
THE CONCEPT OF HALAL VALUE CHAIN AS A SHARIA MARKETING STRATEGY: A LITERATURE REVIEW

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Abstract

This study aims to analyze the development of the Halal Value Chain (HVC) ecosystem in Indonesia, focusing on the challenges of halal certification and logistics, and to evaluate its strategic implications for sharia marketing and consumer purchasing decisions. This research utilizes a qualitative method with a literature review approach (*library research*). Data were collected from reputable scientific journals, books, and official reports published between, analyzed using content analysis to synthesize trends and structural barriers in the halal industry. The findings indicate that HVC functions as a critical ecosystem integrating upstream-to-downstream processes to ensure "Halalan Thoyyiban" integrity. While HVC positively influences consumer trust, brand image, and loyalty, its implementation in Indonesia is hindered by regulatory fragmentation, high certification costs for MSMEs, and a lack of integrated halal logistics infrastructure. Furthermore, the adoption of digital technologies like blockchain remains low. **Conclusion:** The study concludes that HVC is not merely a compliance mechanism but a fundamental value framework for ethical sharia marketing. Strengthening the HVC ecosystem through regulatory harmonization, infrastructure development, and digitalization is essential to enhance Indonesia's competitiveness as a global halal industry hub.

Keywords: Halal Value Chain, Sharia Marketing, Halal Logistics, Halal Certification, Consumer Behavior.

1. INTRODUCTION

The halal industry is undergoing significant changes. What was once considered a niche religious market segment has now grown into one of the most dynamic and rapidly developing sectors of the global economy. This phenomenon has been recognized as a new economic trend with significant potential to drive economic growth in various countries. Not only is it supported by the increase in the global Muslim population, but this growth is also supported by a shift in global perceptions. The halal lifestyle trend is not only popular in Muslim countries, but also in many non-Muslim countries such as Brazil, Australia, and Thailand, which have even become the world's largest exporters of halal products. This shows that the halal industry can thrive anywhere, regardless of religion or region (Hakim & Sugianto, 2024). In the global economic landscape, Indonesia occupies a very strategic position, as it is the country with the largest Muslim population in the world, accounting for around 87.2% of the total population (Azizah et al., 2022). However, despite its great potential, in reality Indonesia still plays a greater role as a captive market than as a major producer capable of dominating international halal product exports.

The increasingly critical and educated demands of Muslim consumers are the main foundation of this industry's boom. For Muslims, consuming halal products is not just a matter of preference, but a fundamental sharia obligation that is considered an act of worship (Azizah et al.,

2022). This demand stems from clear religious commands, making the availability and guarantee of halal products important for Muslim consumers to practice their faith with peace of mind (Mustaqim, 2023). This demand has evolved beyond merely fulfilling religious rituals to include "*Halalan Thoyyiban*". Today's consumers not only pay attention to halal status but also demand assurance that the product is of superior quality, clean, safe to consume, healthy, and produced in an ethical manner. It is this *thoyyiban* aspect that effectively expands the appeal of halal products and attracts the interest of non-Muslim consumers who are concerned about health, food safety, and quality issues (Charina & Charisma, 2023).

As consumer awareness of halal issues increases and global supply chains become more complex, the approach to halal assurance is undergoing a fundamental shift. In the context of modern production, which involves raw materials from various countries and processes that use complex food technology, halal assurance is no longer guaranteed if it focuses only on testing the final product that is ready for consumption. This concept has evolved into an integrated industrial ecosystem better known as the Halal Value Chain (HVC) (Hakim & Sugianto, 2024). HVC is a holistic framework designed to ensure that halal integrity is strictly maintained at every link in the chain, from upstream to downstream (Aziz, 2025). This encompasses all business activities, from the selection of raw material suppliers, manufacturing and processing, to packaging, storage, and distribution of products to consumers (Charina & Charisma, 2023).

The implementation of the Halal Value Chain (HVC) is closely and substantially related to the basic principles of sharia marketing. If the concept of Islamic marketing is based on four prophetic ethical values, namely *Siddiq* (truthful or honest), *Amanah* (trustworthy), *Tabligh* (communicative), and *Fathonah* (intelligent), then HVC presents the practical application of the value of *Amanah* in business practices (Farida, 2023). In marketing, consumer trust is a strategic asset; however, when viewed within the framework of Sharia, trust is a moral obligation that must be maintained and fulfilled. In this case, HVC has a role in building trust through a structured halal assurance system. Halal certification, which is often used as a Unique Selling Point (USP) in product promotion strategies, is no longer seen as just a symbol on the packaging, but as the end result of a transparent and verifiable production process. The element of traceability is one of the key components of HVC's success, reflecting the principle of *Tabligh*, namely the openness of information from producers to consumers regarding the stages of the production process in an honest and responsible manner (Charina & Charisma, 2023).

HVC also functions as an instrument to fulfill quality and ethical aspects in sharia marketing. By promoting the principle of "*Halalan Thoyyiban*," HVC ensures that marketing strategies not only highlight the aspect of halal in a symbolic or ritualistic manner, but also emphasize the overall quality, hygiene, and safety of products. In the view of muamalah fiqh, ideal business practices should be free from elements of *gharar* (uncertainty) and *tadlis* (deception). The *Halal Value Chain* (HVC) is a mechanism that systematically eliminates the potential for both through transparent and structured processes from upstream to downstream. This approach not only reflects the principle of prudence in transactions but also serves as a tangible form of consumer protection aligned with the essence of *Maqashid Syariah*, particularly in preserving religious values (*Hifz al-Din*) and safeguarding lives (*Hifz al-Nafs*) (Mustaqim, 2023). If consumers feel satisfied and secure with this guarantee, brand loyalty will be formed, which in turn becomes a crucial driving factor for the sustainable growth of the halal industry (Elwardah et al., 2024).

The Halal Value Chain (HVC) ecosystem covers a very broad range of industries, reaching almost all dimensions of Muslim consumers' lives. Among these various sectors, the halal food and beverage industry occupies the most fundamental position (Kamilyyah et al., 2024). In this sector, the implementation of HVC is very complex, involving strict supervision of animal feed, sharia-compliant slaughtering processes, and post-harvest processing to avoid cross-contamination (Charina & Charisma, 2023). Creative industries such as *modest fashion* or halal fashion have also shown exponential growth, with Indonesia now seen as one of the countries poised to lead global trends (Sitorus & Faujiah, 2023), where the HVC challenge is to ensure the halal status of raw materials such as fabrics, dyes, and production processes. In addition to these two industries, another crucial sector is the halal pharmaceutical and cosmetics sector, where consumer awareness has sharply increased regarding critical ingredients that come into direct contact with the skin or are consumed, such as gelatin, collagen, and alcohol (Aziz, 2025).

Strengthening the Halal Value Chain (HVC) ecosystem cannot be considered comprehensive without the involvement of the service sector and crucial supporting infrastructure. One of the sectors that is a development priority in various regions is halal tourism, known as Muslim-friendly tourism. The main focus of this sector is not on creating new destinations, but on providing services and facilities that meet the needs of Muslim tourists, such as accommodation based on sharia principles, the availability of halal-certified food, and easy access to places of worship (Pranandari et al., 2023). In order for all products from various sectors to reach consumers while maintaining their halal integrity, the existence of halal logistics is an indispensable element. Halal logistics plays a role as the main infrastructure in the Halal Value Chain (HVC), ensuring that the entire distribution process is carried out separately from non-halal products to avoid potential cross-contamination (Aziz, 2025). Sharia-based e-commerce and digital marketing are the main accelerators for Micro, Small, and Medium Enterprises (MSMEs) to penetrate global competition and reach consumers effectively (Farida, 2023).

Most of the previous literature focuses on technical aspects of halal certification or logistics in part. There is a gap in the literature that comprehensively links the integrity of the value chain (Halal Value Chain) with the ethics of *nubuwwah* marketing (Siddiq, Amanah, Tabligh, Fathonah) as a competitive advantage strategy. This article contributes by filling this gap through an integrative analysis that positions HVC as an instrument of transparency and consumer protection in accordance with *Maqashid Syariah*.

2. METHODOLOGY

This study applies the Literature Review method with a qualitative approach (library research) to analyze the development of the HVC ecosystem in depth. The research procedure began with the identification of literature through a systematic search of reputable national and international scientific journal databases, books, and official reports using strategic keywords such as “Halal Value Chain Indonesia,” “Sharia Marketing Strategy,” and “Halal Logistics Challenges.”

Strict selection criteria were applied by limiting sources to primary publications within the last five years (2020–2025) to maintain data relevance with the dynamics of the Halal Product Guarantee (JPH) law currently developing in Indonesia. The collected data was analyzed using content analysis techniques, which included data reduction, data display, and conclusion drawing to synthesize HVC trends, structural barriers faced by MSME actors, and the impact of supply chain integration on consumer decisions. Through these stages, the study aims to develop a

conceptual framework that explains the role of HVC not only as a compliance tool but also as a strategic value in global sharia marketing.

3. RESULT AND DISCUSSION

The Role of Halal Certification and Logistics

Halal certification is a fundamental element in building consumer trust and the competitiveness of halal products in the global market. In Indonesia, the implementation of halal certification is regulated by Law No. 33 of 2014 and coordinated by BPJPH. By the end of 2023, more than 3.42 million products had been certified halal. However, this figure is still far from the proportion of MSME players, which reaches more than 64 million units. The main obstacles faced by MSMEs are high certification costs, lengthy processes, and complex bureaucracy. The LPPOM MUI report shows that MSMEs need an average of 3-6 months to obtain halal certification, which is considered an administrative burden by small businesses. The lack of integration between BPJPH as the regulator and LPPOM MUI as the halal inspection agency also causes confusion in the field. Halal regulations in Indonesia are still undergoing institutional dynamics that are not yet fully coordinated, thereby reducing the effectiveness of the implementation of the JPH Law. Compared to Malaysia, which has implemented a "one gate certification" system through JAKIM, Indonesia is still in the stage of institutional consolidation. In addition, national halal certification is not yet fully compatible with global standards such as GSO, SMIIC, and Codex Halal Guidelines. As a result, Indonesian halal products are often not automatically recognized in export destination countries, especially in the Middle East. The lack of mutual recognition arrangement (MRA) schemes is a major obstacle in penetrating the global premium halal market (Maulana & Jafar, 2025).

The digitization of the certification process through the SIHALAL platform is a good first step, but its use is still limited to the administrative stage and has not yet touched on the technical aspects of halal production and distribution as a whole. More than 80% of halal MSMEs do not yet have a digitized production system, such as digital labeling, product safety sensors, or real-time supply chain monitoring. The lack of technical training support and the high cost of technology adoption are major obstacles to accelerating the digitization of the national halal sector. Countries such as Thailand and Japan have implemented halal blockchain to track the origin of raw materials, the production process, and the final distribution of products to consumers. Halal logistics are a crucial element in maintaining product halalness from upstream to downstream. Indonesia does not yet have an integrated and officially certified national halal logistics system for storage, transportation, or halal cold chain. The food, pharmaceutical, and cosmetics sectors are highly vulnerable to cross-contamination during the distribution process. Countries such as Malaysia have implemented a halal logistics system based on the MS2400 standard and have ports with halal-certified facilities for export. In Indonesia, halal logistics supervision is still sectoral and not yet fully coordinated. This institutional disintegration hinders the development of a halal traceability system that can guarantee product halalness throughout the supply chain (Maulana & Jafar, 2025).

Limitations in halal logistics infrastructure also pose a major challenge. Until 2024, there will only be three active Halal Industrial Zones (KIH), namely in Banten, Sidoarjo, and the Riau Islands. This number is not yet sufficient to meet the needs of the national halal industry at large. Conventional logistics operators have not invested heavily in halal logistics systems due to a lack of fiscal incentives and market guarantees. As a result, halal MSMEs find it difficult to penetrate

export markets due to high and inefficient halal logistics costs. A UNCTAD study states that an undocumented halal supply chain can reduce foreign markets' trust in Indonesian halal products. In the operational context of sensitive products such as meat, halal logistics becomes increasingly important. A study by Fahadha & Sutarto shows that the greatest risk to product halalness is found at the slaughter stage, with the highest RPN in the stunning process, which has the potential to violate animal welfare principles. In addition, weaknesses in traceability at the retail level indicate that the halal distribution system is not yet running optimally. The inability to distinguish between products from halal and non-halal slaughterhouses poses a serious threat to halal integrity. AHP-based mitigation strategies indicate that halal logistics must be strengthened through tracking systems, outlet separation, and special storage for halal products (Fahadha & Sutarto, 2025).

A study by Rizki et al. also highlights that countries in Southeast Asia have responded positively to halal logistics schemes as an innovation in the supply chain. However, the main challenge in Indonesia is the lack of specific regulations that comprehensively govern halal logistics. Stakeholders' knowledge of halal principles in logistics is also still low, and the number of experts and researchers in this field is still limited. Special infrastructure to handle halal products is also not yet adequately available. Therefore, the development of a halal integrity best practice scheme in logistics is important to ensure the halal status of products from producers to consumers (Rizki et al., 2023). Kurniawati and Cakravastia emphasize in their study that halal integrity is closely related to sustainability. Contaminated halal products can become food waste and damage consumer trust. A poorly implemented halal supply chain can cause economic, social, and environmental losses. Therefore, halal logistics is not only a matter of sharia compliance, but also part of an industry sustainability strategy. Unfortunately, the adoption of halal supply chains is still limited due to cost efficiency considerations, even though the losses due to contamination and consumer distrust are far greater (Agustina & Cakravastia, 2025).

Halal logistics optimization can also be achieved through an Operations Research (OR) approach. A study by Kurniawati et al. shows that OR can be used to minimize halal logistics costs, design efficient distribution routes, and optimize halal warehouse layouts. This approach is relevant to addressing the challenge of low adoption of halal supply chains in Indonesia. With OR, industry players can make data-driven decisions to maintain product halalness while ensuring operational efficiency. Unfortunately, the use of OR in halal supply chain research is still very limited and needs to be expanded (Agustina & Cakravastia, 2025). Overall, the role of halal certification and logistics in Indonesia's halal value chain ecosystem still faces complex structural challenges. Halal certification has not reached all MSME players, and halal logistics has not been integrated nationally. Inconsistencies with global standards, limited digitalization, and weak inter-agency synergy are the main obstacles. To enhance the competitiveness of Indonesian halal products in the global market, comprehensive reforms are needed, including regulatory harmonization, infrastructure strengthening, technology adoption, and data-driven approaches. Without these, Indonesia's potential to become a global halal industry hub will be difficult to achieve.

The Impact of HVC on Consumer Decisions

The Halal Value Chain (HVC) plays an important role in shaping consumer decisions, especially in markets with a Muslim majority such as Indonesia. Halal certification, as part of the

HVC, is a key indicator that influences consumer perceptions of product quality and safety. A study by Djakasaputra et al. shows that halal certification has a direct and significant influence on consumer purchasing interest, as well as indirectly through brand image (Djakasaputra et al., 2023). Consumers tend to choose products that are not only halal in substance but also produced and distributed in accordance with sharia principles. This indicates that purchasing decisions are not only influenced by the halal label but by the integrity of the entire halal value chain.

Consumer knowledge about halal is the main foundation in shaping attitudes and purchase intentions. Research by Amrullah found that the higher the consumer's knowledge about halal, the more positive their attitude towards halal products, which ultimately increases purchase intention (Amrullah, 2023). Within the framework of the theory of planned behavior (TPB), a positive attitude towards halal products mediates between knowledge and purchase decisions. Consumers who understand the halal process, including the source of raw materials, production methods, and distribution, tend to show higher loyalty to products that meet HVC standards. This shows that halal education and process transparency are key in influencing consumer behavior. Consumer trust in halal brands is greatly influenced by HVC's consistency in maintaining product halalness.

A study by Hanafiah et al. shows that halal certification increases trust and brand preference, which in turn impacts consumer loyalty (Hanafiah et al., 2024). Gen Z consumers in Indonesia, who are more critical and value-conscious, tend to choose brands that demonstrate a commitment to halal principles as a whole. Strong HVC creates the perception that products are not only halal, but also ethical and responsible. This trust is a determining factor in purchasing decisions, especially in the fast food and daily consumption product sectors. Consumer preferences for halal products are also influenced by the brand image formed through HVC. Research by Djakasaputra et al. shows that a positive brand image, built through halal certification and transparent production processes, has a significant influence on purchase interest (Djakasaputra et al., 2023). Consumers do not only buy products because of their halal status, but because they believe that the brand is consistent in maintaining halal standards and quality.

A strong brand image represents HVC's integrity and is a distinguishing factor in a competitive market. HVC's digitalization further strengthens its impact on consumer decisions. Research by Sakti et al. highlights that the use of technologies such as blockchain and IoT in the halal supply chain increases transparency and traceability, which leads to increased trust and purchasing interest (Sakti et al., 2025). Modern consumers demand tangible proof that halal products are truly processed and distributed in accordance with sharia principles. The integration of technology in HVC enables consumers to independently verify the halal status of products, thereby strengthening information-based purchasing decisions.

Cross-cultural preferences for halal products show that HVC is not only relevant in Muslim-majority countries. A study by Maulana and Jafar shows that consumers in non-Muslim countries also show interest in halal products because they are considered hygienic, ethical, and high quality (Maulana & Jafar, 2025). This broadens the impact of HVC on consumer decisions globally. Halal products developed with a sustainable and ethical business approach are able to attract consumers from various backgrounds, making HVC a universal strategy in building market loyalty and trust. Overall, HVC has a multidimensional impact on consumer decisions, ranging from cognitive (knowledge) and affective (attitudes and beliefs) aspects to behavioral (intentions and purchasing actions). The integration of halal certification, halal logistics, brand image, and digital technology forms an ecosystem that supports consumer decisions holistically. Studies that

have been reviewed show that HVC is not only an instrument of sharia compliance, but also an effective marketing and quality management strategy in building consumer loyalty and preference in the global halal market.

Challenges in Implementing HVC

The implementation of the Halal Value Chain (HVC) faces complex structural challenges, particularly in terms of fragmented standards and regulations. Jailani (2024) notes that producers often encounter difficulties due to the heterogeneity of halal standards, questionable raw materials, and unethical practices (Jailani, 2024). The disparity in approaches between halal certification bodies also causes conflicts in the certification process, especially when producers have to adapt to various standards in export markets. This is exacerbated by the lack of globally integrated halal standards, which leads to increased production and certification costs. The government has an important role to play in resolving these conflicts by establishing clear halal accreditation and regulatory bodies. Without strong policy intervention, harmonization of standards will be difficult to achieve and will hinder the smooth flow of cross-border halal supply chains.

Limited digital infrastructure and technological literacy are major challenges in the digitization of HVC. Minu et al.(2025) highlight that digital systems between halal institutions are not yet integrated, and the digital literacy of business actors is still low. Halal verification at every stage of the supply chain is still weak, creating gaps in maintaining halal integrity. Technologies such as blockchain and IoT promise transparency, but their adoption is still limited due to high costs and a lack of human resource readiness. Digital tracking systems, which should be the solution, have not been widely implemented, especially in developing countries. Strategies to strengthen digitization need to consider local readiness and encourage multisectoral collaboration to be more adaptive to the context of each region.

The gap between formal certification and the implementation of sharia values in logistics and distribution practices has also come under scrutiny. Minu et al.(2025) reveal that halal label manipulation and distribution delays are still common, which negatively impacts consumer confidence. Muslim consumers now demand not only halal labels, but also comprehensive product history information. When distribution speed compromises halal validation, quality and trust are at stake. Blockchain-based tracking systems could be a solution, but their adoption remains low. Without real-time data integration and interoperability between platforms, the reliability of information is difficult to maintain. This shows that digitalization must go hand in hand with strengthening the values of *maqāṣid al-sharī'ah* so as not to get caught up in the logic of efficiency alone.

Another challenge arises from the producers' side, especially MSME players, in dealing with the complexity of halal certification and supply chain management. Jailani (2024) notes that many producers experience difficulties in managing human resources, supply chain transparency, and consumer education. When halal products are produced in countries with a non-Muslim majority, the risk of contamination and non-compliance with standards is even higher. Manufacturers also face a dilemma between cost efficiency and compliance with strict halal standards. Strategies that can be adopted include internal training, collaboration with trusted certification bodies, and innovation in tracking and transparency systems. However, all of this requires regulatory support and incentives from the government to be implemented sustainably.

From a technological perspective, the adoption of digital 4.0 in HVC still faces challenges in terms of comprehensive integration and measuring its impact on company performance. Although technologies such as blockchain, RFID, and IoT have been used in various halal supply chain functions, their adoption has not been uniform and is often not integrated holistically (Harsanto et al., 2024). Many studies only discuss technological aspects without comprehensively linking them to the financial and non-financial performance of companies. In fact, technology should not only improve efficiency but also strengthen product integrity, consumer trust, and business sustainability. The lack of quantitative research and cross-sector studies is an obstacle to understanding the real impact of digitalization on HVC.

Limitations in empirical research and geographical bias also pose challenges in the development of HVC. Noer et al. (2025) show that most HVC research is still concentrated in Southeast Asia, particularly Malaysia and Indonesia, with a dominant focus on the food sector (Noer et al., 2025). Non-food sectors such as cosmetics, pharmaceuticals, and halal tourism remain under-explored. In addition, many studies are conceptual in nature and have not developed applicable and measurable implementation models. The lack of cross-sectoral and longitudinal approaches limits our understanding of HVC dynamics. Therefore, broader and more in-depth research is needed, including comparative studies across countries and sectors, to strengthen the scientific foundation and implementation practices of HVC globally.

Implications of HVC for Sharia Marketing

The Halal Value Chain (HVC) provides a strategic foundation for the development of sharia marketing that is oriented towards integrity, sustainability, and compliance with Islamic principles. In this context, HVC not only functions as a halal production and distribution system, but also as a value framework that strengthens brand image and consumer trust. A study by Hakim and Sugianto emphasizes that strengthening the HVC ecosystem in Indonesia encompasses the halal food, tourism, product, and fashion sectors, all of which contribute to the competitiveness of the global halal industry (Hakim & Sugianto, 2024). The existence of HVC enables businesses to develop branding strategies that are not only based on certification but also on the values of honesty, cleanliness, and blessings.

Sharia marketing emphasizes muamalah principles that are in accordance with Islamic law, such as fairness, transparency, and trustworthiness. In this case, HVC is an important instrument to ensure that every stage of marketing, from raw material input to promotional communication, meets halal and thayyib standards. Mukhroni and Rialdy explain that halal marketing not only focuses on compliance with Islamic law, but also on the ethical values and honesty taught in Islam (Hsb & Rialdy, 2024). HVC-based halal product branding strategies can increase consumer loyalty and strengthen brand positioning in a market that is increasingly aware of spiritual values and sustainability.

The existence of HVC also strengthens market segmentation in sharia marketing. With the existence of halal industry clusters such as food, fashion, and tourism, business actors can design marketing strategies that are more specific and relevant to the needs of Muslim consumers. Hakim and Sugianto emphasize that Indonesia has great potential as a global halal industry hub, but still faces challenges in halal logistics and certification, which are not yet evenly distributed (Hakim & Sugianto, 2024). Therefore, the integration of HVC in sharia marketing can help overcome these

obstacles through a systemic and collaborative approach between sectors. The application of HVC in sharia marketing also impacts consumer perceptions of product quality and authenticity.

Yusran et al. in their systematic review show that halal logos, information transparency, and positioning halal products in special areas in stores are effective strategies in building consumer trust (Yusran et al., 2025). Muslim consumers tend to associate halal products with values of cleanliness, safety, and ethics, so HVC-based marketing can strengthen the brand image as a product that is not only legally halal, but also high quality and socially responsible. Digitalization and information technology are important elements in strengthening HVC-based sharia marketing. Lubis emphasizes that the halal 4.0 industry can increase production efficiency, transparency, and global market access through the use of technologies such as blockchain and halal tracking systems (Lubis, 2024). In sharia marketing, this technology can be used to convey product information in real-time to consumers, reinforce halal claims, and enhance ethical interactions between producers and consumers. Thus, HVC integrated with digital technology can expand the reach of sharia marketing to international markets. Sharia marketing strategies that adopt HVC principles also contribute to market inclusivity and diversity.

Putri and Sulistyarini highlight that sharia marketing is not only relevant to Muslim consumers, but also appealing to non-Muslim consumers who value ethics and sustainability (Putri & Sulistyarini, 2024). Halal products marketed using the HVC approach have universal appeal because they emphasize quality, safety, and social responsibility. Therefore, HVC-based sharia marketing strategies can expand market segments and enhance the competitiveness of halal products in the global market. The application of HVC in sharia marketing also requires synergy between businesses, the government, and certification bodies. Jailani emphasizes that the main challenges in halal marketing are the heterogeneity of standards, limited international market literacy, and the lack of infrastructure support (Jailani, 2024). In this context, HVC can be a strategic solution by providing an integrated and standardized framework, so that business actors can more easily adapt their marketing strategies to global market needs and applicable regulations.

Strengthening HVC also has an impact on the development of sustainable halal brands. Harsanto et al. show that digital technologies such as blockchain and IoT can improve traceability and transparency in the halal supply chain, which in turn strengthens brand image and consumer loyalty (Harsanto et al., 2024). In sharia marketing, it is important to build long-term relationships with consumers who are increasingly critical of the origin and production process of the products they consume. Thus, HVC not only supports halal operations but also serves as the foundation for sharia marketing strategies that are oriented towards sustainability and trust. Overall, HVC contributes significantly to strengthening sharia marketing through the integration of Islamic values into the entire business process. Hakim and Sugianto emphasize that strengthening the HVC ecosystem in Indonesia can be an acceleration strategy to make Indonesia the center of the global halal industry (Hakim & Sugianto, 2024). In the context of Islamic marketing, HVC is not merely a production tool but also a narrative of values that can be communicated to consumers as part of the brand's identity. Therefore, businesses need to understand and implement HVC comprehensively so that their marketing strategies are not only effective from a business perspective but also meaningful from a spiritual and social standpoint.

4. CONCLUSION

The Halal Value Chain (HVC) has evolved from a mere compliance mechanism into a strategic ecosystem that determines the competitiveness of the global halal industry. The results of the study indicate that HVC integrates halal certification and logistics as a unified entity that guarantees product integrity from upstream to downstream. Implementation of HVC significantly influences consumer decisions by building trust, brand image, and loyalty, particularly among Muslim consumers who view halal as a fundamental obligation. Furthermore, HVC serves as a strong foundation for sharia marketing, enabling brands to communicate ethical values, transparency, and "thoyyiban" quality effectively to a broader market, including non-Muslim consumers.

However, the implementation of HVC in Indonesia still faces complex structural challenges. The main obstacles identified include the lack of regulatory harmonization between agencies, the high cost of certification for MSMEs, and the lack of adequate halal logistics infrastructure. Additionally, the adoption of digital technology (Industry 4.0) such as blockchain and IoT to support traceability is still low due to cost factors and limited digital literacy among business actors. This creates a gap between the immense potential of the national halal industry and the reality of its implementation in the field.

This study has limitations, particularly regarding the scope of literature which is dominated by the food sector and the Southeast Asian region. Research on HVC in non-food sectors such as pharmaceuticals, cosmetics, and tourism, as well as quantitative studies measuring the financial impact of HVC, is still limited. Therefore, future research is recommended to expand the scope of analysis to non-food sectors and use longitudinal or cross-country approaches to test the effectiveness of HVC models globally. Policy-wise, the government needs to accelerate the integration of the national halal logistics system and provide incentives for technology adoption to strengthen Indonesia's position as a global halal hub.

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