

Multi-Stakeholder Partnerships in Creative Halal Industry Development: A PRISMA Review

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Abstract

The global halal economy is experiencing significant growth, driven by the expanding Muslim consumer market worldwide. Indonesia, as the country with the largest Muslim population, has emerged as one of the strongest contributors to the world's third-largest Islamic economy, supported by continuous improvements in regulations, infrastructure, and halal industry development efforts. This study examines the role of multi-stakeholder partnerships in the strategy for developing the Indonesian halal industry through creativity and innovation. The research uses a qualitative approach, employing a systematic literature review of scientific articles published between 2017 and 2026 indexed in Scopus. The literature selection process was conducted using the PRISMA framework, covering three stages: identification, screening, and evaluation based on specified inclusion criteria. The findings show that multi-stakeholder partnerships involving government, industry sectors, academia, communities, Islamic financial institutions, and halal certification bodies play an important role in strengthening the halal industry ecosystem. The collaboration contributes to strengthening regulations, halal product innovation, human resource development, and access to financing that supports the growth of the halal creative sector. This research provides strategic insights into halal industry innovation cooperation and offers a framework for strengthening creativity-based halal industry development strategies, with practical implications for policymakers, industry practitioners, and academics engaged in advancing Indonesia's position in the global halal economy.

[Ekonomi halal global tengah mengalami pertumbuhan yang signifikan, didorong oleh meningkatnya jumlah konsumen Muslim di seluruh dunia. Indonesia, sebagai negara dengan populasi Muslim terbesar, telah menjadi salah satu negara terkuat dalam mendukung ekonomi Islam terbesar ketiga di dunia, ditopang oleh berbagai

perbaikan regulasi, infrastruktur, dan upaya pengembangan industri halal yang berkelanjutan. Penelitian ini mengkaji peran kemitraan multi-pemangku kepentingan dalam strategi pengembangan industri halal Indonesia melalui kreativitas dan inovasi. Penelitian menggunakan pendekatan kualitatif dengan metode tinjauan literatur sistematis terhadap artikel ilmiah yang diterbitkan antara tahun 2017 hingga 2026 dan terindeks di Scopus. Proses seleksi literatur dilakukan menggunakan kerangka PRISMA, meliputi tiga tahap: identifikasi, skrining, dan evaluasi berdasarkan kriteria inklusi yang telah ditetapkan. Hasil penelitian menunjukkan bahwa kemitraan multi-pemangku kepentingan yang melibatkan pemerintah, sektor industri, akademisi, komunitas, lembaga keuangan syariah, dan badan sertifikasi halal memainkan peran penting dalam memperkuat ekosistem industri halal. Kolaborasi ini berkontribusi pada penguatan regulasi, inovasi produk halal, pengembangan sumber daya manusia, serta peningkatan akses pembiayaan yang mendukung pertumbuhan sektor kreatif halal. Penelitian ini memberikan wawasan strategis mengenai kerja sama inovasi industri halal dan menawarkan kerangka penguatan strategi pengembangan industri halal berbasis kreativitas, dengan implikasi praktis bagi para pembuat kebijakan, pelaku industri, dan akademisi yang terlibat dalam memajukan posisi Indonesia dalam ekonomi halal global.]

Keywords: Halal industry, multi-stakeholder partnerships, development strategies, creative economy, systematic literature review

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INTRODUCTION

The growth of the global halal economy presents significant opportunities for Muslim-majority countries, particularly Indonesia. Multi-stakeholder collaboration has been widely recognized as a critical driver of innovation and economic development, as the involvement of diverse actors — including government, industry, and academia — amplifies the achievement of cooperative goals and contributes positively to sustainable economic growth (Hernández-Trasobares & Murillo-Luna, 2025) In the Indonesian context, effective synergy among government, the private sector, and civil society has been shown to accelerate market access expansion and job creation, though alignment of goals among actors remains a persistent challenge (Mukhtar Galib et al., 2025).

Indonesia has been positioned as a candidate for the world's halal industry center, supported by Law No. 33 of 2014 on Halal Product Assurance and the national vision toward Golden Indonesia 2045 (BPJPH, 2025a; Sukoso et al., 2020) The halal industry has expanded across food, pharmaceuticals, and cosmetics sectors; however, the governance framework for the broader halal market ecosystem remains underdeveloped (Marcellina & Arsyianti, 2025) Domestic policy challenges — including the centralization of halal certification and stakeholder competition — alongside international pressures from countries such as Malaysia, Thailand, Brazil, and the United States, further complicate Indonesia's path to halal industry leadership (Nursita, 2025)

Collaborative governance has emerged as a key mechanism for addressing these challenges. Stakeholder theory and resource dependence frameworks underscore the importance of integrating bottom-up and top-down approaches to build adaptive halal governance, requiring cross-sectoral coordination, inclusive institutional design, and policies responsive to local contexts (Fitriyani, 2025; Mansur et al., 2025). Tripartite collaboration among religious authorities, business regulators, and MSMEs has demonstrated the capacity to build institutional trust and expand economic ties within the halal certification ecosystem (Mansur et al., 2025).

However, despite the growing literature on halal industry governance and multi-stakeholder collaboration, there remains a significant research gap regarding how multi-stakeholder partnerships specifically function as a strategic driver for developing the halal creative industry in Indonesia. Most existing studies address halal certification, supply chain, or financial integration in isolation, without examining the integrative role of partnerships across government, industry, academia, Islamic finance, and creative communities as a unified ecosystem strategy. This study therefore aims to fill this gap by systematically examining the role of multi-stakeholder partnerships in strengthening Indonesia's halal creative industry, with particular attention to innovation, human resource development, regulatory reinforcement, and access to financing.

METHOD

The authors use the literature review method, drawing on various sources to collect data relevant to the research topic. Qualitative methods are used to understand complex economic phenomena better and help develop theories and practices (Porak & Reinke, 2024).

This research aims to identify and analyze the roles of multistakeholder partners in the strategy for developing a creativity-based halal industry in Indonesia. First, the selected library will be published in English or Indonesian between 2017 until 2026 using the PoP application. Second, application browsing is required by searching for Scopus; in addition, the author also uses other sources, namely official Web/Blog, Journals, Books, and Proceedings, that are relevant to multistakeholder strategies in the development of the halal industry outside the application. Third, searches are used with the keywords 'halal industry development', 'halal public private partnership', 'Government Academia Collaboration', 'Industry Community Collaboration Halal', 'Collaboration of Halal Certification Board' and 'Halal Certification Board' while other sources with official Web/Blog, google scholar journals, books and proceedings outside of PoP are used as conjecture theories before the results of the research using the PRISMA Systematic Literature Review.

The analysis process is carried out through the first few stages: the main concepts of each literature are identified and recorded, and the relationships between the concepts are analyzed to establish the objectives of the study using the PRISMA method (Haddaway et al., 2022) Identification, Screening, Eligibility, and Included. An overview of the diagram model is found in the PRISMA Flow Diagram below.

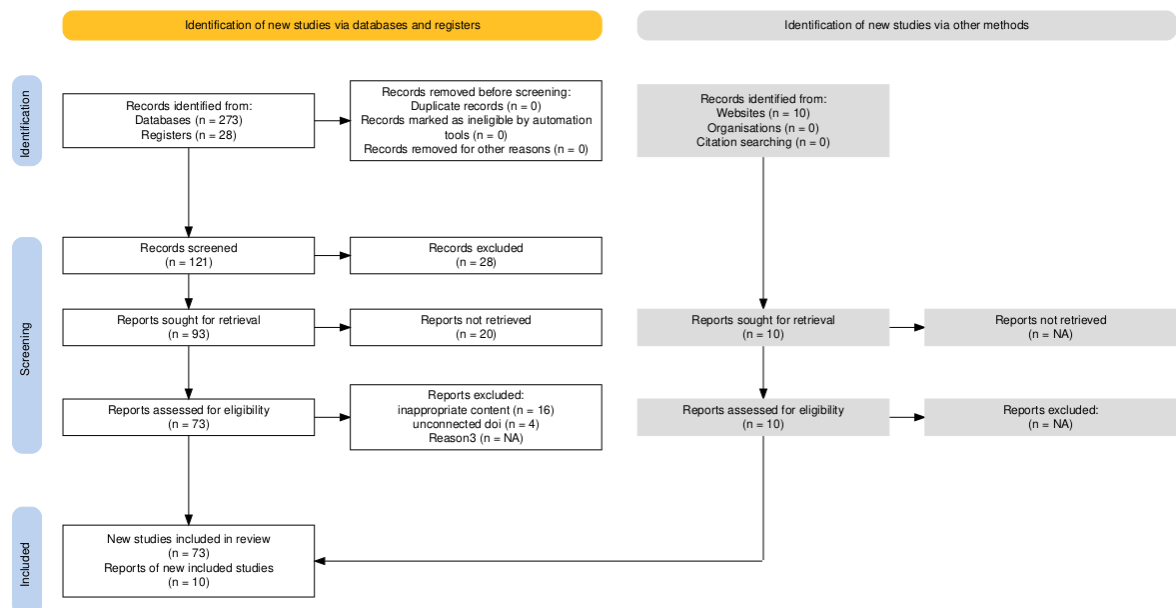


Figure 1. PRISMA Flow Diagram Method (managed by author, 2026)

RESULTS AND DISCUSSION

Multi-Party Role Collaboration

Several ministries/institutions/authorities, such as BI and KNEKS, can initiate harmonization, synergy, and coordination. Institutions related to industry must also be involved, such as the Ministry of Cooperatives and MSMEs, and the Ministry of Manpower. Non-governmental institutions such as MUI, as a halal fatwa issuing institution, also need to be synergized and coordinated more closely in the context of the development of the halal industry, including in the policy and implementation of halal assurance (Sukoso et al., 2020)

The role of the Government of the Halal Industry Development Strategy is that Bank Indonesia together with relevant Ministries and Institutions under the umbrella of the national committee in charge of the development of the Islamic financial economy, establishes a blueprint for Islamic Economics and Finance covering 3 (three) pillars related to economic empowerment, financial market deepening, and research & education with support for Islamic businesses at the small and medium level to pioneer initiations on a larger scale large at the national industrial level (Sukoso et al., 2020).

The next roles are the Halal Label Law No. 33 of 2014 concerning halal product assurance, the government regulation PP No. 33 of 2019, and the regulation of the Minister of Religion No. 26 of 2019, which governs halal products. October 17, 2019, marks the implementation of the halal certificate obligation for products that enter, circulate, and trade in Indonesian territory. BPJPH is an institution authorized to grant and revoke halal certificates and labels. The Central BPJPH and the halal task force at the regional offices of the provincial Ministry of Religion throughout Indonesia administer halal certification in districts and cities. (Sukoso et al., 2020).

One of the fundamental changes in the halal certification process following the issuance of Law No. 33 of 2014 concerning halal product assurance is that it is carried out through the synergy of the parties, not solely by the Indonesian Ulema Council. The three

actors regulated in Law No. 33 of 2014 in the halal certification process are BPJPH, the Halal Inspection Institute (LPH), and MUI. BPJPH has the task of setting rules/regulations, accepting and verifying submissions of products to be certified halal from business actors (product owners), and issuing halal certificates and labels. LPH is responsible for conducting halal inspections and/or testing of products submitted for halal certification. A halal auditor owned by LPH carries out the inspection. The third party is the MUI, which is authorized to determine the halalness of products through a halal fatwa hearing (Kementerian Agama, 2022).

Halal certification in Indonesia is a multi-actor business ecosystem involving regulators (BPJPH), academics (MUI and KFPH), and Executors (LPH and LP3H). The introduction of self-declaration schemes has expanded access for micro and small businesses, but added complexity in coordination and quality assurance (Anindya Prasetyanti et al., 2025). Research shows that capital and institutional policies affect the growth of apes and halal centers. While BPJPH, the government, and private institutions all contribute to the development of halal center collaborations, the purpose of these collaborations is to accelerate MSMEs' access to halal certification. At the same time, the cooperation strategy suggests using government assistance funds and collaborating with private institutions (Arsil et al., 2022)

The Halal Product Assurance Agency (BPJPH) of the Republic of Indonesia and the Ministry of Industry (Kemenperin) signed a Memorandum of Understanding and Cooperation Agreement on the implementation of Halal Product Assurance (JPH) in an effort to strengthen cross-ministerial synergy to accelerate the implementation of halal certification while making halal an added value and competitiveness of the national industry. A joint commitment to strengthen the halal ecosystem and make Indonesian halal products not only superior domestically, but also able to penetrate the global market, including for micro and small enterprises (MSEs) (Badan Penyelenggara Jaminan Produk Halal, 2025).

Halal Industrial Estate Users Establish a community of manufacturing and service businesses with the common goal of achieving economic benefits while maintaining the halal integrity of their products. Users in halal industrial estates seek to improve environmental, economic, and social performance through collaboration in managing halal products and resource utilization. By working together, halal businesses seek the collective benefits available in halal industrial estates (Sukoso et al., 2020). Collaboration and Synergy with the Halal Value Chain Sector. Co-branding with halal cosmetic products and co-marketing with halal Travel or halal tourism in Indonesia, and collaborating with sharia financing (Sukoso et al., 2020).

Universities advance the halal product industry. The important role in the development of the Islamic economy and finance, in addition to producing quality human resources and experts in the field of sharia, also entails producing research to advance the halal product industry. The four main roles are human resource development, with the establishment of a halal center for the university, which is expected to become a hub for providing human resources for the halal industry, such as halal supervisors and auditors. Second, the development of halal inspection institutions, third, the development of halal product research

and business incubation, fourth, increasing public literacy about Islamic economics and finance (Wakil Presiden Republik Indonesia, 2021).

Table 1. Multi-Party Program Collaboration in Forming a Halal Ecosystem

No	Institution	Collaboration	Program
1.	Government	BI	Gerbang Santri (Gerakan Pengembangan Pesantren dan Rantai Nilai Halal) JAWARA Ekspor (Jaringan Wirausaha Syariah Mendorong Ekspor) GEMA Halal (Gerakan Berjamaah Akselerasi Halal) SAPA Syariah (Sinergi Perdagangan dan Pembiayaan Syariah) KANAL Ziswaf (Kolaborasi Nasional Pengembangan Zakat, Infak, Sedekah, dan Wakaf) LENTERA EMAS (Literasi dan Inklusi Ekonomi Syariah menuju Indonesia Emas) (Prakoso, 2025)
		KNEKS	KNEKS and BI hold Startup Demo Day 2025: A Stage for Indonesian Halal and Islamic Innovation (KNEKS, 2025)
		Ministry of Industry	Collaborating with China, the Ministry of Industry Spurred the National Halal Industry (Kemenperin, 2025)
		Manpower Ministry	BPJPH and The Ministry of Industry strengthens the halal ecosystem and encourages halal certification as an added value for the industry. (Badan Penyelenggara Jaminan Produk Halal, 2025) The Ministry of Industry and Intellectual Property Rights (HKI) Collaboration Strengthens the Halal Industry Ecosystem (Direktorat Perwilayahan Industri, 2025) BPJPH-Kemnaker are ready to collaborate on human resources in the field of halal product assurance. (Zhafira & Abidin, 2025)
2.	Badan Penyelenggara Jaminan Produk Halal (BPJPH)	LPH (Lembaga Pemeriksa Halal) MUI	To improve service quality, BPJPH holds a synergy forum with LPH, the Fatwa Commission, and the Halal Product Fatwa Committee. (BPJPH, 2025b).
3.	College	Halal Center	Halal Center UIN Sunan Kalijaga Yogyakarta, HALAL CENTER UNIVERSITAS TRUNOJOYO MADURA, Halal Center, LPPM Universitas Jenderal Soedirman, UPT Halal Center Universitas Negeri Padang, Lembaga Pelaksana Pelatihan JPH Universitas Ary Ginanjar, Lembaga Pelatihan Kerja Universitas Siliwangi, LPP JPH Universitas Telkom, Sentra Halal Universitas Muhammadiyah Purwokerto, Universitas Islam Negeri Walisongo Semarang, Halal Center UIN Sunan Kalijaga Yogyakarta, Lembaga

No	Institution	Collaboration	Program
			Pelatihan SDM Halal UIN Syarif Hidayatullah Jakarta, UIN Maulana Malik Ibrahim Malang, UIN Sayyid Ali Rahmatullah Tulungagung, UIN Sunan Gunung Djati Bandung
4.	Business Actors	BSI	Supporting halal certification for 100 food stalls under the cooperative's guidance, Rp 75 million. BSI Maslahat provides halal certification for 10,000 MSEs through a self-declaration scheme worth Rp 2.3 billion.
		PT Taspen	Socialization, education, promotion of halal product guarantees, and halal certification for 100 fostered MSMEs worth IDR 100 million
		PT Makmur Berkah Amanda	Socialization, education, and facilitation of halal certification for 100 MSMEs in the Halal Industrial Park Sidoarjo (HIPS) Special Economic Zone (KEK)
		Indonesia Halal Partnership	Facilitating halal certification for 400,000 MSMEs through regular and self-declaration channels (BPJPH, 2025a)

It can be seen from Table 1. Above that multi-party collaboration has been deployed in order to build a halal ecosystem that is in accordance with sharia requirements, namely the halalness of a product which is the initial stage of the recognition of a halal product or not, this is believed to be an opener of the gate of creativity, but on the condition that its halal must also be guaranteed in addition to being production-worthy. With the help of various parties, the increase is actually not just 'halal certification' but really ensures that not only raw materials but all production sites must be inspected because they are worried that the mixing of something from the outside will cause it to make the product non-halal because of a shabby place, for example, or a food place that cannot be ascertained. Based on the search table with keywords with the information of each institution, several institutions are still focusing on helping to improve halal certification in order to form effective collaboration, it is necessary to focus on each institution in forming an ecosystem in accordance with the duties of their respective institutions and involve all of the partners above so far only collaborating between two or three institutions, massive collaboration is needed to form a more advanced halal ecosystem improvement for the improvement of the dream halal products. The government, universities, industry players, and halal certification institutions play a role in aligning the government's financial policies to facilitate the development of a creative halal industry. Industry players can produce halal products with halal and healthy SOPs, and halal certification institutions can help assess feasibility and provide comprehensive oversight of both materials and production sites.

Creativity Based on Halal Industry Development Strategy

Maximizing the development of the halal industry in Indonesia is needed to build a strong sharia economic ecosystem. The halal industry must offer high-quality, competitive products by securing a domestic supply of raw materials. MSMEs need training and

assistance on halal production processes, product halal certification, the feasibility of accessing sharia financing, and improving digital marketing competencies to maximize the promotion of their products in the global market (Haryono, 2023).



Figure 1. Halal Industry Development Strategy (illustrated by the author)

Figure 1 illustrates the Halal Industry Development Strategy according to (Amiza & Stiawan, 2025; Haryono, 2023; Indah, 2023; Maulana et al., 2026; Minarni et al., 2024; Mubarak & Imam, 2020; Salsabilla & Fakhрина, 2025; Setiawan, 2024; Siagian & Cahyono, 2021; Wibowo & Adinugraha, 2025). The collection of all potential natural resources, including the availability of halal raw materials, food technology, easy and cheap halal certification, and the use of digital marketing for halal product marketing, must become a halal ecosystem. The existence of interconnectedness can strengthen the strategy of developing the halal industry in Indonesia in improving the real sector of Indonesia's sharia economy and meeting global halal needs (Haryono, 2023). According to (Mubarak & Imam, 2020) in the (Minarni et al., 2024) Development strategies can be implemented in various ways, first by improving socialization and education on the importance of halal certification among the Indonesian people and industry players, both small and large. Second, strengthening legal certainty, addressing the urgent need for regulatory simplification, and establishing a specific halal liability framework are needed to boost global competitiveness and ensure effective consumer protection through transparent digital governance. (Maulana et al., 2026) Good policies will make the public understand the meaning of consumer literacy when using products (Salsabilla Insyirahti & Fakhрина, 2025). Third, the Government needs to maximize planning and socialization of halal industrial estates to improve the quality of halal products in Indonesia. Fourth, improving the quality of Indonesian halal industry products so that they can compete in the national and international markets.

Economic diplomacy based on the creative economy and halal industry functions as an effective soft power, especially through sub-sectors such as Muslim fashion, halal culinary, Muslim-friendly tourism, and creative digital media. The synergy between the two sectors strengthens Indonesia's position in the global market, encourages export diversification, and expands the influence of cultural diplomacy, emphasizing the importance of cross-sector collaboration, policy harmonization, and strengthening national brands so that Indonesia can position itself as a center of the global halal economy based on creativity (Wibowo & Adinugraha, 2025). Halal products in the creative economy can be a strong differentiating factor for business actors in global competition. The advantages of

halal products based on ethical values and sustainability make them more competitive. The development of a creative economy based on halal products is the right strategy to strengthen Indonesia's competitiveness in the global market (Amiza & Stiawan, 2025; Setiawan, 2024; Siagian & Cahyono, 2021). Optimizing production, strengthening branding, maximizing online marketing, obtaining halal product certification, participating in training, saving on raw materials, preparing priority lists, developing consignment strategies, and implementing customer loyalty programs are strategies for developing the halal industry to improve the creative economy (Indah, 2023).

Creativity must be in line with the principles of the halal industry based on sharia maqashid with BPJPH making the validity of its production in accordance with the values of Islamic rules so that its halal is guaranteed, ensuring that the halal products are maintained halal from all aspects so that they are safe for consumption, the party who carries out halal production honestly reveals in detail the procedures or production system, strives to provide good and halal raw materials and leads to goodness for the Family and Descendants (Minarni et al., 2024).

To answer whether the strategy involves a collaborative role, a systematic literature review approach is made with the selection of journals, books, and proceedings, and the selection results are stated in the table below.

Table 2. Search Results for Articles that meet the criteria

No.	Theme	Number of Articles	General Description Summary
1	Halal Certification	23	Develop clear, transparent, and integrated halal certification standards for food, tourism, and other product industries, and strengthen the halal product detection system and technology.
2	Policy Governance	12	Policy and governance: the development of the halal industry requires more consistent regulations and harmonized Sharia governance.
3	Role of the Researcher	10	research-based policies to the government regarding the development of the halal industry
4	Business Actor	16	developing innovative products according to global consumer needs, improving the quality of halal products, services, and experiences
5	Technology	3	The use of technology for halal certification applications and building positive online
6	Community and Private	9	Collaboration with the private sector and communities by building a halal brand image

The main strategies for the development of the halal industry are to improve the competitiveness of enterprises, reduce mistrust by improving halal authentication and certification standards, understand consumer behavior and develop marketing strategies in accordance with the socio-geographical status of each country, train industrial employees and develop competitive halal food products, build halal supply/logistics chains and halal industrial estates and promote digital marketing and tourism (Bashir et al., 2019). It can be seen from Table 1 above that the government's collaboration with industry, halal certification, consumers, human resources, academics, among others, in strengthening halal regulations and policies, the government formulates comprehensive halal policies and regulations, aligns economic, tourism and halal industry policies with sharia principles, prepares a halal industry roadmap to direct the development of the halal sector, conducts

halal promotion through halal literacy campaigns and socialization to the community and business actors (Abd El-Hack et al., 2018; Addina et al., 2020, 2020; Ali et al., 2021; Batubara & Harahap, 2022; Devi & Firmansyah, 2019; Hazudin et al., 2017; Izza et al., 2023; K. Musari, 2022; Madjid et al., 2024; Othman et al., 2017; Syufa'at et al., 2024; Waluyo, 2020; Yudha Trishananto et al., 2024; Yusuf et al., 2021).

The decentralization of halal tourism regulations at the central level has not been involved in further discussions on the legal framework governing their implementation (Kusumaningtyas et al., 2012). Cultural barriers to society, regulations, and structures (Kusumaningtyas et al., 2022). Policy and governance: Halal industry development requires more consistent regulations, aligned Sharia governance, and operational strategies that involve stakeholders across the government and industry. Various strategies that can be implemented include penetrating the international halal market, strengthening the halal supply chain, digitizing MSMEs, and utilizing Islamic financial instruments such as waqf (endowments) to support sustainable halal industry development (Salsabilla et al., 2025). The success of halal tourism development is greatly influenced by stakeholder collaboration, integration of local culture, utilization of digital technology, and policies that are responsive to the plurality of society and the needs of Muslim tourists.(Adiweno et al., 2018; Alim et al., 2023; Karbhari et al., 2020; Musthofa et al., 2023; Sarim et al., 2019).

Based on the SWOT analysis, it was found that the government must implement a proactive strategy in order to achieve the World Halal Tourism Award.(D. Vlareriani, 2020). Furthermore, provisions in the Copyright Law require the digitalization of MSMEs, making their management more efficient and easier. The development of halal tourism regulations across regions is moving in a positive, dynamic direction, in line with regional tourism policies that should be continuously encouraged and accelerated. Halal tourism development needs to adopt a sustainable regulatory model that is grounded in community plurality and responsive to local wisdom (Santoso et al., 2022). Strategies for using waqf to promote a sustainable financial system, improve governance policies and halal industry for SMEs, strengthen land development, provide financial independence for higher education institutions, and invest in digitalization and advanced technology through waqf funds. Therefore, providing training to equip SMEs with extensive knowledge through various platforms to encourage participation in waqf further (Laila et al., 2023). Through stakeholder collaboration, this study identified key areas for intervention, including aligning Islamic principles with tourism practices, enhancing local cultural integration, and strategically leveraging digital tools to promote sustainability. These insights are useful for policymakers, helping them enhance strategies to leverage Halal coastal tourism for socio-economic benefits (Abdul Halim et al., 2024). the possibility of developing halal tourism policies that are closer to the desires of Muslim customers, which are also in line with Islamic principles (Marlinda et al., 2023). Alignment of Islamic principles with tourism practices, increased integration of local cultures, and strategic use of digital tools to promote sustainability (Muhammad & Junejo, 2025).

For halal standardization and certification institutions, they can develop clear, transparent, and integrated halal certification standards for the food, tourism, and other product industries, strengthen monitoring systems and halal product detection technology,

and collaborate with the government and industry to accelerate the halal certification process for producers (Abd El-Hack et al., 2018; Madjid et al., 2024; Othman et al., 2017; Waluyo, 2020; Yusuf et al., 2021). Halal certification can be achieved by utilizing technologies such as blockchain to simplify the certification process. However, the development of the halal industry still faces various challenges, such as unclear halal guidelines, a lack of international certification standards and minimal collaboration between institutions, limited market demand, and cost constraints and a lack of understanding of the implementation of halal practices. Adoption of halal certification is strongly influenced by procedural simplicity, process efficiency, affordability, and the ability of business actors to adapt to certification standards. The development of other sectors, such as tourism and hospitality, requires comprehensive halal standards and a clear sharia governance framework. The use of technologies such as neural networks for halal logo verification, the use of halal-based language in production processes such as biofertilizers, and the linkage of the halal industry with Islamic green finance demonstrate significant opportunities for the development of the global halal industry. On the other hand, the main obstacles in the halal sector, particularly tourism, include a lack of halal-certified facilities, limited training, and suboptimal government coordination. Therefore, policy support, stakeholder collaboration, the implementation of halal standard operating procedures (SOPs), and improved production quality are crucial factors in strengthening the development of the halal industry. (Fang et al., 2025; Kristanto & Kurniawati, 2023; Napitupulu et al., 2024; Razak et al., 2021; Samori et al., 2017; Šuligoj & Maruško, 2017; Universiti Utara Malaysia & Katuk, 2019; Yap & Al-Mutairi, 2023; Zailani et al., 2017).

The HR and research department carries out R&D development to improve the quality of the halal industry, provides halal training and education for industry players and organizations and provides research-based policy recommendations to the government regarding the development of the halal industry. (Batubara & Harahap, 2022; K. Musari, 2022; Yusuf et al., 2021). Culture, technology, and belief-related factors are key drivers of halal service quality. Although few papers have examined the antecedents and moderators of service quality in the halal industry, religiosity was found to be a significant variable in several of the reviewed papers. Researchers can use the results of this review to guide future studies and contribute to the development of this research field. (Noor, 2025). The journal will meet the growing needs of Islamic marketing in various sectors. (Hassan et al., 2022). Insights from the Halal Economics journal can benefit policymakers, industry leaders, and researchers, and enhance strategies to leverage Halal coastal tourism for socio-economic benefits. (Napitupulu et al., 2024). This study identifies key areas for intervention, such as aligning Islamic principles with tourism practices, enhancing local cultural integration, and strategically utilizing digital tools to promote sustainability. These insights benefit policymakers, industry leaders, and researchers, and enhance strategies to leverage Halal coastal tourism for socio-economic benefits. (Bamiro et al., 2025). This study shows that the large surge in the global Muslim population demands further understanding and education on halal principles and Muslim tourism for the benefit of students and the tourism industry, carried out by local academic institutions, especially those offering tourism and hospitality programs. (Dabamona et al., 2025). Given the rapid growth of halal market studies, the

direction and contributions of previous literature have resulted in limited discussion of specific theoretical concepts. This study suggests new pathways through which halal tourism development can address contemporary issues in the hospitality and tourism sector. (Al-Ansi et al., 2023). The halal industry will continue to rely on technology for the provision of goods and services. With the emergence of new technological innovations, this review will provide managers with insights into technology acceptance across various contexts. Researchers can use the results of this review to guide future studies and contribute to the development of this research field. (Noor, 2024). The halal industry will continue to rely on technology for the provision of goods and services. With the emergence of new technological innovations, this review will provide managers with insights into technology acceptance across various contexts. Researchers can use the results of this review to guide future studies and contribute to the development of this research field. (Liew & Karia, 2024). The findings suggest that each university tends to have strengths in different domains, and 2019 was the most productive year for Islamic Finance publications. Analysis of productive scholars and co-citations indicates that authors collaborate within the same university to create different topics for each research group. Given the growing importance of this research area at the national and international levels, these and other universities in Malaysia can produce more research in Halal Economics, Halal Management, and other related areas within this domain..(Abd. Wahab et al., 2023).

For business and industry players, they can develop innovative halal products according to global consumer needs, improve the quality of halal products, services, and experiences, especially in the food and tourism sectors, utilize halal branding and digital marketing to increase product competitiveness. Encourage partnerships between government, industry, certification institutions, academics, and communities in the development of the halal industry. This can be integrated with local culture, digital technology, and sustainability principles in the development of the halal sector, as well as develop international networks and global trade to expand halal product exports. (Addina et al., 2020; Batubara & Harahap, 2022; Hazudin et al., 2017; K. Musari, 2022).

This study provides insights to key stakeholders can be used strategically to encourage adequate synergy between Islamic Finance and Halal tourism product development as a way to specialize in more sustainable tourism. Culture has a direct moderating effect on the level of respondents' agreement on the active role that Islamic Finance can play (Martín et al., 2020). Islamic financial literacy, attitudes and awareness greatly influence the intention of business owners to use Islamic financial products. (Utomo et al., 2021). Improving halal processes through the implementation of quality management systems, effective halal labeling, and the use of technology can improve the economic performance of HFSCs. HFSC sustainability efforts are strengthened by increasing trust and transparency, which are beneficial for developing human resource skills, promoting animal welfare issues, and improving regulatory compliance. (Rejeb et al., 2021). Aspiring entrepreneurs can achieve economic benefits by attracting investors to the halal-concept hotel market, which can potentially meet the holiday needs of the community, with religious sensitivities within the country expressed through halal tourism.

CONCLUSION

From the development strategy stages, it is apparent that currently, improvements are being made primarily in the first stage, namely, improving the socialization, training, and education of halal certification carried out by stakeholders, supported by legal certainty from the government and harmonization of financial policies at all levels that support the development of the halal industry on the national and international stage. Maximizing planning for halal industrial areas to make Indonesia a global center of the halal industry by attracting various investments, improving the quality of halal industrial products, and creating competitive national brands that market products through digital marketing to increase customer loyalty will shape the development of a competent, creativity-based halal industry. From the research results, it was found that the role of the government is needed for decentralization of regulations and alignment of sharia governance, support for the integration of local culture and digital technology, responsive policies and can use waqf for promotion, in halal certification will be more accurate by using technology, ensuring simplicity of procedures, process efficiency and affordable costs, in the field of human resources universities can develop promotions, research in the field of halal economics, and in the business sector can develop innovative halal products, improving halal processes in quality management and the use of reliable technology collaboration between stakeholders so that it can be more focused on the field of halal tourism.

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Conceptualization: DIS Methodology: DIS, Software: DIS, Validation: DIS, ZHS, AS, Formal Analysis: DIS, Investigation: DIS, Resources: DIS, Data Curation: DIS, Writing-Original Draft: DIS, Writing-Review&Editing: DIS, ZHS, AS, Visualization: DIS, Supervision: DIS, Project Administration: DIS, Funding Acquisition: DIS

AI USAGE STATEMENT

AI tools were used in this manuscript solely for language editing, grammar checking, and improving readability. They were not used to generate ideas, conduct analysis, interpret data, or formulate conclusions. Full responsibility for the originality and academic integrity of this work rests with the authors. AI tools receive no authorship or contributor credit, consistent with prevailing ethical standards in academic publishing.

CONFLICT OF INTEREST

There are no conflicts of interest in this article, this article is completely independent without any aspect of marketing, buying, or selling, and of that kind that causes conflicts of interest. The author receives the results from the journal and approves the submission for publication for educational development.

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