

Optimizing the Halal Food Industry Cluster as a Pillar of the Indonesian Economy

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Abstract: *Indonesia has substantial potential to become a global hub for the halal food industry due to its large Muslim population and increasing demand for halal products in both domestic and international markets. However, the potential of halal food industry clusters, particularly among micro, small, and medium enterprises (MSMEs), has not yet been fully optimized. This study aims to examine strategies for optimizing halal food industry clusters as a pillar of the Indonesian economy. A qualitative approach was employed using primary and secondary data collected through literature reviews and relevant online sources. The data were analyzed descriptively to identify key factors supporting halal industry development. The findings indicate that strengthening halal certification systems, expanding halal industrial zones, increasing halal literacy among MSMEs, enhancing government policy coordination, promoting domestic halal products, and developing international business networks are essential strategies for improving the competitiveness of halal food clusters. Community participation and collaboration among government institutions, industry actors, and consumers also play a crucial role in supporting sustainable halal industry development. The study concludes that an integrated cluster-based approach can strengthen MSME competitiveness, expand market access, and support Indonesia's ambition to become a leading global halal industry hub while promoting long-term economic sustainability.*

Keywords: *Halal Food Industry, Halal Industry Cluster, Halal Certification, MSMEs, Sustainability*

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1. Introduction

Indonesia is the country with a substantial Muslim majority population, making it one of the key markets for halal products that comply with Sharia law. According to data from the Pew Research Center, the global Muslim demographic represents a massive portion of the world's population, standing out prominently among other major global religions. With a significant Muslim population, the demand for halal products presents a major opportunity for Indonesia to lead in meeting halal consumption needs, not only domestically but also in international markets (Aslikhah & Farida, 2021; Azam & Abdullah, 2020).

This phenomenon is supported by Indonesian government regulations through Law No. 36 of 2009 on Health, which explicitly addresses the importance of health encompassing mental, physical, and spiritual aspects. Chapter 1 states that such health is a crucial element in supporting productive and economically sustainable lives. The halal label, which is part of this policy, applies not only to food products but also covers various other sectors, such as cosmetics, tourism, and other products (Sholihah et al., 2025). This indicates that the provision of halal products has become an obligation for Muslims as a form of adherence to Islamic law, transforming a religious mission into a national lifestyle mission (Lutfiyah, 2025; Rosyid, 2025).

In addition, research conducted by the KH. Abdul Chalim Islamic Boarding School Institute in Mojokerto highlights the importance of developing halal products to enhance the competitiveness of Indonesia's halal industry on the global stage. This study emphasizes the need to promote the consumption of halal products, not only in the food and beverage sector but also in other sectors such as cosmetics, tourism, and other halal-certified products. This is important because the consumption of halal products is driven not only by religious obligations but also by other factors such as health benefits, affordability, and long-term effects on consumer well-being (Muawanah & Fauziah, 2020; Rahman & Indra, 2024). The rise in MSME engagement is also directly tied to this expanded consumer mindset (Tuhuteru & Iqbal, 2025).

Another study by the Ministry of Religious Affairs of the Republic of Indonesia, conducted by Yulia (2015), highlights the importance of prioritizing domestic halal products. This strategy aims to build a global business network so that the halal product industry can grow more rapidly and

effectively. Increased consumption and promotion of domestic halal products can serve as a driving force in establishing Indonesia as the global hub of the halal industry (Yulia, 2015; Hidayati & Syaichoni, 2025).

Against this backdrop, this study focuses on strategies for developing halal food clusters in Indonesia. Halal products, which are a primary need for the Muslim community, are in demand not only domestically but also in non-Muslim countries, creating global supply chain prospects (Peristiwa, 2019). This presents significant opportunities for Indonesia, as well as challenges in fully leveraging this potential. This study aims to provide a more detailed perspective on strategies for developing the halal industry, particularly in the food sector, to position Indonesia as a leading and sustainable global halal hub (Hasanah & Rukmana, 2026).

2. Materials and Methods

This study employs a qualitative approach, which focuses on gaining a deep understanding of human and social issues. Qualitative research is often used to uncover more essential information regarding specific issues, including strategies for developing the halal food cluster industry in Indonesia. According to Rony (2017) and reinforced by broader qualitative methodological consensus (Sugiyono, 2014; Tobing et al., 2017), qualitative research aims to understand phenomena in a more fundamental and exploratory manner. In this context, the study aims to delve deeper into halal food cluster development strategies that are relevant to community needs and the dynamics of the halal market in Indonesia.

The data sources used in this study encompass various types of subjects deemed relevant by the researcher to obtain accurate and in-depth information. As explained by Rony (2017), the data sources in this study include primary and secondary data obtained through literature reviews and information searches from various websites of previous studies. This approach allows the researcher to gain a rich and in-depth perspective on the issue under investigation, a principle fundamental in policy research and compliance frameworks (Fitri et al., 2025).

The type of data used in this study is qualitative data. According to Tobing et al. (2017), the type of data refers to the form of data a researcher will use to answer research questions. The qualitative data used in this study were derived from relevant previous studies, with the aim of further developing strategies for the halal industry, particularly in the halal food cluster in Indonesia.

The data collection techniques in this study refer to systematic procedures for obtaining the necessary data. Data collection was conducted through information searches on websites and previous research documents (Tobing et al., 2017). This process was carried out meticulously to ensure that the data obtained was valid and relevant to the research objectives, avoiding common pitfalls in qualitative literature assessments.

Data analysis techniques are a crucial step in qualitative research. Sugiyono (2014) explains that data analysis involves the systematic organization of data to produce organized and accountable findings. In this study, data analysis was conducted descriptively, namely by describing findings related to strategies for developing the halal food cluster industry in Indonesia. The results of this analysis are expected to provide in-depth insights and serve as a foundation for the development of more effective strategies.

3. Results and Discussion

3.1 *The Development of Halal Certification in Indonesia*

Halal-certified food, beverage, and other products are mentioned in the Qur'an, including in Surah Al-Baqarah, verse 172. Halal certification is an integral part of industrial development, as stipulated in Law No. 33 of 2014 on Halal Product Assurance (JPH). This regulation emphasizes the importance of ensuring halal status to protect consumers and establishes it as a shared responsibility, both for individuals and religious scholars (Khayati et al., 2024). On the other hand, the government also has the obligation to ensure implementation through the Halal Product Guarantee Agency (BPJPH) as the authorized body for regulating halal products in Indonesia (Sukoso et al., 2020; Chasanah & Muzammil, 2025).

Furthermore, the role of international organizations such as the Codex Alimentarius is also crucial in shaping the development of halal products. This opens opportunities for many foreign countries to register their products to obtain halal certification, given that halal products are now consumed not only by Muslims but also by non-Muslim communities. This situation requires Indonesia to continue

strengthening its management resources related to halal certification so as not to lose competitiveness with other countries (Sukoso et al., 2020; Astuti et al., 2023).

The Indonesian Ulema Council's Institute for the Assessment of Food, Medicines, and Cosmetics (LPPOM MUI) plays a significant role in the development of halal certification. The institute collaborates with the Food and Drug Supervisory Agency (BPOM) to oversee halal-certified products. In its activities, LPPOM MUI focuses on halal certification, scientific research, and capacity building to strengthen the halal assurance system in various regions (Sukoso et al., 2020).

Then, the government established the BPJPH under the Ministry of Religious Affairs as a new agency tasked with regulating halal product assurance. Based on the legal framework of Law No. 33 of 2014, the BPJPH possesses various authorities, such as formulating policies, setting standards, and issuing halal certificates (BPJPH, 2020). With the establishment of BPJPH and its recent technological integrations like SIHALAL (BPJPH, 2023), the halal certification process has become more organized, while the MUI continues to play a role in maintaining sharia authority over halal products (Sukoso et al., 2020).

3.2 Halal Industry

Terminologically, the halal industry consists of two components: "industry" and "halal." "Industry" refers to the process of processing goods using various facilities and infrastructure, while "halal" means something that is permitted under Islamic law. Thus, the halal industry can be defined as the process of processing goods that complies with the provisions of Islamic law and utilizes permitted facilities. Regulations regarding the implementation of the halal industry in Indonesia are set forth in Law No. 33 of 2014. This law aims to protect citizens' freedom to practice their respective religions and ensure the fulfillment of the halal consumption needs of the Muslim community (Sukoso et al., 2020; Lutfiyah, 2025).

Currently, halal products have become an integral part of people's lifestyles, particularly in Indonesia. The halal label plays a key role in strengthening a product's brand image and providing consumers with assurance regarding the product's compliance with Islamic law (Nurwijayanto et al., 2024). The scope of the halal industry spans various sectors, including manufacturing, with the goal of expanding the halal business into global markets (Bahara et al., 2025). As times change, Muslim awareness of the importance of consuming halal products continues to rise, as evidenced by the growth of the Islamic economy and Islamic financial institutions such as Islamic banks.

According to Article 1 of Law No. 33 of 2014 on Halal Product Assurance (JPH), the scope of halal products includes food, beverages, cosmetics, medicines, chemicals, biological products, genetically modified products, and other goods consumed by the public. Halal products are not limited to food and beverages but also include other materials used by consumers in their daily lives (Sukoso et al., 2020; Afendi et al., 2024).

The halal industry in Indonesia focuses primarily on developing halal labels aimed at strengthening the competitiveness of halal products in the global market. Halal products are now not only a necessity for the Muslim community but are also in demand by non-Muslims in various countries (Nurwijayanto et al., 2024). With increasing global demand, strengthening the halal industry sector in Indonesia presents a strategic opportunity to advance the national sharia-based economy.

3.3 Halal Product Development

The halal products industry is regulated by Law of the Republic of Indonesia No. 33 of 2014, which states that halal products include goods and services such as food, medicines, cosmetics, and other items used or consumed by the public. This underscores that the development of halal products is a shared responsibility to meet public needs while maintaining consumer confidence in the quality of halal products (Sukoso et al., 2020; Asmara & Azhar, 2024).

One of the major challenges in developing halal products is the high demand for such products in both domestic and global markets. With a majority Muslim population, Indonesia has a significant opportunity to become a leader in the global halal industry (Ayunda & Kusuma, 2021). To optimize this potential, the government needs to promote the development of the halal sector by focusing on increasing domestic market demand. For example, the Muslim fashion sector has shown significant growth in the domestic market, although the import system in this sector remains ineffective. Therefore, efforts to boost local production are necessary to meet consumer needs more efficiently (Muawanah & Fauziah, 2020; Affa & Khasanah, 2025).

Another important strategy for halal product development is the increased use of halal labels.

LPPOM MUI, alongside the Halal Product Guarantee Agency (BPJPH), plays a crucial role in issuing and managing halal certifications (Abduh & Atiah, 2023). Many other countries also register their products to obtain halal certification from Indonesia. Essentially, a halal label is a product identifier displayed on the packaging, and to obtain this label, a product must meet all halal certification requirements. This strategy also applies to various other sectors, including food, cosmetics, fashion, the economy, and tourism (Muawanah & Fauziah, 2020).

According to the Governor of Bank Indonesia, the development of the halal industry in Indonesia involves five strategic steps: first, mapping the halal industry sectors to ensure competitiveness with other countries; second, promoting the issuance of halal certificates for goods and services to strengthen consumer confidence (Ali, 2023); third, marketing halal products through public promotion and education to enhance understanding of the importance of halal products; fourth, coordinating halal product policies with the government to bolster sharia-based economic growth; and fifth, strengthening international cooperation in the halal industry sector to build a global network (Muawanah & Fauziah, 2020; Badriyah et al., 2023).

With these steps, the development of halal products in Indonesia is expected to continue to grow, not only to meet domestic demand but also to position Indonesia as a leader in the global halal industry. An integrated strategy involving the government, producers, and the public is essential to achieving this goal.

3.4 Halal Product Regulations

Regulations regarding halal products in Indonesia have been clearly established. One of the key regulations is Government Regulation (PP) No. 69 of 1999, which, in Article 1, defines halal food as food products that do not contain ingredients that are haram, hazardous, or prohibited for consumption by Muslims. These regulations cover the entire food processing chain, from the selection of raw materials to the final packaging process (Fitriyanti, 2024). At the international level, halal product standards have also been established by the General Guidelines for the Use of the Term Halal (CAC/GL 24-1997), which provide global guidance on setting halal standards (Sukoso et al., 2020).

In Indonesia, more specific regulations regarding halal products also cover the use of ingredients derived from certain animals. An example is Indonesian Ministry of Health Regulation No. 280/Menkes/Per/XI/1976, which mandates the inclusion of a warning label on food packaging containing pork-derived ingredients, whether domestically produced or imported. Another regulation, No. 76/Menkes/Per/III/78, addresses the labeling and advertising of halal food. Under this regulation, all information listed on the packaging including text, logos, and symbols must reflect the product's halal status (Sukoso et al., 2020).

However, the implementation of these regulations in Indonesia has not yet been fully effective (Lutfi, 2025). Challenges remain in fulfilling consumer rights regarding halal products, particularly in the face of international market dynamics. To that end, the government has proposed a draft law on the Halal Assurance System (SJH), which aims to improve regulations related to halal certification. Nevertheless, the passage of this bill remains stalled due to disagreements between the government and the House of Representatives (DPR), particularly regarding the authority of the body issuing halal certification, the role of the Indonesian Ulema Council (MUI), and the status of halal certification implementation whether it is mandatory or voluntary (Maulidia, 2013; Akim et al., 2019).

These steps demonstrate the government's serious efforts to strengthen halal product regulations in Indonesia (Faridah, 2019). However, further synergy is needed among various stakeholders, including the government, producers, and the public, to ensure more optimal implementation. This is crucial for Indonesia to become a global leader in the halal industry not only as a consumer market but also as a competitive producer on the international stage.

3.5 Opportunities for the Development of the Halal Industry in Indonesia

Indonesia has significant opportunities to develop its halal industry, which is one of the strategic sectors of the national economy. As the country with the most significant Muslim population globally, Indonesia has tremendous potential to lead the halal industry. Data from the Central Statistics Agency (BPS) consistently shows that a vast majority of Indonesia's population is Muslim. Globally, the Muslim population is projected to experience robust growth in the coming decades. This qualitative demographic expansion highlights a major opportunity for Indonesia to develop a strong and competitive halal industry, both in domestic and international markets (Sukoso et al., 2020; Nabil, 2026).

As a country with a Muslim majority, Indonesia has a continuously growing halal industry sector. This sector has recently utilized substantial financial funds, indicating that Indonesia has a great opportunity to become a leader in the global halal industry (Rohaeni et al., 2020). Although Indonesia currently ranks highly in the global halal industry, the country still has great potential to rise to become the foremost leading player by strengthening the competitiveness of halal products (Sukoso et al., 2020).

The Indonesian government has established an import substitution strategy to enhance the competitiveness of domestic halal products. One example is the processed food sector, such as meat and bread, which must meet halal requirements. In recent years, Indonesia imported a highly significant volume of halal food products, showing a marked increase from previous periods. This policy indicates significant potential to reduce reliance on imports by increasing local production (Sukoso et al., 2020; Hasanah & Rukmana, 2026).

Additionally, the establishment of the National Committee on Sharia Economics and Finance (KNEKS) marked a significant milestone in accelerating the development of the sharia economic and financial sector in Indonesia. KNEKS was established under Presidential Regulation No. 91 of 2016 as an independent agency not under the jurisdiction of any ministry. This agency is tasked with providing strategic guidance for the development of the Islamic economy, coordinating policies related to strategic programs, assisting in resolving issues within the Islamic economic sector, and conducting education and program evaluations. The existence of KNEKS is expected to accelerate the development of the halal industry in Indonesia (Sukoso et al., 2020; Fitri et al., 2025).

With these various opportunities, Indonesia has a strong foundation for harnessing the immense potential of the halal industry. Through collaboration between the government, the private sector, and the public, the development of the halal industry in Indonesia is expected to position the country as a global hub for the halal industry.

3.6 The Demand for Halal Products

According to demographic projections regarding religion and public life, the global Muslim population is set to expand significantly. This demographic growth indicates both substantial challenges and opportunities for Indonesia in supporting global halal industry players, including cluster-based halal food industries (Haq & Cotama, 2025). Halal food products are now not only consumed by people in predominantly Muslim regions but are also widely enjoyed by non-Muslims. Therefore, appropriate strategies from producers, the government, and relevant institutions are crucial to ensure that the development of halal food clusters can compete on a global scale (Maulidia, 2013; Sari et al., 2026).

Food, beverages, and medicines are basic necessities for the public. Unfortunately, there are still many alarming cases of illegal products circulating in Indonesia, such as dried pork jerky, meatballs containing boric acid, expired chicken, and others. This requires consumers to be increasingly careful when selecting food products available on the market (Ikawati et al., 2025). Halal labeling plays a crucial role in the industry, as it serves as a product's brand image. Therefore, halal certification must be managed through an integrated, one-stop system. The government bears significant responsibility for implementing and developing a centralized halal product certification system to ensure the public feels safe consuming these products (Maulidia, 2013; Muhibbin et al., 2026).

Cases involving hazardous substances in food have also occurred in Indonesia, highlighting the need for vigilance. The use of these hazardous substances was found in various consumption goods, penetrating both traditional and modern markets. Given these conditions, developing strategies to guarantee the halal status and safety of food products is an aspect that must be seriously improved (Maulidia, 2013).

Indonesia is now a developing country with significant growth in the halal product sector, such as food, beverages, cosmetics, and pharmaceuticals. In fact, according to recent indices, Indonesia ranks exceptionally well in global Islamic economic indicators (Thomson Reuters and Dinar Standard, 2018). Strategies that need to be implemented in the context of halal products include the development of broader halal industrial areas, including in the food sector. The government plays a crucial role in supporting this strategy by establishing pioneering halal industrial area projects, such as in Serang (Modern Cikande Industrial Estate), Sidoarjo (Safe n Lock Industrial Park), and Bintan, Riau Islands (Halal Hub) (Damayanti, 2021).

Another equally important strategy is the implementation of halal literacy and halal certification, especially for micro, small, and medium enterprises (MSMEs) that still lack halal certification for the

products they produce and trade (Damayanti, 2021). Various previous studies have detailed strategies for halal product development. Researchers in this context play a key role by paying closer attention to the provisions established by the state and ensuring that all regulations adhere to Islamic sharia principles. Furthermore, halal food product development cannot be solely focused on the modern market; it must also reach MSMEs and traditional markets to ensure the halal certification system is more widely distributed and Indonesia can emerge as a global hub for the halal industry (Fathurrahman & Angesti, 2021). The government is expected to support this by providing facilities such as free halal certification for MSMEs and tightening oversight of the halal food industry. Bank Indonesia is also playing a role through the IKRA (Indonesian Sharia Creative Industry) program, which focuses on increasing the capacity of halal industry players, strengthening branding, marketing, and opening access to domestic and international markets through collaboration between halal industry players (Humiaty & Silfiah, 2022).

4. Conclusion

From the foregoing description, it can be emphasized that strategic steps in developing cluster-based halal food products in Indonesia are a non-negotiable necessity, given the challenges and opportunities currently and in the future faced by this country. These halal product development efforts encompass various strategies such as the construction and expansion of halal industrial areas in various regions of Indonesia, as well as the implementation of halal certification for products sold by MSMEs. Furthermore, consumer participation is a crucial element in this ecosystem, requiring consumers to be more selective and careful in choosing the goods and services they consume. This includes the decision to avoid purchasing local products that lack halal certification or permits from the Food and Drug Authority (BPOM).

With increasing consumer awareness of the importance of certification and product safety, the potential for halal product development in Indonesia will be even greater. Halal products will continue to experience growth, supported by high levels of consumption, not only among Muslims but also among non-Muslim communities, who are increasingly appreciating halal products for their quality standards and health guarantees. This situation opens up a huge opportunity for Indonesia to strengthen its position in the global halal industry market and become a leader in the development of a cluster-based halal industry, especially in the food sector. The integration of halal industry clusters and the prioritization of domestic halal products can serve as strategic mechanisms to strengthen inter-industry linkages, expand market access, and foster collaboration across value chains. In the long term, these efforts can contribute to the development of stronger global business networks, enhance the competitiveness of MSMEs, and reinforce Indonesia's role as a key hub within the international halal ecosystem.

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