

HALAL INDUSTRY CONTRIBUTION TO ECONOMIC GROWTH TO ACHIEVE SDGS IN MAQASHID SYARIAH PERSPECTIVE

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Abstract

This research aims to describe how the contribution of the halal industry is to economic growth to achieve sustainable development in the perspective of maqashid sharia. This study used descriptive qualitative method. The approach used in this study was the library research method taken from journals and books related to research. This study analyzes. The results of the study show that the halal industry can increase economic growth, the halal industry as a means to achieve SDGs goals in accordance with maqashid sharia. the goals of the SDGs are aligned with the goals of the Islamic economy or even broader than the goals of the SDGs. the halal industry will support the implementation of sustainability development goals (SDGs) while maintaining maqashid sharia.

Keywords: Halal industry, Economic Growth, SDGs, Maqashid Sharia.

INTRODUCTION

The growth of the halal industry is in line with the increasing Muslim population in the world. Currently in Southeast Asia demand for halal products has increased 100 percent compared to the previous year. The halal industry is a current trend in the world due to a shift in the perception of Muslim communities and Muslim customers throughout the world (Utari, et.al 2022). Seeing the good prospects, countries in Europe are starting to compete to become producers of halal products. Meanwhile, in European countries with Muslim minority populations, purchasing power for halal products is increasingly high. For example, in the Netherlands the demand for halal meat reaches 400 thousand metric tons per year and this is not only consumed by Muslim consumers but also non-Muslim consumers (Trimulato, et.al, 2022). The halal industrial sector is developing not only in the food sector but also in the cosmetics, tourism, fashion, medicine and financial sectors.

Seeking halal law is an obligation for a Muslim as a form of implementation of faith. The halal concept has developed into a "standard operating procedure" over the last few years. The halal factor becomes product commercialization where halal components are a must in a product (Jailani & Adinugraha, 2022). Safety and health factors in consuming them are the identity of halal products. The impact of the growth of the halal industry is not only for religious purposes, the halal concept is recognized as a benchmark for guaranteed safety and quality (Busari & Sitiris, 2021). The growth rate of the halal industry is supported by the increasing population of Muslim consumers and non-Muslim consumers who believe in sharia products or services (Trimulato, et.al, 2022). The halal industry offers the concept of goodness for consumption so that it is a guarantee that the products produced are of the best quality.

Indonesia has a huge opportunity to capture market opportunities in the global halal industry by exploiting its potential as a country with the world's largest Muslim population. It is estimated that with the potential for a large Muslim population, Indonesia will be able to become the world's halal center. Data from the 2018-2019 Global Islamic Economic Report shows that Indonesia's Muslim population reached 87.78% of the world's total Muslim population (Bappenas, 2018). Overall, total spending on Indonesian halal products in 2017 reached USD 218.8 billion (Fathoni & Syahputri, 2020). This figure is predicted to increase significantly over the next few years. According to a report from the State of Global Islamic Economy Report, Indonesia is the largest consumer of halal products in the world and is ranked first and second in the halal food and cosmetics category (Sukono, et.al, 2020). The following is data on Total World Halal Product Expenditures which can be seen in Table 1 as follows

Tabel 1 Shop World Halal Product

No	Halal Industri Sector	Nilai Realisasi & Prediksi (USD)			Indonesia Position	Value (USD, Milliar)
		2018	2024	Increase (%)		
1	Halal Food	1,37	1,97	6,3	1	173
2	Islamic Finance	2,52	3,47	5,5	7	86
3	Halal Tourism	189	274	6,4	5	11
4	Halal Fashion	283	402	6,0	3	21
5	Halal Pharmacy	92	134	6,5	4	5
6	Halal Cosmetics	64	95	6,8	2	4

Source: Thompson Reuters (2019, in Sukono et al., 2020)

From the data above, Indonesia's opportunity to become the world's halal center is very large. Strengths in terms of demographics become strengths by taking advantage of the opportunity that the world's largest Muslim population is a potential consumer of halal products (IPB Center for Halal Studies, 2021). However, it is a shame that this opportunity has not been implemented optimally. If so far Indonesia is still the world's largest consumer of halal products, in the future Indonesia will be able to become a world producer of halal products like other ASEAN countries. According to the State Islamic Global Report 2018-2019, Indonesia is ranked 5th in the Islamic economy globally after previously being ranked 10th in the world (Sukono, 2020). Indonesia's position in terms of being a halal producer is still below countries with Muslim minority populations. Therefore, the government is trying to encourage the domestic halal product industry and become a world exporter of halal products (Kamila, et.al, 2021). The government has attempted to boost the growth of the halal industry starting by providing free halal certification guarantees, providing outreach on the importance of halal certification to various groups of society and so on. If the need for halal products can be met on its own, it will certainly boost the country's economic growth (Yulia, 2015). The halal industry plays a role in economic development (Trimulato, 2022). The increasing trend of halal living also increases the amount of consumption of halal products/coats in an area. There is no doubt that this will certainly encourage national economic growth. Optimal efforts are needed from various parties so that halal products can be accepted and sought after by the public so that they can drive the national income sector (Trimulato, 2022).

Apart from that, the halal industry is part of Islam which can realize sustainable economic development or this term is called Sustainability Development Goals (SDGs). SDGs goals can be achieved by developing the halal industry. The halal industry has goals that are in line with the SDGs concept, one of which is in the economic and environmental fields. The halal industry provides benefits for producers and consumers. Business with sharia principles does not only seek profit but also takes into account the environmental ecosystem and its components. Therefore, this article will discuss the contribution of the Halal Industry to Economic Growth to realize the Sustainability Development Goals (SDGs) from the Maqashid Syariah Perspective.

METHODOLOGY

The research used in this article uses a qualitative descriptive method which is used to provide an overview and analysis of the research results. Apart from that, the researcher used a library research approach in which research material was obtained from various types of library literature as well as several relevant studies published in journals and scientific articles. Qualitative research explains research descriptively by providing an accurate and factual description of the facts, characteristics and relationships between events and the observed phenomena. The analysis used is the content analysis method which is usually used to analyze someone's opinion and then add it to the opinions of other researchers to make a research conclusion.

RESULT AND DISCUSSION

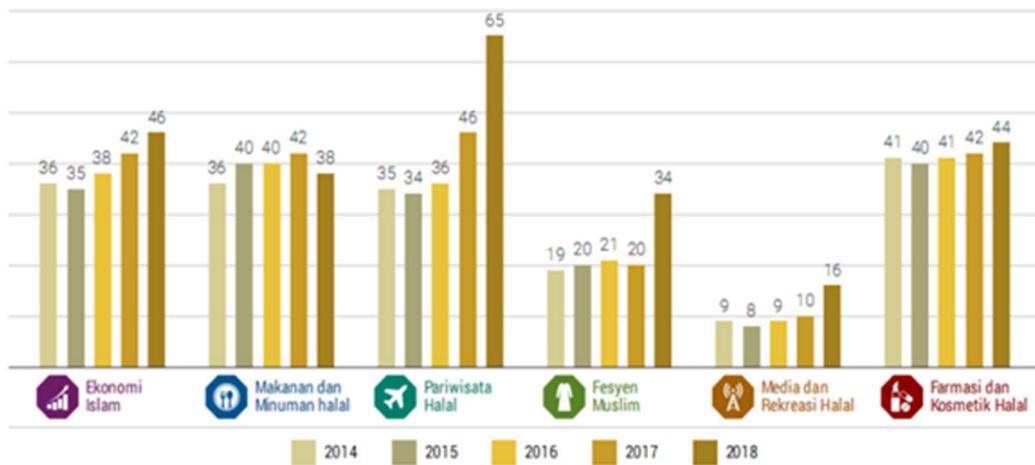
Opportunities for the Growth of the Halal Industry in Indonesia

This development is certainly a business opportunity by exploiting the potential of a country. Countries that are non-Muslim countries are competing to become halal producing countries. Thailand has been certified as a world producer of halal kitchens. Not wanting to be outdone by Thailand, Japan has begun to promote halal cities (Republika, 2021). Seeing the good prospects of the Indonesian halal industry, it has the opportunity to become the center of world halal producers. The world's Muslim population currently reaches 1.8 billion in 2022 (Datik.com, 2022). Data from the State of the Global Islamic Report in 2019 showed that 1.8 billion Muslims were consumers of halal products (Fathoni, et.al, 2020). Indonesia's population is a country where the majority adheres to Islam, with this number being an opportunity for Indonesia to become the center of the world's largest halal industry. Indonesia's population reached 87.17% of the total population of 232.5 million people (Bappenas, 2018). The growing factor of the Muslim population means that demand for halal products is increasing. In 2017, total spending on halal products reached 218.8 USD (Ministry of Finance, 2019). Reports from Bappenas state that the majority of the large amount of consumption comes from imported products (Razalia, et.al, 2021).

Over time, by taking advantage of existing opportunities, the Government began to promote the domestic halal industry. The factor of the large Muslim population and the increasing total spending on halal products is a big opportunity to make Indonesia a center for the halal industry. Furthermore, the potential for development of the Indonesian halal industry is also proven by the awareness of the Indonesian Muslim community regarding the consumption of halal goods and services. The 2018 Indonesia Halal Economy and Strategy Roadmap states that the total consumption of halal goods and services in Indonesia in 2017

was USD 218.8 billion. This number is estimated to continue to grow by 5.3% Compounded Average Growth Ratio (CAGR) and reach USD 330.5 billion in 2025 (Sukono, et.al, 2020). The comparison between halal industry sectors can be seen in Figure 1 as follows:

Figure 1 Comparison Between Halal Industry Sectors in Indonesia



One of the steps taken by the government to grow the halal industry is by increasing the number of business actors who are halal certified. The government has begun to provide facilities for business actors to register halal certification for their products for free. One of the weaknesses that makes our country still inferior to other countries like Malaysia is because of halal patents. Halal certification is very important to provide guarantees and protection for consumers to choose products that comply with sharia provisions (Lady, 2015). In its implementation, the halal industry is regulated in the provisions of Law Number 33 of 2014 concerning halal product guarantees. In 2014 the law was passed and was voluntary, but in 2019 it became mandatory. BPJPH is a state institution under the Ministry of Religion which is tasked with registering, assisting and supervising halal products entering or being traded in Indonesia. Current government efforts are able to increase the number of products that are halal certified quite significantly. The development of the number of business actors who already have halal certificates can be seen in Table 3 as follows:

Table 3 Development of the Number of Halal Certifications in Indonesia

No	Component	Year		Growth (%)
		2015	2021	
1	Number of Companies	1052	16.856	1.502,28 %
2	Number of Halal Certificates	1404	40.732	2.801,13 %
3	Number of Products	46260	1.217.328	2.531,49 %

Source: LPPOM MUI Data for 2021, (processed by researchers, 2022)

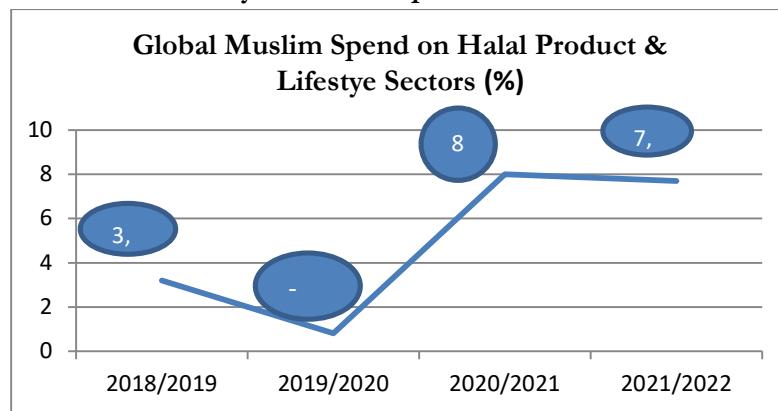
Based on the data in the table above, the percentage increase from 2015 to 2021 has increased significantly. From 2015 to 2021 the number of companies increased by 1,502.28%. The number of halal certificates increased by 2,801.13%. Furthermore, the number of products

until 2021 has increased by 2,531.49%. This quite large increase can be said to be that the government's efforts to increase the growth of the halal industry have been successful. This success cannot be separated from cooperation from various parties and support from the government. The government provides socialization on the importance of obtaining halal product guarantee certification by involving various parties ranging from academics, industry and trade services, the ministry of finance and others. Halal Product Guarantee can provide benefits for producers to increase sales. As we all know, finding halal consumers in Indonesia is very easy. So if the product meets the halal elements, it will automatically attract Muslim consumers to buy it (Susilawati, 2020).

Halal Industry Plays a Role in Increasing Economic Growth

The halal lifestyle is currently becoming a trend as a consumption pattern for both Muslim and non-Muslim communities. The world's Muslim population will increase, this opportunity must of course be exploited by Indonesia as a consumer and producer of halal products. Of course this will have an impact on the national economy. With an increase in national income, a country's economic growth will increase. The government's main focus is to boost the halal industry, namely the food, cosmetics, tourism, sharia finance and other sectors that have the potential to increase economic growth (Bappenas, 2018). The role of the halal industry in boosting a country's economy has been felt for several years. Especially when Covid 2019 hit the halal industry, it was able to support the country's economy despite the world crisis. Sharia economics became an important part of economic recovery after Covid-19. At that time the halal industry was able to grow due to high public demand for halal products. People choose the hygiene factor when buying a product. As we know, the cleanliness or hygiene factor is closely related to halal products (Kamila, 2021). Of course, this is the attraction why halal products are increasingly popular with the public because their quality is guaranteed. Halal guarantees will make products more acceptable for public consumption so that they will be able to move the real sector of the economy (Yulia, 2015). The following is a graph of the growth of the world halal industry before and after Covid-19, which can be seen in Figure 2 as follows:

Figure 2 Halal Industry Growth Graph Before and After Covid 19



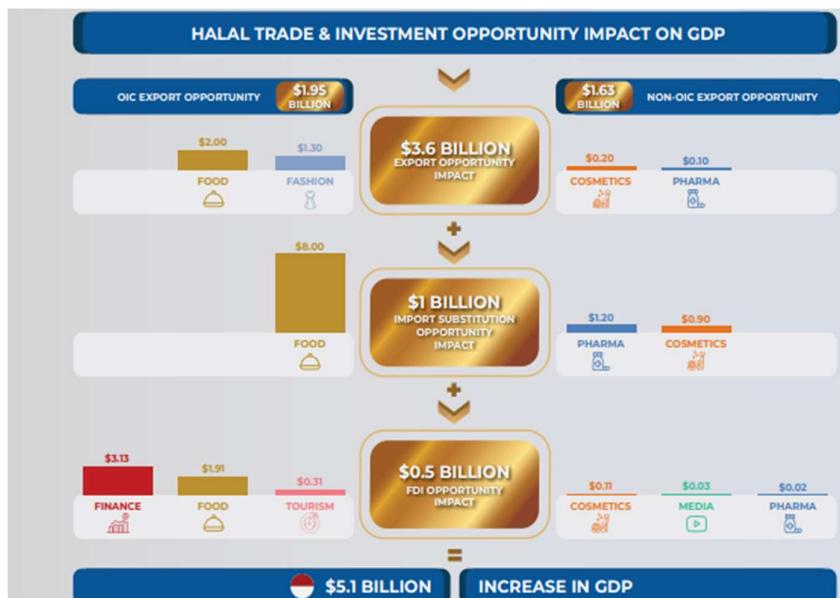
Source: Sharia Economic and Financial Report 2021

Based on the data in the graph above, it is known that before the Covid-19 pandemic occurred, the growth of the halal industry was 6.2% in 2018. Then after the Covid-19 pandemic occurred, the halal industry experienced a decline of 50% from the previous year. This decline

occurred due to large-scale social restrictions which caused several sectors to experience a decline. However, despite the decline, the halal industry continues to grow and exist during the pandemic era. Several sectors survived and were able to grow positively during the PSBB, this is what was able to support the crisis during the pandemic.

Economic growth expands economic activities so that it has an impact on increasing the production capacity of goods or services and the prosperity of society (Jailani, et.al, 2022). The halal industry has a very strategic role in growing a country's economic activities. Many countries are very interested in the halal industry and it has been proven to contribute to the economy. According to the Indonesia Halal Hassle 2021/2022 report, Indonesia has the opportunity to increase IDR 72.9 trillion to Gross Domestic Product (Ministry of Industry, 2022). The increase came from exports of halal products, substitution of imported products, and foreign direct investment (FDI). The following is the potential positive impact of halal trade and investment on GDP, which can be seen in Figure 3 as follows:

Figure 3 Positive Impact of Trade & Investment on increasing GDP



Source: Sharia Economic and Financial Report 2021

Increasing demand for halal products will provide a trade stimulus which is key to Muslim spending including food, clothing, pharmaceuticals, hotels, cosmetics and sharia finance. This increase in trade performance will stimulate the level of investment in the halal product sector. Increasing the amount of investment will affect GDP and have a positive impact on economic growth. The potential export of halal products to OIC countries is 1.95 billion USD, while to non-OIC countries it is 1.63 billion USD. The total export potential, if accumulated, will contribute 3.6 billion USD to GDP. The dominant sectors contributing the largest GDP are still dominated by the food and fashion sectors. The food sector amounted to 2 billion USD, fashion amounted to 1.3 billion USD, followed by cosmetics amounted to 200 million USD, and the pharmaceutical sector amounted to 100 million USD.

Moreover, after Indonesia hosts the G20 Presidency in 2022 which will be held in Bali, it is hoped that Indonesian halal products will become increasingly well known internationally.

Moreover, the government took advantage of this moment by raising the theme of Halal Industry. The Ministry of Tourism and Creative Economy has succeeded in collaborating with industry players to introduce halal creative products that are suitable for export. The Jogja Halal Fest exhibition on November 4 2022 was attended by invited guests from Saudi Arabia, the United Arab Emirates, Turkey and others (Liputan6.com, 2022). This aims to attract market interest from other Muslim countries that are members of the G20.

Several studies have shown that the halal industry can increase economic growth. Research conducted by El Ayyubi et al. (2017) using the VECM method to determine the long-term influence and response of Islamic banks to Indonesian economic conditions. This research is based on secondary sharia banking data from January 2010 to December 2016. The results of the VECM estimation research show that there is a significant influence between sharia banking and economic growth. The IRF results show that economic growth responds quite differently to sharia financing and DPK. Apart from that, based on the FEVD results, it shows that sharia banking financing makes the biggest contribution in influencing economic growth but not in DPK.

Research conducted by Rahmi (2020) used qualitative methods to look at the development of halal tourism and its influence on Indonesia's economic growth (Rahmi, 2020). The data used in this research is secondary data obtained from BPS, GMTI, World Halal Travel and Tourism Index. The research results show that halal tourism has a positive influence and response to the increase in GDP. This can be seen in the data presented by the Top 10 Halal Tourism in OIC Countries, many foreign tourists visit and enjoy halal tourism in Indonesia. This is also supported by Komalasari's (2020) research using input output analysis research techniques. This research aims to analyze the contribution of the halal food sector to Indonesia's economic growth. The data source used is a secondary data source from the BPS input output report in 2020. The research results show that the halal food industry sector has a multiplier contribution to the Indonesian economy. The halal food sector from the animal and vegetable oil sub-sector increased the output of the entire economy by a total of IDR 1.5 trillion (Komalasari, 2020). As is known, the food and beverage industry contributed 37.77 percent to GDP in the first quarter of 2022. According to the Ministry of Industry, the food and beverage industry in 2022 experienced growth of 2.45% compared to 2021 (Warta Ekonomi, 2021) .

According to one economic article citing a report from the financial media magazine of the Ministry of Finance, in 2019 the sharia economy contributed USD 3.8 billion per year. The article also explains that investors from abroad will be interested in investing capital of 1 billion and this will affect labor needs. The need for labor is projected to open up 127 thousand job vacancies (Lesinta, 2020). In 2019, the fashion industry contained 909,822 micro businesses capable of employing 1.57 million employees. In 2020, the total number of halal pharmaceutical producers was 338 companies and 14,597 were MSMEs, employing 24,815 employees. The trend of increasing consumption of halal cosmetics is proven by Indonesia being in second place in 2020. In total there were 26,197 halal cosmetic products from 214 companies with total exports of 135.67 million USD in 2020. (Bank Indonesia, 2021) Therefore, the government must be aggressive in establishing a halal ecosystem in Indonesia. This aims to increase real GDP so that welfare increases.

Halal Industry in Realizing Sustainability Development Goals (SDGs)

The halal industry is part of the sharia economy so that the development of the halal industry will influence the development of the Islamic economy. Rapid economic growth can affect environmental sustainability and income inequality. Therefore, an approach is needed that prioritizes prosperity without excessive consumption and pollution, based on knowledge, local culture and spirituality. The halal industry concept has several of the same goals as the SDG concept in terms of health, education and social security. Sharia principles prioritize justice and environmental welfare as the goals of muamalah activities. Sharia business originates from sharia teachings with the legal basis of the Qur'an and Hadith. Basically, humans were created by Allah to be caliphs on earth. Humans must behave ethically and be responsible for what they have done. Sharia business behavior examines the impact of business on the ecosystem on earth. Therefore, the economy must be able to create sustainable development, improve prosperity as a form of trust in Allah SWT.

United Nations Environment Program has defined the SDGs of sustainable economic development which can improve human welfare while reducing the risk of environmental damage. The implementation of SDGs is in line with the sharia economic concept which pays attention to aspects of community welfare and environmental balance. SDGs and the halal industry have the same philosophy, namely bringing human prosperity by utilizing existing natural potential. The halal industry as a forum for achieving SDGs goals in the economic, social and environmental fields. The halal industry does not only focus on the rate of economic growth but also the quality of economic growth which provides economic, social and environmental benefits so that it can improve the quality of life for all levels of society. For this reason, the halal industry is a means of realizing sustainable development.

The existence of a halal industry can create economic opportunities thereby giving birth to halal business production. The emergence of this opportunity encourages business actors to carry out halal product business so that they can create employment opportunities. The development of the halal industry contributes to alleviating poverty and reducing hunger because the community's income increases. The halal industry encourages consumption by using responsible materials with the aim of not damaging the environment. Apart from that, the existence of sharia financial institutions with business actors encourages them to behave in accordance with sharia guidelines based on the nature of partnership, fairness, transparency, and benefits for all parties. The existence of the halal industry is in line with the SDGs goals, namely prioritizing shared welfare not only for Muslims but also all groups, being friendly, and providing easier access for all parties.

Halal Industry Concept, Sustainability Development Goals (SDGs) in the Maqashid Syariah Perspective

Maqashid sharia has the aim of protecting human life (hifz nafs), faith (hifz diin), offspring (hifz nasl), reason (hifz 'aql), and wealth (hifz maal). The aim of maqashid sharia is to provide convenience and eliminate difficulties in every human endeavor. Several SDGs goals are in line with maqashid sharia goals, such as in the fields of education, health and social security. According to the maqashid sharia view, the object of protection is not only towards humans but also towards the sustainability of ecosystem resources such as seas, oceans, climate, energy, economic growth and industrialization. By maintaining Islamic economic goals, we will ultimately achieve the SDGs and maqashid sharia goals.

Referring to Ibn Qayyum's opinion, as long as the SDGs goals do not conflict with Islamic law, sustainable development goals (SDGs) are part of the maqashid of sharia. The goals of maqashid sharia are not only limited to the 17 SDGs goals, they can even be more than that. Talking about the issue of sustainable development is very interesting to discuss because what has been promoted as the SDGs goal has been embedded in the Qur'an and the teachings brought by the Prophet Muhammad SAW. Basically, Islamic economics aims to uphold monotheism to Allah, recognize the Prophet Muhammad as Allah's messenger, protect humans and the environment through alleviating poverty, hunger and malnutrition. Therefore, Islamic economics prohibits all forms of oppression such as usury, gambling, and all forms of uncertainty (gharar). This is closely related to the capitalist system. The following SDGs concept in accordance with sharia economic goals can be seen in Figure 4 as follows:

Figure 4 Sharia Economics in SDGs Concept to Achieve Maqashid Sharia



Source: Sharia Economic and Financial Report 2021

Halal industry has combined various elements ranging from scientific research, sharia compliance so that it will encourage equal economic growth and share wealth for all without damaging the environment. The concept of halal and thayyiban is promoted as an innovation to avoid the use of products that are not good, namely through environmentally friendly products and services. The basic principles of sharia economics will form balanced growth between material aspects, spiritual aspects and environmental balance. The following are 17 Global SDGs points from a maqashid sharia perspective which can be seen in Table 4 as follows:

Table 4 SDGs Points from the Maqashid Sharia Perspective

No	Sharia Maqashid Classification	SDGs points
1	<i>Hifdz Diin</i>	(16) Strong judiciary and peace
2	<i>Hifdz Nafs</i>	(11) Good welfare and sustainability (3) City and community sustainability (5) Gender equality
3	<i>Hifdz Aql</i>	(4) Quality education

4	<i>Hifdz Nasl</i>	(17) Partnership to achieve goals (6) Sanitation and clean water (13) Action on climate (14) Undersea life (15) Life on land
5	<i>Hifdz Maal</i>	(1) No poverty (2) No hunger (7) Affordable and clean energy (8) Economic growth and decent work (9) Infrastructure and innovation industry (10) Reducing disparities (12) Responsible production and consumption

Source: Fad (2019)

Table 5 The Relationship Between the Halal Industry, SDGs, & Maqashid Syariah Perspective

No	Halal Industry	Maqashid Sharia	SDGs agenda
1	The halal industry is committed to thayyiban halal products that comply with sharia, especially for Muslims who protect their faith from religious prohibitions	The protection of faith makes consumers think about choosing products and services that do not conflict with faith. This method is included in hifdz diin. Another essence of sharia's intent is to protect religion to protect the entire ecosystem by allowing the consumption of halal products and services	Aligned with SDGs goals points 1,2,3,6,10 which focus on reducing vulnerability, strengthening consumer faith and trust in obtaining permitted and healthy products
2	It is hoped that the halal industry can avoid production that is dangerous for consumers, workers and the environment and promote the concept of a green economy.	Maqashid sharia provides the highest hierarchical protection in life from what is produced and for whom it is produced (hifdz nasf)	Zakat is in accordance with SDGs point no. 2,3,6,8, and 11 in ensuring healthy living and promoting prosperity for sustainable development
3	The growth of the halal industry will improve the halal ecosystem where zakat and alms are mandatory through the company's CSR agenda	Preserving offspring is one of the objectives of zakat aimed at poor people and families who are less economically established (hifdz nasl)	Zakat can help people get out of poverty, promote peace, and protect the environment in accordance with SDGs target no. 2,3,5,7,11,12,13,14,15, and 16 which are in line with the offspring preservation program
4	Production of healthy, safe and nutritious food for the entire ecosystem. The halal industry prohibits production that is harmful to intellectuals such as alcohol and narcotics. The halal industry promotes awareness of halal products and services	Protection of the mind, healthy food and human activities in protecting the mind. Awareness and education regarding products and services that increase intellectual growth and avoid things that are contrary to reason (hifdz aql)	The existence of zakat will increase people's access to health, nutrition, quality education, and make children more productive in the future
5	The halal industry provides a potential boost to the entire economy. The halal industry promotes the sharing of wealth	Distribution of zakat is one mechanism for preserving wealth. The Prophet Muhammad SAW said that whoever gives zakat to a	Zakat has a perspective of sharing wealth, this is in line with the program (SDGs 10) which can help increase

between employers and workers, investors and fund managers. Every person who distributes wealth has the potential to donate zakat in order to protect wealth zakat mustahik, Allah will multiply his wealth economic activity as shown in (SDGs 8) and social security networks (SDGs 1 & 3)

Source: (Busari & Siritis, 2021).

Based on the table above, it can be seen that the SDGs goals are in line with sharia economic goals or are even broader than the 17 points above. As long as the goal is to achieve the benefit of the people, it can be included in the goals of maqashid sharia. In the end, halal industry development activities will support the implementation of sustainability development goals (SDGs) while maintaining maqashid sharia.

CONCLUSION

The role of the halal industry in boosting a country's economy has been felt for several years. Especially when Covid 2019 hit the halal industry, it was able to support the country's economy despite the world crisis. The research results show that the halal industry can increase economic growth, the halal industry is a means of achieving SDGs goals in accordance with maqashid sharia. SDGs goals are in line with sharia economic goals or even broader than the SDGs goals. The halal industry will support the implementation of sustainability development goals (SDGs) while maintaining maqashid sharia

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