

## Halal Food Development Strategy: Preliminary Study

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Abstract: Indonesia is the country with the largest Muslim population in the world and is ranked first for consumers of food and beverage products halal. The large Muslim population with the value of food and drink consumption The largest halal food in the world has not been able to become a driving force for Indonesia to increasing the production of halal food and drinks. The country's large Muslim population provides a market for halal products, creating strong domestic demand that can drive growth and innovation in the industry. Indonesia's commitment to halal certification and regulations also makes Indonesia a leader in ensuring the integrity and authenticity of halal products, thereby further enhancing its reputation in the global market. The aim of this research is to identify strengths, weaknesses, opportunities and threats facing the large-scale halal food and beverage industry Indonesian small and medium enterprises and formulate industrial development strategies Indonesian halal food and drinks. To identify strategies for developing halal food products in Indonesia using SWOT analysis. The approach taken is a desk study approach where secondary data is obtained from various journal articles, statistical report data, reports from government agencies related to food, electronic news and other secondary data.

### 1 INTRODUCTION

The development of the halal industry is a transformation of the Indonesian economy towards a sustainable economy in the development of a new industrialization paradigm in Indonesia now and in the future. The development of the sharia economy and halal lifestyle is an important element for developing new sources of growth, in order to support a sustainable economy. This high growth potential can be seen from the 2022 State of the Global Islamic Economy Report (SGIER) data which shows that Muslim spending globally in 2022 will grow by 9.1% for sharia economic sectors (excluding the sharia financial sector). Then, in 2025 it is estimated that Muslim spending will reach USD 2.8 trillion with a Compound Annual Growth Rate (CAGR) in four years of 7.5%. Based on the KNKS survey in the study of the National Strategy for Halal Industrial Development (2019), halal is something that It is very important for producers to produce products for society. Therefore, the processing industry needs to pay attention to processes when procuring materials, designing products, producing, storing and distributing products. According to Law no. 33 of

2014 concerning Halal Product Guarantee, halal products are produced through a halal product process, namely a series of activities (processes) to guarantee the halalness of the product, including providing materials, processing, storage, packaging, distribution, sales and product presentation (Master Plan Industri Halal Indonesia 2023-2029).

Indonesia is the country with the largest Muslim population in the world, become a target market with enormous potential for the product to enter international halal products. Based on data from Indonesia Halal Economy and Strategy Roadmap, Indonesia's position as an importer of halal food and drinks is in second place in the world with total expenditure of USD 16.88 billion in 2017. This data shows that Indonesia has not able to manage the advantages it has. High demand will be Indonesian halal food and drinks are not matched by adequate supply adequate (Rosadi, 2020).

A development strategy for the halal food and beverage industry is needed to boost the national economy. Industrial development efforts Halal food

and drinks need to be done with good strategy so that goals and development are more focused. Therefore, this research aims to identify internal and external factors Indonesian halal food and beverage industry to meet the demand for halal food and drinks.

## 2 LITERATURE REVIEW

### SWOT Analysis

SWOT analysis is a strategic planning tool to identify and analyze the strengths, weaknesses, opportunities and threats of an organization. In the SWOT analysis, internal and external factors will be analyzed. The results of evaluating internal and external factors will produce valuable data or information regarding their current position in the market and develop strategies to exploit strengths, overcome weaknesses, take advantage of opportunities and mitigate threats. SWOT analysis helps organizations make decisions and plan for future success. (Mauno et al., 2001; David, 2015; Leigh 2009).

	<b>INTERNAL FACTORS (IFAS)</b>	<b>Strengths (S)</b> List 5 – 10 <i>internal strengths</i> here	<b>Weaknesses (W)</b> List 5 – 10 <i>internal weaknesses</i> here
<b>EXTERNAL FACTORS (EFAS)</b>			
<b>Opportunities (O)</b> List 5 – 10 <i>external opportunities</i> here	<b>SO Strategies</b> Generate strategies here that use strengths to take advantage of opportunities	<b>WO Strategies</b> Generate strategies here that take advantage of opportunities by overcoming weaknesses	
<b>Threats (T)</b> List 5 – 10 <i>external threats</i> here	<b>ST Strategies</b> Generate strategies here that use strengths to avoid threats	<b>WT Strategies</b> Generate strategies here that minimize weaknesses and avoid threats	

Figure 1: SWOT Matrix

By conducting a SWOT analysis you can better understand their competitive advantages and areas that need improvement and can be used as a tool to identify potential risks and challenges that may impact the company's operations. By assessing weaknesses and threats you can develop emergency plans and mitigation strategies to overcome potential obstacles. Additionally, SWOT analysis can provide valuable insights for identifying growth and expansion opportunities. By taking advantage of strengths and opportunities can take advantage of market trends and new technologies to drive innovation and achieve competitive advantage. A comprehensive SWOT analysis can serve as a roadmap for strategic planning and decision making, guiding a business towards sustainable growth and success. (Chao & Miguel, 2009; David, 2015).

By creating solutions based on the weaknesses and threats identified in the analysis can develop strategies to mitigate risks and improve their overall performance. The TOWS Matrix is a strategic management tool that can be used to develop an effective project risk management strategy by identifying internal strengths to address threats. caused by risk categories observed in international projects (Rahul et al., 2019).

### Development of halal food and drinks in Indonesia

A key factor in the success of developing halal food in Indonesia is the increasing demand for halal products both domestically and internationally. With a large Muslim population and increasing consumer awareness of halal certification, there is a huge opportunity for businesses to enter this market. By developing halal food products that meet the strict standards set by Islamic law, companies can not only meet the needs of Muslim consumers but also appeal to a wider audience that prioritizes ethical and sustainable food choices. In addition, by investing in the development of halal food production facilities and distribution networks, businesses can position themselves as leaders in the industry and gain a competitive advantage in the global market (Nurrachmi, 2016).

The shift towards halal products reflects a larger trend towards conscious consumerism, where individuals increasingly seek products that align with their religious beliefs and values. Research shows that Muslim consumers, especially in countries such as India and Indonesia, are driving demand for halal products. halal products, including cosmetics and food. Factors such as religiosity, awareness about halal products, and halal certification play an important role in influencing consumer purchasing decisions. (Faheem & Uzma, 2018; Usman et al., 2022).

Indonesia's commitment to providing high quality halal products not only improves its economy but also strengthens its position as a center for halal trade in the region. With continued support from the government and ongoing efforts to promote the halal industry, Indonesia is poised to further expand its market share and influence in the global halal market. As consumer demand for halal products continues to increase around the world, Indonesia's strategic approach to halal certification and production will undoubtedly drive its success in the years to come. (Firdaus et al., 2012; Bagas, 2020)

By focusing on innovation and sustainability in halal production, Indonesia is preparing itself to achieve long-term success in the halal market. The country's dedication to meeting the needs of Muslim consumers while ensuring the highest standards of quality and authenticity has earned the country a reputation as a trusted source for halal products. With cooperation between government and industry to promote and develop the halal sector, Indonesia is well positioned to capitalize on the increasing global demand for halal goods and services. As a result, Indonesia's influence in the halal industry is expected to grow stronger in the coming years (Fernando et al., 2021).

Through continuous innovation and dedication to quality, Indonesia can further establish itself as a leader in the halal food sector. By investing in research and development, the country can create unique, best-selling products that will attract consumers from all over the world. In addition, by encouraging transparency and compliance with strict halal standards, Indonesia can build trust and credibility among consumers, thereby further strengthening its position in the global market. Ultimately, with a strategic approach to growth and a commitment to excellence, Indonesia has the potential to become a force in the halal food industry in the years to come. "Indonesia can further establish itself as a leader in the halal food sector by investing in research and development of halal food products. Analysis of halal food products in Indonesia focuses on the study and implementation of policies to develop competitiveness in Southeast Asia, stimulate economic development with strategies to optimize the export and import potential of halal food products (Imsar & Budi, 2023).

### **3 METHODS**

To identify strategies for developing halal food products in Indonesia using SWOT analysis. The approach taken is a desk study approach where secondary data is obtained from various journal articles, statistical report data, reports from government agencies related to food, electronic news and other secondary data.

## **4 RESULTS and DISCUSSIONS**

### **Strength**

#### **Largest Muslim population**

In 2020, the Muslim population in the world reached 1.9 billion people, and it is estimated that it will continue to grow to 2.2 billion people or 26.5 percent of the total world population in 2030. This increase in numbers will be accompanied by increasing demand for products and halal services. In 2020, Indonesia exported a total of USD46.7 billion for halal products in the form of food, fashion, pharmaceuticals and cosmetics globally. For exports of Indonesian halal products to member countries of the Organization of Islamic Cooperation (OIC), it was recorded that it reached USD48.3 billion in 2021, and is projected to increase to USD53.8 billion in 2022. Population provides a market for halal products, creating strong domestic demand that can drive growth and innovation in the industry. Indonesia's commitment to halal certification and regulations also makes Indonesia a leader in ensuring the integrity and authenticity of halal products, thereby further enhancing its reputation in the global market (Kemenperin, 2023).

The halal food industry in Indonesia is currently experiencing significant growth and development. With a large Muslim population and increasing demand for halal products both domestically and internationally, Indonesia has become a key player in the global halal market. The country has implemented strict halal certification standards to ensure the authenticity and quality of halal products, further strengthening its reputation as a trusted source of halal goods. This has attracted investment from both local and international companies who want to take advantage of the growth of the halal industry in Indonesia. As a result, the country has experienced a surge in halal food production, distribution and exports, thereby contributing to economic growth and positioning it as a leader in the halal industry (Ilmi & Khintan, 2019).

#### **Natural Resources**

Indonesia's comparative advantage is in the form of natural resource potential the fourth largest population globally and the number one largest Muslim population in the world is fundamental economy that needs to be utilized through economic development so that it becomes a competitive

advantage and can be developed into a motorbike driving the national economy. Combining rich natural resources with The largest Muslim population in the world can be comprehensively realized through concept of halal agro-industry development. This is a form appropriate to utilize the potential it has so that it becomes a producer value-added products, highly competitive and in order to fulfill potential needs for domestic and international halal markets. Halal agroindustry is expected to be able to answer comparative advantage into excellence competition (Purnomo, 2011).

## **Weaknesses**

### **Lack of Awareness of The Importance of Halal Certification**

There are still many producers who pay little attention to halal products and there is still a lack of knowledge about halal products among small businesses, a lack of promotion about halal and a lack of socialization, education and information about halal (Widiastuti et al., 2011).

By overcoming these challenges and pursuing a more transparent and reliable certification system, Indonesia's halal food industry can continue to grow and gain recognition on the global stage. Regulations do provide challenges for the Indonesian halal food industry, causing inconsistencies in the quality and authenticity of halal products. The lack of clarity and integration of food safety regulations in halal standards has been widely discussed by academics. The use of pork derivative products in food products is a serious problem from a religious perspective, because some religions prohibit their followers from consuming these products (Wahyuni, 2024; Hamzah et al., 2022).

### **Limited Access to The Global Halal Market**

Limited access to the global halal market is a challenge for Indonesian food producers, but with the right strategy and investment, they can overcome these obstacles and enter profitable markets. Collaborating with international halal certification bodies and participating in trade shows can help Indonesian companies showcase their products to a wider audience. In addition, establishing partnerships with foreign distributors and retailers can expand their reach and increase their market share in key regions. By utilizing technology and digital platforms, Indonesian food producers can also increase their visibility and accessibility to global

consumers looking for halal products. Overall, the key to unlocking the full potential of Indonesia's halal food industry lies in strategic partnerships, innovation, and commitment to quality and compliance. With the right approach, Indonesia can solidify its position as a leading player in the global halal food market and benefit from increased trade and economic growth. Challenges faced by Indonesian food producers include a lack of regulatory consultation, land acquisition issues, minimum wage setting, and excessive licensing processes. The new Food Security Agency aims to manage the supply and demand of food products, but there are concerns about the reliability of the data and the potential negative impact on the food industry if it is not well prepared. Government policy in the agricultural sector focuses on output and input subsidies, but there are limitations on foreign ownership in this sector. The goal of self-sufficiency with other goals is still a challenge (Bima et al., 2014)

By collaborating with international companies and organizations, Indonesian food producers can access new distribution channels and enter emerging markets. Innovation in product development and packaging can also help differentiate Indonesian halal products in the global market, thereby attracting a wider customer base. By maintaining high quality standards and compliance with halal regulations, Indonesia can build a strong reputation as a reliable source of halal food products, thereby further increasing its competitiveness on the world stage. Through these strategic efforts, Indonesia has the opportunity not only to increase its market share but also contribute to the growth of the global halal food industry as a whole (Pratono, 2020).

### **Lack of Skilled Labor in Halal Food Production**

Companies in Indonesia face challenges such as difficulty accessing credit, lack of clarity on business concepts, low managerial capabilities, and excessive design simplification by copying internet trends. The government does not provide adequate training, and entrepreneurs lack the confidence to compete globally. Apart from that, there are problems with uneven distribution of raw materials, changing trends, and differences in tax rates between local and foreign products. Lack of collaboration between stakeholders in the fashion industry, lack of branding, and understanding of global customers are also inhibiting factors (Togar et al., 2011; Wie 2006).

Lack of skilled labor in halal food production provides challenges for Indonesian companies who want to expand their presence in the global market. To overcome these obstacles, investment in training programs and educational initiatives will be essential to develop a skilled workforce capable of meeting the demands of the halal industry. By prioritizing human resource development, Indonesia can ensure sustainable growth and success in the competitive halal food market. Additionally, collaboration with international partners and organizations can provide valuable insights and resources to further enhance the country's position as a leading producer of halal food.

By fostering partnerships with other countries and organizations, Indonesia can access new markets and technologies that will help them stay competitive. Foreign direct investment (FDI) plays an important role in increasing productivity in Indonesia and spurring innovation by providing the necessary innovation capital, especially in the areas of technology and management processes. FDI can encourage technology diffusion through direct technology transfer, technical licensing, and research and development facilities, which leads to the transfer of knowledge and technology that can increase Indonesia's competitiveness. value chain, can drive more innovation and knowledge diffusion by meeting higher technical standards and facing intense global competition (Yose et al., 2018).

Innovation and dedication to quality can further establish Indonesia as a leader in the halal food sector. By investing in research and development, the country can create unique, best-selling products that will attract consumers from all over the world. In addition, by encouraging transparency and compliance with strict halal standards, Indonesia can build trust and credibility among consumers, thereby further strengthening its position in the global market. Ultimately, with a strategic approach to growth and a commitment to excellence, Indonesia has the potential to become a force in the halal food industry in the years to come. (Imsar & Budi, 2023).

## **Opportunities**

### **Increasing Demand For Halal Products**

Market expansion and diversification are increasingly abundant, along with the increasing demand for halal products throughout the world. By leveraging its resources and expertise, Indonesia can leverage new markets and partnerships to increase its presence on the global stage. Additionally, with advances in

technology and distribution channels, the country can simplify its supply chain and reach a wider audience, thereby driving further growth and success in the halal food sector. As the industry continues to develop and adapt to changing consumer preferences, Indonesia has the opportunity to innovate and lead in providing high-quality, ethically sourced halal products to meet the needs of a diverse and discerning market. The increasing demand for halal products worldwide presents opportunities for market expansion and diversification. However, Brunei faces weaknesses such as a lack of dedicated halal logistics infrastructure and weak private sector demand for halal logistics. Leveraging IT, the development of the halal industry, and cooperation with the OIC and ASEAN can help Brunei's halal logistics sector develop (Ab et al., 2021).

Increasing consumer awareness and interest in halal products has also created opportunities for Indonesian companies to expand their reach beyond traditional markets. By utilizing digital marketing strategies and e-commerce platforms, businesses can target and interact with a global audience of halal consumers. Additionally, partnerships with international retailers and distributors can help Indonesian brands gain access to new markets and increase their market share. As demand for halal products increases, Indonesia is well positioned to capitalize on this trend and strengthen its position as a key player in the global halal food industry. The integration of technology and innovation in marketing strategies, particularly through AI and data analysis, has enabled companies to understand consumer behavior and expand their reach through digital marketing channels. Companies are encouraged to adopt a customer-centric approach and utilize technological innovation to remain competitive in the market. By focusing on creating customer value, driving differentiation, and increasing brand value, businesses can attract and retain customers in a highly competitive environment (Mustika & Nur, 2024; Scott & Venkatesh, 2009).

With a variety of halal products and a strong reputation for quality, Indonesian companies have the potential to become leaders in the global halal market. By focusing on innovation and meeting the needs of Muslim consumers around the world, Indonesian brands can differentiate themselves and build a strong presence in the industry. With the right strategies and partnerships, Indonesia has the opportunity to not only meet the growing demand for halal products, but also shape the future of the global halal food industry. "Indonesian companies have the potential to become

leaders in the global halal market due to the high demand for halal products and strong reputation for quality in the industry (Wanda, 2019).

By investing in research and development, Indonesian companies can create unique, high-quality halal products that attract many consumers. Additionally, forming strategic partnerships with retailers and distributors around the world will help Indonesian brands expand their reach and increase their market share. By leveraging its strengths and remaining at the forefront of industry trends, Indonesia can solidify its position as a key player in the global halal food market in the years to come (Nasrullah, 2019).

### **Government Support**

The Indonesian government has taken strategic steps to strengthen its position in the global halal industry. This includes developing regulations that support the halal sector and establishing the Halal Product Guarantee Organizing Agency (BPJPH). BPJPH is tasked with coordinating halal certification, which is an important step in ensuring the authenticity and credibility of halal products. However, the government's role is not limited to regulation and certification; he is also active in raising public awareness about the importance of a halal lifestyle. On the other hand, private institutions play a crucial role in innovation and marketing of halal products. These companies, from MSMEs to multinational corporations, are adopting halal standards as part of their commitment to quality and social responsibility. Through effective marketing and consumer education, they help the public understand the benefits of halal products, not only in religious contexts but also health, sustainability and ethics. Collaboration between the government and the private sector is key in educating the public. Partnership programs, such as halal exhibitions, seminars and workshops, have proven effective in spreading knowledge about halal to the wider public (Kurniawan, 2023).

The Indonesian government has implemented various initiatives to promote halal certification of food products, as well as supporting the expansion of halal food businesses both domestically and internationally. This support has helped raise the profile of Indonesian halal cuisine on the global stage, attracting more food enthusiasts and tourists looking for authentic and diverse dining experiences. Additionally, government efforts to standardize and regulate the halal food industry have instilled

confidence in consumers, ensuring that they can trust the authenticity and quality of halal products.

### **Collaborations with International Halal Food Companies**

One potential way for Indonesian companies to further expand their presence in the global halal food market is through collaboration with international halal food companies. By partnering with established players in key markets, Indonesian brands can leverage their expertise, distribution networks and brand recognition to gain access to new customers and increase their market share. It can also provide valuable opportunities for knowledge exchange and technology transfer, allowing Indonesian companies to improve their product offerings and remain competitive in an increasingly crowded market. Additionally, collaboration with international halal food companies can help Indonesian brands navigate the complex regulatory environment and ensure compliance with international standards, further strengthening their position as trusted providers of halal products. "Imported technology can make a significant contribution to the technological capabilities of Indonesian companies by providing access to new knowledge and skills, which can improve their product offerings. The acquisition of mature technology can increase production capacity and improve product quality, but may not make a significant contribution to the development of technological capabilities (Thevarkalathil et al., 2004).

These partnerships can also facilitate the exchange of best practices and innovative ideas, leading to improved efficiency and quality across the supply chain. By leveraging the expertise and resources of international halal food companies, Indonesian brands can simplify their operations and expand their reach into new global markets. Ultimately, this collaboration can help Indonesian companies establish themselves as leaders in the halal food industry, demonstrating their commitment to quality and authenticity to consumers around the world. Collaboration with other countries can help Indonesian companies become leaders in the halal food industry by improving bilateral relations and resolving obstacles related to the recognition and acceptance of halal products. This can also provide benefits for entrepreneurs and national business actors. as well as encouraging the export of halal products from Indonesia. In addition, government support is very important to ensure the smooth supply chain of halal products, especially for small and micro

industries. Research on non-halal substitute ingredients for cosmetic products or medicines is still open for development, which can further support the industry (Kolkman, 2014; Safri et al., 2021).

### **Increasing Trend of Healthy and Organic Halal Food Choices**

The increasing trend of healthy and organic halal food options presents a great opportunity for Indonesian brands to expand their offerings and attract a new segment of health-conscious consumers. By incorporating natural and sustainably sourced ingredients into their products, these brands can differentiate themselves in the market and attract a growing number of consumers looking for healthy food options. Additionally, by emphasizing ethical and environmentally friendly aspects of their products, Indonesian brands can further enhance their reputation and attract a global audience that values sustainability and social responsibility. In this way, the trend towards healthy and organic halal food options presents a unique opportunity for Indonesian brands to not only meet growing consumer needs but also position themselves as leaders in the industry. (Hassan, 2023; Elasra, 2016).

By investing in sustainable practices and purchasing high-quality ingredients, Indonesian brands can solidify their position in the market as pioneers in the halal healthy food sector. This will not only attract more health-conscious consumers but also align them with the values of socially responsible individuals around the world. Overall, by capitalizing on this trend, Indonesian brands have the potential to not only grow in the market but also have a positive impact on people and the planet. Indonesian brands can utilize social media marketing activities, especially Instagram, to increase brand awareness and build brand equity, which ultimately influences consumer purchase intentions. Understanding the impact of social media marketing in Indonesia, especially Instagram, is critical for companies to reach Indonesian Consumers effectively and strengthen their brand presence in the market. However, there are challenges such as a lack of collaboration between stakeholders in the fashion industry and a lack of branding and understanding of global customers by local entrepreneurs (Vanessa & Lim, 2020; Togar et al., 2011).

This commitment to sustainability and quality will not only drive sales but also create a loyal customer base that values ethical practices. With more consumers prioritizing health and ethical

considerations in their purchasing decisions, Indonesian brands have a unique opportunity to lead the global halal food market. By staying at the forefront and continuing to innovate, these brands can continue to grow and succeed while making a positive contribution to the environment and society.

### **Threats**

#### **Competition with other countries that produce halal food**

There are many competing countries in the halal industrial sector. Not only Muslim countries such as Malaysia, Turkey and the United Arab Emirates, even countries with a majority non-Muslim population such as Thailand, China, Japan and South Korea are also involved in the halal industry. China has become the largest exporter of Muslim clothing. Meanwhile, South Korea has become the largest producer of halal cosmetics, accompanied by the development of halal tourism. Japan is also developing the halal industry and halal tourism. Apart from that, neighboring countries such as Thailand have a vision to become the world's halal kitchen (KNEKS, 2021).

The success of Indonesian brands in the global halal food market may be influenced by increasing competition from other countries and potential problems in supply chain management. Halal Supply Chain Management plays an important role in ensuring the availability of goods and customer satisfaction in the halal industry. Implementing Halal Supply Chain Management involves cooperation between organizations and meeting consumer demand, which is an important factor for success in the market. The halal supply chain includes procurement, manufacturing, distribution, and logistics, all of which must comply with halal standards in order to function effectively. Cooperation and synergy between industry players, government and supervisors are needed to overcome challenges and realize opportunities in the halal industry for the Indonesian economy. and the importance of adhering to halal standards throughout the process is critical for success in the global market (Ikar, 2021; Ilmi & Khintan, 2019).

The global halal food market is dynamic and continues to grow, presenting opportunities and challenges for Indonesian brands. By closely monitoring market trends, adapting strategies, and staying ahead of geopolitical and regulatory changes, Indonesian brands can position themselves for success in an increasingly competitive landscape. It is

important for these brands to remain agile and proactive to meet the demands of changing consumer preferences and maintain their relevance in the global marketplace. With the right approach, Indonesian brands have the potential to not only survive but also thrive in the global halal food market. Agility is critical for brands to stay relevant by adapting to changing consumer preferences. Companies can choose from three basic types of agility strategies: rapid, responsive, and proactive, based on market and competitive characteristics. Aligning manufacturing tasks and choices with rapidly changing business environments is the key to good performance (Zhang, 2011).

Increasing competition in the market encourages Indonesian brands to innovate and differentiate themselves from their competitors. This has led to the development of new technologies and processes to simplify the halal certification process and reduce costs. Additionally, Indonesian brands are exploring new markets and distribution channels to reach a wider audience and increase their market share. Overall, the challenges faced by Indonesian brands in the halal food industry have sparked a wave of innovation and creativity, pushing the industry forward and strengthening Indonesia's position as a leader in the global halal food market.

### **International Halal Standards**

There is no halal certificate that is valid globally. Matter This is due to the lack of consensus by countries in the world regarding the standardization of international halal certificates. Every country has its own criteria for determining halal certification. these criteria not necessarily accepted by other countries. Thus, internal irregularities are created halal certification. Of course, this can impact trust consumers when the product is exported to other countries (Randeree 2019). For this reason, it is necessary to hold meetings between countries in the world to discuss the standardization of halal certification. At least, this step could be initiated by the Organization of Islamic Cooperation (OIC) (Madjid, 2022).

Indonesian brands continuously strive to ensure that their products meet the strict halal standards set by Islamic law, thereby providing consumers with a sense of confidence and reliability. Through strategic marketing efforts and investments in research and development, these brands have been able to expand their reach and capture a larger share of the global halal food market. Overall, Indonesia's commitment

to excellence in halal food production has positioned the country as a key player in this industry, with a promising future.

## **5 CONCLUSIONS**

Indonesian halal food and beverages have the potential to become leaders in the industry. Innovation and expansion, Indonesian halal food and beverages Indonesia can set new standards of excellence and inspire other countries to prioritize ethical and high-quality products in the halal food market. The success of Indonesian halal food and drinks not only provides benefits to the Indonesian economy but also contributes to the growth and development of the halal food industry throughout the world.

With an emphasis on ethical practices and the best ingredients, Indonesian halal food and beverages have the opportunity to make a significant impact on the halal food market. As consumers become increasingly aware of where their food comes from and how it is produced, Indonesian halal food and beverages have the opportunity to lead the way in setting new standards for excellence in the industry. This not only benefits the local economy but also increases the positive image of Indonesian halal food in the world.

By focusing on the factors that influence development, Indonesian halal food and beverages can continue to grow and develop in the global market, attracting a larger customer base and strengthening their reputation as an industry leader. Additionally, establishing partnerships with other halal food manufacturers and organizations can help expand distribution channels and increase market reach, ultimately driving success and further growth for the halal food industry in Indonesia.

By collaborating with other halal food producers, Indonesian halal food and beverages can leverage their respective strengths and resources to enter new markets and consumer segments. This collaborative approach not only fosters a sense of unity within the industry but also enables the exchange of best practices and innovations that can drive continuous improvement and competitiveness. Ultimately, by prioritizing collaboration and strategic partnerships, Indonesian halal food brands can position themselves as key players in the global halal food market and ensure sustainable growth and success in the long term.

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