

## OPTIMIZATION OF THE HALAL INDUSTRY SECTOR: THE POTENTIAL OF HALAL MEDIA AND ENTERTAINMENT IN INDONESIA

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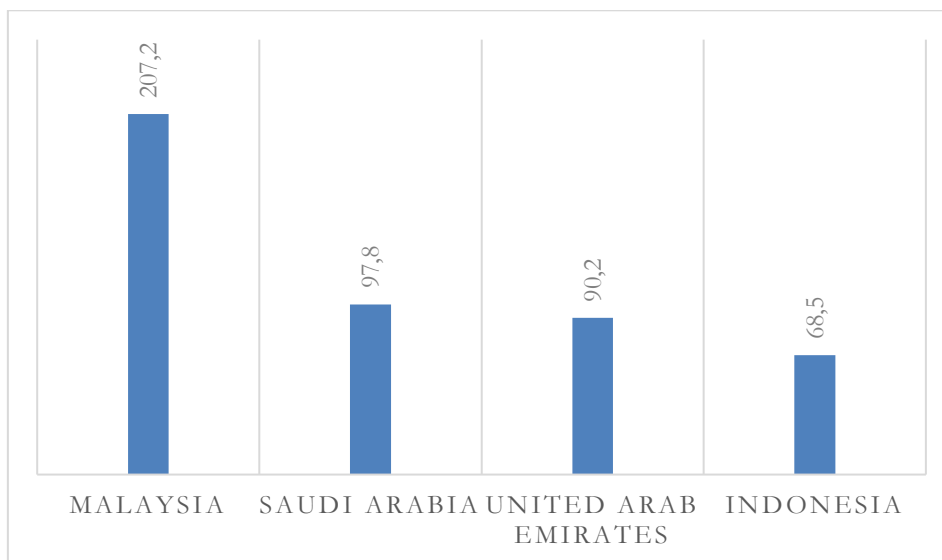
### ABSTRACT

This research examines efforts to optimize the halal industry sector in Indonesia, with a particular focus on the potential of halal media and entertainment. The significant growth of the halal industry market presents a substantial opportunity for Indonesia, a nation with a predominantly Muslim population. A qualitative descriptive method is employed to investigate strategies for leveraging the potential of halal media and entertainment in Indonesia. The research emphasizes the analysis of relevant data related to the topic, aiming to enhance the appeal and contribution of the halal media and entertainment sector through a literature review approach. By conducting an in-depth analysis of consumer trends and industry developments, this study provides a comprehensive perspective on the opportunities and challenges in the development of halal media and entertainment. Special attention is given to regulatory and promotional strategies to maximize the potential of this sector. The findings of this research are anticipated to offer practical guidance for stakeholders in the halal industry, with the objective of reinforcing Indonesia's position as a leader in the global halal industry. The implications of this study include the development of more effective strategies to increase public awareness and industry participation, as well as providing a foundation for policy development that supports the sustainable growth of the halal media and entertainment sector in Indonesia.

## 1 Introduction

The halal industry is a sector of the economy specifically oriented towards the manufacture, distribution, and provision of products and services according to halal principles in Islam (Mahardika, 2020). Products and services produced by this industry must comply with specific standards, including criteria for raw materials, production methods, and management practices that align with Islamic law (Mustaqim, 2023). In recent years, increasing awareness among Muslim consumers from various walks of life has resulted in significant growth in the halal industry, particularly in Indonesia.

According to The Royal Islamic Strategic Studies Center (RISSC), in 2022, Indonesia was named the country with the largest Muslim population in the world, reaching 231 million people (Nasreddin, 2022). This figure represents around 86.7% of the total population in the country and is equivalent to 12.3% of the Muslim population in the world (Febrian & Hadi, 2023). This data underscores Indonesia's significant role in developing the global halal industry. Based on The State of the Global Islamic Economy Report 2022, Indonesia ranks fourth globally in terms of sharia economic indicators, following Malaysia, Saudi Arabia, and the United Arab Emirates (Dinar Standard, 2022). The details are as follows:

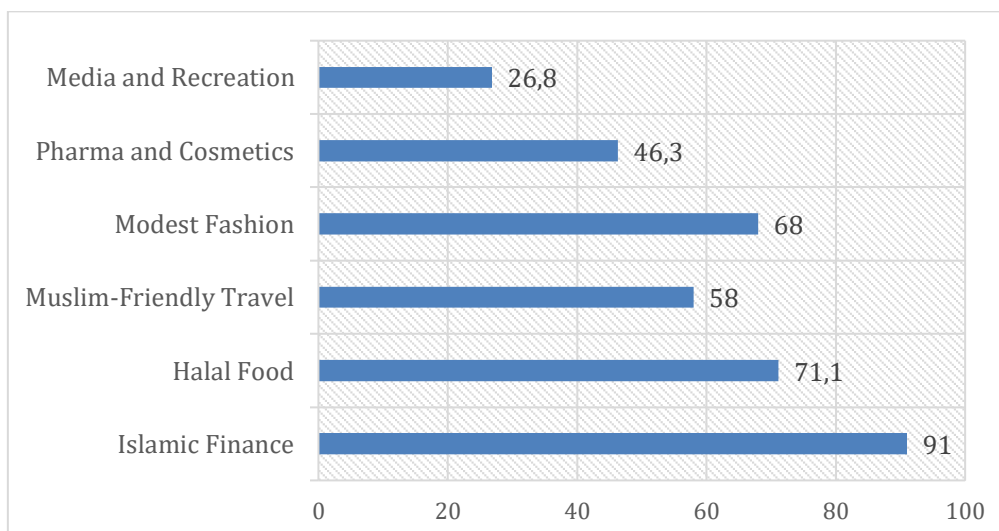


Source: The State of the Global Islamic Economy Report 2022

**Figure 1**

### **Top 4 Global Rankings of the Global Islamic Economy Indicator**

The Global Islamic Economy Indicator (GIEI) is a composite index that evaluates the overall progress of the sharia economic sector in various countries, summarizing each country's optimal position regarding the global halal economic potential (Wiratama & Safitri, 2023). The following is the GIEI data for Indonesia, detailing several halal sectors:



Source: The State of the Global Islamic Economy Report 2022

**Figure 2**  
**Indonesian’s Global Islamic Economy Indicator**

The sharia financial sector in Indonesia is developing rapidly, marked by the emergence and acceptance of various sharia fintech companies in society. In addition to electronic money, sharia fintech serves as an alternative funding option for the community, operating on the principle of peer-to-peer (P2P) financing and employing sharia contracts in its financing mechanisms (Madani, 2021). In addition to the significant development of the sharia financial sector, the latest GIEI data ranks Indonesia second globally, after Malaysia, in the halal food sector. The growth of this sector in Indonesia is strongly influenced by government regulations, particularly Law Number 33 of 2014 concerning halal product guarantees. This regulation mandates that every business actor, especially those in the food and beverage industry, obtain halal certification by October 17, 2024, to ensure the halal status of their processed products (Dwiputranti, 2020).

The Indonesian Coordinating Minister for Economic Affairs, Airlangga Hartarto, optimistically welcomed the development of the halal industry in Indonesia. He estimates that by 2025, Muslim spending in the halal sector will grow by 7.8%, equivalent to approximately IDR 3 trillion. As a country with a majority Muslim population, Indonesia has the potential to become the largest consumer of halal products in the world (Puspa, 2023). Therefore, it is important to harness this potential optimally through the continued development of the halal industry in Indonesia. Among the six sharia economic indicator sectors, Indonesia lags in the halal media and entertainment industry, not even ranking in the top 10 of the GIEI. The following table shows the global rankings for the halal media and entertainment industry:

**Table 1 Top 10 Global Ranking of Halal Media and Entertainment Industry**

No	Country
1	Malaysia
2	Singapore
3	United Arab Emirates
4	China
5	Turkey

6	United Kingdom
7	Netherlands
8	Bergium
9	Germany
10	United States

Source: The State of the Global Islamic Economy Report 2022

Although the development is not yet significant, data shows that Indonesian consumers can spend US\$22.4 billion on Islamic-themed media and entertainment (Datanesia, 2023). Media and entertainment are interrelated aspects that play a crucial role in conveying information, relieving fatigue from daily activities, and even shaping new cultural norms in society (Sari, 2021). This industry is highly dynamic, constantly influenced by rapidly changing trends and technology, and evolving with audience preferences over time.

Since the Covid-19 pandemic hit the global community in 2020, people have increasingly relied on media and entertainment due to lockdown policies. In Indonesia, the government implemented several regulations to limit outdoor activities, such as the Pembatasan Sosial Berskala Besar (PSBB), which later evolved into the Implementation of Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM). This situation forced many people to stay at home to reduce the uncontrolled spread of the virus, making media and entertainment their primary means of occupying their free time (Rohmah, 2020).

Media and entertainment have become social connectors for people whose movement is restricted, preventing direct interaction. Daily activities that typically rely on face-to-face interaction have shifted to virtual interactions through multi-directional communication channels (Mubarok, 2022). The advancement of technology and ease of internet access have allowed everyone to connect without the constraints of time and space, making it easier for people to access a wide variety of media. Beyond traditional television, people are now widely embracing digital media and various social media platforms (Saumantri, 2022).

The development of the media and entertainment industry, marked by the increasing use of social and digital media, has brought both positive and negative impacts. One significant negative impact is the information imbalance (Sukatendel & Sitepu, 2022). Fake news (hoaxes) and disinformation spread easily, exposing many people to unbalanced perspectives on events due to algorithms that personalize content. Excessive use of social and digital media can also trigger emotional health problems, especially for individuals who feel dependent on these platforms and have not interacted directly with their surroundings for extended periods (Aulia & Masduki, 2023).

The application of media and entertainment that prioritize halal principles can be a solution to overcome these problems and promote better media. Through a deeper analysis of the potential for developing halal media and entertainment, an ecosystem that is more balanced, educational, and in accordance with Islamic law can be created. Implementing halal principles in the media and entertainment industry in Indonesia can make a positive contribution to society by filtering and balancing information for the public. Furthermore, this sector can strengthen the positive image of the Indonesian halal industry at both national and international levels.

According to data from the Ministry of Finance (2019), the halal industry is expected to grow by 6.2% from 2018 to 2024. By 2024, consumers in the halal industry are projected to spend \$3.2 trillion, indicating a promising future for this sector. The halal industry significantly influences Indonesia's economic growth, contributing \$3.8 billion to the country's GDP annually. Additionally, it has created 127,000 jobs and attracted \$1 billion in investment from foreign investors (Destriyansah et al., 2023)

Previous research has outlined halal issues and challenges from the perspective of literature as the main reference. For instance, Fatoni and Syahputri (2020) conducted qualitative descriptive research, Laluddin et al. (2019) used a qualitative approach with a conceptual study, and Irfany and Rusydiana (2022) employed a quantitative approach. However, to our knowledge, there are still few empirical studies that use a qualitative approach with interviews, especially in Indonesia.

Based on the explanation above, it is evident that the halal industry plays a crucial role in boosting Indonesia's economic growth. This research aims to delve deeper into the halal industry, focusing specifically on the potential and optimization of halal media and entertainment in Indonesia, addressing existing gaps in empirical qualitative research. This summary outlines the current state of the halal industry in Indonesia, its economic impact, and the potential for further development, particularly in media and entertainment, while highlighting the need for more qualitative empirical research in this field.

## **2 Literature Review**

The following is part of literature review regarding the halal media and entertainment industry in Indonesia.

### **2.1. Halal Industry**

The halal industry produces goods and services that adhere to sharia principles. Everyone is obliged to follow the rules taught in the Koran regarding what is halal (permissible) and haram (forbidden), as well as the sunnah, to avoid haram (Destriyansah et al., 2023). According to Law Number 33 of 2014 concerning Halal Product Guarantees, the aim of the halal industry is for the state to protect and guarantee the halal status of products (Nurhisam, 2023).

The halal industry in Indonesia encompasses economic sectors that produce and provide products and services according to Islamic halal principles (Wahyudi et al., 2023). Law No. 33 of 2014 concerning Halal Product Guarantees regulates strict standards from raw materials to distribution, making halal certification mandatory for every product in Indonesia. This initiative aims to strengthen the domestic halal economy and enable Indonesia to play an active role in the global market (Salam & Makhtum, 2022). The main focus of the Halal Product Assurance (Jaminan Produk Halal, JPH) Law is on the halal food and beverage industry, facilitating a faster halal certification process and supporting the development of halal products (Jatnika et al., 2023).

Not only the food and beverage sector, but halal tourism is also growing along with increasing awareness among Muslim tourists. The demand for destinations and services that comply with Islamic halal principles is increasing (Al Farisi et al., 2022). Halal tourism not only provides a peaceful experience for Muslim tourists, but also has the potential to create jobs and support the growth of Small and Medium Enterprises (SMEs). The

existence of halal tourism can also stimulate economic activity in various regions (Syam et al., 2023).

The halal industry in Indonesia is not limited to the food, beverage and tourism sectors. The development of the Sharia financial sector, Muslim fashion, production of halal medicines and pharmaceutical products, as well as halal media and entertainment is also an integral part of the growth of this industry. (Astuti, 2020). Strict regulations and certification will strengthen Indonesia's image and role in developing the halal industry from various sectors. This illustrates its commitment to meeting the needs of Muslim consumers at the national and global levels.

## **2.2. Halal Media and Entertainment**

Halal media and entertainment is an industry sector that produces and provides content, products, and services that comply with Islamic halal principles. The media context includes television, film, music, and digital platforms, while entertainment involves various forms of recreational and artistic activities that align with Islamic religious values. This industry aims to provide alternative entertainment that meets the ethical and moral demands of Islam, creates a Muslim-friendly environment, and supports a lifestyle in accordance with Islamic teachings. Increasing awareness of the needs of Muslim consumers makes halal media and entertainment a part of efforts to develop the halal industry in Indonesia (Adi, 2020).

Islamic-themed media, including films, TV shows, mini-series, and online content, continues to gain acceptance and demand from Muslim consumers. Various software applications also meet the lifestyle needs of Muslims (Deuraseh & Bte Pg Mohd Anuar, 2023). These applications include Muslim Pro, Umma, Islamic Mind, Quran Best, and many others, which continue to grow rapidly. Islamic cultural values are also being developed to target the younger generation on various YouTube channels such as Youfid TV, Da'wah Sunah, Nauman Ali Khan, and many others.

The halal media and entertainment industry in Indonesia, as part of the creative economy sector and the Global Islamic Economy Indicator (GIEI) index, has great potential for continued growth. Content tailored to Muslim consumers, such as Islamic-themed films and series, application-based lifestyle services, and cultural documentaries, is a highlight in the development of this industry. The large Muslim population in Indonesia will encourage Indonesian halal media and entertainment to become a leading halal industry, growing rapidly and making a significant contribution (Sukoso et al., 2020).

Optimizing the halal media and entertainment industry in Indonesia has not been widely discussed in research studies. Research by (F. Utami et al., 2021) explains the challenges in developing the halal media and entertainment industry in Indonesia. This concerns the limitations of regulations governing the sector as well as the need for optimal contributions from various parties according to their respective roles and responsibilities. This research will focus on exploring the potential of halal media and entertainment related to promotional innovations that should be implemented, as well as explaining the role of relevant stakeholders such as the Halal Product Guarantee Organizing Agency, the Indonesian Ulema Council, the Indonesian Broadcasting Commission, and the Film Censorship Institute in formulating appropriate policies for the development of halal media and entertainment.

### **3 Methods**

This research study is qualitative, aiming to gain an understanding of an event, verify the accuracy of data, group information, and reconstruct the occurring phenomenon (Sugiyono, 2019). The approach used is phenomenology, which involves studying and understanding phenomena and their unique and distinctive contexts experienced by individuals, including the level of belief held by the individual (Adlini et al., 2022). The data sources used are secondary data obtained from publications by economic institutions, scientific articles, and other documents relevant to this research. The data analysis method employed is descriptive analysis. The stages of qualitative data processing include source tracing, citing references, data abstraction, interpretation, and drawing conclusions. Data is processed to produce descriptive explanations in the form of words, images, and symbols that are appropriate to the research object (Harmoko, 2022).

### **4 Results and Discussion**

The following is part of the results and discussion regarding the halal media and entertainment industry in Indonesia.

#### **4.1. Development and Potential of Halal Media and Entertainment in Indonesia**

The development of the halal industry in Indonesia, if managed well, will create a significant global impact. This study must be strengthened by two main aspects. First, the availability of halal goods and services for a predominantly Muslim population. This includes not only food and beverage products but also other sectors such as cosmetics, pharmaceuticals, tourism, and even media and entertainment. The existence of halal products creates a sense of trust and security for Muslim consumers, which can further improve the welfare of society as a whole (Harmoko, 2022).

The second aspect is the economic potential of the halal industry in Indonesia. The large Muslim population and stable economic growth are driving factors, giving the halal industry a significant opportunity to become one of the driving forces of the national economy (Setyaningsih, 2022). The importance of effective and strategic management in this industry cannot be overlooked. If managed well, the halal industry will not only contribute to increasing national income but also create jobs, attract investment, and encourage innovation.

In this context, strategic steps need to be taken to develop the halal industry sustainably. First, the government needs to strengthen halal regulations and standards to ensure product quality and compliance. Second, it is necessary to promote and educate producers and consumers to better understand the added value of halal products. Third, investment in research and development must be increased to boost innovation in the production of halal goods and services. Through a holistic approach that includes aspects of consumer needs, economic potential, and industrial management, Indonesia can maximize the development of the halal industry to support sustainable economic growth and improve community welfare.

The halal industry is growing on various fronts, one of which is Islamic-themed content, which is experiencing global growth. This is evidenced by the increasing number of Islamic content productions on various platforms, such as television, social media, and streaming services. According to the GIEI 2022 report, Malaysia leads in first place regarding halal media and entertainment. "Omar & Hana" is one of the Islamic digital content produced in Malaysia in 2017 by Digital Durian (DD) Animation Studio (Utami & Harianto, 2021). "Omar & Hana" tells the story of a pair of siblings who learn about Islam through various daily activities. This animation uses Islamic songs and messages to educate children (Sari, 2022).

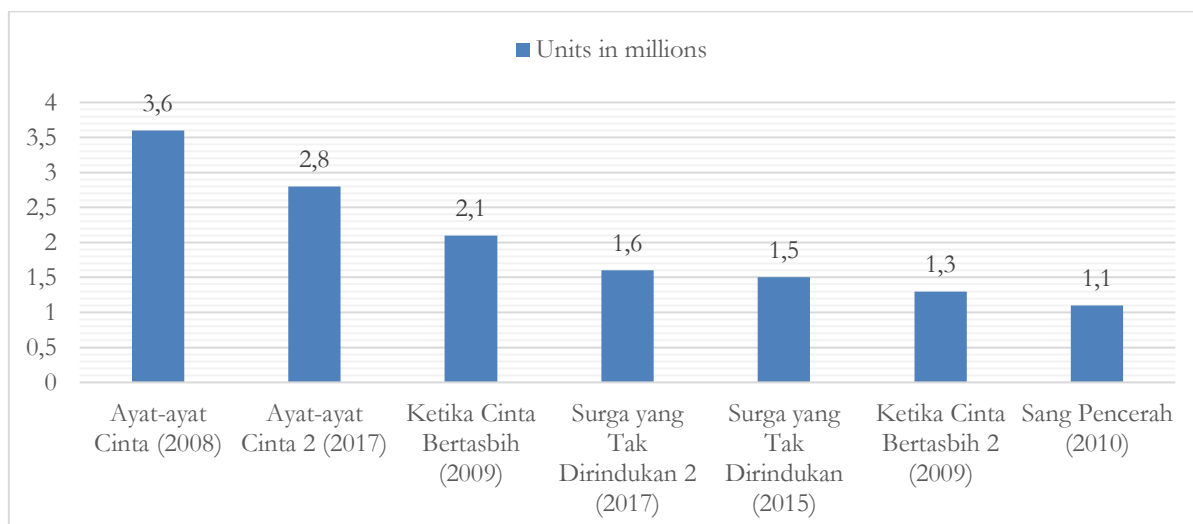
The emergence of this short animation production has attracted significant attention. To date, the animation "Omar & Hana" broadcast on the YouTube platform has been watched 3.4 billion times and is broadcast in more than 50 countries with 6.3 million subscribers. Not only did it explode in Malaysia, but "Omar & Hana" also became famous globally, including in Indonesia, where it was broadcast on a television station, Rajawali Televisi (RTV). This animation also features the country's famous actress, Oki Setiana Dewi, in several episodes, due to her fame after starring in the film "Ketika Cinta Bertasbih" in 2009 (Darmawan, 2020).

The animation "Omar & Hana" has won various awards, including the 2020 Asian Television Awards in the Best Animation category (The Malaysian Reserve, 2021). "Omar & Hana" is a successful example of the growth of global Islamic content. This animation proves that Islamic content has the potential to attract the attention of the global community. Its interesting and informative content can be accepted by various groups, including children.

Indonesia also has significant potential in producing Islamic content for children. One example is "Nussa," which was produced by Little Giantz and Visinema Pictures in 2018. This animation has attracted attention since it was broadcast on NET TV station in 2019 during the month of Ramadhan (Langga et al., 2020). This series was first broadcast on the YouTube platform and was even made into a film in 2021 titled "Nussa: The Movie." Even though Indonesia was still in a pandemic and cinema audience capacity was limited, the film managed to attract more than 400,000 viewers (Mahdi, 2022).

As the world transitioned from the pandemic to the endemic phase, the cinema industry in Indonesia experienced a significant increase in 2022, with total cinema audiences reaching 54 million people (Oebaidillah, 2023). The largest audience for an Indonesian film was achieved by "KKN di Desa Penari," with a total of 9.2 million viewers, crowning it as the best-selling film of all time in Indonesia (Annur, 2022). The revival of the film industry throughout 2022 continued into 2023, becoming one of the driving factors for the growth of media and entertainment in Indonesia, especially halal media and entertainment. There are many genres in the film industry, and one that is quite popular with the public is Islamic-themed films. The following is ranking data for Islamic-themed Indonesian films that have reached millions of viewers:





Source: *liputan6.com* (Maret, 2023)

**Figure 3**  
**List of Indonesian Religious Films with the Highest Viewership**

Until March 2023, the number of viewers of films with Islamic themes is still led by the film “Ayat-ayat Cinta” which was produced in 2008 (Rayendra, 2023). It fell during the pandemic, but from 2022 to 2023 the film industry was able to recover. Considering that people's movement space has been limited for almost two years, enthusiasm is increasing when things gradually return to normal and cinemas reopen to their proper capacity.

In 2023, the film with a religious theme that will explode on the market is “Air Mata di Ujung Sajadah” with a total of 3.1 million viewers, then “Buya Hamka Vol. 1” with 1.2 million viewers (Rantung & Maharani, 2023). Even though it has not been able to surpass the phenomenal religious film “Ayat-ayat Cinta”, the interest of the Indonesian people in the religious film industry is a breath of fresh air for the growth of the halal media and entertainment industry. The success of these latest films shows that people are still interested in content that promotes religious values.

Growth has also occurred in digital media, especially streaming platforms which have become popular among Indonesian people. Some of them are Netflix, Video, VIU, and others which provide easy access to enjoy film or series content on various devices, including smartphones which have now become a daily necessity. People who are familiar with the platform show a transformation in consumer behavior towards digital content. This increasingly flexible shift creates great potential for the media and entertainment industry, especially in the context of halal media and entertainment.

The existence of streaming platforms that are consumed is an important indicator for identifying consumer trends and preferences. In facing this trend, industry and media players can see this as a market to develop content that is in line with Islamic values. Involving aspects of religion, morality and local culture in content production can be attractive to audiences looking for halal entertainment. Producers, directors, scriptwriters and other content creators have a responsibility to create works that reflect the values cherished by Muslim communities.

Furthermore, this potential is not only limited to the national market. With the spread of streaming platforms globally, locally produced content that meets halal entertainment standards can reach audiences around the world. This creates the potential to spread positive values, promote a better understanding of Islam, and strengthen Indonesia's cultural identity at the international level. By capitalizing on the growth of digital media and shifts in consumer behavior, the halal media and entertainment industry can play an

important role in shaping positive discourse, meeting societal needs, and opening the door to more innovation in creating useful content and in line with Islamic principles.

#### 4.2. Innovations in Promotion and Regulation of Halal Media and Entertainment in Indonesia

The media and entertainment industry is experiencing significant changes and has become a potential sub-sector of the creative economy. Digitalization is growing rapidly, leading to an increase in the consumption of digital content, with social media, streaming platforms, and news websites becoming the main sources of information and entertainment for the public (Sugiono, 2020). The rise in technological innovation is undeniably an effective tool in supporting the promotion of halal media and entertainment. The halal media and entertainment sector can leverage these advances to increase and disseminate content that complies with halal principles in Islam.

Technology has played a key role in changing the way society consumes content, interacts with media, and accesses entertainment. The following table details several halal media and entertainment promotions that utilize technological innovation:

**Table 2 Promotion of Halal Media and Entertainment**

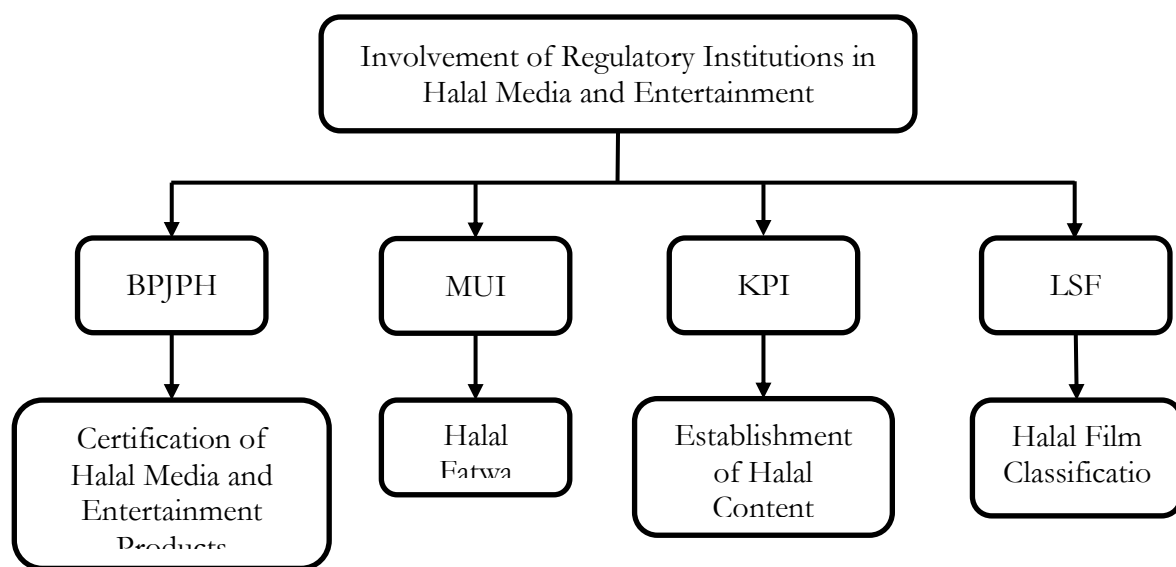
No	Promotion media	Information
1	Digital Platform and Sosial Media	The emergence of digital platforms and social media provides great opportunities for promoting halal media and entertainment. Digital campaigns can reach a wider audience, and halal content can be easily shared and accessed via various digital and social media platforms, such as YouTube, Instagram, TikTok, etc. The use of algorithms and user data allows halal content to be served to people who have an interest in it in various parts of the world. The availability of space to share stories and halal values enables the building of a digital community that is loyal and committed to continuing to promote halal content with Islamic values.
2	Halal E-commerce and Streaming Platform	Innovations in the e-commerce and streaming sectors make it easier for consumers to buy halal products and access halal entertainment content. E-commerce allows consumers to explore and purchase products that align with their preferences, needs, and guaranteed halal standards. Meanwhile, streaming platforms offer consumers entertainment based on halal principles, from films and music to television programs. These platforms alleviate consumer concerns about content that does not align with Islamic values and provide a sense of comfort when this content is enjoyed by various age groups. This innovation includes security features and halal certification, ensuring that the products purchased and the content accessed meet the proper halal standards.
3	Virtual Reality (VR) and Augmented Reality (AR) Technology	VR and AR are digital technologies that provide users with experiences in digital environments. The use of VR and AR technology can create more innovative halal media and entertainment experiences. This digital interaction is appealing because consumers can participate without the constraints of time and space. For example, virtual trips to

	halal destinations and art or music performances can be presented via VR. Meanwhile, AR can assist with consumer purchasing decisions through applications that identify halal products using camera sensors, immediately displaying halal information for each product.
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As it develops, there is a need for appropriate regulations to ensure that promotional innovations in halal media and entertainment remain within certain limits and do not conflict with Islamic values. Until now, government regulations governing the media and entertainment industry have tended to focus on the conventional sector. Support for halal media and entertainment is still considered less than that for the halal food sector, which has received clear regulations through Law Number 33 of 2014. In the media and entertainment sector, the existence of regulations is considered very important to reduce copyright violations and acts of piracy, as well as to formulate regulatory stimuli to support media and entertainment programs that comply with sharia principles (Amiruddin, 2022).

Several regulations that touch on religious aspects do not specifically address halal industries and media. For example, Law No. 33 of 2009, Article 41, Paragraph 1, which includes preventing imported films that conflict with religious values, and Article 48, which requires filmmakers to respect religious and moral values. Law No. 32 of 2002, Article 5, concerning broadcasting, aims to maintain morality and religious values (F. Utami et al., 2021). Additionally, the Broadcasting Behavior Guidelines and Broadcast Program Standards are still the reference for the Indonesian Broadcasting Commission to assess the feasibility of national broadcasting (Hikmat et al., 2019).

These regulations are still general and serve as recommendations for enforcing the religion-based media and entertainment industry. Therefore, the creation of more specific laws and regulations related to the halal media and entertainment industry is considered very important. This will provide confidence and clear guidelines for consumers and producers regarding media and entertainment that comply with halal principles. Based on this, it is necessary to synergize the roles between institutions that support the regulation of the halal media and entertainment industry, as depicted in the following figure:



**Figure 4**  
**Involvement of Regulatory Institutions in Halal Media and Entertainment**

Based on the picture above, the role of institutions related to halal media and entertainment regulation can be optimized with the following details:

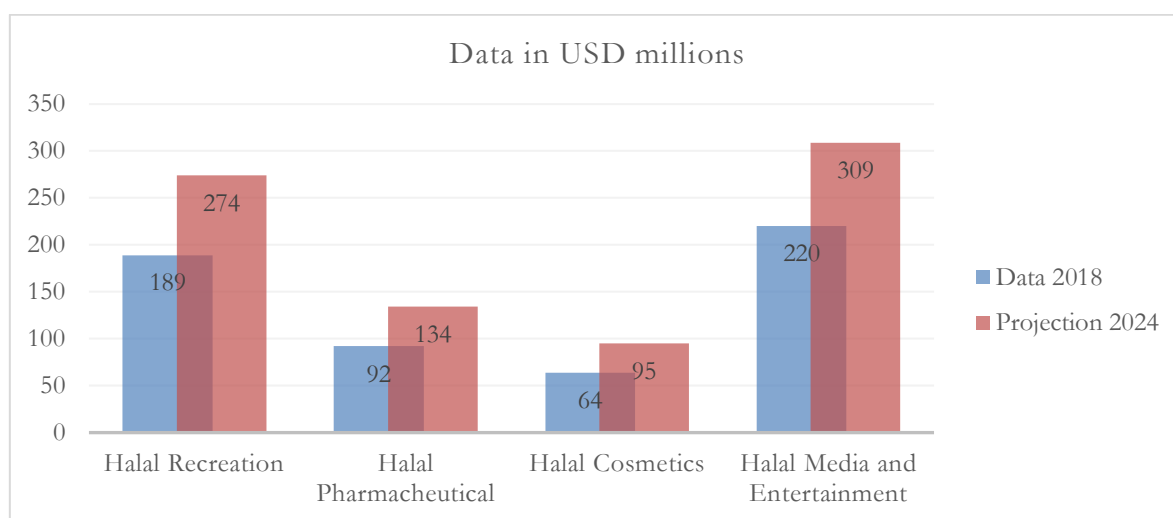
**Table 3 Synergy of the Roles of Regulatory-Related Institutions in Halal Media and Entertainment**

Regulatory Agency	Role Optimization
Halal Product Assurance Organizing Agency (BPJPH)	The Halal Product Assurance Organizing Agency in Indonesia, known as BPJPH (Badan Penyelenggara Jaminan Produk Halal), is the institution responsible for the halal certification of products, goods, and services. So far, its main focus has been on consumer products. In the media context, BPJPH can be involved in ensuring halal standards and certification for products that are disseminated and promoted so that consumers receive product information that aligns with halal principles. Furthermore, BPJPH can also play a role in issuing certification for media and entertainment products that meet halal standards.
Indonesian Ulama Council (MUI)	The Indonesian Council of Ulama, in Indonesian, known as MUI (Majelis Ulama Indonesia), is an institution that provides fatwas and religious views. MUI has a significant role in offering guidance and fatwas regarding halal and haram, including in the context of media and entertainment. MUI has the authority to issue DSN-MUI Fatwas regarding the halal media and entertainment industry, which can influence public views. Additionally, these fatwas can serve as the basis for developing guidelines for other institutions involved in the media and entertainment industry.
Indonesian Broadcasting Commission (KPI)	The Indonesian Broadcasting Commission, known in Indonesian as KPI (Komisi Penyiaran Indonesia), is responsible for the regulation and supervision of broadcasting in Indonesia. KPI can be involved in monitoring broadcast content across various media, such as television, radio, and other broadcasting platforms. KPI sets certain standards related to content, broadcast times, and various aspects including morals, ethics, and religious values that align with halal standards.
Film Censorship Board (LSF)	The Film Censorship Agency, known in Indonesian as LSF (Lembaga Sensor Film), is responsible for the censorship regulations for films that will be screened in cinemas or shown in other media. LSF can regulate film content that is deemed inappropriate or violates certain rules. Although the focus so far has been more on general moral aspects, LSF can also pay special attention to film content that involves religious or halal elements, ensuring a classification of films that meet certain halal standards.

### 4.3. Opportunities and Challenges for Halal Media and Entertainment in Indonesia

The rapid growth of the Muslim population worldwide is a strong factor in the increase of halal media and entertainment globally. Around 28.26% of the world's total population is Muslim, approximately 2.18 billion people (Azam, et al., 2020). This significant growth has had a considerable impact on the needs of the halal industry, including halal media and entertainment. In response to widespread Islamophobia, there is a strong push in the media and entertainment sector to create content with Islamic nuances.

Indonesia is the largest Muslim country in the world (Saputri, 2020). According to data from the Central Statistics Agency, known in Indonesian as Badan Pusat Statistik (BPS), 86.93%, or around 238.09 million, of Indonesia's population is Muslim. The increasing use of mobile platforms has encouraged consumers in various parts of the world to increase their consumption of media and entertainment. According to data released by PricewaterhouseCoopers (PwC), global revenue for the media and entertainment industry reached US\$ 2.2 trillion in 2018, a significant increase from US\$ 1.7 trillion in 2014. This growth reached 29% within five years. The following is a comparison of the projected consumption of Muslim communities in the halal industry across several sectors.



Source: State of the Global Islamic Economy Report 2021/2022

**Figure 5**  
**Comparison of Muslim Community Expenditure Projections in the Halal Industry Subsector**

Based on the picture above, it is evident that entertainment media has great potential compared to other halal industry sectors. Projections for halal media and entertainment in 2024 show that consumption in this sector is expected to reach US\$ 309 million. Therefore, it can be said that the media and entertainment industry currently plays an important role as a facilitator in economic growth. The consumption value of the halal media and entertainment industry can be a significant source of revenue for Indonesia. The growth of this sector will create many jobs in production, marketing, and distribution, reduce unemployment, and improve people's welfare. A focus on halal content will increase

Indonesia's competitiveness in the global market, especially in Muslim-majority countries, boost exports of creative products, and diversify the country's revenue sources.

Halal media and entertainment can also promote halal tourism, attract global Muslim tourists, and have a positive impact on tourism sectors such as hospitality, culinary, and transportation services. Additionally, the growth of this industry can attract domestic and international investors, providing capital for the development of infrastructure, technology, and human resources. The industry also supports local economies by engaging small and medium-sized enterprises in content production and distribution, creating a positive ripple effect. The growth of halal media and entertainment is driving innovation and the adoption of new technologies, such as digital platforms and streaming, increasing the efficiency and reach of the industry, as well as opening up new revenue opportunities and creating a more dynamic industry ecosystem.

Research by Deuraseh and Anuar (2023) shows that Brunei Darussalam's significant efforts in offering halal science education to support the halal industry are a step in the right direction, given that the industry is growing rapidly with a population of more than 1.8 billion Muslims worldwide. Brunei, now among the top 15 countries and ranked 10th in the Halal Media and Recreation sector, shows great potential for further growth. Indonesia, with the largest Muslim population in the world, has significant potential to develop its halal media and entertainment industry.

A focus on halal education and science development could be key to the growth of the halal media and entertainment sector, given the large domestic market and opportunities to increase global competitiveness. Government support through tax incentives, financing, and infrastructure, as well as the promotion of halal tourism, can increase investment attractiveness. In addition, collaboration with developed countries in the halal industry, such as Brunei, could accelerate growth. With these strategies, Indonesia can boost economic growth through halal media and entertainment and strengthen its position as a global leader in the halal industry, as demonstrated by Brunei's success.

Overall, by maximizing the potential and opportunities in the halal media and entertainment industry, Indonesia can accelerate its economic growth, create jobs, increase state revenue, and strengthen its position as a global halal economic center. Support from the government and collaboration with the private sector and community will be crucial in realizing this potential. This opportunity is strengthened by the support of related stakeholders, such as MUI, KNEKS, and the role of Islamic organizations in the community. The following is an optimization of halal media and entertainment opportunities that can be carried out by stakeholders.

**Table 4 Optimizing Opportunities in Halal Media and Entertainment**

Media and Entertainment Sectors	Opportunities
Halal Media Content	Developing media content such as films, television, and music that meets halal standards can be a significant opportunity. Producing content that reflects Islamic values and complies with halal principles can attract the attention of both local and international markets.
Halal Education and Infotainment	Halal educational and infotainment content, such as television programs, podcasts, or digital platforms,

	provides information in accordance with halal principles and offers religious education.
Halal Events and Performances	Development of events and performances that comply with halal regulations, including music concerts, arts festivals and other performances. This can be a place for entertainment that is safe and in accordance with religious values.
Halal Digital Platform	Development of digital platforms, such as streaming services or media applications, that provide entertainment and information content in accordance with halal principles. This platform can provide easy access for consumers to find content that matches their beliefs.

Optimizing halal media and entertainment opportunities will certainly be faced with various challenges. These challenges can arise from both internal and external sources. From the external side, Indonesia faces significant competition from many majority Muslim countries (Permana, 2019). These competing countries include Malaysia, Brunei Darussalam, Turkey, Pakistan, Qatar, United Arab Emirates, and others. In the free market era, these countries can release and compete with the entertainment media industry in Indonesia.

There are also several internal challenges facing Indonesia. First, the lack of awareness of the halal concept among Indonesian society is a significant issue. Halal awareness is closely related to embedded religious values. Consumers' decisions to choose halal products are more influenced by their level of religiosity than by knowledge about halal products (Nusran, M., dkk. 2018). Additionally, their understanding of halal is still limited, with the majority of people assuming that existing and available media and entertainment are all halal (Pryanka, 2018).

Second, barriers to unequal access to media, especially in rural areas, can become an obstacle in spreading halal entertainment content throughout the country. Third, technological developments make it easier to produce and distribute content but can also open up opportunities for content that does not comply with halal principles. Fourth, non-halal content, which tends to be more dominant in the entertainment industry, can create competitive pressure on content that complies with halal principles. Fifth, the creation of halal content faces economic challenges, especially if the market does not yet fully recognize the economic value of this type of content.

Economic challenges in halal content production can be overcome through the development of sustainable business models and effective marketing strategies. Understanding the economic value of halal content needs to be improved to attract investment and support the growth of this industry. By combining efforts and support from the government, related institutions, industry, and society, Indonesia can overcome these challenges and achieve the full potential of halal media and entertainment, thereby creating a healthy and sustainable ecosystem for this industry.

## 5 Conclusion

The potential for the development of the halal media and entertainment industry in Indonesia is very significant, especially in the context of demographic developments and public interest. With the largest Muslim population in the world, the opportunity to become a leader in the halal industry is very large. This potential can trigger economic growth by increasing the value of exports and foreign exchange reserves, so strategic steps are needed, including the use of modern technology such as digital and social media platforms, e-commerce, VR and AR, to optimize the distribution and promotion of halal content. The important role of the government and main stakeholders such as Halal Product Assurance Organizing Agency, Indonesian Council of Ulama, Indonesian Broadcasting Commission, and Film Censorship Agency needs to be intensive in disseminating education to industry players and the public regarding the optimization of halal media and entertainment, especially making special regulations to strengthen awareness and implementation of halal practices in this industry.

Indonesia also needs to pay attention to the external and internal challenges it faces in the future, such as international competition and lack of public awareness. These challenges must be overcome through joint efforts to provide assistance and motivation to industry players. By implementing these steps, it is hoped that awareness of the importance of the halal media and entertainment industry can increase, creating an ecosystem that supports the growth and sustainability of this industry in Indonesia. However, this study has limitations, such as the coverage of technical and practical aspects that may be incomplete, limited data, and a focus that is more on potential and strategy than on technical implementation guidance. The benefits of this research are significant, providing guidance for the government, insights for industry players, and a basis for further research for academics. Suggestions for future research include more in-depth empirical studies, exploration of technologies such as VR and AR, analysis of the impact of international competition, evaluation of policies and regulations, and research on the effectiveness of public education programs. It is hoped that future research can contribute more to the development of the halal media and entertainment industry in Indonesia.

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