

HALAL INDUSTRY POTENTIAL IN WEST NUSA TENGGARA: STRENGTHENING ISLAMIC ECONOMICS IN THE GLOBAL MARKET

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Abstract

This study employs a qualitative approach with a descriptive method to analyze the potential for halal industry development in West Nusa Tenggara Province as a strategy to enhance Islamic economic competitiveness. In this context, clear and supportive regulations are essential to create a conducive environment for the development of the halal industry. The objective of this study is to assess the potential for halal industry growth in West Nusa Tenggara Province as a driver for increasing Islamic economic competitiveness amid global market dynamics. Secondary data was collected from various sources, including official reports from local governments, policies related to the halal industry, scientific publications, and reports from research institutions focusing on Islamic economics and the halal industry. This study relies on both primary and secondary data to ensure comprehensive analysis. The findings highlight the importance of government policies and collaborative efforts to stimulate the growth of the halal industry, such as regulatory frameworks, financial incentives, and institutional support.

Keywords: Halal Industry, Competitiveness, Global Market

Abstrak

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif untuk menganalisis potensi pengembangan industri halal di Provinsi Nusa Tenggara Barat sebagai strategi peningkatan daya saing ekonomi syariah. Dalam konteks ini, regulasi yang jelas dan mendukung sangat penting untuk menciptakan lingkungan

yang kondusif bagi pengembangan industri halal. Tujuan dari penelitian ini adalah untuk menilai potensi pertumbuhan industri halal di Provinsi Nusa Tenggara Barat sebagai pendorong peningkatan daya saing ekonomi syariah di tengah dinamika pasar global. Data sekunder dikumpulkan dari berbagai sumber, termasuk laporan resmi dari pemerintah daerah, kebijakan terkait industri halal, publikasi ilmiah, dan laporan lembaga penelitian yang berfokus pada ekonomi Islam dan industri halal. Studi ini mengandalkan data primer dan sekunder untuk memastikan analisis yang komprehensif. Temuan-temuannya menyoroti pentingnya kebijakan pemerintah dan upaya kolaboratif untuk mendorong pertumbuhan industri halal, seperti kerangka kerja regulasi, insentif keuangan, dan dukungan kelembagaan.

Kata kunci: Industri Halal, Daya Saing, Pasar Global

Introduction

Along with the rapid growth of the Islamic economy, the halal industry has become an important part of the economic system in various countries, including Indonesia. As a country with the largest Muslim population in the world, Indonesia has great potential in developing the halal industry. The Indonesian government has shown a strong commitment in supporting the halal industry through regulations and policies that support halal certification, halal ecosystem development, and strengthening the competitiveness of the halal industry in the global market (Susilowati et al., 2024).

Despite its great potential, Indonesia's halal industry still faces several challenges. One of the main issues is the lack of understanding and awareness of the importance of halal certification. Many industry players have not fully grasped the procedures and standards required for halal certification. Additionally, there is a lack of the necessary infrastructure and technology to support the growth of the halal industry. To enhance the quality and innovation of halal products, investment in research and development is also required (Kadir & Efendi, 2023).

The halal industry is a concept and approach used to understand and analyze industry dynamics related to the production, distribution, and consumption of halal products and services. One of the sectors in the halal industry that has an impact on disorientation is food. The increase in halal food has implications for the demand for halal certificates (Razali et al., 2023). To build an industry concept that is not only halal but also good (tayyib), there are several

indicators that need to be considered, namely: safety, nutrition, hygiene, quality, and authenticity (Abdul Mokti et al., 2024).

Halal certification is usually closely related to what we eat. Whereas in this era of globalization, talking about halal is not only about food, but has a wider scope related to the products used (Rusydiana & Marlina, 2020). Halal certification is currently widely used in the food, cosmetics and pharmaceutical industries commonly used by the public.

In facing the challenges of globalization and digital economic development, strengthening the Halal Industry through managerial capacity building and improving market access are key to enhancing their competitiveness in the global market. Additionally, focusing on the Halal industry, providing adequate Halal industry infrastructure, and implementing supportive policies involving various stakeholders demonstrate that the transformation of the Halal industry is not merely a survival strategy but also a catalyst for sustainable economic growth (Iqbal, 2025).

One of the areas that has great potential in developing the halal industry is West Nusa Tenggara Province. The development of the halal industry is currently a top priority in West Nusa Tenggara Province in building the world economy, not only Muslim countries, even non-Muslim countries also have a high level of awareness and concern for developing the halal industry in every field of the halal chain. The West Nusa Tenggara Provincial Government through the Department of Industry and Trade, has committed to encouraging the development of the Halal Industrial Zone (KIH) as one of the crucial industrial bases (Sjakoer et al., 2022).

The province of West Nusa Tenggara is set to become a halal industry cluster with the aim of becoming a leading halal industry center nationally and globally. If utilized more effectively, the halal industry has the potential to boost halal industries and products. Policies prioritizing access to global markets are essential to enhance resilience and competitiveness within the halal industry. Strengthening managerial capacity through training and mentoring, as well as providing adequate halal industry infrastructure, are strategic steps to support the development of the halal industry and optimize the utilization of national and international market opportunities.

This policy aims not only to meet the needs of the domestic market, but also to position West Nusa Tenggara as an integrated halal industry center, based on superior commodities, products and services. In this context, clear and supportive regulations are essential to create a conducive environment for the development of the halal industry. The presence of the government in realizing the halal

industry and products is not only seen as a new lifestyle trend for the community, but must be able to become a driving relay in creating a globally competitive halal product industry.

However, several regulatory challenges remain obstacles to the growth of the halal industry in West Nusa Tenggara. The main obstacles include a lack of understanding of halal standards at the global level, suboptimal implementation of Law No. 33 of 2014 on Halal Product Guarantees, and a lack of easily accessible halal certification infrastructure for halal industry players in West Nusa Tenggara.

This research aims to provide insight into these dynamics, focusing on the Potential Development of the Halal Industry in West Nusa Tenggara Province as a Strategy to Increase the Competitiveness of the Islamic Economy Amid Global Market Dynamics. Thus, this study is not only relevant in the context of Islamic economics but also contributes to a broader understanding of the resilience and adaptation of the Halal Industry system in the face of global uncertainty.

Based on the description above, it is important to conduct this research to determine the position of the Potential Development of the Halal Industry in West Nusa Tenggara Province as a Strategy for Increasing the Competitiveness of the Islamic Economy in the Middle of Global Market Dynamics which is precise and accurate, so that by conducting studies in developing the halal industry in West Nusa Tenggara Province towards global halal. In addition, the lack of literature that discusses simultaneously the spectrum, potential and regulation of the halal industry in Indonesia or in West Nusa Tenggara Province is also an attraction for the author to do this research.

Method

This research uses a qualitative approach with descriptive methods to analyze the potential development of the halal industry in West Nusa Tenggara Province in welcoming Islamic Economic Competitiveness. This approach was chosen because it allows in-depth exploration of the phenomenon being studied, including opportunities, challenges, and strategies for developing the halal industry in the area. This research relies on two main types of data, namely primary data and secondary data.

Primary data was obtained through in-depth interviews with various stakeholders, such as business actors in the halal industry sector. Semi-structured interview techniques were used to obtain broader and in-depth information

related to factors that support and hinder the growth of the halal industry in West Nusa Tenggara Province. In addition to interviews, primary data was also collected through direct observation in several halal industry sectors that have developed in West Nusa Tenggara Province, such as halal food and beverage MSMEs, the fisheries sector, and tourism businesses based on the halal.

This observation is carried out to understand the real conditions in the field and evaluate the readiness of the halal industry ecosystem in the area. Law No. 33 of 2014 consists of 68 articles, which stipulate that products entering, circulating, and traded in Indonesia must be halal certified. To ensure the implementation of this policy, the government is responsible for administering halal product certification (JPH). Based on Law No. 33 of 2014, the government must establish a halal product assurance agency (BPJPH) as the implementing and administering body for halal product assurance (JPH), which is subordinate to and directly responsible to the Minister of Religion (Supriadi, 2021). Meanwhile, secondary data is obtained from various sources, including official reports from local governments, policies related to the halal industry issued by the Ministry of Industry and the Ministry of Religious Affairs, scientific publications, and reports from research institutions that focus on Islamic economics and the halal industry.

Results and Discussion

The Islamic economy has developed into one of the strategic sectors in national and global economic development. One of the main keys in strengthening the competitiveness of the Islamic economy is through product innovation and the development of a credible halal label system. Both have an important role in encouraging the growth of a sustainable and highly competitive halal industry, especially in the midst of increasing consumer awareness of sharia-compliant products (Priyadi et al., 2025).

In Indonesia itself, the halal industry has enormous potential for development. This potential is, of course, due to the large number of Muslims in Indonesia. It is estimated that 12.7% of the world's Muslim population comes from Indonesia (Herianti et al., 2023). The large Muslim population naturally creates a high demand for halal products. Therefore, it is not surprising that Indonesia is referred to as the global halal industry market.

This large market potential must, of course, be supported by the development of producers as well. Looking at economic growth, Indonesia has a very strong economic driver in the form of several sectors that align with global

market needs. Consumer opportunities in the halal industry continue to grow each year.

Halal Product Innovation

Halal product innovation is an absolute necessity in responding to the times and changing consumer preferences. Business actors are required to produce products that are not only halal in terms of sharia, but also superior in terms of quality, packaging, sustainability, and added value (Pujiono et al., 2018). For example, innovations in halal food and beverage products that prioritize organic ingredients, low sugar, environmentally friendly, or environmentally friendly packaging are now in great demand by consumers, not only in the domestic market but also globally. This shows that halal principles can go hand in hand with modern innovation trends.

In addition to innovation, halal labeling is an important element that ensures consumer confidence in product compliance with sharia principles. In Indonesia, the halal certification obligation regulated by Law No. 33/2014 on Halal Product Guarantee provides a strong legal foundation for the protection of Muslim consumers. The halal label is not only a religious marker, but also a symbol of quality, hygiene, and integrity of the production process. With halal labeling, Indonesian products have a greater opportunity to penetrate international markets with large Muslim communities, such as the Middle East, South Asia, and Africa.

One of the key findings shows that industry players who successfully integrate halal principles with innovative approaches, such as the use of technology and supply chain digitalization, are able to significantly increase the competitiveness of their products in both domestic and international markets (Muh. Ahsan Kamil & Muhammad Rasyid Ridlo, 2024). These innovations not only support compliance with halal regulations, but also strengthen consumer confidence through transparency and accountability in the production process.

Additionally, collaboration between halal certification bodies, the government, industry players, and research institutions is a key factor in accelerating the adoption of innovation. The existence of an inclusive and adaptive ecosystem that supports the development of the halal industry in West Nusa Tenggara also encourages the creation of halal products that not only meet sharia standards but are also of high quality, sustainable, and in line with modern consumer preferences. Therefore, halal product innovation plays a strategic role in strengthening Indonesia's position as a global halal industry hub.

The Potential of the Halal Industry in West Nusa Tenggara

The halal industry, especially halal tourism, not only has potential in Indonesia as a whole, but also has great economic potential in the province of West Nusa Tenggara. One of the provinces that implements the sharia system in all of this is a large share of the halal industry market. In addition to the majority of Muslims, halal food, West Nusa Tenggara province also has the beauty of tourist attractions. The beauty of the attractions offered is able to lure foreign tourists both at home and abroad. According to data reported by BPS, the number of foreign tourists increases from year to year.

Table 1. The Potential of the Halal Industry in West Nusa Tenggara

Aspect	Description
Location	West Nusa Tenggara Province (NTB), Indonesia
Types of Halal Industries	Halal Tourism
Key Features	Sharia system, Muslim majority population, and halal food
Tourist Attractions	Atural beauty (beaches, mountains, local culture) and halal tourism access
High economic potential	Large halal industry market
Target Market	Domestic and international Muslim tourists
Examples of Popular Halal Destinations	Lombok (known as “The Island of a Thousand Mosques”)
Halal Support Facilities	Sharia hotel, halal-certified restaurant and place of worship

The halal industry development policy in West Nusa Tenggara Province is aimed at strengthening the halal production ecosystem, which includes the food and beverage sector, tourism, Muslim fashion, cosmetics, and local-based MSME products. The local government actively designs various regulations and programs, including facilitating halal certification for small and medium-sized businesses, establishing Halal Industrial Zones, and strengthening human resource capacity through training and technical assistance.

Research findings indicate that these policy initiatives have encouraged increased participation in the halal industry value chain. This is supported by the synergy between the local government, the Indonesian Ulema Council (MUI), the Halal Inspection Agency (LPH), and higher education institutions. However,

challenges that still need to be addressed include low halal literacy among business actors, limited supporting infrastructure, and the lack of optimal integration of halal data and information systems at the local level.

From a governance perspective, the West Nusa Tenggara Government's policy on halal industry development reflects an inclusive and collaborative approach. The provincial government does not only act as a regulator, but also as a facilitator and catalyst for strengthening the halal industry based on local potential. With policy support focused on downstreaming products and opening access to global markets, the halal industry in West Nusa Tenggara has strategic potential to become a driving force for regional economic growth.

Halal Industry Opportunities and Challenges

West Nusa Tenggara has great potential for the development of the halal industry, supported by its Muslim majority population, rich natural resources, and local government support through strategic policies on the halal industry. Sectors such as halal food and beverage products, halal tourism, Muslim fashion, and natural cosmetics present areas with significant growth potential. Additionally, partnerships between the government, halal certification bodies, SMEs, and higher education institutions in West Nusa Tenggara have demonstrated initial positive synergy in strengthening the capacity of businesses and enhancing halal awareness among the community (Gani, 2023).

The role played by the West Nusa Tenggara Provincial government to encourage the growth of the halal industry in West Nusa Tenggara is the main focus will be on government policies and collaboration to encourage the growth of the halal industry, such as regulations, incentives, and other assistance. The availability of halal-compliant raw materials and supply chain partners remains limited, particularly in the food, pharmaceutical, and cosmetics industries. This presents challenges in ensuring comprehensive halal compliance from upstream to downstream. In addition, the impact of the government's role in the development of the halal industry on economic growth, job creation, and increasing the competitiveness of West Nusa Tenggara in the global market will be discussed (Haris, 2024). Furthermore, the impact of the government's role in developing the halal industry in West Nusa Tenggara will only talk about economic growth, job creation, and increasing the competitiveness of the halal industry in the global market. In addition, it will also discuss how the halal industry increases its competitiveness in the global market.

The process is important in the halal industry, because it will be related to the quality that will be obtained later. The concept of halal industry is a priority in all stages of the process carried out in it (Attachment to Pergub No. 16 of 2022). In designing halal destinations in NTB certainly requires extra time, energy and thought, in this case we first design the purpose of the halal destination itself so that our good intentions can be accepted by the community and other related institutions. West Nusa Tenggara has several objectives of West Nusa Tenggara halal destinations: a. Making West Nusa Tenggara a halal destination, b. Showing the potential of West Nusa Tenggara destinations to the public consisting of halal destinations. d. Encouraging the growth of halal destination business entities in the West Nusa Tenggara tourism environment. Encouraging the growth of halal destination business entities in the West Nusa Tenggara tourism environment. food, culinary, hotels, restaurants, catering, tour & travel agencies and spas. c. Showcasing halal products typical of West Nusa Tenggara in order to support (Silalahi & Fattah, 2024).

However, this study also found various challenges that still limit the acceleration of halal industry development in NTB. The main challenges include low levels of halal literacy among SME actors, limited access to halal certification facilities, and insufficient supporting infrastructure such as halal testing laboratories and regional halal research centres. Additionally, the lack of optimal cross-sectoral policy integration and limited funding support also pose obstacles to strengthening the halal industry value chain comprehensively.

Furthermore, policy implementation still faces bureaucratic obstacles, as well as a lack of technical training and ongoing assistance for small industry players. Development disparities between districts or cities also pose a challenge, particularly in terms of the distribution of programs and supporting facilities for the halal industry in West Nusa Tenggara.

The West Nusa Tenggara Provincial Government has demonstrated a strong commitment to improving regional competitiveness through the development of leading sectors such as sustainable tourism, the halal industry, renewable energy, and the strengthening of education and human resources. The main strategies identified include increasing the added value of local products through industrialization based on regional potential, developing investment support infrastructure, and digitizing public services and regional economic promotion (Julianti, 2025).

Table 2. Halal Industry Opportunities and Challenges in West Nusa Tenggara

Aspect	Opportunities	Challenges
Government Support	Strategic policies based on Governor Regulation No. 16 of 2022; Incentives and technical assistance; and Focus on halal industrial zones and ecotourism	Implementation of policies to overcome bureaucratic obstacles Lack of cross-sector integration and program distribution between regions
Local Resources	Majority Muslim population Abundant natural resources (tourism, local products)	Limited halal supply chain partners in the food, pharmaceutical, and cosmetics sectors
Potential Sectors	Halal tourism; Muslim fashion; Natural cosmetics; and Halal culinary and food and beverage.	Products (It takes a lot of time and energy to design and develop halal destinations)
Collaboration & Partnership	Initial synergy between the government, LPH, MSMEs, and universities	International cooperation beginning to take shape; Limited access to halal certification facilities; and lack of technical training and ongoing assistance for MSME actors
Supporting Infrastructure	Development of halal industrial areas; Development of investment infrastructure and digitization of public services	Lack of halal testing laboratories and regional halal research centres
Economic Impact	Promoting regional economic growth creating jobs	Enhancing global competitiveness and development gaps between districts/cities
Globalization & Exports	Focus on global markets (Middle East & Southeast Asia) and focus on sustainability and innovation principles	Human resource capacity and the readiness of local products to meet global standards still need to be improved.

Halal Literacy	Increased through government campaigns and community training	The level of halal literacy among MSMEs is still low
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In the context of economic globalization, West Nusa Tenggara is striving to position itself as a competitive region by prioritizing principles of sustainability, innovation, and integration into global markets. One concrete step is the development of halal industrial zones and eco-tourism that target not only the domestic market but also export markets, particularly in the Middle East and Southeast Asia. Additionally, collaboration with international institutions, the business sector, and educational institutions is part of the long-term strategy to build local capacity relevant to global market needs.

Strategy for Global Competitiveness

The halal industry and products in West Nusa Tenggara Province actually have enormous potential both nationally and globally, not only in the fields of food and beverages, fashion, tourism, Islamic finance, and others. Because the halal industry and products involve all aspects of supporting a very broad lifestyle and cultural trends, it is also suitable to be applied with market demand because the Muslim majority is so high (Salsabila & Putri, 2025). akin high, and prices are more affordable because porto is cheaper. In the face of increasingly competitive international markets, strategies to enhance global competitiveness are key for both companies and countries. This strategy encompasses various aspects, from improving product quality and innovation to operational efficiency to strengthening brands on the global stage.

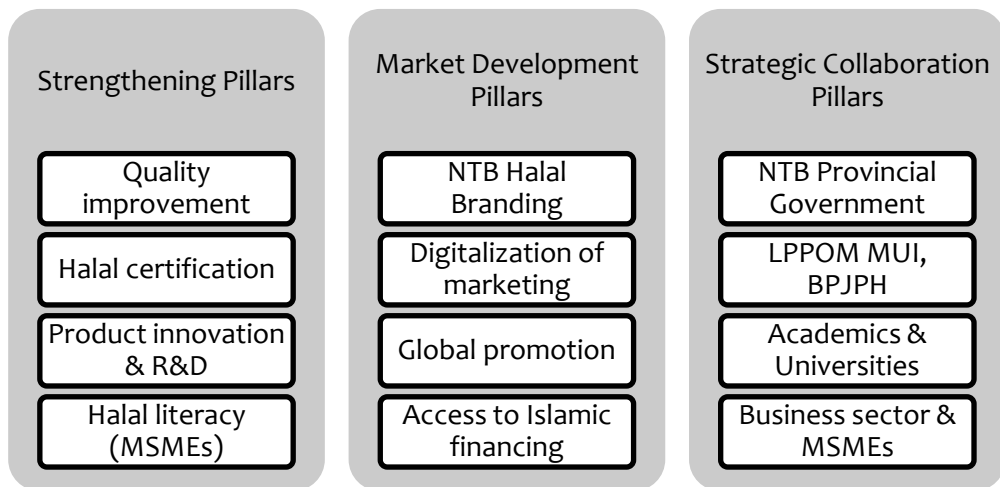


Figure 1. Halal Development Strategy Framework

The presence of the halal industry refers to the economic sector related to the production, distribution, and provision of products and services in accordance with halal principles. Therefore, the halal industry has a crucial economic role in the community and penetrates the global market. So as the Muslim population grows and the literacy of the halal principle increases, the halal industry continues to grow and has a great opportunity to contribute to the international economy (Hakim & Sugianto, 2024).

Conclusion

This study shows that West Nusa Tenggara Province has great potential in developing the halal industry. This potential is supported by abundant natural resources, especially in the halal industry sector, increasing public awareness of the importance of halal products. The global economic crisis has a significant impact on the Islamic economy, both in terms of challenges and opportunities. This crisis has forced Islamic financial institutions to navigate between compliance with sharia principles and the need to survive in unstable market conditions, pushing them to make strategic adjustments and product innovations.

The main focus will be on government policies and collaboration to encourage the growth of the halal industry in West Nusa Tenggara, such as regulations, incentives, and other assistance. In addition, the impact of the government's role in the development of the halal industry on economic growth, job creation, and increasing West Nusa Tenggara's competitiveness in the global

market will be discussed. Furthermore, the impact of the government's role in developing the halal industry in West Nusa Tenggara will only talk about economic growth, job creation, and increasing the competitiveness of the halal industry in the global market.

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