

HALAL PRODUCTS, SERVICES, AND MANAGEMENT IN THE CONTEXT OF DIGITAL INNOVATION AND ISLAMIC ECONOMICS

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Abstract: *The rapid advancement of digital technology offers strategic opportunities to strengthen a sustainable halal ecosystem. Despite the industry's growth, challenges like fraud, inefficiency, and environmental concerns remain unaddressed. This study examines the interconnection between halal products, services, and management in the context of digital innovation, framed within Islamic economic principles. Using a qualitative library research approach, we analyze scholarly literature, regulatory documents, and Qur'anic exegesis aligned with Maqasid al-Shariah. The findings reveal that halal products require not only compliant materials but also sharia-based services and ethical management. Integrating these aspects strengthens Muslim consumer trust and global competitiveness. Digital tools such as blockchain and AI can mitigate risks while promoting transparency. This study provides theoretical and practical insights for businesses and policymakers to develop a sustainable, technology-driven halal ecosystem.*

Keywords: halal products, halal services, halal management, Islamic economics, digital innovation, sustainability.

1. Introduction

Over the past two decades, the halal industry has experienced tremendous growth and has become one of the most dynamic sectors in the global economy. According to the State of the Global Islamic Economy (SGIE) report, the global halal economy is estimated to be worth trillions of US dollars, encompassing various sectors such as halal food and beverages, pharmaceuticals, cosmetics, Muslim-friendly tourism, and Islamic finance. Countries with large Muslim populations such as Indonesia, Malaysia, Turkey, and Saudi Arabia, have emerged as key players, while non-Muslim countries like Japan, South Korea, and Brazil are also showing increasing interest in the halal market due to the rising global demand from Muslim consumers. This phenomenon has transformed halal from merely a religious issue into a global lifestyle standard and economic opportunity.

Demand for halal products and services is no longer limited to legal Islamic compliance but is gradually shifting towards a broader understanding that includes quality, ethics, sustainability, and product safety. Today's Muslim consumers are more conscious and critical of product

origins, production processes, and the transparency of information provided by industry players. This shift has pushed businesses not only to comply with halal standards set by authoritative bodies but also to strengthen their brand image through innovation, global certification, and adherence to international quality standards. With consumer expectations becoming increasingly complex, the halal industry is required to continuously adapt and enhance its professionalism.

This growth is also driven by geopolitical dynamics, the expansion of the Muslim middle class, and government and financial institution initiatives that support the Islamic economy. Indonesia, as the country with the world's largest Muslim population, holds significant potential to lead the global halal ecosystem. However, this potential has yet to be fully realized due to systemic challenges within the national halal ecosystem, including regulatory issues, infrastructure limitations, and a lack of sectoral integration. Therefore, strengthening Indonesia's position in the global halal industry requires a strategic approach based on innovation and cross-sector collaboration.

Digital transformation has brought revolutionary impacts to nearly all economic sectors, including the halal industry. Technologies such as blockchain, artificial intelligence (AI), the Internet of Things (IoT), and big data serve as enablers in creating a more efficient, transparent, and accountable halal ecosystem. For instance, the use of blockchain in the halal supply chain allows real-time product traceability, providing halal authentication assurance to consumers and certifying authorities. This technology minimizes data manipulation practices and enhances public trust in halal products on the market. Additionally, digital platforms and e-commerce play an essential role in expanding market access for halal businesses, particularly small and medium enterprises (SMEs). Through digital marketplaces, halal products can reach consumers across countries at a lower distribution cost. Location-based applications, digital halal labels, and Sharia-compliant payment technologies such as Islamic fintech are accelerating the inclusion of a Sharia-based economy. Digitalization also fosters the development of cloud-based services for halal certification management, online training for halal auditors, and integration of national and international halal information systems.

The potential for digitalization is enormous, yet its adoption remains uneven. Many industry players, particularly in developing countries, still face barriers such as limited digital infrastructure, low technological literacy, and a lack of government incentives for technology-based halal innovation. Thus, it is crucial to build an inclusive, integrated, and sustainable halal digital ecosystem to ensure that digital transformation positively impacts the quality of services and the holistic growth of the halal industry. In other words, digital innovation is not merely a complementary element, it is a fundamental pillar of future halal industry competitiveness.

Despite promising developments, the halal industry still faces various serious challenges, one of which is the risk of fraud in the certification and distribution processes. Numerous cases have been reported in several countries where business actors use fake halal labels, falsify certification documents, or fail to comply with halal production standards. Such practices undermine consumer trust, damage the credibility of halal certifying bodies, and open the door for non-halal or non-thayyib products to enter the market. Fraud mitigation efforts require strict monitoring systems, transparency, and firm law enforcement.

Another significant challenge is inefficiency in halal management, both in terms of bureaucratic certification processes and coordination among institutions. In many countries, the halal certification process remains lengthy, complicated, and costly, especially for SMEs.

The absence of an integrated digital system results in unsynchronized data among agencies, hampers audit processes, and causes duplication of work. These inefficiencies slow down market penetration and reduce the competitiveness of halal products in international markets. Furthermore, the shortage of qualified halal auditors is a structural obstacle that needs to be addressed urgently through national training and certification strategies. Amid the growing global awareness of environmental and sustainability issues, the halal industry is also expected to embrace the broader meaning of *halalan thayyiban*. Many products may be halal by law but are produced using environmentally harmful methods, such as using unsustainable raw materials or manufacturing processes that generate hazardous waste. Young Muslim consumers now increasingly demand that halal products also meet sustainability principles, ethical business practices, and social responsibility. Therefore, it is essential to integrate green halal values into production standards and halal management in the modern era.

2. Problem Statement

Previous research has addressed various issues in the halal industry, such as halal product certification (Bonne & Verbeke, 2008), Muslim consumer behavior toward halal products (Wilson, 2014), and halal supply chain management (Tieman, 2011). Other studies have focused on the development of halal in the food and beverage sector (Alqudsi, 2014) or branding approaches in halal marketing (Alserhan, 2010). Technological innovation in the Islamic economy is also emerging, such as the use of blockchain in Islamic finance (Zetzsche et al., 2020) and digital platforms in Islamic fintech (Najib & Marzuki, 2021). However, these studies tend to be partial and do not fully integrate the three key aspects (halal products, halal services, and halal management) within a digital innovation framework that supports the Islamic economy.

Moreover, there is limited literature that explores how digital technologies such as blockchain, AI, and IoT are practically applied in comprehensive halal management systems, especially in the context of developing countries like Indonesia. There is also a lack of studies that examine how sustainability, efficiency, and fraud mitigation in halal management can be driven by digital transformation. In other words, there remains an academic gap in developing an integrated understanding of how digital innovation can strengthen a comprehensive halal ecosystem to support a sustainable Islamic economic vision.

With the increasing market demands for transparency, efficiency, and social responsibility in halal systems, more integrative and contextual research is needed. Therefore, this study aims to fill that gap by presenting a conceptual framework that explores the interrelation between halal products, services, and management and the role of digital innovation in realizing the principles of the Islamic economy in an applicable and adaptive manner for today's era.

3. Literature Review

Halal products refer to all types of consumable goods, such as food, beverages, medicine, cosmetics, and other usable items, that are produced and processed in accordance with Islamic legal principles. Etymologically, "halal" comes from Arabic, meaning permitted or lawful according to Sharia. Halal products must not only be free from prohibited substances such as pork, alcohol, and carrion, but must also go through a production process that is clean, hygienic, and uncontaminated by impure elements (*najis*).

In the industrial context, halal product standards encompass a series of requirements ranging from raw material selection, production processes, packaging, storage, distribution, to consumer service. These standards are reflected in international halal frameworks such as Malaysia's MS1500:2019 and the UAE's GSO 993/2015, which regulate food additives, enzyme usage, and equipment sanitation. In Indonesia, halal standards are governed by the Indonesian National Standard (SNI) Halal, managed by the National Standardization Agency and Halal Inspection Bodies (LPH), under the supervision of the Halal Product Assurance Agency (BPJPH).

With the growing awareness of Muslim consumers, the concept of halal has expanded beyond religious legality to encompass *halalan thayyiban*, products that are not only lawful but also wholesome in terms of health, ethics, and sustainability. Consequently, compliance with modern halal standards requires industries not only to follow religious rulings but also to ensure quality, transparency, and social responsibility throughout the entire product supply chain.

3.1. National and International Regulations on Halal Products

In Indonesia, halal product regulation is governed specifically by Law Number 33 of 2014 on Halal Product Assurance (UU JPH). This law requires all products circulated within Indonesian territory, whether domestically produced or imported, to obtain halal certification issued by BPJPH. The certification process involves collaboration between BPJPH, the Indonesian Ulema Council (MUI) as the issuer of halal fatwas, and Halal Inspection Bodies (LPH) responsible for conducting audits and field inspections. Since the implementation of this law, Indonesia has gradually adopted a certification system that includes food, beverages, cosmetics, pharmaceuticals, chemicals, and other consumables.

Globally, there is no universally accepted halal certification system; each country has its own standards and certifying authorities. For example, Malaysia has the Department of Islamic Development Malaysia (JAKIM), Singapore has the Islamic Religious Council of Singapore (MUIS), and Thailand has the Halal Science Center of Chulalongkorn University. In the European and American regions, there are private institutions such as the Islamic Food and Nutrition Council of America (IFANCA) and Halal Certification Europe (HCE), which provide halal certification for both export and domestic markets. These differing standards often pose challenges in international halal trade, as each institution applies different procedures, audit methods, and interpretations of Islamic jurisprudence (*fiqh*). To address these discrepancies, various international forums such as the Organisation of Islamic Cooperation (OIC) and the Standards and Metrology Institute for Islamic Countries (SMIIC) have attempted to establish harmonized halal frameworks recognized across nations. However, such harmonization still requires time, political commitment, and mutual understanding of *fiqh* principles and halal industry technicalities. In this regard, digital innovation offers significant potential to strengthen cross-border supervision through the use of halal blockchain, digital halal traceability, and cloud-based integrated halal management systems.

3.2. The Importance of Sharia-Based Services

Halal services are not limited to the physical permissibility of products but also include the manner in which services are delivered in accordance with Islamic Sharia principles. In the context of Islamic economics, services provided to consumers must reflect values of justice (*al-'adl*), honesty (*sidq*), responsibility (*amanah*), and the avoidance of deception (*gharar*),

interest (riba), or exploitation. Therefore, halal services go beyond the absence of forbidden goods to encompass ethical and fair business practices.

The implementation of Sharia-compliant services is essential in building trust among Muslim consumers, who are becoming increasingly critical of service practices in modern business. When Sharia principles are upheld in service delivery, the relationship between service providers and consumers is not merely transactional but also rooted in noble ethics of muamalah. This strengthens the position of halal businesses as part of an Islamic economic system that prioritizes blessings (barakah), social justice, and long-term sustainability.

Moreover, in today's digital era, halal services must respond to technological advancements while maintaining Sharia compliance. This includes how digital service providers, such as e-commerce platforms, financial applications, and educational portals, design service policies, protect consumer data, avoid deceptive advertising, and implement Sharia-compliant payment systems. As such, halal service standards must be extended to digital and non-physical domains, which are now integral to the economic interaction of modern Muslim societies.

The implementation of halal services has been applied across various sectors, both conventional and digital. In the restaurant and tourism sectors, for example, the concept of halal tourism or Muslim-friendly hospitality demands not only halal food but also facilities such as prayer rooms, alcohol-free accommodations, and courteous staff who uphold Islamic values. Hotels such as Al Meroz Hotel in Bangkok and Sofyan Hotel in Jakarta are prime examples of halal service in the hospitality industry.

In the financial and banking sectors, halal services are embodied in Islamic banking systems that avoid interest (riba) and speculative transactions. Products such as mudharabah, musyarakah, murabahah, and ijarah are offered through transparent and fair mechanisms. Customer service in Islamic banks emphasizes educational approaches, honest product explanations aligned with Sharia, and the establishment of long-term trust-based relationships. This distinguishes Islamic banking from conventional banks, which are generally more profit-driven in the short term. Other examples can be found in digital services such as Muslim lifestyle applications for instance, Muslim Pro and HalalTrip, which offer features like Qibla direction, prayer schedules, halal restaurant information, and recommendations for halal tourism destinations. In the retail sector, halal services are demonstrated through dedicated halal product marketplaces, such as Hijup, Zilzar, and HalalMart. These platforms not only sell halal goods but also facilitate Sharia-compliant payment systems and hygienic delivery services. These innovations highlight how halal services have expanded across various sectors and become essential in supporting an Islamic economic ecosystem that adapts to modern developments.

3.3. Halal Management

Halal management refers to the organizational or business management system grounded in Islamic Sharia principles, especially maqasid al-shariah and Islamic ethics. Maqasid al-shariah represents the higher objectives of Islamic law, which include the protection of religion (din), life (nafs), intellect ('aql), lineage (nasl), and wealth (mal). In a managerial context, this approach emphasizes that decision-making, resource management, and strategic planning should holistically promote the welfare and justice of the community, rather than focusing solely on profit maximization. Islamic ethics in management also emphasize moral values such as honesty (sidq), trustworthiness (amanah), justice ('adl), and transparency (shafafiyyah).

These values must underpin all managerial aspects, including recruitment, leadership, supervision, and stakeholder relations. Halal management not only seeks efficiency and productivity but also integrates spiritual values into the organizational management process. Thus, the concept of maqasid al-shariah-based halal management offers a new paradigm that is not only relevant for Muslim businesses but can also be universally adopted, as it stresses social responsibility and sustainability. Halal management is therefore not only ethical and spiritual but also strategic for building competitiveness and business sustainability in an era of globalization and digital transformation.

3.4. The Role of Management in the Halal Industry

In the halal industry, management plays a vital role in ensuring that all business processes comply with halal principles. The primary task of management is to establish a structured, documented, and continuously monitored Halal Assurance System (HAS). This system includes halal policies, standard operating procedures, staff training, internal halal audits, and corrective action mechanisms. Effective management ensures that the entire supply chain from raw material sourcing to final consumer delivery is free from contamination with prohibited (haram) or impure (najis) substances.

Beyond technical supervision, management is also responsible for cultivating a halal culture within the organization. This culture is instilled through exemplary leadership (*uswah hasanah*), reinforcement of integrity values, and fair reward and sanction systems. Without top-level management commitment, the integrity of halal practices is vulnerable to compromise due to cost-efficiency pressures or market demands. Therefore, a top-down approach is crucial to establish halal awareness as a strategic priority rather than a mere administrative task.

In today's globalized and digital era, management must also be capable of adapting halal systems to the latest technologies. Implementing digital halal management through Halal Enterprise Resource Planning (ERP), traceability systems, and automated compliance monitoring is essential to enhance efficiency and accountability. The role of management here is to ensure that digital transformation is implemented without compromising Sharia principles. Consequently, halal integrity is not determined solely by the final product but by the overall quality of managerial practices throughout the entire process.

3.5. Digital Transformation and Halal Ecosystem Innovation

Digital transformation has created significant opportunities to strengthen the halal ecosystem through advanced technologies such as blockchain, artificial intelligence (AI), and integrated digital platforms. These technologies serve as enablers that enhance credibility, efficiency, and reliability of halal systems amid the complexity of global supply chains. One of the most promising technologies is blockchain, which enables permanent, decentralized, and tamper-proof recording of halal transactions. With blockchain, information about the origin of raw materials, production processes, and distribution channels can be transparently traced by all stakeholders, including consumers and certifying authorities.

Additionally, artificial intelligence (AI) has been employed in automated monitoring and quality control of halal products. AI can identify patterns of non-compliance or detect potential halal violations through real-time big data processing. For example, in the food industry, AI can analyze ingredient composition, thermal processes, and halal documentation to ensure

compliance. In Islamic finance, AI is used to develop robo-advisors that provide Sharia-compliant investment advice and to identify non-halal risks in financial portfolios.

Meanwhile, digital platforms such as halal marketplaces, mobile apps, and halal ERP systems have become key tools in facilitating halal services through technology. Marketplaces like HalalMart, Hijup, and Zilzar facilitate cross-border halal transactions with Sharia-compliant payment systems and digital halal labeling. Cloud-based apps such as HalalTrace, HalalChain, and Global Halal Data Pool allow businesses to manage halal data centrally and in standardized formats. These technologies not only simplify operations but also enhance the credibility of the halal industry in the eyes of global consumers.

3.6. The Impact of Digitalization on Halal Certification and Business Efficiency

One of the most significant benefits of digital innovation in the halal ecosystem is the increased transparency in certification, production, and distribution processes. With digital systems, information about raw materials, production methods, certification status, and expiry dates can be openly accessed by consumers, auditors, and regulators. Blockchain-based systems and QR codes, for example, allow consumers to verify halal information directly from the product label by simply scanning a digital code. This is vital in building public trust in halal products, especially in international markets that are often skeptical about certification validity.

Digitalization also enhances efficiency in halal business processes, particularly in certification and audits. Processes that previously required weeks and extensive physical documentation can now be streamlined through integrated online applications. Halal certification bodies can track and validate documents in real-time, while businesses can easily monitor the status of their applications. In production, halal ERP systems enable companies to synchronize data on raw materials, production processes, and quality control in a unified platform. Beyond efficiency and transparency, digitalization contributes to long-term operational cost reduction and improved compliance with halal standards. Digital tools allow automation of monitoring, reporting, and documentation processes, thereby minimizing human error and potential fraud. With a more efficient and transparent halal ecosystem, the competitiveness of halal products and services in global markets can be enhanced, while simultaneously reinforcing the role of Islamic economics as a pillar of inclusive and sustainable development.

3.7. Islamic Economics and the Central Role of Halal Principles

Islamic economics is a system founded on Islamic Sharia principles derived from the Qur'an, Hadith, Ijma', and Qiyas. This system is not solely focused on economic efficiency and growth, but also emphasizes social justice, equitable wealth distribution, and the attainment of collective welfare (maslahah). In Islamic economics, all forms of economic activity must be free from prohibited elements such as interest (riba), uncertainty (gharar), gambling (maysir), fraud, exploitation, and non-transparent transactions. The ultimate goal of Islamic economics is to realize justice and balance in individual and societal economic life. Core principles of Islamic economics include tauhid (monotheism) as the spiritual foundation, 'adl (justice) in distribution and exchange, khilafah (human stewardship of the earth) as a responsibility to manage resources, and tazkiyah (purification of wealth and soul) as a moral value in all economic transactions. Economic activities in Islam are not merely means of gaining worldly profit but also a form of worship and social responsibility. Therefore, the balance between material and spiritual aspects is a hallmark of Islamic economics that sets it apart from conventional systems.

A key characteristic of Islamic economics is the ethical limitation on economic freedom. Producers are not free to create whatever is profitable if it contradicts Sharia, such as alcohol, interest-based products, or items that harm public morality. Likewise, consumers and investors are encouraged to choose halal and beneficial products and services that do not cause harm (madharat). This makes halal principles central to the operation of Islamic economics and a benchmark for integrity in transactions and business management.

3.8. Maqasid al-Shariah as a Foundation for Halal Practice

Maqasid al-shariah provides a normative framework that explains the ultimate objectives of Islamic law across various aspects of life, including economic activities and consumption. It traditionally comprises five main goals: preservation of religion (hifz al-din), life (hifz al-nafs), intellect (hifz al-‘aql), lineage (hifz al-nasl), and wealth (hifz al-mal). In the context of halal practice, these objectives are highly relevant and serve as the foundation for determining laws, standards, and procedures in the production and distribution of goods and services. For example, protecting religion requires Muslims to consume halal and avoid haram, as impermissible consumption is believed to harm the spiritual relationship between humans and God. Protecting life and intellect relates to avoiding harmful substances like alcohol and drugs. Protecting lineage concerns the halal nature of children’s food, medicines, and cosmetics, while protecting wealth emphasizes fair, transparent, and fraud-free business transactions.

Thus, the application of maqasid al-shariah transforms halal from a merely legal-formal concept into one guided by broader values of public benefit (maslahah). Halal should be evaluated not only based on ingredients but also business processes, service methods, labor relations, and environmental impact. A halal practice aligned with maqasid al-shariah must consider sustainability, social accountability, and transparency in every operational aspect. Hence, maqasid al-shariah functions as a philosophical and ethical foundation that reinforces halal practices in a just and sustainable Islamic economic system.

4. Research Methodology

This study employs a qualitative approach with the type of research being library research. This approach was selected because the primary focus of the study is to explore the concepts, principles, and practices of halal within the context of Islamic economics and digital innovation, based on relevant written sources. Data were collected using three main techniques: (1) scholarly literature analysis, by reviewing academic journals, books, and research reports related to halal products, halal services, halal management, and Islamic economics; (2) regulatory document analysis, which includes the examination of laws and regulations, national and international halal standards, and policies related to the halal industry; and (3) Qur’anic interpretation study, by analyzing verses related to halal principles, business ethics, and maqasid al-shariah to strengthen the normative foundation of Sharia-based economic practices. The collected data were then analyzed using a qualitative descriptive method with both conceptual and normative approaches. The conceptual approach was used to construct a theoretical and systematic understanding of the relationship between digital innovation, halal systems, and Islamic economic principles. Meanwhile, the normative approach was employed to assess the conformity of halal concepts and practices with Sharia principles, particularly maqasid al-shariah and Islamic ethics. Through this combination of approaches, the research aims to provide a comprehensive and critical overview of how the halal ecosystem can be strengthened through digitalization without compromising core Islamic values.

5. Results And Discussion

Halal products, services, and management are three inseparable elements in building trust among Muslim consumers. A high-quality halal product loses its value if the accompanying service does not reflect Sharia principles such as honesty, hospitality, and responsibility. Likewise, Islamic-based services will not be convincing if the products offered are not halal certified. Therefore, integrating these three elements is crucial to deliver a holistic consumer experience, not only halal in substance but also *thayyib* (good) in service and governance. This aligns with the values of Islamic economics, which emphasize the balance between legal, ethical, and spiritual aspects.

Amid increasing awareness among Muslim consumers of comprehensive halal values, companies are expected to implement a well-documented and comprehensive halal management system. Halal management acts as the central controller that ensures alignment between production processes and service delivery with Sharia standards. When these three aspects, products, services, and management are consistently integrated, they create a business ecosystem that is not only legally compliant but also ethical and trustworthy. This integration forms a solid foundation for building customer loyalty, expanding market reach, and strengthening the global positioning of halal businesses.

Digital innovation has proven to play a strategic role in risk mitigation within the halal industry, particularly in ensuring product authenticity, supply chain security, and compliance with Sharia standards. Blockchain technology enables transparent and immutable recording of every process within the supply chain, preventing data manipulation and counterfeit halal labeling. Artificial intelligence (AI) is also used to detect inconsistencies in the production process or to automatically monitor hygiene standards and the use of halal ingredients. Meanwhile, digital platforms such as halal marketplaces, cloud-based halal management systems, and digital reporting systems provide real-time data access to consumers, auditors, and certification authorities. The application of digital technology not only strengthens monitoring but also promotes efficiency and accountability in the halal certification process. For example, cloud-based systems allow businesses to apply for, renew, and track their halal certification online, eliminating lengthy and costly bureaucratic procedures. This not only reduces operational costs but also accelerates time-to-market for halal products. Hence, digital innovation serves as a catalyst in creating a more adaptive, trustworthy, and competitive halal ecosystem in the digital economy era. For illustration, several countries and companies have implemented digital technologies to support the halal ecosystem. In Malaysia, the Halal Integrated Platform (HIP) developed by the Halal Development Corporation (HDC) connects industry players, certification bodies, and consumers in a single digital ecosystem. The platform enables businesses to manage certifications, access online training, and market halal products globally. Blockchain technology is also used by companies such as HalalChain and OneAgrix, allowing halal product traceability from farm to consumer, with every process stage securely stored on a verified blockchain system.

Other examples can be found in the retail and e-commerce sectors. Apps such as Muslim Pro, Halal Navi, and Scan Halal utilize location-based technology and global halal databases to help Muslim consumers locate halal restaurants, products, and services across countries. In Indonesia, several Sharia-based startups are developing platforms for halal products with interest-free payment systems and customer services aligned with Islamic principles. These

studies show that digitalization is not only relevant but also necessary to strengthen consumer trust and address the complex challenges of the globally expanding halal industry.

5.1. How do halal aspects align with the protection of religion, life, wealth, lineage, and intellect?

The halal principle is closely linked to the five main objectives of *maqasid al-shariah*, which safeguard human well-being in spiritual, social, and economic dimensions. Consuming and using halal products reflects the protection of religion (*hifz al-din*), as it ensures Muslims avoid violating Islamic law. Prohibitions against harmful or impure substances relate to the protection of life (*hifz al-nafs*) and intellect (*hifz al-‘aql*), as non-halal food and medicine may harm physical and mental health. Halal certification also helps prevent misleading information, empowering society to make informed and responsible consumption choices.

Halal also plays a role in protecting wealth (*hifz al-mal*) by ensuring that transactions and product distribution are conducted fairly, honestly, and transparently. A legitimate halal label represents a high level of trust, protecting consumers from fraud or unethical business practices. Regarding the protection of lineage (*hifz al-nasl*), halal is vital in educating younger generations to consume clean and wholesome products, fostering ethical and spiritual awareness from an early age. Thus, a comprehensive halal practice is a tangible implementation of *maqasid al-shariah* in today’s economic life. When implemented in accordance with Sharia and *maqasid al-shariah*, the halal economy has significant potential to drive inclusive and sustainable economic development. The halal system emphasizes not just profit, but also social responsibility, environmental ethics, and equitable economic distribution. In this framework, halal entrepreneurs are expected to avoid resource exploitation, prevent pollution, and maintain a balanced production ecosystem. As such, the modern halal concept increasingly aligns with green economy and ethical consumption principles that are globally recognized.

Moreover, the halal industry generates new economic opportunities through value-based innovation and entrepreneurship. Halal certification creates a new quality benchmark that enhances the competitiveness of local products in the international market, particularly among the growing global Muslim consumer base. This, in turn, strengthens national economic resilience, boosts exports, and enables small and medium-sized enterprises (SMEs) to integrate into global value chains. Therefore, a halal ecosystem rooted in *maqasid al-shariah* benefits not only spiritually, but also stands as a crucial pillar for fostering fair, sustainable, and values-driven economic growth.

6. Conclusion

This study concludes that the integration of halal products, halal services, and halal management forms a crucial foundation for building a trustworthy and sustainable halal ecosystem, particularly within the framework of Islamic economics. These three elements cannot operate in isolation; instead, they must be supported by a management system grounded in *maqasid al-shariah* and Islamic ethics. Digital innovations, such as blockchain, artificial intelligence (AI), and integrated digital platforms have proven to play a strategic role in enhancing the efficiency, transparency, and accountability of halal processes, while simultaneously strengthening consumer trust. Moreover, all halal aspects discussed in this study are in line with the principles of *maqasid al-shariah* and contribute to the protection of religion, life, wealth, lineage, and intellect, ultimately supporting equitable and sustainable economic development. Theoretically, this research enriches the field of Islamic economics by

offering an integrative approach that links Sharia values, technology, and modern management. Practically, the findings encourage business actors to implement digital-based halal management, policymakers to strengthen national and international halal certification infrastructures and standards, and technology developers to create inclusive halal solutions that are accessible to micro, small, and medium enterprises (MSMEs). Nonetheless, this study has limitations, primarily due to its qualitative and library-based nature, which does not include empirical field data. Therefore, future research is recommended to adopt a field research approach in order to evaluate the concrete implementation of halal technologies across various industrial sectors, as well as to explore their impact on consumer behavior and the structure of the global halal market.

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