

Assistance for the Kendal Sharia Economic Community Regional Management in Preparing a Halal Tourism Area

M Fatchurrohman^{1*}, Agus Triyani², Nugroho Eko Budiyanto³, Siti Luluk Mawanti⁴, M. Fahmi Yusuf⁵,
Muhammad Ashlyzan B Razik⁶

^{1,2,4,5}Faculty of Economics and Business, Universitas Wahid Hasyim, Indonesia

³Faculty of Engineering, Universitas Wahid Hasyim, Indonesia

⁶Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

ABSTRACT

The development of halal tourism is a strategic effort to enhance regional competitiveness and achieve Indonesia's vision of becoming a global halal hub. This community service project was conducted at Wisata Halal Jabal Nur, South Kaliwungu, Kendal, focusing on empowering Micro, Small, and Medium Enterprises (MSMEs) to obtain halal certification and enhance digital-based promotion. The program provided training, technical assistance, and mentoring to help MSMEs comply with halal standards and enhance their business management. The methods included socialization, Focus Group Discussions (FGD), digital financial recording workshops, halal certification facilitation, and the development of official websites and social media platforms for tourism promotion. Collaboration among lecturers, students, MSMEs, tourism managers, and local governments has built a sustainable ecosystem for the growth of halal tourism. The results show that halal certification increases MSME awareness of halal integrity, while digital promotion effectively expands market reach and reinforces Jabal Nur's image as a religious and inclusive tourism destination. This integrative model enhances consumer trust and strengthens the local economy. Moreover, the study contributes to global science by presenting an evidence-based framework that links digital transformation, community empowerment, and Islamic economic principles, providing new insights for scholars and policymakers in advancing sustainable and globally competitive halal tourism development.

Recommended citation: Fatchurrohman, M., Triyani, A., Budiyanto, N. E., Mawanti, S. L., Yusuf, M. F., & Razik, M. A. B. (2025). Assistance for the Kendal Sharia Economic Community Regional Management in Preparing a Halal Tourism Area. *Jurnal Pemberdayaan Masyarakat*, 4(4), 957-981.

ARTICLE INFORMATION

Keywords:

digitalization halal tourism; halal certification; local economy; msme

***Correspondent Author:**

M Fatchurrohman

Email:

mfatchurrohman@unwahas.ac.id

INTRODUCTION

The growth of the global halal market, valued at USD 2.29 trillion in 2022 and projected to increase to USD 2.8 trillion by 2025, demonstrates tremendous potential that has not been fully utilized by Indonesia, the country with the largest Muslim population in the world. Although 87.18% of Indonesia's 270 million population is Muslim, the country's contribution to global halal product exports remains very low, at only 3.6% ([Indonesia Halal Economic and Financial Report, 2023](#)). This fact shows a strategic gap between market potential and implementation, especially in the Micro, Small, and Medium Enterprises (MSME) sector, which is the backbone of the national economy. Data from the Ministry of Cooperatives and SMEs (2023) indicate that out of 64 million MSMEs in Indonesia, only 7% are halal-certified. In Kendal Regency, this figure is even lower, with only 2.5% of the 48,000 MSME players holding halal certificates ([Dinas Perdagangan, Koperasi, dan UKM Kabupaten Kendal, 2023](#)). The development of the global halal market, which remains underserved, presents various problems and challenges that must be anticipated to enable the halal industry to be managed optimally and sustainably ([Ishomi, 2025](#)). This condition presents strategic opportunities, particularly

for small and medium-sized enterprises (SMEs), to contribute to the rapidly growing global halal food market (Anggarkasih & Resma, 2022).

Bonne and Verbeke (2008) state that halal certification serves as a credence attribute, increasing the trust of Muslim consumers, as the halal status cannot be assessed simply by examining the product. Meanwhile, Wilson and Liu (2010) add that halal certification is not only a religious issue but also a marketing strategy that can increase product competitiveness in the international market. The sizeable Muslim population implies an increasing demand for halal products that comply with sharia provisions (Fauzi & Battour, 2025). Therefore, the development of sustainable halal products is not only important for domestic consumption but also a key strategy in strengthening the resilience and sustainability of the Muslim economy (Supardin et al., 2025). However, a knowledge gap still exists regarding halal supply chain management, which poses a significant obstacle to the effective implementation of the halal industry (Changalima, 2025). From a regulatory perspective, the Halal Product Guarantee Law mandates halal certification for all products on the market, including those from MSMEs (Disemadi, 2024). The trend of halal consumption is not only growing in Muslim countries but also in non-Muslim countries that are beginning to adopt halal consumption patterns (Bux et al., 2022; Lestari, 2025).

The increasing global demand for certified halal products presents strategic opportunities for Small and Medium Enterprises (SMEs) to expand their market reach and enhance global competitiveness (de Castro, 2021; Musfiroh et al., 2025). In Indonesia, this potential can be strengthened through the development of halal tourist destinations, such as the Jabal Nur Halal Tourism Area in Kendal, which combines high historical and spiritual value with efforts to stimulate halal-based economic activities. The development of halal tourism emphasizes not only the spiritual dimension but also the integration of the halal value chain, from products and services to marketing practices, in accordance with Sharia principles (Hassan, 2013; Maulidia, 2022; Hamdan et al., 2023). Locally, South Kaliwungu District, known as the “City of Santri” due to the presence of primary Islamic boarding schools (Abu-Bakar & Mardiyah, 2023) and religious sites such as Jabal Nur Hill (Ikbal, 2019; Rohmah, 2020; Fitriyana, 2023), holds great potential as a halal tourism hub.

Battour and Ismail (2016) define halal tourism as a concept that integrates recreation with compliance to Sharia principles, covering halal food, worship facilities, and Muslim-friendly environments. Stephenson (2014) highlights that halal tourism also encompasses cultural authenticity and religious sensitivity, which enhance Muslim tourist comfort. Nevertheless, the development of the Jabal Nur Halal Tourism Area still faces managerial and service adaptation challenges related to halal standards (Rohmah, 2020). In this context, community organizations such as the Sharia Economic Community (SEC) play a strategic role as catalysts for the implementation of the sharia economic system and supporters of halal-oriented MSMEs. For example, SEC Kendal has initiated technical guidance for self-declared halal certification; however, limited access to training, technical obstacles in using the SiHalal application, and a low understanding of certification procedures among MSME actors continue to impede progress (Anggarkasih & Resma, 2022). Consequently, the number of halal-certified MSMEs in Kendal remains insufficient to support the Jabal Nur halal tourism ecosystem fully. The sustainability of this development depends on the continuity of the halal value chain, which not only drives changes in entrepreneurial behavior but also improves community welfare and social inclusion (Ahmad, 2025; Qizam, 2025). Therefore, strengthening halal literacy through innovative product development, halal branding, and sharia-based marketing is essential to enhance consumer confidence and bolster the competitiveness of Kendal MSMEs in both domestic and international markets (Shamsudin, 2025; Noor, 2025; Ismail, 2025; Hati, 2025).

Mapping halal MSMEs, implementing a sustainable halal supply chain, and integrating halal certification into tourism services are key priorities aimed at enhancing the attractiveness of the Jabal Nur Halal Tourism Area while contributing to Indonesia's national agenda of becoming a global hub for the halal industry. The government has actively supported this effort by encouraging SMEs to increase awareness of halal certification through socialization programs, providing free certification facilities, and promoting Indonesian halal products in the international market ([Anggarkasih & Resma, 2022](#)). Nevertheless, global market penetration demands prudence in understanding target market characteristics and ensuring the integrity of product halalness ([Hassan, 2011](#); [Kabir, 2020b](#)), particularly because Muslim consumers exhibit higher sensitivity toward halal authenticity than toward other quality dimensions ([Hassan, 2011](#); [Munawar et al., 2025](#)). Within this context, the assistance program of the Sharia Economic Community (SEC) Kendal is designed to prepare the Jabal Nur Halal Tourism Area by integrating religious tourism activities with the halal certification process for community-based products, aligning with Higher Education Key Performance Indicators (KPIs), specifically KPI 2 related to student experiential learning outside campus and KPI 3 concerning lecturer engagement with partner institutions in real-world settings. As a tangible implementation of the *Merdeka Belajar Kampus Merdeka* (MBKM) policy, this community service initiative places students and lecturers directly within the sustainable development process in Protomulyo Village, South Kaliwungu District, Kendal Regency.

The program aims to establish the Jabal Nur Halal Tourism Area as a major religious destination rooted in Islamic values, capable of driving local economic growth while preserving the community's religious traditions. Its specific objectives include empowering productive community groups through digital media training for tourism promotion, halal product mapping, and online marketing; accelerating MSME competitiveness through technical assistance for regular and self-declared halal certification, developing halal standard operating procedures (SOPs), and establishing the "Jabal Nur Halal Supply Chain" that links farmers, artisans, restaurants, and trusted souvenir outlets; and strengthening the strategic role of SEC Kendal as a catalyst through the creation of a three-year development roadmap, *Training of Trainers* (ToT) for halal literacy facilitators, and the establishment of a campus-based halal certification service post. The urgency of this intervention is supported by preliminary findings (January–March 2025), which revealed that 72% of MSME actors lacked understanding of halal certification procedures, 80% faced difficulties operating the SiHalal application, 90% did not utilize digital media, and 85% were unaware of strategies to market their products within the Jabal Nur tourism area, which attracts over 35,000 domestic and international visitors annually ([Dinas Kepemudaan, Olahraga, dan Pariwisata Kabupaten Kendal, 2023](#)).

These findings corroborate previous studies by [Anggarkasih and Resma \(2022\)](#), [Draman \(2019\)](#), and [Kumaladewi \(2020\)](#), which identified low halal literacy, limited access to training, and the complexity of certification procedures as key barriers to optimizing the potential of halal MSMEs. In the tourism context, the absence of comprehensive halal MSME mapping, minimal integration of local products into tourism services, and the underperformance of SEC Kendal underscore a strategic imbalance between regional potential, business actors, and the advancement of sharia-based halal tourism. Consequently, continuous and integrated assistance encompassing halal literacy enhancement, certification acceleration, and digital marketing utilization is urgently needed to establish a competitive and inclusive halal value chain. Through a participatory model combining field lectures, mosque and Islamic boarding school-based workshops, online mentoring, and monthly monitoring, this program is expected to address the national challenge of low halal certification among MSMEs while accelerating Kendal's transformation into a center of halal industry rooted in religious tourism and a people-centered economy aligned with the principles of *maqāṣid al-sharī'ah* (preservation of religion, life, intellect, lineage, and wealth).

The program's broader goal is to strengthen regional identity, local economic growth, and religious values through an integrated and sustainable halal tourism ecosystem. Specifically, it empowers unproductive community groups through digital media in tourism management and enhances the competitiveness of MSMEs through halal certification. The core problem addressed in this study is how to design and implement a community empowerment model that effectively integrates halal certification, digital-based promotion, and sustainable tourism management to accelerate the realization of an inclusive and competitive halal tourism ecosystem in Jabal Nur, South Kaliwungu. Strengthening SEC Kendal's role as a driver of the sharia economy through halal literacy education and tourism-based certification assistance is thus essential to building a collaborative halal value chain, improving community welfare, and positioning Kendal as a model for a people-centered halal tourism economy in Indonesia.

METHOD

The community service program is carried out through structured stages to address the challenges faced by Micro, Small, and Medium Enterprises (MSMEs) in production, management, and marketing (Maksum et al., 2020; Endris & Kassegn, 2022). The first stage involves socialization to raise awareness and understanding of halal certification, while exploring the integration of products into halal tourism areas. Meetings with MSME representatives, village officials, and mosque administrators help build collective commitment within the halal ecosystem (Che Haron et al., 2024). The second stage focuses on capacity building through training in halal branding, digital marketing, local wisdom-based product storytelling, and sharia business management. The third stage emphasizes technology adoption, providing MSMEs with support in using halal digital marketing platforms, simple financial apps, and halal-based production methods to improve efficiency. This stage is integrated with halal tourism promotion to market MSME products as unique local souvenirs (Takhim et al., 2023; Mutmainah et al., 2025). The final stage involves mentoring and evaluation through field monitoring, consultations, and assessments based on MSME turnover growth, readiness for halal certification, and expansion of marketing networks within the halal tourism sector.

The problems faced by partners in this community service program are addressed through structured participation at each stage. In product development, partners are involved in discussions about the needs and limitations of halal tourism facilities, especially in creating official websites as promotional media (Yousaf & Xiucheng, 2018; Hariani & Hanafiah, 2024). They also prepare venues and personnel for website management and halal certification training, enabling MSMEs to manage digital-based halal products effectively. In tourism management, partners provide spaces for socialization and training on digital recording and participate in discussions about retribution systems, organizational structures, and halal tourism governance (Nisha, 2023; Singgalen, 2025). They also support the provision of training facilities and participants to strengthen transparent and professional management. In marketing, partners help organize training on social media promotion and identify suitable strategies for halal tourism markets (Razzaq et al., 2016; Vargas-Sánchez & Moral-Moral, 2019) while preparing digital channels and equipment to enhance the competitiveness of MSMEs. In human resource management, partners prepare personnel and participate in training to improve digital literacy and service quality in halal tourism (Hunter et al., 1996; Parise, 2007; Pak et al., 2016). Referring to the 5A tourism principles—Attraction, Accessibility, Amenities, Ancillary, and Activity (Ali, 2022)—partners also participate in selecting halal souvenirs and local products that represent the identity of halal tourist destinations (Fawzee et al., 2021; Ichsan & Zaenuri, 2023). Through this active participation, the Jabal Nur Halal Tourism Area is expected to offer not only spiritual and cultural attractions but also a robust halal value chain, featuring certified products, integrated digital marketing, and Sharia-compliant tourism services.

Table 1. Partner Participation in Program Implementation

Program Aspect	Form of Partner Participation
Product Development	Providing data and discussing the needs and limitations of facilities for creating official websites. Preparing venues and facilities for website management training in the religious tourism area. Assigning personnel for website management and halal certification training.
Tourism Management	Providing venues for socialization and digital recording training. Participating in discussions on management structure, levies, and operational mechanisms of the halal tourism area. Preparing equipment (tables, chairs, projectors, loudspeakers, etc.) and nominating participants for technical guidance.
Marketing and Promotion	Preparing venues and facilities for social media marketing training. Collaborating in discussions on digital promotion strategies and managing official social media accounts. Preparing prospective participants and ensuring the necessary training equipment is available.
Human Resource Development	Selecting and preparing potential personnel for training and mentoring. Participating in discussions to improve skills and professional capacity in halal tourism management.
5A Principles of Halal Tourism	Conducting discussions on developing certified halal souvenirs or flagship products. Providing training venues and equipment support. Preparing participants for training and product development discussions.

The community service program in the Jabal Nur Halal Tourism Area, South Kaliwungu, Kendal, is carried out by a team with diverse and complementary expertise. In Islamic economics and finance, Drs. M. Fatchurrohman, S.HI., M.E., together with a student from the Islamic Economics Study Program, focuses on identifying community needs, designing the halal tourism ecosystem, and assisting MSMEs in the halal certification process to ensure all activities follow sharia principles and support community welfare. In accounting and auditing, Agus Triyani, S.E., M.Si., and a student assistant manage financial records, inventory, visitor data, and halal audit procedures to promote transparency and accountability. In information technology, Nograho Eko B., S.T., M.Kom., is responsible for creating and managing the official website, optimizing digital promotions, and developing social media-based marketing strategies for halal products. This digital approach helps expand tourism promotion, attract young visitors, and strengthen MSME competitiveness through professional halal branding. The collaboration of these experts and students shows strong synergy in developing a community-based halal tourism ecosystem that integrates Islamic law, management, accounting, and digital technology, resulting in a sustainable and accountable model that supports the growth of the halal industry.

Table 2. Roles and Responsibilities of Each Member

Domain	Expertise	Team Members Based on Needs and Expertise
Identify user needs, assess the limitations of available infrastructure, and outline the halal tourism design process and halal certification assistance process for business products.	Sharia Economics and Finance	M Fatchurrohman, SHI, ME, and one student from the Islamic Economics study program with expertise in Audit Management and Halal Certification
Financial management, inventory recording, and data collection for halal tourism visitors, as well as halal audit and certification management.	Accounting, Auditing & Data Recording	Agus Triyani, SE, M.Si, and one student from the Islamic Economics study program with expertise in data recording
Official website creation, digital promotion utilization, and digital marketing implementation for halal products using social media,	Information Technology, Website & Digitalization	Nogroho Eko B., S.T., M.Kom, with expertise in information systems, websites, and digital development

The community service program in the Jabal Nur Halal Tourism Area, South Kaliwungu, Kendal, was implemented through several structured and systematic stages. The initial stage focused on preparation, including coordination with local stakeholders and readiness of digital platforms for promotion, information, and data management. This was followed by the design and development of a social media platform and an official website tailored to user needs and local infrastructure, ensuring effective, transparent, and sustainable management. Subsequent activities included preparation for socialization and training to enhance partners' skills in website management, digital financial recording, and halal tourism administration. The first Focus Group Discussion (FGD) was held on July 27, 2025, attended by 24 participants, comprising the Management of MES Kendal and invited representatives from the Department of Youth, Sports, and Tourism of Kendal Regency. This initial FGD served as a platform to synchronize understanding regarding the integration of halal certification and digital management in promoting Jabal Nur as a halal tourism destination.

The next stages focused on conducting promotional training, utilizing social media effectively, and providing technical guidance on halal certification for MSME products. The second FGD, conducted on September 13, 2025, involved 32 participants, including the Management of MES Kendal, representatives from the Department of Youth, Sports, and Tourism of Kendal Regency, the Institute for Research and Community Service of Universitas Wahid Hasyim, and local MSME actors around the project site. This session deepened collaboration among stakeholders in strengthening halal awareness, MSME competitiveness, and sustainable halal tourism governance. The program concluded with the evaluation, optimization, and publication of the outcomes through national media, aiming to measure effectiveness, enhance public awareness, and reinforce SEC Kendal's strategic role in advancing the regional sharia economy. The final stage involved preparing a comprehensive report and publishing the results in a nationally reputable journal, serving as a form of academic accountability and dissemination of best practices.

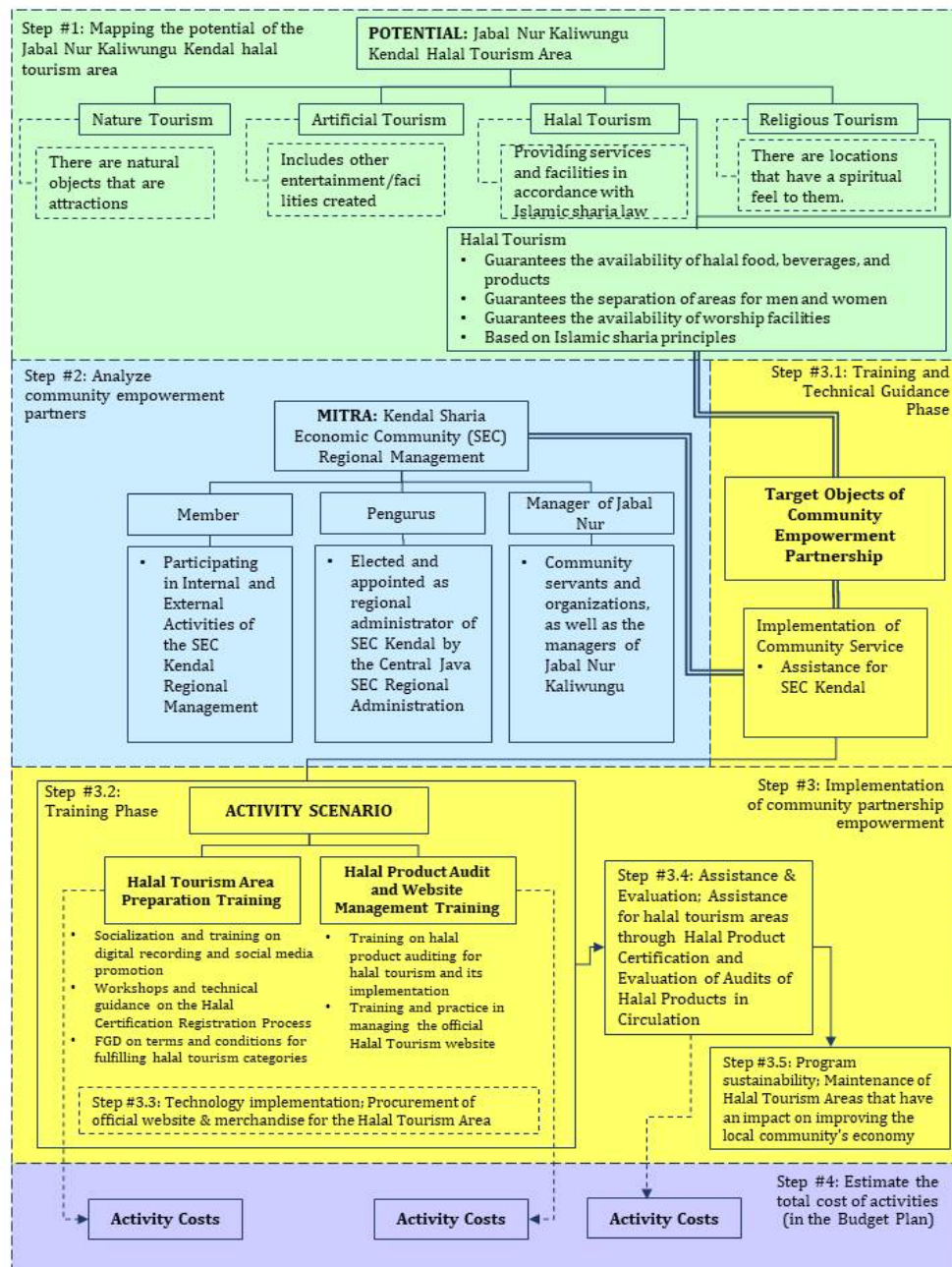


Figure 1. Scheme of the PD MES Kendal Mentoring Program

The evaluation method for implementing community service programs is designed to systematically measure the effectiveness, efficiency, and impact of each activity stage, ensuring that the objectives of community empowerment, halal certification facilitation, and digital tourism development are achieved. This evaluation serves to identify changes in participants' knowledge, skills, and attitudes before and after the FGD, assess the success of MSME empowerment and halal literacy programs, and verify the sustainability of digital-based halal tourism management. The evaluation method, as presented in Table 3.

Table 3. Evaluation Methods for the Implementation of the Community Service Program

Evaluation Aspect	Evaluation Method	Data Source/ Respondent	Instrument Used	Time of Evaluation	Quantitative Success Indicators
Program Relevance and Planning	Document review and coordination meeting evaluation	Project team, SEC Kendal, MES Kendal	Evaluation checklist, meeting minutes	Before program implementation (Month 1–2)	100% of planned activities align with community needs and MBKM indicators
Participant Baseline Competence	Pre-FGD participant survey and observation	MSMEs, tourism managers, MES Kendal members	Pre-FGD questionnaire, observation sheet	Before FGD 1 (July 2025)	At least 80% of participants complete baseline survey with identifiable skill gaps
Process Evaluation (Implementation Quality)	Direct observation during activities and structured field notes	Lecturers, students, MSMEs	Observation checklist, attendance list	Throughout implementation (Month 3–7)	90% of planned sessions conducted effectively with participant engagement >80%
Knowledge and Skill Improvement	Post-FGD participant survey and knowledge test	FGD participants (MSMEs, MES Kendal, government reps)	Post-FGD questionnaire, test form	After FGD 2 (September 2025)	≥75% of participants show ≥30% improvement in knowledge/skills compared to pre-FGD results
Halal Literacy and Certification Progress	Monitoring of MSME halal certification applications and follow-up mentoring	MSME partners	Progress tracking sheet	Month 6–8	≥50% of MSMEs assisted submit or complete halal certification process
Digital Competency and Website Utilization	Observation, analytics monitoring, and partner self-assessment	MSME partners, tourism managers	Website usage report, evaluation survey	Month 6–8	Website and social media active with ≥300 monthly visitors and ≥10 MSME profiles uploaded
Program Outcome and Impact	Mixed-method survey	All stakeholders (MSMEs,	Structured questionnaire	End of program (Month 8)	≥80% of participants agree that the

	(quantitative + qualitative)	lecturers, government)	, interview guide		program improved MSME competitiveness and halal awareness
Public Dissemination and Sustainability	Documentation and publication tracking	Project team, LPPM Unwahas	Publication record, dissemination report	Final month (Month 8)	≥1 publication in national media and ≥1 article submitted to a reputable journal

RESULTS AND DISCUSSION

The Sharia Economic Community (SEC) is a nationally recognized non-profit organization that plays a strategic role in advancing Indonesia's sharia economy by promoting sharia financial literacy, supporting MSMEs, and strengthening the sustainable halal value chain (Rosidah, 2021). This role has become increasingly vital with the growth of Indonesia's halal sectors, including halal food, Muslim-friendly tourism, Muslim fashion, and agriculture. Data from Bank Indonesia indicate that as of December 2024, Islamic banking financing increased by 9.87% year-over-year, while Islamic social finance also demonstrated a positive performance (Darmawan, 2025). At the regional level, SEC operates through local representatives who adapt programs to community needs. In Kendal, SEC has significantly increased millennial literacy on Islamic investment, contributing to a 94.6% rise in understanding (Rahman, 2024), which demonstrates its tangible impact on grassroots economic behavior. Within the Jabal Nur halal tourism area, SEC Kendal plays a crucial role in integrating religious and cultural tourism with MSME empowerment by assisting with halal certification through both regular and self-declaration schemes (Anggarkasih & Resma, 2022). It also facilitates capacity building through training in halal supply chain management, branding, and digital marketing, enabling MSMEs to meet halal standards and compete globally, in line with Indonesia's goal to become a global halal industry hub (Prayuda et al., 2023; Rini et al., 2025). Moreover, SEC Kendal actively advocates for local policy support, encouraging the government to allocate funding, simplify regulations, and collaborate with Islamic financial institutions to sustain the halal value chain in tourism and trade. Through digitalization, such as website and social media use, SEC Kendal expands education, product marketing, and the promotion of Jabal Nur as a sharia tourism icon. Overall, SEC Kendal serves as a key driver of an integrated sharia economy by combining literacy, certification assistance, capacity development, policy advocacy, and digital innovation to enhance community welfare and advance Indonesia's vision as a global halal center.

Table 4. The Role of SEC Kendal as a Driver of the Sharia Economy

Role of SEC Kendal	Activity Outcomes	Testimonies / Qualitative Evidence	Quantitative Achievements
Facilitator of Halal Certification Assistance	Assisted MSMEs in understanding halal certification requirements and submission procedures.	"With SEC Kendal's guidance, we finally understood the halal certification process and could apply confidently." — <i>UMKM Participant, Protomulyo Village</i>	12 MSMEs assisted; 7 MSMEs successfully submitted halal certification applications by Sept 2025.

Promoter of Digital Transformation in Halal Tourism	Developed the official website and social media platforms for Jabal Nur Halal Tourism to enhance digital visibility.	"The website built by SEC Kendal helped us reach more visitors and promote our halal products online." — <i>Tourism Manager, Jabal Nur</i>	1 official website created; 3 active social media accounts; 350+ monthly visitors by Oct 2025.
Trainer and Capacity Builder	Conducted training sessions on digital recording, website management, and social media marketing for MSMEs and tourism managers.	"The digital training made our management more transparent and efficient." — <i>MES Kendal Member</i>	2 FGDs (24 and 32 participants); 3 training sessions; 90% participant attendance rate.
Connector of Academic–Community Collaboration	Facilitated collaboration between lecturers, students, and local stakeholders under the MBKM framework.	"This program gave students real experience in empowering the community." — <i>Unwahas Lecturer</i>	5 lecturers and 10 students actively involved; collaboration with 4 local institutions.
Advocator of Halal Literacy and Maqasid al-Shariah Integration	Conducted halal awareness campaigns and discussions integrating Islamic values in economic practice.	"We learned that halal is not only a label but a moral responsibility in business." — <i>MSME Owner</i>	80% of participants showed $\geq 30\%$ improvement in halal literacy post-evaluation survey.
Economic Empowerment Catalyst	Strengthened MSME competitiveness through sustainable halal tourism initiatives and financial education.	"Our income increased after joining the halal tourism network." — <i>Local MSME Entrepreneur</i>	Average MSME sales increased by 20% within 3 months after program implementation.

The dissemination of halal certification is an essential step in increasing public literacy and awareness, especially among MSMEs, about the importance of halal product assurance (Puspitaningrum et al., 2021; Tuhuteru & Iqbal, 2024). Based on Law No. 33 of 2014 on Halal Product Guarantee (HPG), the Ministry of Religious Affairs has gradually implemented halal certification since 2019, with its coverage expanding between 2024 and 2026 to include food, beverages, medicines, and cosmetics (Wajdi, 2021; Shahlehi, 2025). This dissemination not only explains regulations and procedures but also promotes the maqāṣid al-syarī'ah values that protect Muslim consumers (Hilme & Raffi, 2024). In the Jabal Nur Halal Tourism Area, socialization activities are conducted to help the community understand that halal certification is both a legal requirement and a strategic opportunity to enhance MSME competitiveness and strengthen the halal tourism ecosystem. Halal certification training enhances the technical capacity of MSMEs to meet the Halal Product Guarantee System (HPGS) standards (Aini et al., 2023; Fathoni, 2025), covering aspects such as raw material identification, halal-compliant production, hygiene, and traceability management. However, according to the Halal Product Guarantee Agency, only about 1.3 million MSMEs had utilized free halal certification by 2024, out of more than 64 million MSMEs nationwide (Azizah, 2025), showing a large gap that must be addressed through contextual and intensive training especially in halal tourism areas like Kendal focusing on local products such as Eid specialties or Jabal Nur religious souvenirs.

Table 5. Halal Certificate Based on Registration Path

Halal Certificate Registration Channel	2020	2021	2022	2023	2024	Row totals
Self-Registration/Regular	1.564	7.870	11.023	13.324	15.210	47.991
Enrollment Through Facilitation	4.093	8.954	7.172	12.074	14.560	46.853
Self-Declare Registration		750	89.560	1.207.754	1.425.430	1.723.494
Grand totals	5.657	17.574	107.755	1.233.152	1.455.200	2.819.338

Source: bpjph.halal.co.id

Data from bpjph.halal.go.id shows a major shift in Indonesia's halal certification process from conventional methods to a large-scale self-declare system. Before 2021, more than 70% of halal certificates were issued through facilitation or regular self-registration. However, after the Self-Declare Scheme was launched in late 2021, the number of certificates skyrocketed from 750 in 2021 to 89,560 in 2022, 1.21 million in 2023, and 1.43 million in 2024. By 2024, self-declaration accounted for 97.9% of the total 1.46 million certificates, or 61% of the five-year cumulative total (1.72 million). In contrast, self-registration (15,210) and facilitation (14,560) contributed approximately 1% each to the annual total. This surge reflects the success of digital transformation through the SWA-HPGS platform, which enables MSMEs to complete certification online in just a few days, supported by widespread outreach from HPG, local governments, and universities. Overall, the 2.82 million certificates issued since 2020 confirm that self-declaration has become the main mechanism for accelerating Indonesia's halal certification targets.

Table 6. Halal Certificate by Scale of Business and Year of Issue

Business Scale	2020	2021	2022	2023	2024	Row totals
Great	297	2.159	2.584	2.875	3.210	11.125
Small	1.202	2.051	1.138	44.710	52.430	101.531
Medium	396	1.610	588	625	780	3.999
Micro	3.762	11.754	103.445	1.184.942	1.398.600	2.702.503
Grand totals	5.657	17.574	107.755	1.233.152	1.455.020	2.819.158

Source: bpjph.halal.co.id

Data from bpjph.halal.go.id shows a sharp increase in halal certificates driven mainly by micro-scale MSMEs. The number of certificates rose from 5,657 in 2020 to 17,574 in 2021, then surged to 107,755 in 2022, 1.23 million in 2023, and 1.46 million in 2024. Micro businesses dominated this growth, contributing 95.9% of all certificates in 2024 and 95.8% of the total 2.82 million certificates issued in the past five years. Small businesses also increased from 44,710 to 52,430, while medium-sized enterprises (780) and large enterprises (3,210) grew modestly, representing only 0.14% and 0.22%, respectively. This trend highlights the success of HPG's mass facilitation programs in reaching millions of ultra-micro businesses, turning halal certification into a new standard business license in the food sector, and strengthening Indonesia's progress toward 100% halal product compliance.

Assistance with halal certification is a crucial step following socialization and training, helping MSMEs overcome administrative and technical challenges, such as utilizing the SiHalal application, preparing legal documents, and meeting raw material standards (Anggarkasih & Resma, 2022). This process ensures MSME actors can practically complete certification procedures (Darmalaksana, 2023; Fathoni, 2025). In the Jabal Nur Area, assistance is provided through the involvement of MBKM students, who help MSMEs prepare documents and communicate with halal auditors, thereby linking

academic activities with community empowerment. Technical guidance further enhances MSME skills in implementing the Halal Product Guarantee System (HPGS) through simulations, production trials, and post-certification management (Santoso, 2023; Adlyn et al., 2024; Sari et al., 2024; Musfiroh et al., 2025). These activities, targeting culinary, catering, and souvenir MSMEs, aim to create an integrated halal value chain. Overall, structured socialization, training, mentoring, and guidance not only increase the production of halal-certified products but also strengthen a sustainable halal ecosystem that supports Indonesia's vision as a global halal hub (Marnita, 2024). Halal certification also acts as a key instrument for competitiveness and branding in domestic and international markets (Masron, 2015; Ali, 2022; Azam et al., 2024; Bahrudin et al., 2024). However, MSMEs still need government support in financing, infrastructure, and marketing to meet global standards (Ismail, 2013; Susiang et al., 2024; Hidayat, 2025). The implementation of a robust Halal Assurance System (HAS) is crucial for maintaining product integrity (Anggarkasih & Resma, 2022). At the national level, strengthening standardization, research, innovation, logistics, and Islamic financial services will ensure sustainable competitiveness and support Indonesia's goal of becoming a global leader in the halal industry (Masron, 2015; Kabir, 2020b; Maritha, 2025).



Figure 2. Documentation of Socialization, Training, Mentoring, and Technical Guidance Activities for Halal Certification

The growing global demand for halal products drives both large companies and MSMEs to seize wider market opportunities (Puspitaningrum et al., 2021; Ahmad-Fauzi & Md Saad, 2024). In the Jabal Nur Kendal Halal Tourism Area, MSMEs are supported through socialization, training, assistance, and technical guidance to enhance production, management, and digital halal branding (Ahmad-Fauzi & Md Saad, 2024). Structural challenges, such as weak systems, a lack of standards, and administrative issues, can be addressed through continuous training and certification support (de Castro, 2021; Hidayah & Solihah, 2025). The government plays a key role by providing certification facilities, adaptive regulations, and ongoing promotion to speed up halal audits (Abdul-Talib, 2013; Perdana & Habir, 2024; Nina, 2025). Technical guidance also helps MSMEs understand differences in global halal standards (Hassan, 2013; de Castro, 2021; Mazlan, 2025). With inclusive and global halal marketing strategies, Jabal Nur MSMEs are expected to reach both domestic and international markets (Noor, 2025). Strengthening halal branding and digital marketing through websites and social media will position Jabal Nur not only as a religious destination but also as a center for developing a sustainable halal ecosystem aligned with Indonesia's vision as a global halal hub.

Changes in community and MSME attitudes toward halal branding in the Jabal Nur Halal Tourism Area show the success of the empowerment program. Initially seen as a mere administrative burden, halal certification is now viewed as a strategic added value that strengthens consumer trust (Vanany et al., 2020). Over 70% of Muslim consumers in Indonesia prefer halal-labeled products, making halal branding crucial for competitiveness, especially as global Muslim spending on halal food and lifestyle is projected to reach USD 2.8 trillion by 2025 (DinarStandard, 2023/2024). The

motivation of MSMEs now stems from both regulatory and economic opportunities, with a strong commitment demonstrated through the consistent implementation of the Halal Product Assurance System (HPGS), adherence to production hygiene, and quality evaluation (Nurjamjam, 2024; Hoang, 2025). Consistency in halal practices enhances the reputation of halal destinations (Al-Ansi & Han, 2019; Hasan, 2024) and supports Indonesia's goal of becoming a global halal hub under the National Sharia Economic Master Plan 2025–2029. Halal tourism, as an inclusive form of tourism aligned with Islamic values, requires strict supervision to ensure authenticity and quality (Said et al., 2022; Lenggogeni, 2025). Meanwhile innovations in halal process identification strengthen national standardization (Rachman & Sangare, 2023; Rahma, 2025).

Consumer behavior factors, such as perception and social influence, affect halal purchasing decisions (Rehman & Zeb, 2023; Zainnuddin, 2025), making trust-focused marketing strategies crucial for market expansion and sustainability (Isa et al., 2024; Rahayu, 2025). Attributes like halal food, worship facilities, and alcohol-free environments enhance tourist satisfaction and loyalty (Vargas-Sánchez & Moral-Moral, 2020; Qureshi, 2025). Human resources and halal executives play a central role in ensuring certification quality and industry growth (Puspitaningrum et al., 2021; Effendi, 2023; Azizah, 2025; Shuhaimi, 2025). Halal producers must also improve product quality and education to foster loyalty (Katuk, 2021; Said et al., 2022; Patrisia, 2025) while expanding halal product promotion internationally (Meutia, 2023; Ossman, 2025). A strong halal reputation supports both consumer trust and employee ethics (Rangkuti, 2023), and collaboration among government, industry, communities, and academia is essential to building an inclusive, sustainable, and globally competitive halal tourism ecosystem (Kurniawan, 2025).

Halal tourism areas have significant strategic implications for increasing MSME competitiveness by creating segmented and loyal markets. In Jabal Nur, the presence of religious tourists drives demand for Sharia-compliant food, beverages, souvenirs, and tourism services. The 2023 Global Muslim Travel Index (GMTI) projects Muslim tourist spending to reach USD 225 billion by 2028 (crescentrating.com), highlighting the importance of halal branding as a competitive advantage for MSMEs in Kendal. This also encourages the formation of an integrated halal ecosystem, where MSMEs ensure halal compliance throughout the entire supply chain, from production to distribution (Anggarkasih & Resma, 2022). In Jabal Nur, such synergy between MSMEs, religious institutions, local governments, and SEC Kendal strengthens the local halal industry, while training and digital literacy programs enhance managerial capacity (Noor, 2025). Service quality improvements, as noted by Noor (2025b), are crucial for MSMEs to build a reputation beyond certification alone. In the long term, this ecosystem supports the goals of Indonesia's Sharia Economic Masterplan 2019–2024 and its 2025–2029 extension, which emphasize the development of a halal ecosystem through tourism and MSMEs. The government's inclusive halal policy aims to empower micro and small enterprises (Arianty et al., 2025). However, MSMEs still face technical and financial constraints compared to large producers (Ariffin et al., 2023; Cahya et al., 2025), underscoring the need for more targeted interventions. Integrating halal tourism with cultural preservation and multi-stakeholder collaboration promotes sustainability (Santoso & Cahyani, 2022; Lumbanraja, 2025), while education and product integration within Jabal Nur reinforce its branding as a competitive halal destination. Rising GDP per capita also boosts halal industry output (Jailani & Adinugraha, 2022; Bima et al., 2025), though efficiency and innovation remain key (Abdul-Talib, 2013; Bachtiar, 2025a; Purusottama, 2025). Beyond certification, halal development serves as a product differentiation and promotional tool for global competitiveness. The obligation to certify halal products and apply traceability ensures acceptance in international markets, especially within OIC member countries (Anggarkasih & Resma, 2022). However, standard differences between domestic and global certification bodies persist (de Castro, 2021; Mahmudah, 2025).



Figure 3. Provision of Color Printers and Press Machines for T-shirt Screen Printing

Adaptive marketing strategies are therefore needed to address variations in halal interpretation (Hassan, 2013; Affa & Khasanah, 2025). In programs such as the Provision of Color Printers and Press Machines for T-shirt screen printing and the distribution of 100 T-shirts to the Kendal Sharia Economic Community-Owned Enterprise, MSMEs require support in certification, design innovation, and digital marketing to compete globally. All screen-printed products must be halal certified (Hasan & Latif, 2024; Fatchurrohman et al., 2025), creating opportunities for Kendal's sharia economy if supported by incentives, training, and infrastructure. Overcoming challenges in cost, knowledge, and marketing requires collaboration among policymakers, support institutions, and MSMEs (Ismail, 2013; Kabir, 2019). Thus, providing modern printing machines and t-shirt packages is not merely facilitation but a strategic step toward realizing Indonesia's vision as a global halal center (Imron, 2025).

Increased halal awareness forms the foundation for building a sustainable halal tourism ecosystem, encompassing not only religious aspects but also safety, cleanliness, and product sustainability (Alhammadi, 2024). Through socialization, training, and certification assistance in the Jabal Nur area, communities and MSMEs understand that halal labeling is not merely an administrative requirement but a trust-building instrument, aligning with Hassan (2011) and Munawar et al. (2025), who highlight Muslim consumers' sensitivity to halal integrity. Strengthening halal branding is vital for the competitiveness of MSMEs and serves both as a means of sharia compliance and product differentiation (Kabir, 2020). In Kendal, integrating the "Kota Santri" identity into product design and promotion connects Islamic values with local culture. Linking halal tourism with local MSMEs fosters a sustainable halal value chain, as seen in Jabal Nur's religious heritage and halal-based MSME products (Fachrurrazy et al., n.d.; Mutmainah et al., 2025). This integration enhances MSME income and fosters the local ecosystem in support of Indonesia's goal to become a global halal hub (Arianty et al., 2025). Since Muslim consumers prioritize halal assurance (Usman et al., 2022; Suratno, 2025), the government must accelerate the mapping of MSMEs and the implementation of halal supply chains (Sarasi, 2025), supported by standards, innovation, logistics, and Islamic finance (Masron, 2015; Utomo et al., 2021). Improved competitiveness increases income (Susiang et al., 2024), while macroeconomic strategies must sustain halal industry output (Meylinda & Matondang, 2023; Sumpena, 2025). In halal tourism, emphasizing Muslim-friendly attributes enhances satisfaction and loyalty (Utomo et al., 2021; Muchtar, 2025; Patwary, 2025), though Halal Supply Chain Management (HSCM) still faces compliance risks (Abderahman et al., 2021; Khan et al., 2022; Jasman, 2025), requiring strong halal standard management (Othman, 2025; Islam, 2025).



Figure 4. The Workshop on Strengthening Local MSME Halal Product Brands

The Workshop on Strengthening Local MSME Halal Product Brands integrates halal tourism and provides operational guidelines for MSMEs on supply chains, marketing, and branding (Susiang et al., 2024; Hasim, 2025; Shaikh, 2025). Addressing the limited availability of halal-certified raw materials through collaboration with government agencies and certification bodies ensures sustainability (Irfany, 2025). Halal tourism, while rooted in Islamic values, also appeals to non-Muslims seeking ethical and wholesome experiences (Khairuldin et al., 2024; Lenggogeni, 2025; Hossain, 2025). Global halal standards expand market access and foster innovation (Nusran et al., 2023; Valiev, 2025), positioning halal entrepreneurship in Jabal Nur as a key driver for regional branding (Soonsan, 2025). The workshop thus directs development across four dimensions: market conditions, Islamic tourism, destination values, and tourist preferences (Ismail, 2025), reinforced by religiosity, trust, and certification (Fahira et al., 2023; Zafar, 2025), ultimately strengthening local economies and Indonesia's position in the global halal industry.

The implementation of technology and innovation in developing the Jabal Nur Kaliwungu Selatan Kendal Halal Tourism Area is a strategic step to enhance destination appeal and support digital transformation in the halal tourism ecosystem. This is reflected in the creation of the official Jabal Nur Halal Tourism website, which functions as an integrated promotional platform, information center, and digital tool for managing visitor, financial, and inventory data. The website strengthens transparency, accessibility, and efficiency, serving as both a branding and governance instrument for professional area management. In addition, social media such as @wisatahalal.ind plays a key role in interactive and adaptive digital promotion in the Society 5.0 era, acting as a two-way communication channel and an effective means of disseminating information about activities, facilities, and halal tourism agendas. It also broadens market reach, particularly among younger generations, thereby enhancing exposure at local, national, and international levels. To sustain this innovation, training and Focus Group Discussions (FGD) for tourism managers and local MSMEs have been conducted to improve digital literacy, data management, and online promotional skills, empowering human resources to integrate sharia principles with digital technology. Through the synergy of websites, social media, and community capacity-building, the Jabal Nur Halal Tourism Area is growing into a more inclusive, modern, and competitive halal ecosystem.

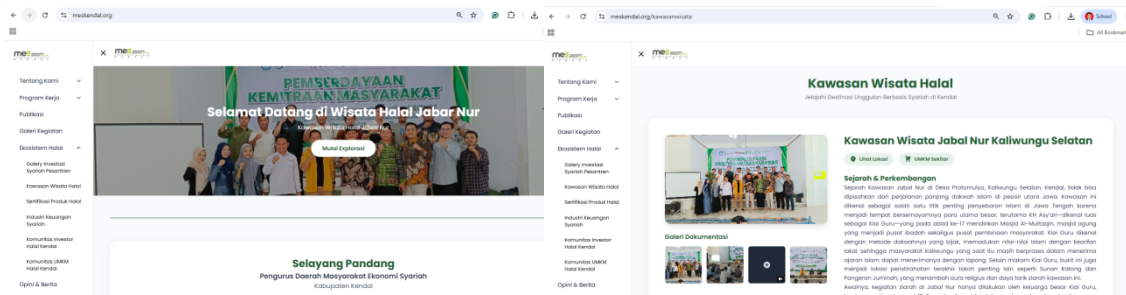


Figure 5. Web-Based Application for the Kendal Halal Tourism Area

Meanwhile, the integrity of halal products maintained by producers has been shown to increase consumer trust and competitiveness, even for household-scale MSMEs such as potato chip producers (Tuomala, 2021; Mustaniroh, 2025). Within the meskendal.org web-based application for the Kendal Halal Tourism Area, this integrity is digitally manifested through the transparent publication of raw material profiles, halal certification status, and production traceability, enabling Muslim tourists to verify the halal status of products in real-time before visiting or purchasing online. The interactive map feature optimizes halal destination mapping while strengthening regional identity as a Muslim-friendly area that maintains aesthetic and economic value (Qoriah, 2025). This digital map also applies ethical filters, displaying only products that meet halal ethical standards to ensure supply consistency and consumer trust (Rahman et al., 2024; Jaber, 2025), while highlighting halal industry innovations that preserve integrity throughout the supply chain (Rahman, 2025).

The transnational dimension in halal tourism development plays a vital role in introducing halal food as a cultural bridge between local MSMEs and international Muslim tourists, while facilitating halal certification processes (Vargas-Sánchez & Moral-Moral, 2022; Setyaningsih, 2025). In optimizing digital media management for halal product marketing, this network is reinforced through English–Arabic video content showcasing Jabal Nur MSMEs' certification processes, live-streamed factory tours highlighting supply chain integrity, and collaborations with Muslim influencers from OIC countries to promote halal as a universal value—clean, ethical, and inclusive. Access to halal certification for MSMEs is supported through financial aid, regulatory reform, and online education (webinars, e-modules) to simplify and reduce certification costs (Darmalaksana, 2023; Fathoni, 2025), with digital platforms serving as one-stop gateways for subsidy applications, document downloads, and real-time coaching. Halal integrity thus acts as a catalyst for sustainability, ethical procurement, and societal transformation (Rahman, 2025; Karya, 2025).



Figure 6. Digital Promotion of the Kendal Halal Tourism Area

Digital promotion not only attracts Muslim tourists but also fosters loyalty among non-Muslim visitors through content focused on ethics, inclusivity, and sustainability, featured on websites and social media (Hanafiah & Ahmad, 2021; Feizollah et al., 2021; Martaleni, 2025). Storytelling about fair trade, hygiene, and environmental care is delivered in shareable educational formats, while QR code traceability allows tourists to view farmers' profiles, certification status, and carbon footprints—enhancing satisfaction and revisitation intention (Teviana, 2025). Through this, halal tourism in Jabal Nur positions halal not just as a technical label but as a digital value promoting economic, social, and cultural sustainability. The meskendal.org app furthers this by supporting community empowerment and cultural preservation through its *community story* and *virtual bazaar* features, highlighting local artisans, culinary traditions, and eco-friendly tour packages (Del Soldato & Massari, 2024; Sari, 2025). Its consumer behavior dashboard helps halal businesses design targeted marketing strategies (Al-

Kwifit et al., 2019; Rofiah, 2025), while features such as mobile coupons, AR guides, and loyalty points enhance the tourist experience and retention (Battour, 2025). Government-backed halal tourism policies disseminated via push notifications emphasize cultural sensitivity, local participation, and sustainable infrastructure (Lumbanraja, 2025). The growing preference for halal products as clean, safe, and ethical (Billah et al., 2020; Bachtiar, 2025b) is leveraged through interactive educational content on halal detection and supply chain management, integrated into the “One-Click Halal Kendal” campaign combining product quality, consumer behavior, and tourism strategy (Fachrurazi et al., 2023; Rojak, 2025; Rejeb, 2025). Finally, real-time government support via the live chat feature of the Kendal Regency Halal Tourism Coordination Agency enhances Muslim tourist loyalty and strengthens collaboration among government, MSMEs, and the community within the meskendal.org ecosystem.

CONCLUSION

The development of halal tourism in Jabal Nur, South Kaliwungu, Kendal, demonstrates that the sustainability of halal destinations relies not only on religious appeal but also on the consistent integration of halal certification, digital innovation, and the empowerment of MSMEs. This community service program specifically revealed that continuous mentoring and digital-based promotion significantly enhance the competitiveness of MSMEs and public trust in halal integrity. A key learning point is that local actors’ understanding of halal principles must be strengthened through practical, ongoing guidance rather than one-time training. Despite achieving measurable progress in halal certification, website creation, and stakeholder collaboration, the program faced challenges in maintaining participant consistency and limited technical capacity in digital content management among MSMEs. These constraints highlight the need for a more intensive mentoring framework and stronger institutional support from local authorities. As a follow-up plan, SEC Kendal and partner institutions will expand the halal certification assistance program, develop a digital learning module for MSME training, and establish a sustainable monitoring system to ensure continuous improvement. The Jabal Nur experience thus provides a practical model for integrating Islamic values, economic empowerment, and technological adaptation into a replicable and scalable halal tourism ecosystem in Indonesia.

ACKNOWLEDGEMENT

Grant scheme for the Community Service Program of the Directorate of Research, Technology, and Community Service of the Ministry of Education, Culture, Research, and Technology in the Community Partnership Empowerment Program, Wahid Hasyim University Research and Community Service Institute, and Kendal Sharia Economic Community Regional Management.

REFERENCES

- Abderahman, R., Karim, R., & Kevin, D. (2021). Halal Food Supply Chains: A Literature Review of Sustainable Measures and Future Research Directions. *Foods and Raw Materials*, 9(1), 106–116.
- Abdul-Talib, A. (2013). Cultivating Export Market Oriented Behavior in Halal Marketing: Addressing the Issues and Challenges in Going Global. *Journal of Islamic Marketing*, 4(2), 187–197.
- Abu-Bakar, M. Y., & Mardiyah, M. (2023). *Model Reproduksi Institusi Pesantren Modern dan Salaf di Era Modern*. JDS.
- Adlyn, N., Waworuntu, C. C., & Suryawati, R. F. (2024). Application “Halal Path” with Learning Features, Assistance for MSMEs in Halal Certification Process with the Use of IoT Systems. *Halal Studies and Society*, 1(3), 25–27.
- Affa, A. S., & Khasanah, E. S. (2025). Halal Fashion and Gen Z: Driving Sustainability Through Lifestyle. In *E3S Web of Conferences* (Vol. 622, pp. 04006). EDP Sciences.

- Ahmad-Fauzi, N. R. H., & Md Saad, N. (2024). SMEs' Intangible Resources and Their Effects on Export Performance: A Study on Malaysian Halal F&B Sector. *Journal of Islamic Marketing*, 15(2), 595-612.
- Ahmad, Z. (2025). Impact of TBL-Based CSR Disclosure on Financial Performance in Halal Food Companies: A System GMM Analysis. *SAGE Open*, 15(1).
- Aini, N., Yuliasuti, A., Hadiyanti, E., Go, R. Y., & Go, R. T. (2023). Halal Product Process Assistance Training to Improve Halal Certification of Micro Small Enterprises. *Indonesian Journal of Islamic Economics and Business*, 8(2), 452-461.
- Al-Ansi, A., & Han, H. (2019). Role of Halal-Friendly Destination Performances, Value, Satisfaction, and Trust in Generating Destination Image and Loyalty. *Journal of Destination Marketing & Management*, 13, 51-60.
- Al-Kwafi, O. S., Abu Farha, A., & Ahmed, Z. U. (2019). Dynamics of Muslim Consumers' Behavior Toward Halal Products: Exploration Study Using fMRI Technology. *International Journal of Emerging Markets*, 14(4), 689-708.
- Alhammadi, S. (2024). Islamic Finance as a Driver for Enhancing Economic Sustainability and Innovation in the GCC. *Journal of Science and Technology Policy Management*.
- Ali, M. Y. (2022). Halal Food Export and Malaysia's Potential: The Applicability of the Gravity Theory of Trade. *Journal of Islamic Marketing*, 13(2), 309-328.
- Ali, T. A. T. (2022). GIS-Based Model: 5A's Business Tourisms Attractions Tourism, Accommodations, Access Transportation, Amenity Service, Awareness. *Asian Research Journal of Current Science*, 4(1), 188-196.
- Anggarkasih, M. G., & Resma, P. S. (2022). The Importance of Halal Certification for the Processed Food by SMEs to Increase Export Opportunities. In *E3S Web of Conferences* (Vol. 348, pp. 00039). EDP Sciences.
- Arianty, E., Marsono, M., Indrawati, I., & Risnandar, R. (2025). Empowering Sharia-Based MSMEs and Financial Institutions to Enhance the Halal Industry Ecosystem. *Journal of Islamic Economics Lariba*, 11(1).
- Ariffin, N., Sundram, V. P. K., & Zulfakar, M. H. (2023). Halal Purchasing: A Qualitative In-Depth Interview Towards Small and Medium Food Enterprises (SMFEs). *International Journal of Research in Business and Social Science*, 11, 184-201.
- Azam, M. S. E., Muflih, B. K., & Al Haq, M. A. (2024). Intersection Between Modern Technologies and Halal Tourism: Exploring the Role of Digital Innovation in Enhancing Muslim Travellers' Experience. *The Journal of Muamalat and Islamic Finance Research*, 16-31.
- Azizah, S. N. (2025). Linking Halal Certificate and Micro, Small and Medium Enterprises (MSMEs) Performance in Indonesia. *International Journal of Islamic and Middle Eastern Finance and Management*.
- Bachtar, W. F., Masrurah, N. A., & Asih, A. M. S. (2025, Februari). A Literature Review of Halal Food Sustainable Traceability Framework and Its Future Research Directions. In *AIP Conference Proceedings* (Vol. 3120, No. 1, pp. 020001). AIP Publishing LLC.
- Bachtar, W. F., Masrurah, N. A., & Asih, A. M. S. (2025, Februari). Capturing the Type of Indonesian Halal Consumer Acceptance Towards the Supply Chain Implementation. In *AIP Conference Proceedings* (Vol. 3120, No. 1, pp. 020002). AIP Publishing LLC.
- Bahrudin, M., Iqbal, M., Saefurrohman, G. U., & Walsh, J. (2024). Halal Food Industry: Reinforcing the Halal Product Assurance Organizing Body (BPJPH) in the Development of the Among Urban Muslim Community in Indonesia. *Akademika: Jurnal Pemikiran Islam*, 29(1), 61-72.
- Battour, M. (2025). Integrating ChatGPT in Halal Tourism: Impact on Tourist Satisfaction, E-WoM and Revisit Intention. *Journal of Islamic Marketing*.
- Battour, M., & Ismail, M. N. (2016). Halal Tourism: Concepts, Practises, Challenges and Future. *Tourism Management Perspectives*, 19, 150-154.

- Billah, A., Rahman, M. A., & Hossain, M. T. Bin. (2020). Factors Influencing Muslim and Non-Muslim Consumers' Consumption Behavior: A Case Study on Halal Food. *Journal of Foodservice Business Research*, 23(4), 324–349.
- Bima, M., Alim, M. N., & Adnan, N. I. M. (2025). Assessing the Reliability of Halal Certification Implementation: A Qualitative Study on Perceptions of Halal Supervisors and Micro Business Actors. *Journal of Islamic Economic Laws*, 8(01), 79–105.
- Bonne, K., & Verbeke, W. (2008). Religious Values Informing Halal Meat Production and the Control and Delivery of Halal Credence Quality. *Agriculture and Human Values*, 25(1), 35–47.
- Bux, C., Varese, E., Amicarelli, V., & Lombardi, M. (2022). Halal Food Sustainability Between Certification and Blockchain: A Review. *Sustainability*, 14(4), 2152.
- Cahya, H. N., Isthika, W., Pramitasari, R., & Ingsih, K. (2025). *Marketing and MSMEs Dynamics in Indonesia and Malaysia: Strategies, Challenges, and Cultural Influences*. Penerbit P4I.
- Changalima, I. A. (2025). Halal Supply Chain Management: A Bibliometric Analysis of the 100 Most-Cited Publications from Scopus-Indexed Journals. *Social Sciences and Humanities Open*, 11.
- Che Haron, H. I., Abdullah, H., Sheikh Ahmad Tajuddin, S. A. F., Mohd Zain, F. A., & A. Rahim, N. A. (2024). Analyzing Revisitation Dynamics: A Scholarly Analysis of Bootstrapping, Mediating Muslim-Friendly Context and Impact on Determinant Factors in Terengganu's Edutourism Destinations. *Journal of Islamic Marketing*, 15(12), 3683–3726.
- Darmalaksana, W. (2023). How Is the Halal Certification Policy Implemented? Perspective Analysis of Small and Medium Enterprises (SMEs) in Indonesia. *Journal of Islamic Accounting and Business Research*.
- Darmawan, D. (2025). Contribution of Non-Halal of Islamic Banks in Indonesia. *Journal of Islamic Accounting and Business Research*.
- de Castro, M. M., Mariano, R., Nuñez, C. L., & Legaspi, A. P. (2021). Philippine Halal Food Export Industry: Life Cycle, Trends, and Global Outlook. In *E3S Web of Conferences* (Vol. 316, pp. 02044).
- Del Soldato, E., & Massari, S. (2024). Creativity and Digital Strategies to Support Food Cultural Heritage in Mediterranean Rural Areas. *EuroMed Journal of Business*, 19(1), 113–137.
- Dinas Perdagangan, Koperasi, dan UKM Kabupaten Kendal. (2023).
- Dinas Kepemudaan, Olahraga, dan Pariwisata Kabupaten Kendal. (2023).
- Disemadi, H. S. (2024). Intellectual Property Synergies: Merging Halal Certification with Indonesian Communal Intellectual Property Rights Laws. *Legality: Jurnal Ilmiah Hukum*, 32(1), 16–32.
- Draman, W. M. A. A. W. (2019). Halal Certification of Medical Device in Malaysia: A Shariah Analysis into the Compliance Process and Legal Requirements. *International Journal of Medical Toxicology and Legal Medicine*, 22(3), 94–99.
- Effendi, J. (2023). Human Resources Readiness of Small Medium Enterprises (SMEs) for Halal Product in Indonesia. *Global Review of Islamic Economics and Business*, 10(2), 83–95.
- Endris, E., & Kassegn, A. (2022). The Role of Micro, Small and Medium Enterprises (MSMEs) to the Sustainable Development of Sub-Saharan Africa and Its Challenges: A Systematic Review of Evidence from Ethiopia. *Journal of Innovation and Entrepreneurship*, 11(1), 20.
- Fachrurazi, F., Silalahi, S. A. F., Hariyadi, & Fahham, A. M. (2023). Building Halal Industry in Indonesia: The Role of Electronic Word of Mouth to Strengthen the Halal Brand Image. *Journal of Islamic Marketing*, 14(8), 2109–2129.
- Fachrurrazy, M., Aswad, M. H., Lestari, J. D., Bachri, M. F. P., Bustam, I. W., Irsal, A. M. F., Kartika, K., Safruddin, S. A., Satriawan, M. A., & Patabang, R. (t.t.). *Empowering Rural Entrepreneurs with Halal Standards: Asset-Based Community Development in Latuppa Tourism Area*.
- Fahira, F., Al'Fadli, A., & Putri, D. S. (2023). The Influence of the God Locus of Control and Halal Awareness on Consumer Trust in Halal Products. *Jurnal Riset Manajemen Dan Bisnis*, 8(2), 81–90.
- Fatchurrohman, M., Takhim, M., & Irhamni, M. R. (2025). Advancing Halal Creative Industry Exports: Strengthening Advocacy and Codification in HPPA Performance to Boost Indonesia's Economic Growth. *Mazahib*, 24(1), 62–100.

- Fathoni, M. A. (2025). Unlocking Barriers and Strategies of Halal Certification for Micro and Small Enterprises in Indonesia: Analytic Network Process Approach. *Problems and Perspectives in Management*, 23(1), 169–180.
- Fauzi, M. A., & Battour, M. (2025). Halal and Islamic Tourism: Science Mapping of Present and Future Trends. *Tourism Review*, 80(5), 1156–1170.
- Fawzee, B. K., Sudardjat, I., & Dilham, A. (2021). The Effective of Halal Certification and Product Quality Food Ingredients on the Interest of Buying Through Experiential Buying of Consumers in Small Souvenir Industries Sumatera Utara. *Systematic Reviews in Pharmacy*, 12(3), 842–844.
- Feizollah, A., Mostafa, M. M., Sulaiman, A., Zakaria, Z., & Firdaus, A. (2021). Exploring Halal Tourism Tweets on Social Media. *Journal of Big Data*, 8(1), 72.
- Fitriyana, W. (2023). *Pengembangan Wisata Religi Berbasis 3A (Atraksi, Amenitas, Dan Aksesibilitas) di Makam* [Thesis, Universitas Islam Negeri Walisongo].
- Hamdan, M. N., Zain, N. M., Abu-Hussin, M. F., Malek, S. N. A., & Ariffin, M. F. M. (2023). Will Plant-Based Pork Meat Substitutes Receive Halal Certification. *Food Research*, 7(6), 23–28.
- Hanafiah, A., & Ahmad, F. S. (2021). An Empirical Investigation of Marketing Promotion on Malaysian Muslim Millennials Intentions to Visit Halal Tourism Destination. *Journal of Islamic Economics & Social Science (JIESS)*, 2722, 7499.
- Hariani, D., & Hanafiah, M. H. (2024). The Competitiveness, Challenges and Opportunities to Accommodate the Halal Tourism Market: A Sharia-Law Tourism Destination Perspectives. *Journal of Islamic Marketing*, 15(3), 919–942.
- Hasan, A. A. T. (2024). Factors Influencing Halal Tourism Destinations Revisit Intentions Among Muslim Travelers of Bangladesh: The Mediating Role of Emotional Attachments. *Journal of Islamic Marketing*, 15(3), 720–744.
- Hasan, M. R., & Latif, M. S. A. (2024). Towards a Holistic Halal Certification Self-Declare System: An Analysis of Maqāṣid al-Sharī'ah-Based Approaches in Indonesia and Malaysia. *Mazahib Jurnal Pemikiran Hukum Islam*, 23(1), 41–78.
- Hasim, M. A. (2025). Digital Marketing Strategies and Consumer Behaviour: Insights into Online Purchase Intention for Halal Cosmetics in Malaysia. *Paper Asia*, 41(1), 93–105.
- Hassan, H. (2011). The Influences of Religious Attributes of Halal Products on Export Marketing Strategy: Preliminary Findings. *Journal for Global Business Advancement*, 4(2), 181–191.
- Hassan, H. (2013). *Influences of Halal Product Integrity and Halal Industry Macro-Environments on Marketing Program Adaptation and Export Performance Among Malaysian Export Firms* [Doctoral Dissertation, Universiti Putra Malaysia].
- Hati, S. R. H. (2025). Looking at the Beauty of Halal Through the Stimulus-Organism-Response Model and Gender Perspectives: The Case of Indonesian Muslim. *Journal of Islamic Marketing*.
- Hidayah, N., & Solihah, U. (2025). Challenges and Opportunities in the Indonesian Halal Industry. In *Exploring the Halal Industry and Its Business Ecosystem Prospects* (pp. 75–96).
- Hidayat, Y. (2025). Legal Aspects and Government Policy in Increasing the Role of MSMEs in the Halal Ecosystem. *F1000Research*, 13.
- Hilme, S. I., & Raffi, R. M. (2024). Maqasid Approach and Shariah Rules Towards Halal Industry. *Journal of Halal Science, Industry, and Business*, 2(2), 1–14.
- Hoang, V. T. (2025). Halal or Not: Knowledge Graph Completion for Predicting Cultural Appropriateness of Daily Products. *IEEE Access*, 13, 15158–15167.
- Hossain, M. A. (2025). Determinants of Patients' Perceived Halal Health-Care Services and Its Impact on Word-Of-Mouth Communication. *Journal of Islamic Marketing*.
- Hunter, L., Beaumont, P., & Sinclair, D. (1996). A 'Partnership' Route to Human Resource Management? *Journal of Management Studies*, 33(2), 235–257.
- Ichsan, M., & Zaenuri, M. (2023). Halal Tourism in the Special Region of Yogyakarta: Development Strategy with Innovative-Collaborative Governance in the New-Normal Era. *International Conference on WorldS4*, 149–159.

- Ikbal, M. (2019). *The Implementation of Qibla Direction According to KH. Ahmad Rifa'i and Its Community Responses at Batang* [Doctoral Dissertation, Universitas Islam Negeri Walisongo].
- Indonesia Halal Economic and Financial Report. (2023). Sinergi Ekonomi dan Keuangan Syariah Memperkuat Ketahanan dan Kebangkitan Ekonomi Nasional. In *Departemen Ekonomi dan Keuangan Syariah, Bank Indonesia*.
- Imron, A. (2025). Fiqh of Biotechnology: Reinterpreting Qur'anic Verses on the Impurity of Pigs and Its Implications for the Halal Status of Vaccines. *Jurnal Studi Ilmu-Ilmu Al-Qur'an Dan Hadis*, 26(1).
- Irfany, M. I. (2025). Halal Procurement Strategy for the Halal Pharmaceutical Industry in Indonesia. *Journal of Islamic Marketing*, 16(4), 1073–1094.
- Isa, M. L., Kamarulzaman, N. H., Hashim, H., & Lim, S. A. H. (2024). Examining the Influence of Brand Recognition on the Intention to Repurchase Halal Store Brand Products: A Review. *International Journal of Academic Research in Business and Social Sciences*, 14(1).
- Ishomi, A. R. (2025). The Impact of Neuromarketing and Influencer Marketing on the Decision Process of Generation Z Consumers on the Purchase of Halal Cosmetics. *Edelweiss Applied Science and Technology*, 9(1), 1019–1033.
- Islam, M. M. (2025). Halal Certification of Marketing Mix Focusing on Cosmetics. *Journal of Islamic Marketing*, 16(5), 1371–1409.
- Ismail, I. J. (2025). Enhancing Halal Entrepreneurial Intention: The Impact of Halal Entrepreneurship Education and Halal Entrepreneurial Awareness. *Social Sciences and Humanities Open*, 11.
- Ismail, M. M. (2013). Export Barriers to Halal Food Processing Small and Medium Enterprises (SMEs) in Malaysia. *Pertanika Journal of Social Sciences and Humanities*, 21, 31–46.
- Jaber, D. (2025). Evaluating the Knowledge, Attitude, and Practices of Jordanian Society Towards Halal Pharmaceuticals. *Open Public Health Journal*, 18.
- Jailani, N., & Adinugraha, H. H. (2022). The Effect of Halal Lifestyle on Economic Growth in Indonesia. *Journal of Economics Research and Social Sciences*, 6(1), 44–53.
- Jasman, N. A. (2025). Risk Factors Analysis in Halal Supply Chain Management System. *Journal of Advanced Research in Applied Sciences and Engineering Technology*, 46(2), 213–226.
- Kabir, S. (2019). Halal Market Emergence and Export Opportunity: The Comparative Advantage Perspective. In *Lecture Notes on Multidisciplinary Industrial Engineering* (pp. 1555–1565).
- Kabir, S. (2020a). An Exploration of the Halal Food Export Potential for Bangladesh. *Journal for Global Business Advancement*, 13(6), 706–731.
- Kabir, S. (2020b). Trade Diversion Risk for Halal Food Exports. *Journal of Islamic Marketing*, 12(4).
- Karya, D. F. (2025). Analyzing the Role of Government Support in Moderating Behavior and Revisit Intention in Halal Tourism. *Journal of Ecohumanism*, 4(1), 2065–2078.
- Katuk, N. (2021). Halal Certification for Tourism Marketing: The Attributes and Attitudes of Food Operators in Indonesia. *Journal of Islamic Marketing*, 12(5), 1043–1062.
- Khairuldin, W., Anas, W., Imas, M., Hassan, A. B., Embong, A. H., Lukman, N. H. Z., & Yusuf, M. (2024). Philosophy and Ethics in Halal Tourism: A Conceptual Analysis. *International Journal of Religion*, 5(11), 486–493.
- Khan, M. I., Haleem, A., & Khan, S. (2022). Examining the Link Between Halal Supply Chain Management and Sustainability. *International Journal of Productivity and Performance Management*, 71(7), 2793–2819.
- Kumaladewi, N. (2020). Evaluation of E-Halal Certification System Acceptance to Improve Halal Certification Services at LPPOM MUI. In *2020 8th International Conference on Cyber and IT Service Management (CITSM)*.
- Kurniawan, T. (2025). Halal Tourism Research in Indonesian Context: A Bibliometric Analysis. *Discover Sustainability*, 6(1).
- Lenggogeni, S. (2025). Halal Tourism. In *Encyclopedia of Tourism* (pp. 467–469).
- Lestari, L. A. (2025). Application of Real-Time PCR for Analysis Canine Meat (*Canis Lupus Familiaris*) in Goat's Satay for Halal Authentication Study. *Open Veterinary Journal*, 15(1), 456–464.

- Lumbanraja, V. (2025). Analysis of the Impact of Halal Tourism Policy on the Development of Natural Resources and the Economy of Local Communities in the Lake Toba Region. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1445, Issue 1).
- Mahmudah, K. R. (2025). Automated Detection of Porcine Gelatin Using Deep Learning-Based E-Nose to Support Halal Authentication. *Journal of Electronics, Electromedical Engineering, and Medical Informatics*, 7(1), 220–230.
- Maksum, I. R., Rahayu, A. Y. S., & Kusumawardhani, D. (2020). A Social Enterprise Approach to Empowering Micro, Small and Medium Enterprises (SMEs) in Indonesia. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(3), 50.
- Maritha, V. (2025). Halal Authentication of Meat Products Via UHPLC-HRMS Lipidomics and Chemoinformatics. *Food Analytical Methods*.
- Marnita, M. (2024). Directions for the Development of the Halal Ecosystem in Public Policy: A Study of Islamic Law and Legislation in Indonesia. *Al-Ishlah: Jurnal Ilmiah Hukum*, 27(2), 156–177.
- Martaleni, M. (2025). The Role of Religiosity in Enhancing Tourist Loyalty Through Halal Tourism and Quality Services. *Innovative Marketing*, 21(1), 50–64.
- Masron, T. A. (2015). Halal Development and Malaysian Exports to Western Asian Countries. *Malaysian Journal of Economic Studies*, 52(1), 55–73.
- Maulidia, R. (2022). Consumer Legal Protection Efforts Through Halal Certification Policy for Small Medium Industry in Ponorogo. *Jurisdictie: Jurnal Hukum Dan Syariah*, 13(1), 111–127.
- Mazlan, F. A. (2025). Halal Considerations That Signpost a Cellular Agriculture Compatible with World Religions. *Trends in Food Science and Technology*, 161.
- Meutia, C. (2023). Strategies for Success in the Global Islamic Market. *Advances: Jurnal Ekonomi & Bisnis*, 1(5), 269–279.
- Meylinda, S., & Matondang, R. A. (2023). Strengthening of Islamic Principles in the Halal Industry for Sustainable Development Goals. *Islamic Economics Methodology*, 2(1).
- Muchtar, M. (2025). The Impact of the Indonesia-OIC Countries' Free Trade Agreement on the Halal Food Sector: CGE Analysis. *Journal of Islamic Marketing*, 16(2), 428–446.
- Munawar, M., Zulfiandri, Z., & Mugiyono, A. (2025). Conceptual Design for Traceability and Transparency in Halal Self-Declared with Blockchain. *Bulletin of Electrical Engineering and Informatics*, 14(2), 1160–1167.
- Musfiroh, I., Maritha, V., Harlina, P. W., Muchtaridi, M., Bakar, N. K. A., Rohman, A., ... & Windarsih, A. (2025). Chemometrics Applications in Omics Studies (Metabolomics, Lipidomics, and Proteomics) for Halal Authentication in Food and Pharmaceutical Products. *Applied Food Research*, 100770.
- Mustaniroh, S. A. (2025). Enhancing the Halal Potato Chips Supply Chain: Innovative Risk Mitigation Strategies for Sustainable Growth. *Eastern-European Journal of Enterprise Technologies*, 1(13).
- Mutmainah, L., Nurwahidin, N., & Huda, N. (2025). Optimizing Productive Waqf for Halal Tourism Development. *Journal of Islamic Accounting and Business Research*.
- Nina, S. (2025). Combination of Fourier Transform Infrared (FTIR) with Chemometrics for Halal Authentication of Face Mask Products Made from Gelatin. In *BIO Web of Conferences* (Vol. 148).
- Nisha, F. N. (2023). *Tourism, Gender and Religion: Female Muslims' Perceptions of International Tourism-An Intersectional Perspective*.
- Noor, N. (2025). A Closer Look at Halal Brand Image: Systematic Review and Future Directions. *Journal of Islamic Marketing*.
- Nurjamjam, S. (2024). The Influence of Halal Certification and Halal Quality Assurance Practices on Business Competitive Advantage: Case Study of MSMEs in West Java. *Indonesian Journal of Halal Studies*, 1(1), 69–80.
- Nusran, M., Nasution, E. N., Prayitno, M. A., & Sudarmanto, E. (2023). Halal Certification in the Digital Age: Leveraging Online Platforms for Enhanced Transparency and Accessibility. *Jurnal Ekonomi, Akuntansi Dan Manajemen Indonesia (JEAMI)*, 2(01), 105–115.

- Ossman, N. S. M. (2025). Intention to Purchase Foreign Halal Food Products Among Muslim Consumers Using S-O-R Framework. *International Review of Management and Marketing*, 15(3).
- Othman, B. (2025). Halal Standards Practices in the Food Industry: The Impact of Halal Assurance and Operations. *Journal of Islamic Marketing*, 16(5), 1469–1492.
- Pak, A., Carden, L. L., & Kovach, J. V. (2016). Integration of Project Management, Human Resource Development, and Business Teams: A Partnership, Planning Model for Organizational Training and Development Initiatives. *Human Resource Development International*, 19(3), 245–260.
- Parise, S. (2007). Knowledge Management and Human Resource Development: An Application in Social Network Analysis Methods. *Advances in Developing Human Resources*, 9(3), 359–383.
- Patrisia, D. (2025). Halal Literacy, Health Consciousness, Past Product Quality Experience and Repurchase Intention of Halal Culinary Product. *Journal of Islamic Marketing*, 16(5), 1311–1327.
- Patwary, A. K. (2025). Unveiling the Dynamics of Revisit Intention and Word-Of-Mouth: An Attribution Theory Approach to Halal-Friendly Hotel Attributes and Service Encounter Evaluation. *Journal of Hospitality and Tourism Insights*, 8(2), 753–773.
- Perdana, F. F. P., & Habir, A. D. (2025). A Framework for Risk Mitigation in Halal Self-Declaration for SMEs and MSMEs in Indonesia. *Journal of Contemporary Islamic Studies*, 10(1).
- Prayuda, D., Arby, S., Adli, I., & Al-Ayubi, S. (2023). Halal Industry: Opportunities and Challenge in the Global Market. *Al-Infaq: Jurnal Ekonomi Islam*, 14(2), 267–284.
- Purusottama, A. (2025). Adoption of Blockchain Technology in Promoting Halal Compliance. *Journal of Islamic Marketing*.
- Puspitaningrum, R., Damanhur, D., Falahuddin, F., Hasibuan, A. F. H., & Agustin, S. (2021). The Role of Micro Small Medium Enterprises (MSMEs) in Halal Industry Enhancement (Case Study of MSMEs in Lhokseumawe–Aceh). *Review of Islamic Economics and Finance*, 4(2), 137–154.
- Qizam, I. (2025). The Role of Halal Value Chain, Sharia Financial Inclusion, and Digital Economy in Socio-Economic Transformation: A Study of Islamic Boarding Schools in Indonesia. *Journal of Islamic Marketing*, 16(3), 810–840.
- Qoriah. (2025). A Preliminary Study of WebGIS-Based Waste Management Visualization to Support Halal Tourism Areas in Bandung. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1453, Issue 1).
- Qureshi, R. A. (2025). Modelling Halal Tourism as a Reflective–Reflective Second-Order Construct: Linking Attributes to Tourist Outcomes Using Structural Model Analysis. *Journal of Islamic Marketing*.
- Rachman, A., & Sangare, B. (2023). Synergy and Collaboration Between Government and Private Institutions in Building Halal Ecosystems in Indonesia. *Jurnal Ilmiah Islam Futura*, 23(2), 303–326.
- Rahayu, S. (2025). Promotion's Power in Halal Product Purchases: The Mediating Role of Trust and Knowledge. *Cogent Business and Management*, 12(1).
- Rahma, A. A. (2025). Development of a Gelatin-Based Genomic Reference Material for Halal Authentication Using Real-Time PCR. *Science and Technology Indonesia*, 10(1), 27–42.
- Rahman, M. (2024). *Peran Organisasi Masyarakat Ekonomi Syariah (MES) In Meningkatkan Literasi Ekonomi Syariah di Pamekasan* [Undergraduate Thesis, Institut Agama Islam Negeri Madura].
- Rahman, M. (2025). Halal Food Safety in the AI Era: New Horizons for Humanitarian Action. In *AI for Humanitarianism: Fostering Social Change Through Emerging Technologies* (pp. 189–205).
- Rahman, M. M., Razimi, M. S. A., Ariffin, A. S., & Hashim, N. (2024). Navigating Moral Landscape: Islamic Ethical Choices and Sustainability in Halal Meat Production and Consumption. *Discover Sustainability*, 5(1), 225.
- Rangkuti, M. Y. (2023). Toward a Holistic Framework of Islamic Business Ethics: Insights from Leadership, Halal Practices, and Finance in a Digital Age. *Sinergi International Journal of Islamic Studies*, 1(3), 114–127.
- Razzaq, S., Hall, C. M., & Prayag, G. (2016). The Capacity of New Zealand to Accommodate the Halal Tourism Market – Or Not. *Tourism Management Perspectives*, 18, 92–97.

- Rehman, F. U., & Zeb, A. (2023). Translating the Impacts of Social Advertising on Muslim Consumers Buying Behavior: The Moderating Role of Brand Image. *Journal of Islamic Marketing*, 14(9).
- Rejeb, A. (2025). Exploring the State-Of-The-Art of Halal Food Research Using Latent Dirichlet Allocation. *Discover Food*, 5(1).
- Rini, N., Aminah, S., Rohman, A., & Zaenudin, Z. (2025). Global Halal Industry Strategy: A Literature Review Analysis. *Proceedings of the International Conference on Strategic and Global Studies (ICSGS 2024)*, 33, 187.
- Rofiah, C. (2025). Attitude Towards Halal Food: When a Halal Certificate Is Not the Goal. *Review of Integrative Business and Economics Research*, 14(2), 115–124.
- Rohmah, F. (2020). *Strategi Pengembangan Objek Daya Tarik Wisata Religi di Makam Kyai Asy'ari Kaliwungu Kendal Perspektif Sapta Pesona* [Thesis, Universitas Islam Negeri Walisongo].
- Rojak, J. A. (2025). Integrating Consumer Protection Law and Halal Certification into Efficient Logistics: The Role of Packaging, Price, and Social Media in Halal Product Distribution. *Journal of Distribution Science*, 23(1), 95–111.
- Rosidah, M. (2021). Sistem Maparo Sebagai Solusi Peningkatan Perekonomian Masyarakat Ekonomi Syariah (MES) Di Era 4.0. *Syarikat: Jurnal Rumpun Ekonomi Syariah*, 4(1), 10–21.
- Said, M. F., Adham, K. A., Muhamad, N. S., & Sulaiman, S. (2022). Exploring Halal Tourism in Muslim-Minority Countries: Muslim Travellers' Needs and Concerns. *Journal of Islamic Marketing*, 13(4).
- Santoso, L. (2023). Digitalising Halal Certification: The Dynamic of Regulations and Policies Concerning Halal Certification in Indonesia. *Jurisdictie: Jurnal Hukum Dan Syariah*, 14(2), 265–293.
- Santoso, L., & Cahyani, Y. T. (2022). Pentahelix's Collaboration In The Development of Halal Tourism For Sustainable Regional Economic Development. *IQTISHADIA Jurnal Ekonomi & Perbankan Syariah*, 9(2), 222–237.
- Sarasi, V. (2025). Evaluation of Halal Supply Chain Management's Performance in Culinary Enterprises. *Cogent Business and Management*, 12(1).
- Sari, N. S. (2025). Do Experience and Authentic Happiness on Halal Luxury Fashion Influence Behavioral Intention? *Journal of Islamic Marketing*, 16(4), 977–1002.
- Sari, R. K., Alfari, M., & Ab Talib, M. S. (2024). Sustainable Strategic Planning and Management Influence on Sustainable Performance: Findings from Halal Culinary MSMEs in Southeast Asia. *Journal of Modelling in Management*, 19(6), 2034–2060.
- Setyaningsih, R. P., & Fuady, A. H. (2025). Indonesian migrants and the development of the halal tourism industry in Taiwan: A transnationalism perspective. *Diaspora Studies*, 18(2), 175–198.
- Shahlehi, S. F. H. (2025). Tayyiban Principles and Food Security. *Implementing Halal Principles and Regulations in Business Governance*, 31.
- Shaikh, I. M. (2025). The Theory of Interpersonal Behaviour for Conventional Enterprises' Adoption of the Halal Supply Chain in Malaysia. *International Journal of Social Economics*, 52(5), 820–834.
- Shamsudin, S. N. (2025). Application of Social Cognitive Theory and Islamic Theory of Consumer Behavior in Accessing Muslim Behavior Toward Halal Nutraceuticals. *Journal of Islamic Marketing*, 16(2), 651–667.
- Shuhaimi, A. A. M. (2025). Sustainable Career Growth for the Halal Professionals in Malaysia and Australian Food Industry. *Journal of Islamic Marketing*, 16(5), 1328–1348.
- Singgalen, Y. A. (2025). *The Economic Impact of Halal Tourism Development on Local Communities*. *Ekonomi, Keuangan, Investasi dan Syariah (EKUITAS)*, 6(3), 323–334.
- Soonsan, N. (2025). Promoting Phuket as a Halal Destination: A Perspective of SME's Entrepreneur. *Journal of Islamic Marketing*.
- Stephenson, M. L. (2014). Deciphering 'Islamic Hospitality': Developments, Challenges and Opportunities. *Tourism Management*, 40, 155–164.
- Sumpena, M. (2025). Halal-Based MSME Strengthening Strategy Model as a Driver of Community Economic Growth. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah*, 10(3).

- Supardin, L., Suyanto, M., Hidayat, A., & Wijaya, T. (2025). A Bibliometric Analysis of Halal Tourism: Future Research Agenda. *Journal of Islamic Accounting and Business Research*, 16(3), 566-584.
- Suratno, S. (2025). Untargeted Fast Proteomics Analysis Using UPLC-Orbitrap HRMS for Halal Authentication of Meat and Meat Products. *Journal of Proteomics*, 312.
- Susiang, M. I. N., Siswanti, I., Permana, D., & Wibowo, M. W. (2024). Effects of Competitive Intelligence and Halal Integrity on Halalan Tayyiban Implementation Strategy in Indonesian MSMEs: The Mediating Role of Halal Orientation Strategy. *Journal of Islamic Marketing*.
- Takhim, M., Sonjaya, A., Salim, Z., Rahman, A., Basmar, E., Abdullah, R., & Ali, M. (2023). The Synergy of Islamic Banks and Muslim-Friendly Tourism: Patterns of Halal Industry Development in Indonesia. *International Journal of Sustainable Development and Planning*, 18(9), 2723-2731.
- Teviana, T. (2025). The Impact of Islamic Attributes and Motivations on Visitor Satisfaction and Word of Mouth in Halal Supply Chain Management. *Journal of Project Management (Canada)*, 10(1).
- Tuhuteru, A. D., & Iqbal, M. (2024). Readiness of Micro, Small, and Medium Enterprises (MSMEs) in the Food and Beverage Sector for Halal Certification Implementation: A Case Study in Magelang, Indonesia. *Journal of Islamic Economics Lariba*, 10(2).
- Tuomala, V. (2021). *Urban Food Security at the Intersection of Retail Supply Chain Management and Development Studies*. Hanken School of Economics.
- Usman, H., Chairy, C., & Projo, N. W. K. (2022). Impact of Muslim Decision-Making Style and Religiosity on Intention to Purchasing Certified Halal Food. *Journal of Islamic Marketing*, 13(11).
- Utomo, S. B., Sekaryuni, R., Widarjono, A., Tohirin, A., & Sudarsono, H. (2021). Promoting Islamic Financial Ecosystem to Improve Halal Industry Performance in Indonesia: A Demand and Supply Analysis. *Journal of Islamic Marketing*, 12(5), 992-1011.
- Valiev, A. R. (2025). The Halal Standard: From the Regulatory Norms of Eating Behavior to Large Sectors of the Economy. In *BIO Web of Conferences* (Vol. 161).
- Vanany, I., Soon, J. M., Maryani, A., & Wibawa, B. M. (2020). Determinants of Halal-Food Consumption in Indonesia. *Journal of Islamic Marketing*, 11(2), 507-521.
- Vargas-Sánchez, A., & Moral-Moral, M. (2019). Halal Tourism: State of the Art. *Tourism Review*, 74(3).
- Vargas-Sánchez, A., & Moral-Moral, M. (2020). Halal Tourism: Literature Review and Experts' View. *Journal of Islamic Marketing*, 11(3), 549-569.
- Vargas-Sánchez, A., & Moral-Moral, M. (2022). Halal Tourism Experiences: The Challenge of Diversity and Innovation. In *Handbook on the Tourist Experience* (pp. 246-262). Edward Elgar Publishing.
- Wajdi, F. (2021). The Existence of a Halal Product Assurance Organizing Body in Organizing Halal Assurance. *International Journal Reglement & Society (IJRS)*, 2(3), 210-220.
- Wilson, J. A., & Liu, J. (2010). Shaping the Halal into a Brand? *Journal of Islamic Marketing*, 1(2), 107-123.
- Yousaf, S., & Xiucheng, F. (2018). Halal Culinary and Tourism Marketing Strategies on Government Websites: A Preliminary Analysis. *Tourism Management*, 68, 423-443.
- Zafar, M. B. (2025). Halal Purchasing Decisions and Consumer Behavior: A Multi Method Review. *Journal of Islamic Marketing*.
- Zainnuddin, P. F. A. (2025). Predicting Intention to Purchase Halal Products Among Malaysian Muslim Undergraduate Students Using Multiple Linear Regression. In *Studies in Systems, Decision and Control* (Vol. 568, pp. 599-609).