

Halal Economic Design in the Context of Sustainable Development and Solutions to Environmental Damage

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Abstract: *The enactment of the Halal Product Assurance Law No. 33 of 2014 on October 17, 2019, has further brought a breath of fresh air to the development of the halal economy in Indonesia. The halal economy is present as an answer to people's concerns regarding various products circulating in the community, starting from the source, process to successfully becoming a product. "Halal" as an icon for several products such as food and beverages, fashion, hotels, cosmetics and medicines, tourism and finance has begun to be echoed in Indonesia. However, until now it has not been able to touch the lowest level of market behavior, namely manufacturers. In the context of sustainable development, "halal" is a form of modern economy, besides that "halal" is an interesting industry to discuss, because currently those who develop the halal industry are not only Islamic countries but also non-Muslim countries are starting to compete, for example America, Brazil, Australia and other countries. In addition, as environmental damage grows due to producers' indifference to externalities, making the halal economy must be present in our lives. The halal economy is currently looking for its design in the midst of the Covid 19 storm that has not yet ended, besides that the halal lifestyle campaign continues to be echoed to get to the Indonesian halal hub 2024. The economic growth in terms of the halal industry must be welcomed with the right design so as not to give the impression that the government imposes certification on its producers. This paper designs the format of the halal economy so that it is easy and can touch the lowest level by using a competitive advantage approach.*

Keywords: *halal economy, competitive advantage, sustainable development*

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INTRODUCTION

Sustainable development is a strategic response to the complexity of global problems that include social inequality, climate crisis, and exploitation of natural resources. The framework emphasizes the importance of balancing economic growth, environmental conservation, and social equity as the foundation of long-term sustainability. The basic principle demands that the fulfillment of the needs of the present does not reduce the ability of future generations to meet their needs (Eradication, 2011). At the national level, the commitment to sustainable development is reflected through the integration of sustainability values in various sectoral policies. Strengthening the green economy, transforming renewable energy, and expanding the community-based economy are some examples of the implementation of these policy directions. One value-based approach that is beginning to gain academic and policy legitimacy is the halal economy, with key characteristics that not only uphold sharia principles, but also contain potential contributions to sustainability across sectors.

The halal economy offers a systemic approach to production and consumption practices that are aligned with the principles of ethics, safety, and social responsibility. Halal products and services produced through sharia-standardized processes also answer the needs for food safety, health feasibility, and environmental conservation. This practice is relevant to a number of targets in the Sustainable Development Goals (SDGs), especially in the third goal (good health and well-being), the twelfth goal (responsible production and consumption), and the thirteenth goal (handling climate change) (Nurrachmi, 2018). The meaning of halal economics cannot be limited to the fulfillment of religious norms alone. The concept can be developed as a multidimensional approach that presents solutions to structural problems in the contemporary global economy. A value-based halal economic framework, if applied consistently, has the potential to become an alternative model of development that is fair, inclusive, and sustainable.

The development of the halal industry globally shows an expansion that goes beyond the geographical and demographic boundaries of Muslim countries. Non-Muslim majority countries such as the United States, Brazil, and Australia have begun to work seriously on the halal industry as part of the domestic economic improvement strategy (Islam & Madkouri, 2018). The 2019/2020 State of Global Islamic Economy report identified that the United Arab Emirates, Malaysia, and Turkey are in a superior position in various sectors of the global halal economy. This advantage can be seen in the food and beverage sector, Islamic finance, Muslim fashion, and Muslim-friendly tourism which continues to experience significant growth (Thomson Reuters & DinarStandard, 2019). The global attention to the halal market is driven by the growing awareness of Muslim consumers towards safe, ethical, and sharia-verified products, as well as the great economic value contained in this sector.

Indonesia, as a country with the largest Muslim population in the world, is strategically positioned to lead the global halal industry. The potential of natural resources and the diversity of local products strengthen Indonesia's position as a major player in the international halal value chain. The current reality shows that Indonesia has not occupied an optimal position in the global halal industry map. The obstacles faced do not come from limited resources, but from weak integrated policy designs, lack of synergy between institutions, and low halal literacy among business actors, especially the micro and small sectors (Randeree, 2019). The realization of Indonesia's target as the "World Halal Center 2024" requires a development strategy that is not only

administrative, but also based on strengthening national competitiveness advantages in a systematic and sustainable manner.

Problems in the development of the halal economy in Indonesia occur at various levels, both structural and cultural. Research conducted by Nurdin, Novia, Rahman, and Suhada (2019) shows that micro, small, and medium enterprises (MSMEs) in Palu City have high enthusiasm for halal certification. However, limited information, procedural complexity, and high certification costs are the main obstacles that hinder their participation in the halal ecosystem. This condition reflects the need to design an adaptive and inclusive system, especially in providing access to information, technical assistance, and incentive schemes that favor small-scale business actors.

Other research reveals the institutional dimension as an obstacle that has not been solved systemically. Afroniyati (2014) highlighted the absence of adequate supporting infrastructure and the absence of comprehensive technical regulations as the cause of the suboptimal implementation of the halal economy. The low consistency between institutions in lowering policies to the operational level makes it difficult for halal policies that have been normatively passed to reach the practical level. Meanwhile, Ridwan (2019) emphasized that the development of the halal economy is not enough to rely only on regulations and administrative instruments. The internalization of halal values as a philosophy of life, as well as the formation of a conscious and responsible consumption culture, are important components in building a solid and sustainable halal economic system. The success of the halal economy requires synergy between the collective consciousness of the community, the readiness of infrastructure, and institutional capacities that support each other.

This research bases its analytical framework on the competitive advantage approach developed by Michael E. Porter. This theory emphasizes the importance of innovation, efficiency, and competition dynamics as the main determinants in creating industrial excellence in domestic and international markets (Porter, 1990). One of Porter's important contributions to the theory of competitive advantage is the diamond model, which consists of four main elements: input factors, demand conditions, supporting and related industries, and corporate strategy and structure (Lau, 1997). These four components form a system that influences each other in building the competitiveness of an economic sector as a whole. In the context of the halal industry in Indonesia, this model is considered relevant to identify strategic positions, map obstacles, and design development policy directions based on domestic potential.

Porter's diamond model provides a comprehensive analytical structure to assess the readiness of the halal economic sector in the face of global competition. Input factors in this model include the availability of natural resources, the quality of human resources, and the existence of supporting infrastructure. The high domestic demand conditions, especially because the majority of Indonesia's population is Muslim, provide great opportunities that have not been fully utilized optimally. Supporting industries such as halal logistics systems, certifications, information technology, and Islamic financial institutions play a role in creating synergy and efficiency in the halal value chain. Elements of the company's strategy and structure determine how business actors design business models, develop innovations, and build consumer trust through product differentiation and service quality (Krugman, Obstfeld, Melitz, Oster, & Stuart, 2015). The application of this model is expected to be able to strengthen the position of Indonesia's halal industry not only as a market, but also as a superior producer at the global level.

The direction of halal economic development in Indonesia requires a structured and contextual transformational approach. The strategy that can be applied is the formation of a halal industry cluster that is spatially and functionally integrated. The cluster model adapted from the Porter diamond concept acts as a coordinating framework in connecting various subsectors of the halal industry into a single mutually supportive value ecosystem. This integration includes the halal food and beverage sector, halal cosmetics and pharmaceuticals, halal tourism, as well as other supporting sectors such as logistics, certification, and sharia finance. In this scheme, micro and small enterprises can be empowered through partnership schemes and vertical integrations, so that access to markets, technology, and certification becomes more inclusive (Tieman & Tieman, 2015). Cost efficiency, increased production scale, and reduced environmental impact are the advantages that can be generated from this cluster-based approach.

The development of the halal economy in Indonesia requires an approach that is not only responsive to global market dynamics, but also adaptive to the needs of business actors at the grassroots level. Efforts to strengthen this sector require designing a model that is able to bridge domestic potential with international competitiveness needs. Strategies built on the basis of competitive advantage open up opportunities for the formation of a halal economic system that is not only socially inclusive, but also contributes to the mitigation of environmental problems and inequality of economic distribution. A theory-based approach and empirical data are an important basis in directing effective and sustainable halal economic policy interventions and practices. Support for this model is expected to strengthen Indonesia's position in the global halal industry as well as become a real instrument in encouraging the achievement of the overall sustainable development agenda.

LITERATURE STUDY

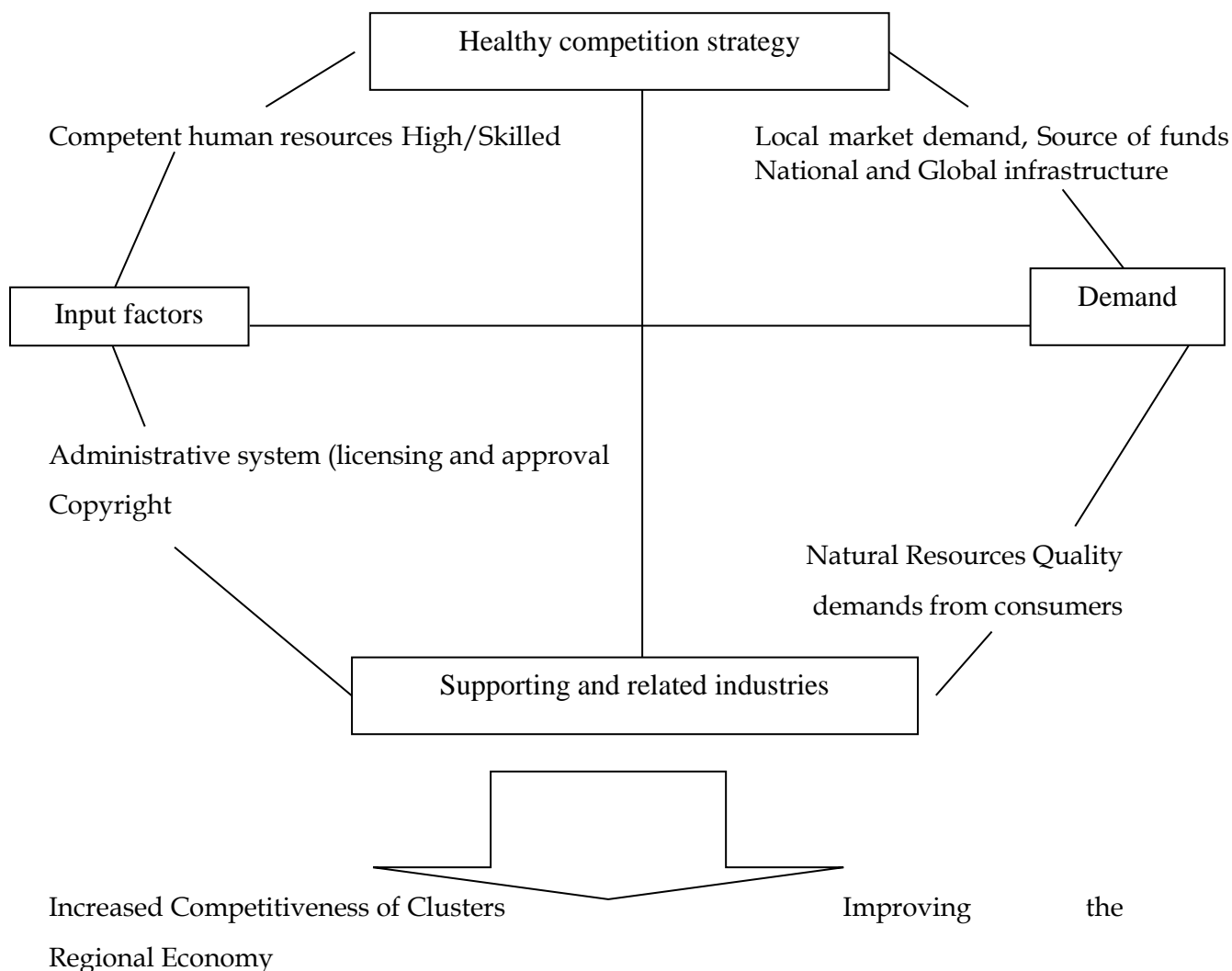
The design of halal economics in this study is a study of thought. The method used to examine these thoughts uses analysis *teori competitive advantage* which was devised by Porter with the theory "Diamond" his (Lau, 1997). This theory is an analysis tool in this study to see the competitiveness of Indonesian halal products. When viewed from this theory of competitiveness, Indonesian halal products cannot be done with *analisis comparative advantage*, Because competition for halal products requires innovation, creativity and willingness from business owners as well as synergy between the local government and the central government. This means that it is not only seen in terms of production factors, but these production factors are managed so that they can be competitive with foreign products. In determining the competitiveness of exports, the analysis used so far uses *analisis comparative advantage*, In the design of halal products, this analysis is different, more on *competitive advantage* (competitive advantage) (Kusuma, Muqorrobin, Krouchj, & Jamaluddin, 2015).

Competitive advantage is the advantage that a country has to be able to compete in the international market. In contrast to the concept of comparative advantage which states that a country does not need to produce a product if the product can be produced by another country better, superior, and more efficiently

naturally, the concept of competitive advantage is a concept that states that natural conditions do not need to be used as an obstacle because excellence can basically be fought for and competed with various struggles or efforts. The advantage of a country depends on the ability of companies within that country to compete in producing products that can compete in the market (Porter, 1990). This concept uses Porter's diamond theory, which is depicted as follows:

Figure 1.1 Diamond Model

- Regional regulations and other provisions that support investment and increase productivity
- Export strategy for global markets



Role of Central and Regional Governments:

- R&D Development
- Provide infrastructure, supportive regulations and ease of access
- Creating fair competition, education and training
- Coordinating access to financing from related agencies and BUMDs, seeking the formation of venture capital

Source: David Merauje, 2017: 59

The "diamond" model is realized in the form of a "cluster", in the sense that to design the development of the halal economy, this paper will make using this analysis. This analysis provides a model and design form of halal economic development that can later be competitive with other products (Tieman & Tieman, 2015).

The model devised by Porter has 4 main factors in industrial development that must be interrelated with each other (Krugman, Obstfeld, Melitz, Oster, & Stuart, 2015); that is:

- 1) Input factors are raw material factors that must be owned by the industry, besides that also capital and labor, besides that the current technological factors are important to pay attention to. This factor supports the development of other factors. If the input increases, then the competitiveness of the product will also increase. The volume of industrial competitiveness can increase the regional economy;
- 2) Demand factor: this condition describes the consumer or customer side of the product produced. If consumers are increasingly knowledgeable about a product, then the industry must immediately grasp the desire of consumers. Because if consumer demand is not met, the industry will not develop. Especially if consumers have become loyal customers. In this case, customers are the determinant of the success of the industry in order to be able to be competitive at the local, global and international levels. Because with the presence of customers, innovation and industry creativity get tough challenges.
- 3) *Related and supporting industries*: Groups of companies and related industries operating in close proximity to specialized inputs can encourage companies to innovate to compete. Highly competitive supporting industries provide innovation and motivation to improve components, inputs, and processes. Supporting and related industries will increase efficiency and synergy within the cluster. Efficiency and synergy can be created, especially in *transaction costs, sharing technology, information and certain skills* that can be used by other industries or companies. Another benefit of supporting and related industries is the creation of increased competitiveness and productivity.
- 4) *The strategy of the company and competitors* is important to analyze because it will provide motivation to always improve the quality of the products produced. In the presence of healthy competition, companies will always look for new innovations and strategies that are suitable and strive to always improve efficiency.

Through this model, this paper will provide ideas related to the halal economic development model in Indonesia. In addition to using analytics *competitive advantage* It also looks at the opportunities and challenges that Indonesia must face in developing the halal industry, especially export-based industries (Lee & Park, 2017).

RESEARCH METHOD

This research is a conceptual study that is descriptive-analytical. This study is directed to formulate a halal economic development design that is in line with the principles of sustainable development and answer the problem of environmental damage. The approach used in this study is theoretical and normative, not using primary data from the field, but relying on systematic literature studies from various scientific and policy sources. The data sources used include indexed national and international journal articles, official institution reports such as the State of the Global Islamic Economy Report, government regulations related to the halal industry in Indonesia, and textbooks on development economics and Islamic economics.

The theoretical framework used in this study is the theory of competitive advantage developed by Michael E. Porter. This theory emphasizes that the competitiveness of a country or industrial sector is determined not only by natural factors such as natural resources, but also by innovation capacity, efficiency of production systems, as well as institutional structures that encourage healthy competition (Porter, 1990). One of the important constructions in this theory is the diamond model, which consists of four main elements: input factors (resources), demand conditions, supporting and related industries, and corporate strategies and structures (Lau, 1997). These four elements are used as a framework to evaluate the readiness of the Indonesian halal sector in building competitive advantages in a sustainable manner.

The analysis was carried out through the study of the relationship between elements in the diamond model and its application in the context of the development of the halal industry in Indonesia. The input factors studied include the availability of halal raw materials, labor quality, and logistics infrastructure. Demand conditions are analyzed through the potential of domestic and international markets for halal products. Meanwhile, supporting industries such as certification bodies, information technology, and Islamic financial institutions are considered as boosters of the halal ecosystem. Elements of corporate strategy and structure are examined to see the role of innovation and branding in creating excellence in Indonesian halal products (Krugman, Obstfeld, Melitz, Oster, & Stuart, 2015).

The halal industry cluster model was developed as an alternative to the implementive approach based on Porter theory. Clusters in this context are defined as the grouping of halal business actors in an ecosystem that is integrated from upstream to downstream, and involves synergy with supporting sectors and institutions (Tieman & Tieman, 2015). The purpose of using the cluster approach is to create cost efficiency, increase added value, and broader involvement of MSMEs. This study uses a content analysis method on relevant literature to identify thematic patterns, strategic issues, and the potential for strengthening halal institutions in Indonesia.

The validity of the study was obtained through the use of verified references and triangulation of primary and secondary sources. By using a tested theoretical approach and supported by thematic analysis of actual conditions, the results of this study are expected to be the basis for the development of an adaptive, inclusive, and sustainable halal economic policy design in Indonesia.

RESULT

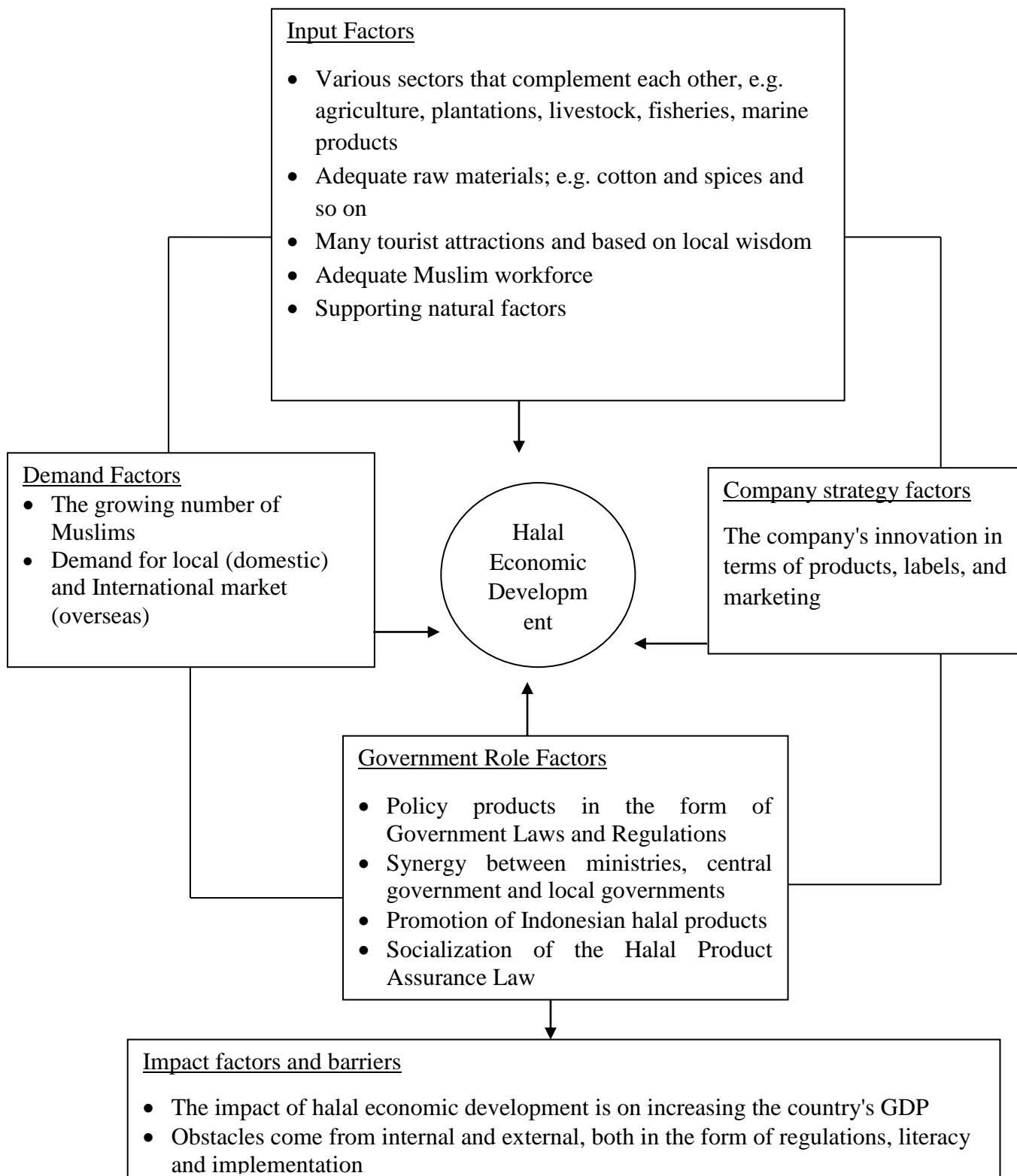
This study resulted in a design of Indonesia's halal economic development model based on competitive advantage with an orientation on the principle of sustainability. The model is structured with the framework of the diamond model theory developed by Michael E. Porter, covering four main determinants that interact with each other, namely input factors, demand conditions, supporting and related industries, and company strategy and structure. The analysis also considers the role of the government as an external element that affects competitiveness.

Indonesia's input factors show the availability of natural resources and a large Muslim demographic. The availability of raw materials from the agriculture, livestock,

and fisheries sectors provides the potential for the development of locality-based halal products. Obstacles are still found in the quality of human resources, limitations of halal technology, and the lack of research and innovation oriented to the needs of the global halal industry. Domestic demand conditions are growing in line with increasing consumer awareness of product halalness. The domestic halal market share has not fully demanded quality and innovation. Consumer preferences tend to be limited to labeling and pricing aspects, without encouraging continuous product updates. This phenomenon shows that the domestic market is still passive and has not yet become the main driver of the competitiveness of the halal industry. The supporting industry has not developed optimally in forming an efficient national halal ecosystem. Halal certification, logistics services, digital infrastructure, and access to sharia financing are not yet interconnected in one integrated system. This fragmentation causes high production costs, slow market access, and difficulties for business actors in achieving international standards. The structure of halal companies in Indonesia is still dominated by micro and small business actors with limited production capacity. Low innovation, local orientation, and not yet optimal adoption of digital technology are factors inhibiting the transformation of the halal industry. This condition reflects the lack of strong competition structures and business strategies that can increase competitiveness at the global level. The role of the government is in a strategic position to shape regulations, provide incentives, and facilitate synergies between sectors. Initiatives to develop halal industrial estates, simplify the certification process, and tax incentives have been implemented in recent years. The impact is uneven due to weak cross-agency coordination and the lack of an integrated database of national halal industry players.

The resulting model design proposes the construction of a national halal industry cluster based on vertical and horizontal integration. Business actors, Islamic financial institutions, educational institutions, research institutions, and the government are synergized in one efficient and competitive production system. This model answers the problems of small production scale, supply chain fragmentation, and low knowledge transfer in the halal sector. The design of halal clusters is also directed to empower MSME actors through access to training, certification assistance, and partnerships in large industrial chains. Strengthening the position of MSMEs in the halal sector is a pillar in the strategy to increase competitiveness in an inclusive manner. The existence of the halal cluster functions as a space for innovation acceleration, a center for cross-sectoral collaboration, and a support for the distribution of national and export halal products. This draft has implications for a tangible contribution to sustainable development targets. The model's direction includes strengthening SDG 8 (inclusive economic growth), SDG 12 (responsible production and consumption), and SDG 3 (health and well-being). The halal economy is not only seen as a religious sector, but an ethical system that encourages the transformation of production governance towards sustainability and social justice. The following is a drawing of the design framework for halal economic development:

Figure 1.2 Halal Economic Development Design Framework



DISCUSSION

The results of the study show that the development of the halal economy in Indonesia faces a number of challenges at the structural, institutional, and policy levels. The competitive advantage framework developed by Porter (1990) provides a systematic

perspective to analyze the competitiveness of a sector. The diamond model, which consists of four main elements: input factors, demand conditions, supporting and related industries, as well as company strategy and structure, is used to examine the readiness of Indonesia's halal sector from various sides.

The potential of Indonesia's input factors is relatively strong quantitatively. The abundant natural resources and the largest Muslim population in the world provide a solid foundation for the growth of the halal industry. The quality of these input factors has not fully supported competitiveness. The limitations of halal infrastructure, the lack of research and innovation of halal products, and the lack of certified professionals show that strategic advanced factors have not been developed as emphasized in the Porter model. The provision of halal vocational education, process technology support, and halal testing laboratory facilities are important steps that need to be prioritized.

Domestic demand for halal products shows a consistent increase. Indonesian consumers are increasingly paying attention to the halal aspect not only from a religious perspective, but also as an indicator of quality and safety. This demand growth has not fully been a driver of innovation by industry players. Consumer characteristics still tend to be passive and have not been able to form a sophisticated market, as required in the diamond model to encourage production quality (Porter, 1990). Consumer literacy needs to be improved through public education, more transparent halal labeling, and consumer involvement in supervision.

Halal industry supporting institutions such as the Halal Product Assurance Agency (BPJPH), LPPOM MUI, and other certification bodies have played an important role. The performance of these institutions has not been fully integrated with the national halal industry ecosystem. Halal logistics systems, information technology support, and Islamic finance have not been connected in one efficient value chain. Porter's model emphasizes the importance of the existence of strong supporting industries and related sectors to create synergy and production efficiency (Lau, 1997). The construction of halal logistics centers and digital-based halal industry incubators is an urgent step to strengthen this side.

The structure of Indonesia's halal industry is still dominated by micro and small business actors who have limitations in terms of capital, technology, and market access. Business strategies of business actors are still traditional, less export-oriented, and less innovative. Business competition has not been able to encourage cost efficiency or broad differentiation of halal products. The diamond model states that the company's strategy and the intensity of healthy domestic competition are one of the important elements in creating a long-term competitive advantage. Strengthening halal cooperative institutions, accelerating the digitization of MSMEs, and managerial coaching are efforts to encourage the transformation of this structure (Krugman et al., 2015).

The concept of halal industry clusters is offered as an alternative strategy to answer these challenges. Clusters are groupings of business actors in a geographical area that are vertically and horizontally connected, sharing resources, information, and market networks (Porter, 1998). The halal cluster allows integration between major business actors, certification bodies, Islamic financial institutions, research centers, and universities. This approach has been proven to improve efficiency, accelerate technology adoption, and expand market access (Tieman & Tieman, 2015). The establishment of a

halal industrial estate or halal industrial estate can be a concrete form of implementation of this model.

The link between the halal economy and sustainable development is increasingly evident. Halal products have great potential to support several SDGs, particularly SDG 3 (health and well-being), SDG 8 (inclusive economic growth), and SDG 12 (responsible consumption and production). The halal economic system promotes the principles of prudence, sustainability, and production ethics, which are in line with the values in the moral economy (Nurrachmi, 2018). In a global context, these systems can be an alternative that responds to the weaknesses of conventional economies that often ignore social and environmental impacts.

The halal economy does not only dwell on the fulfillment of religious certification. This system represents an ethical approach to economic development. Values such as fairness, sustainability, and transparency make the halal economy not only relevant in Muslim countries, but also globally accepted. Non-Muslim countries such as Japan, South Korea, and Brazil have positioned themselves as producers of halal products for export markets because they understand the economic potential and added value of these markets (Thomson Reuters & DinarStandard, 2019).

The design of halal economic development based on competitive advantage theory provides a strategic direction to strengthen Indonesia's competitiveness in this sector. Targeted policy support, strengthening the halal ecosystem, and empowering MSMEs through incentive schemes and cross-sector collaboration are prerequisites for successful transformation. Increasing competitiveness not only has an impact on economic growth, but also strengthens Indonesia's position in the global halal industry in a sustainable manner.

CONCLUSION

Based on the discussion above, the development of Indonesia's halal economy based on competitive advantage provides a strategic direction to build a globally competitive halal industry while contributing to sustainable development. Indonesia's position as the largest Muslim country with a wealth of natural resources and a large domestic demand has a great opportunity to be developed into the center of the world's halal industry. The Porter diamond model is able to provide a systematic analytical framework in mapping the strengths and weaknesses of the halal sector in terms of input factors, demand conditions, supporting and related industries, as well as company strategies and structures. The design of the national halal cluster model offered in this study is a major advantage, because it offers a comprehensive solution based on synergy between business actors, supporting institutions, and the government, which can empower MSMEs and create an efficient and sustainable halal industry ecosystem. This study has limitations because it is conceptual-descriptive and not supported by empirical field data, so the findings are normative and have not been quantitatively tested. This limitation is a development space for advanced studies based on mixed methods or case studies on certain halal clusters to test the validity and effectiveness of the model practically. The main recommendations that can be drawn from this study are the need for consistent national policy commitments in building the halal industry through halal infrastructure facilitation, MSME coaching, inter-agency data integration, and the creation of a healthy competitive climate based on innovation and ethical values in the economy.

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