of good quality and create a psychological impact on food quality. Apart from halal labels, the halal production chain must be able to guarantee the halal nature of food products. The halal supply chain is a systematic series from the production process to distribution that must meet Islamic requirements and rules (Tieman, 2011). Kurniawati & Cakravastia (Kurniawati & Cakravastia, 2023) In his research, he found that halal supply chains increase efficiency and effectiveness because they can minimize tangible and intangible costs, minimize and avoid cross-contamination of products that may not be provided by conventional supply chains.

Indonesia, as one of the countries that adheres to the open trade system, must certainly be a leading country in developing the halal industry and increasing the market share of halal food exports. The sustainable development of the halal food industry can be carried out by paying attention to the halal aspects of the product and increasing the selling value of the product through a halal value chain that can accommodate these various potentials to then form a halal ecosystem sustainably. The high demand for halal products makes the food and beverage industry an important part of a more inclusive,



ethical, and sustainable global economy. Therefore, this article aims to analyze efforts to optimize the *halal food* sector in supporting Indonesia as a world halal producer.

METHODOLOGY

The research methods used in this study are Library Research with a qualitative approach, namely research whose object of study uses library data in the form of journal articles, books, annual reports, and other relevant documents to provide a comprehensive and credible understanding. In this study, the use of qualitative descriptive methods aims to explore deeper information about Sector Optimization Halal Food in Supporting Indonesia as a World Halal Producer. The information collected from various sources is then processed and analyzed by producing descriptive explanations in the form of narratives, images, and symbols. The three steps of data analysis carried out are data reduction, data classification, and data verification (Neuman & Djamba, 2014). The data obtained will be selected and simplified according to the research objective, namely the optimization of Halal Food to support Indonesia as the world's halal producer. After categorizing the reduced data, it is verified and analyzed using a descriptive method to provide information for solving the problem being researched.

RESULTS & DISCUSSIONS

Halal comes from the Arabic word meaning "allowed", "allowed" or "not forbidden", while haram means "not allowed" or "forbidden". In terms of Halal, it means something that is allowed in Islamic law to be done, used, or tried, and is free from harmful substances, while still paying attention to its nature. Meanwhile, haram means things that are forbidden for Muslims to do or use something either because of its danger or the way to get it (Ridho et al., 2021). The foundation of religious obligations, sourced from the Qur'an and Sunnah, has influenced the behavior of every individual in other aspects of life, including the need for halal food. In this case, any prohibited components, including pork-free food ingredients such as gelatin, enzymes, lecithin, glycerin, as well as flavoring additives and flavorings, should be avoided (Harati & Farzaneh, 2024). The prohibition of food and drink in the Qur'an is QS. Al-A'raf [7]: 157, Al-Baqarah [2]: 173, Al-Maidah [5]: 3, Al-An'am [6]: 145 and An-Nahl [16]: 115 which include blood, carcasses, pork, animals slaughtered in addition to the name of Allah, animals that are suffocated, beaten, fallen, horned, and that are pounced on by wild animals except those that have been slaughtered. This includes carcass animals, which are animals that die without being slaughtered or die on their own. In addition, two types of animals are excluded from the category of carcasses according to Q.S. Al-Maidah [5]: 96, namely fish, and all animals that live in water. This is because these animals are not allowed to be slaughtered (Ridho et al., 2021).

The halal aspect is the most important part of a Muslim's life. Aslan's Research (2023) found that religiosity, subjective norms, and halal awareness affect the intention to purchase culinary products in Turkey. On the other hand, halal certification on culinary products has a strong effect on Muslim consumer confidence. On the other hand, Muslim consumers' intention to buy halal products can be increased through high halal knowledge and awareness. In line with research, the Syllabus (2024) using a sample of 437 Muslim respondents who shop at MSME companies, found that attitudes and behavioral controls significantly affect interest in buying halal-labeled MSME food products. Furthermore, research by Rafiki et al (2023) found that halal brand awareness and habits had a positive effect on purchase decisions, while religiosity served as a moderating variable, strengthening the relationships between awareness and purchase decisions, as well as between habits and purchase decisions.

Apart from the halal aspects of a product, to increase consumer confidence and product competitiveness in the global market, a halal product chain mechanism is needed from upstream to downstream to ensure that halal products continue to meet Islamic Sharia standards. Talib and Zulfakar (2023) explained that sustainable supply chain management for halal-certified food companies in achieving the SDGs can be achieved by using environmentally friendly production tools and materials, choosing responsible suppliers, replacing/using environmentally friendly packaging, and adopting green technology to support the company's sustainability. Then, the research by Kurniawati & Cakravastia (2023) found that halal supply chains improve efficiency and effectiveness by minimizing tangible and intangible costs and avoiding cross-contamination of products that may not be provided by conventional



supply chains. Further Research: Khan et al (2023) show that a total of 16 risks have been identified after implementing halal supply chain management, which are classified by severity. The highest risk is the status, integrity, and origin of raw materials, while the medium risk is information integrity, and the lowest risk is human integrity. So that effective halal supply chain management can help in providing a transparent and reliable system to track the origin of raw materials and production processes, helping to reduce the risk of violations of halal principles, which can lead to product recalls (Product Recall), supporting the sustainability and ethics of the Business, and maintaining the Halal Integrity of Products and increasing consumer trust.

Acceleration of Halal Certification in the Food and Beverage Industry

Halal certificates are one of the tools used to label halal products that are valid according to Islamic law, free from prohibited materials and processes. Halal certificates are the right of Muslim consumers, who must receive protection from the state (Syafrida, 2016). Halal certification is a document issued by Islamic organizations to inform and convince consumers that a product sold is in accordance with sharia from all aspects, ranging from slaughter, storage, storage, grooming, hygiene, and sanitation preparation (Rafiki, 2019). On the other hand, halal certification labels can be a sign for non-Muslim consumers that food and beverage products have been tested using good ingredients and are safe for consumption (Santoso et al., 2021). The importance of halal certification is more than just to ensure the halal status of a product. The government established BPJPH (Halal Product Assurance Agency), as an organization responsible for halal certification procedures, based on Law Number 33 of 2014 concerning Halal Product Assurance (Harmoko, 2022).

There are several laws and regulations to support Indonesia as the halal center of the world, including Law No. 33 of 2014 concerning Halal Product Assurance and Indonesian Government Regulation No. 31 of 2019 concerning the Implementation of Law of the Republic of Indonesia No. 33 of 2014 concerning Halal Product Assurance which aims to provide security, comfort, safety, and certainty of the availability of halal products for the Muslim community in consuming and using and increase added value for business actors to produce and sell halal products (Syafrida, 2016). Several other regulations that regulate the halalness of food and beverage products include Law No. 8 of 1999 concerning Consumer Protection, Presidential Instruction No. 2 of 1991 concerning "Improving the Guidance and Supervision of the Production and Circulation of Processed Foods". Decree of the Minister of Agriculture No. 41 3Kpts/TM/3 10/7/T 992 concerning Slaughter of Animals and Meat Handling and Its Accompanying Results (Madjid, 2022). The following is the flow of the process of issuing halal certification.

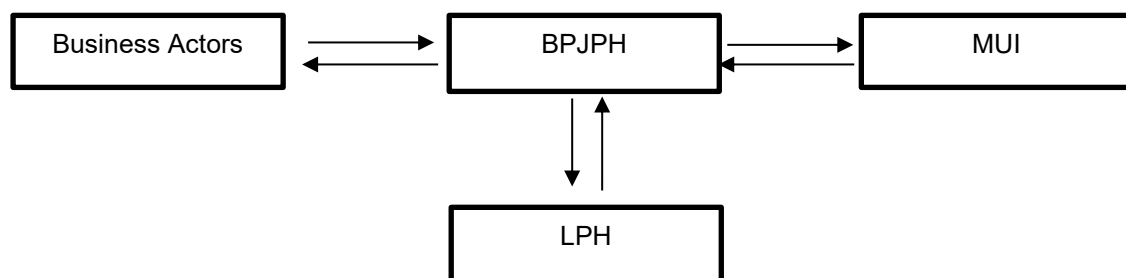


Figure 1. Halal Certification Issuance Process (Source: kneks.go.id)

Based on Figure 1. The halal certification procedure can be carried out when business actors have submitted a halal certification application by preparing document files. Furthermore, BPJPH will check the completeness of the documents and establish a Halal Inspection Agency. The Halal Inspection Agency (LPH) will inspect and/or test the halalness of the product. The results of the test were then sent to the Indonesian Ulema Council (MUI). Then, the MUI will determine the validity of the product through a halal fatwa hearing. If the product meets the requirements, stipulations, and criteria, then BPJPH will issue a halal certification for the product.

As the year progresses, halal-certified products in Indonesia have shown an upward trend over the past four years. In 2020, the number of halal-certified products recorded was 59.40 thousand

products. In 2021, the number increased to 315.66 products. Then in 2022, the number of halal-certified products will be 704,989. Meanwhile, by the end of 2023, the number will be 1.42 million products; this increase will continue to occur consistently until 2024. As of 2024, BPJPH has issued 1.83 million halal certificates with a total of more than 4.5 million halal-certified products. BPJPH continues to strive to improve halal certification services, which include the terms of service, Service Level Agreement (SLA), quality, and transparency. Since 2019, halal certification services have continued to be improved, for example, for the issuance of halal certification, which initially took 352 days to 60 days in 2021, then 2023 to 30 days, and has been electronically based (Ministry of Religion, 2025).

Then that the acceleration of halal certification in the food and beverage industry is certainly still very much needed and is a series of efforts to improve the halal certification process to be more efficient, fast, and responsive to market demand. Accelerating the acceleration of halal certification in the food and beverage industry involves collaborative efforts between certification bodies, governments, and manufacturers (W. R. Ismail et al., 2016; Mahyudi et al., 2016; Oseni et al., 2020). With these steps, it is hoped that the halal certification process can be more efficient among the steps that can be implemented, including:

- A. Capacity Building of Certification Bodies: Halal certification bodies must have adequate capacity to handle the growing demand for certification. It involves improving human resources, infrastructure, and efficient operational systems and procedures.
- B. Digitization and Automation of the Certification Process: The use of information and communication technology can speed up the halal certification process. The use of digital-based applications, data management systems, and integration with food and beverage industry information systems can reduce the time and cost required for the certification process.
- C. Harmonization of Standards and Procedures: Harmonization of halal certification standards and procedures at the regional or global level can speed up the certification process. This will enable food and beverage manufacturers to obtain internationally recognized certifications more easily and quickly, as well as facilitate access to export markets.
- D. Collaboration with the Government and Related Agencies: Cooperation between certification bodies, governments, and other related bodies is essential to accelerate the halal certification process. The government can provide the necessary policy support, financing, and administrative facilitation to expedite the certification process.
- E. Increased Awareness and Education: Increased awareness and education about halal certification to food and beverage manufacturers is an important step to speed up the certification process. With a better understanding of halal requirements and certification processes, manufacturers can better prepare and meet the requirements.
- F. Effective Audit and Monitoring: The implementation of effective audits and monitoring by certification bodies can help speed up the halal certification process. By conducting regular audits and strict supervision of food and beverage manufacturers, certification bodies can ensure that halal standards are properly adhered to.

Strengthening the Halal Value Chain of the Food and Beverage Cluster

Currently, consumers' problems with halal-labeled food have become a lifestyle. Aslan (2023) states that the level of religiosity is related to the intention to buy a product. The products consumed must contain halal elements & Thoyyib (hygienic, healthy, and wholesome). So that halal standards will become a universal indicator for Muslims to set limits in life and guarantee product quality. According to Tieman (2011) there are four stages of halal evolution that humans need to go through. The four stages of evolution are Muslim companies, halal products, halal supply chains, and halal value chains. At the Muslim corporate level, halal production is based solely on belief. A Muslim buys a product from another Muslim, who has a responsibility to his God to ensure that the food or product he sells is halal. At the level of halal products, halal certificates are the basis of consumer trust. At the halal supply chain level, the halal label is a guarantor of the halal of the entire supply chain process. As for the halal value chain level, halal value includes all related aspects (Tieman, 2011). In supporting the growth of the quality and quantity of the halal industry, of course, a halal ecosystem based on Islamic values is needed. The right strategy in developing the sharia economy will help strengthen the Halal Value Chain, especially in Indonesia (Dzukroni & Afandi, 2022).



In contrast to Halal Supply Chain, whose main goal is to ensure the halal integrity of products throughout the production and distribution process by focusing on compliance with halal standards and avoiding haram contamination. The Halal Value Chain has the goal of creating added value for halal products, both in terms of quality, innovation, and consumer experience, which focuses on increasing competitiveness and consumer satisfaction. The halal value chain is a comprehensive system for creating added value for halal products and paying attention to their halal values from downstream to upstream, starting from raw materials to the distribution process (Kurniawati & Cakravastia, 2023). Approach Supply, Demand, and Enabler become a necessary ecosystem in the improvement of the halal industry. On the side Supply the existence of Indonesia's halal industry sector (food, tourism, Fashion, medicines, media, and renewable energy) is a place to prepare various products that can be consumed by the public with halal labels. On the side of Enabler, the provision of support from the government, both as regulators, executors, and evaluators, is needed as a component Enabler in the halal industry ecosystem (Asri & Ilyas, 2022).

In the halal value chain, the implementation of evaluation and re-supervision is carried out from the basic stage (planning) to the final stage. One of the efforts that can be implemented to maximize the halal value chain is by combining the Plan-Do-Check-Action method or called the PDCA method. Based on the above cycle, the stages in the PDCA method (Tjiptono & Diana, 2003) are (1) developing a plan. This first stage is important to do based on core points including understanding the process, minimizing various unnecessary work, sorting out errors and planning continuous improvements, (2) implementing a plan (do), this stage, the organization (company) carries out the planning that has been prepared in stages, (3) checking, after carrying out the previous two stages, then the company began to compare the suitability between the plan and the do, (4) Action, the company conducted an effectiveness analysis of the previous three stages. The combination of the halal value chain and PDCA in the halal industry enables companies to achieve competitive advantages and competitiveness by maintaining halal values in each process chain, starting from supply, manufacturing, storage, distribution, to delivery to consumers. In addition, PDCA can optimize the company's operations. Thus, collaboration applied to the halal industry can improve company performance and strengthen the halal industry both in the goods and services sectors (Junior & Broday, 2019). The series of halal value chains can be seen in Figure 2.

Based on Figure 2. Halal integrity at every level of the production process must remain the top priority of business actors. The stages of the process start from the raw materials (Input), post-harvest processing, packaging and labeling, storage/distribution to consumers. Based on Law No. 33 of 2014, the halal value chain process can be achieved if business actors apply for halal certification, starting from raw materials to products to consumers. Regulations used for halal certification in Indonesia in addition to laws on halal product assurance are also mentioned in Law No. 11 of 2020 concerning Job Creation, Government Regulation No. 31 of 2021 concerning the implementation of halal product assurance, PMK No. 57 of 2021 concerning service tariffs for public service agencies, the Halal Product Assurance Agency and PMA No. 26 of 2019 concerning the Implementation of Halal Product Assurance (Masrurroh, 2020). From some of these laws, in realizing the halal value chain, the application process can be carried out through the submission of a halal certification.



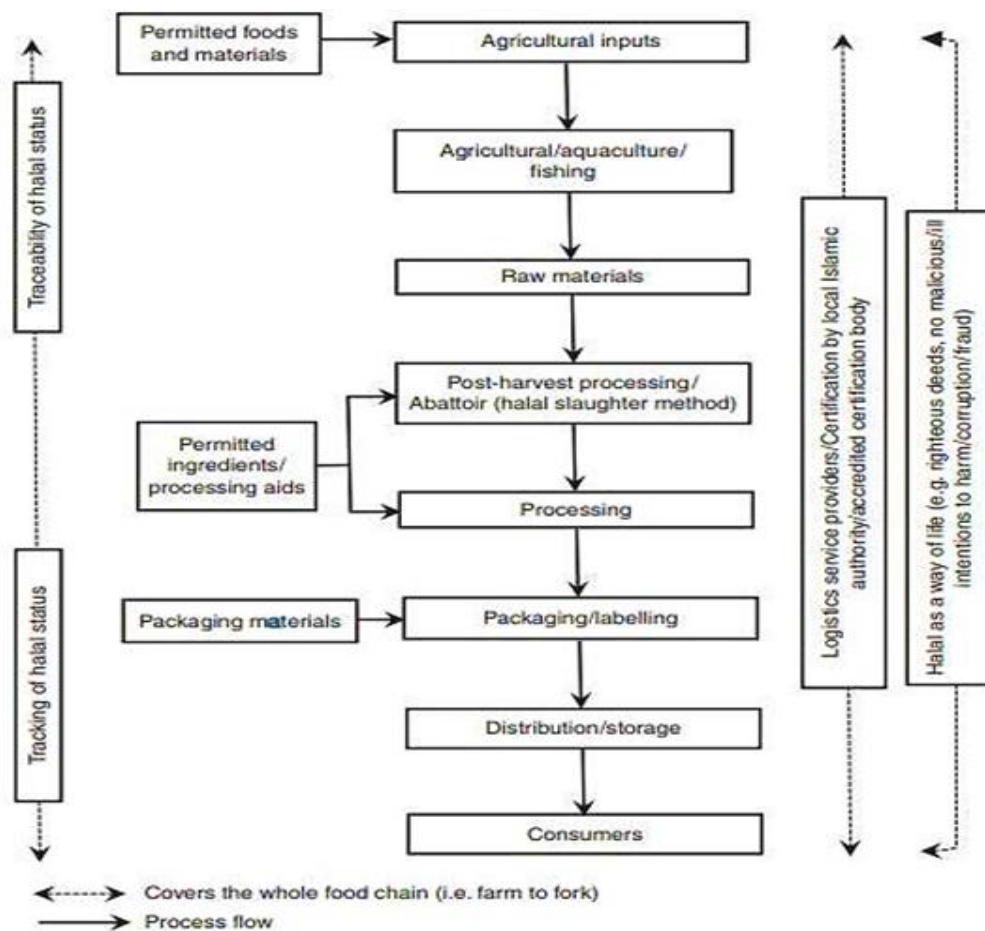


Figure 2. Halal Value Chain from Raw Materials to Finished Goods (Source: Masrurroh (2020))

The halal value chain ecosystem, especially from the food and beverage cluster, is always developed as an effort to support Indonesia to become a world halal producer, starting from the input process to the output. Based on the Indonesian Sharia Economic Masterplan 2019-2024 to strengthen the halal value chain covering several sectors, one of which is the food and beverage industry, consisting of raw materials, manufacturing, retailers, financing, distribution channels, and technology. Therefore, to improve the value chain, it is necessary to apply strategies including (1), halal standardization of domestic products, promotion, halal product literacy, and halal certification of MSME products as a strengthening of the domestic market, (2), opening the way of the distribution chain, marketing halal products and the standardization of food quality at the international level as market verification with the aim of export and product specialization, (3) increasing the effectiveness and strengthening institutions related to the halal industry with various activities including supporting the self-sufficiency of raw materials and leading regional work programs, and (4) conducting research and development (R&D) of halal food and the establishment of halal industrial centers in each region (KNEKS, 2020).

This is considered important in encouraging the expansion of MSME companies and increasing economic resilience. Considering this, it is very important to build business incubation centers in various locations to conduct coaching and training that can help MSMEs to become part of the value chain of the halal industry sector. The International Trade Center also emphasized that MSME actors can be involved in the global supply chain of the halal industry by expanding the capacity of human resources through knowledge of certification and manufacturing of halal products, expanding education and socialization and developing the involvement of business actors in the halal product trade network in the global or global market Value Chain These are some of the ways that can be used to advance the halal product sector. (Qoni'ah, 2022).

Strengthening the Export-Oriented Food and Beverage Halal Industry Ecosystem

One of the indicators to become the center of halal product producers in the world is the large volume of halal product exports carried out by Small and Medium Enterprises (SMEs). Indonesia's export potential of halal products amounted to US\$3.6 billion and can contribute an economic value of US\$5.1 billion, or the equivalent of Rp75 trillion, which can be generated only from the halal products and services sector. This amount is outside of the investment that enters Indonesia. So that halal products and investment in Indonesia can support GDP growth in the country. This increase was mainly driven by increased halal food and beverages exports from Indonesia to other OIC countries. However, the contribution of SME exports is still relatively low, which is 14.37% of the total national exports (Madjid, 2022). In 2024, Indonesia recorded exports of halal products worth USD 41.42 billion, or equivalent to IDR 673.90 trillion, for the January-October 2024 period. In the same period, Indonesia's halal product trade balance surplus reached USD 29.09 billion. Halal product exports can support the achievement of Indonesia's economic growth target of eight percent. Looking at the export performance of halal products per sector for the January-October 2024 period, the processed food sector dominated the export value of USD 33.61 billion, followed by Muslim clothing USD 6.83 billion, pharmaceuticals USD 612.1 million, and cosmetics USD 362.83 million. In terms of exports, there is a trend of increasing the value of Indonesian halal products by up to 10.95 percent per year in the last five-year period (2019-2023). In 2023, the value reached USD 50.54 billion, and in 2019, the value was USD 37.29 billion (Ministry of Finance, 2024).

According to the State of the Global Islamic Economy 2020/2021 Report, in 2018/2019 and 2019/2020, Indonesia occupies the position of the first country in the absorption of halal products in the world, so it has a huge potential to absorb the world's halal products, especially halal food and beverage products. On the other hand, Indonesia ranks fourth in the world's halal food supply chain, which is based on halal top 10 ranking indicators from countries around the world. At the position indicator, Islamic finance and Muslim Friendly Travel, Indonesia is in sixth place. Meanwhile, Indonesia ranks third for modesty and fashion indicators. For drug and cosmetics indicators, Indonesia's position is in sixth place and fifth in the media and recreation indicators (Aslikhah & Faridah, 2021).

Strengthening the export-oriented halal food and beverage industry ecosystem is a series of efforts to strengthen and develop the infrastructure, policies, and support needed to facilitate the growth and expansion of the halal food and beverage business in the export market. This involves a wide range of stakeholders, including governments, certification bodies, halal food and beverage companies, and industry associations (Ismail et al., 2018; Talib et al., 2017; Tariq et al., 2018). Further, Qoni'ah (2022) explains that optimizing the use of e-commerce is one of the strategies to be able to maximize halal product export opportunities. The use of e-commerce can penetrate the boundaries of trade and cut the distribution chain, so that it can reduce costs and make product prices more affordable. In this case, the government can promise and encourage the use of e-commerce by providing training and assistance for MSME actors who produce halal products, so that these MSMEs can reach the global market through the use of digital technology. There are several other elements involved in strengthening the ecosystem of the halal food and beverage industry with an export orientation:

- A. Policies and Regulations:** Strengthening the halal industry ecosystem requires clear and supportive policies and regulations to facilitate international trade in halal products. This includes the development of adequate regulations for halal certification, an efficient licensing process, and incentives and facilities that can drive export growth.
- B. Infrastructure:** Good and efficient infrastructure is a key factor in strengthening the halal industry ecosystem. This includes adequate transportation and logistics infrastructure to ensure halal products can be transported safely and on time to export markets.
- C. Product Innovation and Research:** Strengthening the halal industry ecosystem encourages product innovation and sustainable research. This includes the development of new products that suit the preferences and demands of the export market, as well as the use of the latest technologies in the production and processing of halal food and beverages.
- D. HR Training and Development:** Strengthening the halal industry ecosystem involves training and developing skilled and well-trained human resources in producing, marketing, and managing halal food and beverage businesses. This training can include knowledge of halal requirements, quality



management, food safety, international marketing, as well as adaptability to global market changes.

- E. Promotion and Marketing: Effective promotion and marketing are important in expanding the export market for the halal industry. Strengthening the halal industry ecosystem involves active and strategic promotional efforts, both through participation in international trade exhibitions.

CONCLUSIONS

The halal food and beverage industry is one of the clusters that makes a great contribution in supporting Indonesia as the world's halal producer in line with the growth of most of the world's Muslim population. Some ways that can be done to support this include, first, accelerating halal certification in the food and beverage industry through increasing the capacity of certification bodies, digitizing and automating the certification process, harmonization of standards and procedures, collaboration with the government and related agencies, awareness raising, and effective auditing and monitoring education. Second, strengthening the halal value chain of food and beverage clusters through halal standardization of domestic products, promotion, halal product literacy, and halal certification, opening the way for the distribution chain, increasing effectiveness, and strengthening institutions related to the halal industry, and conducting halal food research and development. Third, strengthening the export-oriented halal food and beverage industry ecosystem through policies and regulations, infrastructure improvements, product innovation and research, human resource training and development, and promotion and marketing. This research has limitations on the themes discussed and the literature used. The next research is expected to expand the discussion of the halal industry in Indonesia as a whole.

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