

Advancing Halal Creative Industry Exports: Strengthening Advocacy and Codification in HPPA Performance to Boost Indonesia's Economic Growth

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Abstract

The growing global demand for halal products presents promising opportunities for economic development. However, there are still significant gaps in the standardization of the halal certification process, especially in terms of aligning with the provisions of Islamic law for international export purposes. The role of the Halal Product Process Assistants (HPPA) in establishing credible and Shariah-compliant export standards remains unexplored, posing challenges in integrating halal certification into the global supply chain. This research examines how HPPA can strategically contribute to developing a globally recognized halal certification system that is in line with Islamic law. It also aims to assess the role of Islamic law advocacy and technology in strengthening international halal standards. Using qualitative methods inspired by Spradley's ethnographic approach, this study engaged key informants- recognized experts and stakeholders- through focused, open-ended interviews. The study revealed that Islamic law-based halal certification significantly improves the marketability of halal products globally by fostering consumer confidence and regulatory alignment. HPPA's strategic engagement, legal advocacy, and technological innovation can drive creative economic growth and facilitate the integration of halal products into international markets.

Keywords: HPPA, Halal Product Exports, Halal Creative Industry, GRDP

I. Introduction

Gross Regional Domestic Product (GRDP) at the territorial (common) level portrays a region's capacity to produce at a certain time. In essence, financial improvement could be an arrangement of endeavors and approaches to improving people's living standards, expanding employment, equalizing community income distribution, and making strides in regional economic relations.¹ The creative industry has been considered an effective

¹ Muhammad Iqbal Arrahman, Marliyah Marliyah, and Budi Dharma, "The Effect of Economic Growth and Interregional Income Disparity on Community Welfare in North Sumatra Province," *JESI (Jurnal Ekonomi Syariah Indonesia)* 14, no. 1 (2024): 97–108, <https://doi.org/10.21927/jesi.3124.3483>.

sector because of its contribution to the national economy, job creation, and community welfare.²

The Indonesian economy throughout 2024 showed a strong and stable performance. This was reflected in the Gross Domestic Product (GDP) growth of 5.1%, a slight increase from the previous year, reaching 5.0%. The driving sectors were the manufacturing industry sector which grew by 4.5%, supported by increased manufacturing production and exports of processed products and the wholesale and retail trade sector which grew by 4.8%, due to increased domestic consumption and purchasing power and an increase in the performance of Indonesia's goods and services exports rose by 3.2%. In addition, the data shows that the Indonesian economy in 2024, as measured by GDP at current prices, reached IDR 22,139.0 trillion, and GDP per capita reached IDR 78.6 million or USD 4,960.3.³ Meanwhile, Indonesia's creative economy sector, until the first quarter of 2024, showed a good performance, seen from the achievement of the added value of the creative economy, which was estimated to reach IDR 749.58 trillion or 55.65 percent of the target of IDR 1,347 trillion.⁴ Furthermore, the World Bank projects Indonesia's economic growth to reach 5.1%. Indonesia's financial potential in 2025 is expected to remain promising, driven by policy reforms, the adoption of digitalization, and investment in strategic sectors.⁵ The development of the creative economy is currently also focused on halal certification of products belonging to Small and Medium Enterprises (SMEs), which is mandated by the Indonesian state.⁶ So, the Government of Indonesia proceeds to extend SMEs mindfulness of the significance of halal certification in Indonesia through socialization. Giving a free halal certification office program for SMEs and advancing Indonesian halal products overseas to form the world halal center.⁷

Halal certification is essential for SMEs to improve product competitiveness.⁸ This is supported by the growing public awareness of halal products, an area where

² Al-Shami, H A. "Halal Food Industry Certification and Operation Challenges and Manufacturing Execution System Opportunities. A Review Study from Malaysia." *Materials Today: Proceedings* 80 (2023): 3607–14. <https://doi.org/10.1016/j.matpr.2021.07.331>.

³ BPS-Statistics Indonesia, "Indonesia Economic Growth Q4-2024," 2025.

⁴ Ranti Fauza Mayana and Tisni Santika, "Intellectual Property-based Financing Scheme for Creative Industry in Indonesia: Policy, Progress, Challenges and Potential Solutions," *The Journal of World Intellectual Property* 28, no. 1 (2025): 95–113.

⁵ Fryer, "Financial Deepening for Stronger Growth and Sustainable Recovery," *World Bank* 23, no. 12 (2022): 48–65.

⁶ Aslikhah Aslikhah, Burhan Djamaluddin, and Mugiyati Mugiyati, "Halal Certification Perspective of Small Micro-Entrepreneurs in Pasuruan Regency," *International Journal of Engineering Business and Social Science* 2, no. 04 (2024): 1120–40, <https://doi.org/10.58451/ijebss.v2i04.147>.

⁷ Anggarkasih, M G. "The Importance of Halal Certification for the Processed Food by SMEs to Increase Export Opportunities." *E3S Web of Conferences*, 2022. <https://doi.org/10.1051/e3sconf/202234800039>.

⁸ Yasin, A. "Does Halal Certification Policy Through Self-Declare Effective at Attracting More Halal-Certified MSEs? Evidence from Indonesia." *2023 International Conference on Sustainable Islamic Business and Finance, SIBF 2023*, 2023. <https://doi.org/10.1109/SIBF60067.2023.10379908>.

understanding the interpretation of Sharia law must also be applied to consumer goods.⁹ The halal concept prioritizes health and safety by CHSE (Cleanliness, Health, Safety, Environmental Sustainability).¹⁰ Halal product assurance is, therefore, an essential issue in Muslim societies, as the concept of halal not only covers spiritual aspects but also reflects social and business responsibility.¹¹ The condition of the worldwide halal product advertisement opens opportunities for SMEs makers and exporters in Indonesia.¹² Religious attributes in halal products can play an active role in influencing the implementation of export marketing,¹³ primarily through the challenge of creating a halal economy through export-oriented halal industrial innovation¹⁴. The commitment to halal certification of food products in Indonesia and the application of the traceability rule make Indonesian halal food products satisfactory to be brought into nations, particularly the Organization of Islamic Cooperation (OIC) nations.¹⁵ Right now, products certified by the Indonesian Ulema Council have been recognized and acknowledged universally since they have ensured halalness and food safety by a few nations.¹⁶ The Indonesian Ulema Council is the highest clerical institution in Indonesia, and it has the authority to determine the halal and haram fatwa of a product.¹⁷ This will encourage public satisfaction and trust in halal products implemented through effective assessment and

⁹ Takeshita, S. "Halal Certification or Ingredient Disclosure: A Comparative Analysis of Serving Food in Japanese Tourist Destinations." *Journal of Islamic Marketing* 11, no. 3 (2020): 765–81. <https://doi.org/10.1108/JIMA-07-2018-0129>.

¹⁰ Lukman Santoso and Soleh Hasan Wahid, "Utilitarianism In Halal Tourism Development In Indonesia," *Mazahib Jurnal Pemikiran Hukum Islam* 22, no. 2 (2023): 243–82, <https://doi.org/10.21093/mj.v22i2.5418>.

¹¹ Lukman Raimi, Ibrahim Adeniyi Abdur-Rauf, and Basirat Olaide Raimi, "Interdependence of Halal Entrepreneurship and Islamic Finance for Creating a Strong Halal Ecosystem," *Journal of Islamic Marketing* 16, no. 3 (2025): 929–54.

¹² Anggarkasih, M G. "The Importance of Halal Certification for the Processed Food by SMEs to Increase Export Opportunities." *E3S Web of Conferences*, 2022. <https://doi.org/10.1051/e3sconf/202234800039>.

¹³ Sudarsono, H. "Effects of Religiosity, Halal Knowledge and Halal Certification on the Intention of Muslims to Use the Halal Vaccine during Covid-19 Pandemic." *Journal of Islamic Marketing* 15, no. 1 (2024): 79–100. <https://doi.org/10.1108/JIMA-06-2021-0179>.

¹⁴ Sofiana, R. "The Problems of Halal Certification Regarding Consumer Protection in Malaysia and Indonesia." *Journal of Human Rights, Culture and Legal System* 1, no. 3 (2021): 180–93. <https://doi.org/10.53955/jhcls.v1i3.16>.

¹⁵ Anggarkasih, M G. "The Importance of Halal Certification for the Processed Food by SMEs to Increase Export Opportunities." *E3S Web of Conferences*, 2022. <https://doi.org/10.1051/e3sconf/202234800039>.

¹⁶ Atabik, A. "Maqashid Quran's Critical View on Indonesian Ulema Council's Fatwa on Halal Certification of COVID-19 Vaccine." *HTS Teologiese Studies / Theological Studies* 80, no. 1 (2024). <https://doi.org/10.4102/hts.v80i1.9050>.

¹⁷ Hardiyanto, S. "Analysis of the Fatwa of the Indonesian Ulema Council Supporting Halal Certification and the Progress of Indonesian Muslims." *Pharos Journal of Theology* 105, no. 1 (2024): 1–11. <https://doi.org/10.46222/pharosjot.10521>.

accreditation.¹⁸ This setting of the halal industry must have a vital uniqueness that's creative in assembling the desires and requests of worldwide shoppers.¹⁹ The export of halal creative industry products by the provisions of Islamic law, which are still in the early stages, must innovate in structure, systems, practices, and infrastructure development.

Expanding halal exports for commodities with creative advantages has offered better international trade creation opportunities in the future.²⁰ The development of an underserved global halal market makes the problems and challenges that the halal industry must face better served.²¹ Although the halal industry is currently essential for the economies of countries, the challenges in the halal industry include the process of operations, marketing, improving industrial efficiency, and quality certification of halal products that are good for consumption.²² The export of halal products is an important segment supporting the country's future economic growth due to the increasing number of global halal consumers.²³ To take advantage of the quickly developing halal showcase, a nation must extend trades of commodities that have generally low comparative advantage and high inventiveness, and of course, with steady trade policies to construct competitiveness in the long term. So with this, the government of Indonesia must immediately realize the mapping of SMEs in several regions regarding the application of the halal supply chain.²⁴ To increase the creative halal industry and gross regional domestic product in many areas. The total value of Indonesia's exports in 2024 has reached USD 264.70 billion, an increase of 2.29% compared to 2023. Meanwhile, the value of its non-oil exports reached USD 248.83 billion, up 2.46% compared to 2023. The sector with the most significant export increase compared to the previous year was the agricultural sector, which had 29.81%, followed by industry, which had 5.33%.²⁵

¹⁸ Wannasupchue, W. "Challenges to Obtain Halal Certification among Restaurants in Northeast Thailand." *Journal of Islamic Marketing* 14, no. 2 (2023): 607–21. <https://doi.org/10.1108/JIMA-04-2021-0124>.

¹⁹ Muneeza, A. "Halal Certification Process for Fisheries Products in Maldives." *Journal of Islamic Marketing* 12, no. 2 (2021): 451–66. <https://doi.org/10.1108/JIMA-02-2019-0035>.

²⁰ Bottoni, R. "Legal Aspects of Halal Slaughter and Certification in the European Union and Its Member States." *The Halal Food Handbook*, 2020. <https://doi.org/10.1002/9781118823026.ch16>.

²¹ Halim, N R Abdul. "Non-Conformance Report (NCR) on Malaysia Halal Certification: A Case Study among Small-Medium Scale Food Enterprises (SMEs) in Malaysia." *Food Control* 160 (2024). <https://doi.org/10.1016/j.foodcont.2024.110298>.

²² Al-Shami, H A. "Halal Food Industry Certification and Operation Challenges and Manufacturing Execution System Opportunities. A Review Study from Malaysia." *Materials Today: Proceedings* 80 (2023): 3607–14. <https://doi.org/10.1016/j.matpr.2021.07.331>.

²³ Khalimy, A. "The Intersection of the Progressive Law Theory and the Self-Declaration Concept of MSEs Halal Certification." *Journal of Indonesian Legal Studies* 8, no. 1 (2023): 159–98. <https://doi.org/10.15294/jils.v8i1.66087>.

²⁴ Anggarkasih, M G. "The Importance of Halal Certification for the Processed Food by SMEs to Increase Export Opportunities." *E3S Web of Conferences*, 2022. <https://doi.org/10.1051/e3sconf/202234800039>.

²⁵ BPS-Statistics Indonesia, "Exports and Imports of Indonesia , December," 2025.

David Ricardo explained that countries that do not have an absolute advantage can still contribute to international trade by specializing in products produced in the country. In addition, comparative advantage will arise when a country can produce goods or services by spending less on labor costs than other countries.²⁶ In this case, Douglass C. North asserts that an increase in exports will stimulate economic growth in the region due to the multiplier effect on the regional increase.²⁷ The issues of export marketing strategies for halal products for the global market are critical to understand because the halal industry competition is very competitive and aggressive in a progressive international environment.²⁸ Be that as it may, within the halal certification preparation, SMEs confront a few deterrents, including the impediments of the certification preparation and the fulfillment of halal product affirmation framework criteria, particularly concerning the ingredients and traceability.²⁹ This plays a significant part in helping the halal product handle the development of SMEs within the halal certification process for their products.³⁰ Massive Halal Mandatory Campaign in March 2023 simultaneously at 1,012 location points in 34 provinces. Until now, more than 5.39 million products have been halal-certified by the Halal Product Guarantee Agency (HPGA) from 2019 to 2024. The Halal certification service has formed 79 Halal Examining Institutions, 269 Halal Product Process Assistance Institutions (HPPAI), 108,258 Halal Product Process Assistants (HPPA), 1,827 trained Halal Auditors, 11,437 trained Halal Supervisors, and 18 Halal Product Guarantee Training Institutions (bpjph.halal.go.id).³¹ In this case, HPPA needs to optimize its performance function in assisting and advocating the development of halal-certified products,³² one of which is codifying the export potential of halal products.

This study aims to explore the progress of the halal creative export industry by strengthening advocacy and codification in HPPA performance to drive Indonesia's economic growth. Halal certified products have the potential to penetrate the global market and open a promising new segment. However, challenges are still faced, especially

²⁶ David Ricardo, "The Theory of Comparative Advantage," *Principles of Political Economy and Taxation*, 1817.

²⁷ Douglass C North, "Location Theory and Regional Economic Growth," *Journal of Political Economy* 63, no. 3 (June 1, 1955): 243–58, <https://doi.org/10.1086/257668>.

²⁸ Abdallah, A. "Has the Lack of a Unified Halal Standard Led to a Rise in Organised Crime in the Halal Certification Sector?" *Forensic Sciences*, 2021. <https://doi.org/10.3390/forensicsci1030016>.

²⁹ Prawiro, A. "Challenges in the Halal Industry Ecosystem: Analyzing the Halal Certification Process for Micro, Small, and Medium Enterprises in Lombok, West Nusa Tenggara." *Mazabib Jurnal Pemikiran Hukum Islam* 22, no. 2 (2023): 431–84. <https://doi.org/10.21093/mj.v22i2.7010>.

³⁰ Supriyadi et al., "Legal Effectiveness of Halal Product Certification in Improving Business Economics in Indonesia and Malaysia," *Al-Ahkam* 34, no. 1 (2024): 193–220, <https://doi.org/10.21580/ahkam.2024.34.1.20546>.

³¹ Badan Penyelenggara Jaminan Produk Halal - <https://bpjph.halal.go.id/en/detail/>

³² M Fatchurrohman and Muhammad Ulin Nuha, "Optimization of Halal Product Process Companions in Accelerating Halal Certification in Indonesian MSME Products," *Indonesia Journal of Halal; Vol 5, No 2* (2022): *Indonesia Journal of Halal* DO - 10.14710/Halal.V5i2.16229 , December 15, 2022, <https://ejournal2.undip.ac.id/index.php/ijh/article/view/16229>.

regarding the synchronization of standards between local and international halal certification bodies. In this context, HPPA is expected to strengthen its role in supporting the fulfillment of sharia standards, facilitating innovation, and accelerating the halal logistics and export process. This provides a great opportunity for SMEs to enter the global halal creative industry and increase export competitiveness. Halal certification is proven to increase global consumer confidence, especially in countries with large Muslim populations, while driving national economic growth.

This research could be a thought about that employs an acquainted subjective approach, which is carried out to analyze a discourse by building connections between social circumstances or spaces with one another based on complementary or intuitively connections in methods that permit us to identify substance, structure, and social extremity within the representation of a wonder. The talk is to be examined.³³ The precision of understanding (*subtilitas intelligent*) and the exactness of clarification (*subtilitas explicated*) in clerical ponders are exceptionally significant for this investigation.³⁴ Hence, in this investigation, there are a few translations (*hermeneutic*), specifically efficient elucidation and broad elucidation or broadening elucidation and expectant translation in replying to a legitimate issue based on a run the show that has not been connected.³⁵ This study is specifically more descriptive.³⁶ This study is utilized to gather auxiliary information, which is carried out by looking, recording, inventorying, and considering the improvement of controls and teachings that are closely related to the subject matter on the integration of HPPA performance implementation of advocacy and codification of Islamic law on exports of Indonesian halal creative industry products.

Perceptions made straightforwardly to discover the genuine state of the question beneath think about both related to space (put), on-screen characters, exercises, objects, activities, occasions or occasions, time, and sentiments in researching the performance of the HPPA in the implementation of advocacy and codification of halal product exports in Indonesian in increasing the halal creative industry and GRDP. The stages of data analysis in this study, using the Spradley model, begin with determining a key informant, who is a definitive source and is accepted to be able to “open the door” to analysts to enter the question of inquiry. The stages of Spradley's inquiry about demonstration are as follows First, researchers chose a social focus in the form of performance dynamics of BPJPH and HPPA in advocacy and codification of sharia-based halal product exports.

³³ Peroni et al., “Associative Network Method.” *Nursing Research* 72, no. 5 (2023): 392–97. <https://doi.org/10.1097/NNR.0000000000000676>.

³⁴ Charles Darwin, “This Is a Reproduction of a Library Book That Was Digitized by Google as Part of an Ongoing Effort to Preserve the Information in Books and Make It Universally Accessible. <https://books.google.com>,” *Oxford University XXX* (1895): 60.

³⁵ Rennie, David L. “Qualitative Research as Methodical Hermeneutics.” *Psychological Methods* 17, no. 3 (2012): 385–98. <https://doi.org/10.1037/a0029250>.

³⁶ Michelle Newhart and Mildred L. Patten, “Understanding Research Methods: An Overview of the Essentials: Eleventh Edition,” *Understanding Research Methods: An Overview of the Essentials: Eleventh Edition*, 2023, 1–514, <https://doi.org/10.4324/9781003092049>.

Second, observations were made of the perceptions of actors such as halal industry players, certification authorities, and SMEs. Third, the results of perceptions and interviews are recorded through systematic documentation. Fourth, researchers compile expressive perceptions as an initial interpretation of social conditions. Fifth, the findings are grouped into categories such as regulation, logistics, certification, and institutions. Sixth, a centralized perception was formulated that highlighted the relationship between BPJPH, HPPA, and sustainable halal exports. Seventh, an in-depth elaboration of related social, legal and economic structures was conducted. Eighth, selected perceptions that best represent the reality of the phenomenon were compiled. Ninth, a componential analysis was carried out to distinguish elements in the existing structure. Tenth, researchers further examined the roles and understandings of the main actors. Eleventh, social conclusions were found about the importance of synchronization, strengthening HPPA, and harmonizing sharia law. Twelfth, researchers compiled a subjective report containing reflections, interpretations, and implications for the development of the halal industry.

II. Halal: A Concept

The Qur'an is the superior holy book and the primary source of Islamic law. Muslims consider it the word of Allah SWT, conveying the Sharia and provisions for the goodness of human life on earth and achieving success in the hereafter.³⁷ The basic concept of halal enforcement in the Qur'an. All that is good is halal in QS. Al-Baqarah : 57, 168 & 172, QS. Al-Ma'idah : 1, 4, 5 & 88, QS. Al-An'am : 141-145, QS. Al-A'raf: 157 & 160, QS. An-Nahl : 72 & 114, QS. Al-Isra': 70, QS. Al-Hajj: 30, QS. Al-Mu'minun: 51 explained that all that is good is halal, and Allah commands Muslims to eat halal and good food, not to follow the steps of the devil and to take what is halal and leave what is haram. The basic concept of zakat in the hadith (second source authority in Islam) narrated by Abu 'Abdillah Nu'man bin Bashir:

“Verily, what is lawful is clear and what is unlawful is also clear. But in between, there are doubtful matters of which most people are unaware. Whoever avoids the doubtful matters has purified his religion and his honor. And whoever falls into that which is ambiguous has fallen into that which is forbidden.” (HR Bukhari and Muslim).

The concept of halal, according to Abu Abdullah Al Harits bin Asad Al Muhasibi Al Bashri, who has cared not to let haram or subhat food enter his stomach since childhood. Besides that, Abu Muhammad al-Husayn ibn Mas'ud al Baghawi, which is halal, means

³⁷ H Rane, “Higher Objectives (Maqāṣid) of Covenants in Islam: A Content Analysis of ‘ahd and Mithāq in the Qur’ān,” *Religions* 14, no. 4 (2023), <https://doi.org/10.3390/rel14040514>.

something permissible by Shariah because it is good.³⁸ Ibnu Hamid Al Waraq only eats and drinks what is legal, even if you are dying.³⁹ Besides that, Imam Abu Hanifah refrained from eating goat meat after hearing that a goat had been stolen. He did this for several years, according to the lifespan of a typical goat.⁴⁰ Then Imam An-Nawawi said, the Prophet would not eat fruits from Damascus, because there are many waqf lands and lands that the judge has withheld for the benefit of the people.⁴¹ Then the last one, Yusuf al-Qaradhawi, which is halal, removes a harmful nexus, and Allah permits it to be done.⁴²

David Ricardo posited that countries can gain from international trade by specializing in producing goods in which they hold a comparative advantage, rather than an absolute one.⁴³ In this context, Indonesia's focus on halal-certified creative products represents a strategic specialization that offers a unique value proposition within the global Muslim market, enabling the country to remain competitive across international markets. Riaz and Chaudry emphasize that consumer trust in the halal assurance system is fundamental to purchasing behavior in halal food production.⁴⁴ They identify traceability, ingredient transparency, and independent certification as key determinants of consumer confidence—areas in which the HPPA plays a crucial role. Supporting this, Lodhi asserts that a comprehensive halal ecosystem must encompass not only certification and supply chains but also financial systems and consumer awareness.⁴⁵ The integration of HPPA performance within this ecosystem ensures full compliance across the halal value chain, positioning Indonesia as a potential global halal hub. Furthermore, Wilson highlights the growing significance of halal branding and certification, noting that these elements are now regarded as markers of religious observance and indicators of quality, safety, and ethical production.⁴⁶ He argues that halal certification has evolved from a niche religious concern into a globally recognized commercial standard, enhancing consumer perception and market access. Integration of Halal Information System (SIHALAL) with Online Single Submission of the Investment Coordinating Board.

³⁸ Wahyu Septianti, Ira Setyawati, and Dudi Permana, "The Effect of Halal Products and Brand Image on Purchasing Decisions with Purchase Interest as Mediating Variables," *European Journal of Business and Management Research* 6, no. 6 (2021): 271–77.

³⁹ David Waines, "Abu Zayd Al-Balkhi on the Nature of Forbidden Drink: A Medieval Islamic Controversy," *Patterns of Everyday Life*, 2002, 329–44.

⁴⁰ Richard Foltz, *Animals in Islamic Tradition and Muslim Cultures* (Simon and Schuster, 2014).

⁴¹ Fathima Begum Syed Mohideen, Mohamad Syahir Ramli, and Norhasnira Ibrahim, "A Review of The Notion of Healthy Eating Practices In Islam For A Healthy Lifestyle," *Ulum Islamiyyah* 34, no. 3 (2022): 36–49.

⁴² Ahmad Azrin Adnan, "Islamic Consumer Behavior (ICB): Its Why and What," *International Journal of Business and Social Science* 2, no. 21 (2011).

⁴³ Ricardo, David. "The Theory of Comparative Advantage." *Principles of Political Economy and Taxation*, 1817.

⁴⁴ Mian N Riaz and Muhammad M Chaudry, *Halal Food Production* (CRC press, 2003).

⁴⁵ Azhar-ul-Haq Lodhi, *Understanding Halal Food Supply Chain* (Hfrc Uk Limited, 2010).

⁴⁶ Jonathan A J Wilson, "The Halal Phenomenon: An Extension or a New Paradigm?," *Social Business* 4, no. 3 (2014): 255–71.

SIHALAL with the Online Single Submission (OSS) of the Investment Coordinating Board is a strategic step to simplify and streamline the Halal certification process for business actors, especially MSEs.⁴⁷ This integration allows SIHALAL to access data on business actors registered with OSS, cut bureaucracy, and speed up the licensing process.⁴⁸ For low-risk MSEs, the business identification number obtained through OSS can function as a single license, including the Indonesian National Standard and halal product guarantee statement.⁴⁹ Meanwhile, for industries with medium to high risk levels, company data from OSS will be forwarded to the HPGA to support the halal product licensing process.⁵⁰ Thus, this integration provides easy access and efficiency, expands the range of halal certification services to all regions of Indonesia, and ensures legal aspects through business identification number verification.⁵¹ Halal certificate registration is an integral part of the online business licensing service developed by the Investment Coordinating Board, creating an integrated ecosystem and supporting the growth of the halal industry in Indonesia.

Through SIHALAL, which is directly connected to the OSS of the Investment Coordinating Board data, businesses can easily obtain a business identification number, which is the basis for their business legality.⁵² Moreover, this integration accelerates the overall halal certification service process by integrating data and services with relevant stakeholders such as the Halal Examining Organization and the Fatwa Commission of the Indonesian Ulema Council.⁵³ This digital transformation requires support and readiness from all parties, especially MSEs as the main users, through socialization and

⁴⁷ Reza Octavia Kusumaningtyas et al., "Reduction of Digitalization Policy in Indonesian MSMEs and Implications for Sharia Economic Development," *JURIS (Jurnal Ilmiah Syariah)* 21, no. 2 (2022): 157–71.

⁴⁸ M M Maulana et al., "The Smart Governance Framework and Enterprise System's Capability for Improving Bio-Business Licensing Services. Informatics 2023, 10, 53," 2023.

⁴⁹ Sri Yunari et al., "Regulation of Business Licenses for Micro, Small, and Medium Enterprises through One Single Submission (OSS) and Issues," in *Proceedings of the First Lektantara Annual Conference on Public Administration, Literature, Social Sciences, Humanities, and Education, LePALISSHE 2021, August 3, 2021, Malang, Indonesia*, 2022.

⁵⁰ Amir Giri Muryawan and Sri Kusriyah, "Check for Updates Strengthening the Digitalization of Halal Product Registration as a Support to the Industrial Revolution 5.0," in *Proceedings of the 5th Legal International Conference and Studies (LICS 2022)*, vol. 754 (Springer Nature, 2023), 54.

⁵¹ Hulwati Hulwati et al., "Navigating Halal Certification Standards: A Comparative Analysis Of The Food Industry In Indonesia And Malaysia," *Journal of Fatwa Management and Research* 30, no. 1 (2025): 1–22.

⁵² Kusumaningtyas et al., "Reduction of Digitalization Policy in Indonesian MSMEs and Implications for Sharia Economic Development"; Astri Yusniarti, "Product Improvement Strategy for Micro, Small, and Medium Enterprises through Halal Certification Program in Metro City," *Journal of Contemporary Applied Islamic Philanthropy* 2, no. 1 (2024): 33–42.

⁵³ Euis Amalia et al., "ENHANCING HALAL ECONOMY ECOSYSTEM FOR STRENGTHENING HALAL BUSINESS SME'S SECTOR IN INDONESIA," *Journal of Namibian Studies: History Politics Culture* 34 (2023): 7015–37; Dwi Hidayatul Firdaus, A Samsul Ma'arif, and Abd Rouf, "The Role of Islamic Higher Education in Strengthening the Halal Ecosystem in Indonesia," *Peradaban Journal of Religion and Society* 4, no. 1 (2025): 1–14; Hulwati et al., "Navigating Halal Certification Standards: A Comparative Analysis Of The Food Industry In Indonesia And Malaysia."

increased digital literacy.⁵⁴ In the future, establishing HPGA representative offices in the regions is expected to bring halal product guarantee services closer to local businesses, creating an ecosystem conducive to the growth of the national halal industry.

The integration of the halal certification verification and validation process with international standards harmonization is a crucial step in building global consumer confidence and expanding the Indonesian halal product market.⁵⁵ This effort involves harmonizing different halal standards between countries through international cooperation, such as Mutual Recognition Agreements (MRA), which allow mutual recognition of halal certification.⁵⁶ In addition, the Halal Inspection Agency can increase its capacity to meet international standards by increasing auditor competence and building adequate infrastructure.⁵⁷ Digitalization of the certification system, including integration of SIHALAL with the Investment Coordinating Board's OSS and the National Single Window Institution system, accelerates and streamlines business processes.⁵⁸ In the HPPA verification and validation process, document inspection and field verification are carried out. If the products meet the standards, the HPPA assistant provides recommendations to the HPGA.⁵⁹ The HPGA must also register halal certificates from abroad.⁶⁰ With this integration and harmonization, it is hoped that Indonesian halal certification will be increasingly recognized globally, increasing the competitiveness of halal products and opening up wider export opportunities.

Businesses' lack of understanding of the certification process, the complexity of the procedures, and the relatively high costs are the main obstacles, especially for MSEs.⁶¹ Cross-contamination in the production and distribution chain, rapidly changing regulatory dynamics, and the complexity of ensuring the halalness of the supply chain from upstream to downstream add to the complexity.⁶² Differences in standards and

⁵⁴ Muhammad Anwar Fathoni et al., "Exploring Halal Certification Literacy Measurement for Micro Small Enterprises (MSEs)," *Review of Islamic Economics and Finance* 7, no. 2 (2024): 1–14.

⁵⁵ Hana Catur Wahyuni, "Analysis of Interplay between Food Safety Systems and Halal Standards in Indonesia," *International Food Research Journal*, 2024.

⁵⁶ Irwan Aufr et al., "The Role of Certification Standards in Shaping Halal Supply Chain Practices: A Qualitative Literature Review," *Journal of Islamic Law and Legal Studies* 1, no. 2 (2024): 78–91.

⁵⁷ Laila A H F Dashti et al., "Enhancing Halal Food Traceability: A Model for Rebuilding Trust and Integrity in Muslim Countries," *Journal of Islamic Marketing* 15, no. 12 (2024): 3382–3408.

⁵⁸ Mohd Heikal et al., "Digitalization of Halal Food Supply Chain Management Based on Blockchain Technology," in *Global Islamic Marketing Conference* (Springer, 2023), 103–21.

⁵⁹ Windy Rizkaprilisa et al., "Difficulties Experience of Halal Product Process Assistant During Halal Certification Process," *Journal of Digital Marketing and Halal Industry* 6, no. 2 (2024).

⁶⁰ Faiz Nur Faiqoh and Nur Fatwa, "Comparative Study of Halal Certification Mechanism: Indonesia, Malaysia and Mexico," *Journal of Middle East and Islamic Studies* 11, no. 1 (2024): 7.

⁶¹ Anjeli Wijaya and Anita Priantina, "Challenges in Self-Declared Halal Certification: Perspectives from Halal Facilitators," in *Proceeding of International Islamic Multidisciplinary Conference*, vol. 1, 2024.

⁶² Muhammad Hamdi Che Hassan and Lokhman Hakim Osman, "Improving Integrity Halal Supplier In Food Supply Chain: Scoping Review," *Journal of Technology and Operations Management* 19, no. 1 (2024): 24–39.

regulations between countries are also a challenge for the export of halal products.⁶³ To overcome this, it is necessary to guarantee the availability of a halal material supply, foster human resources through halal supervisor training, and conduct strict audits and supervision to ensure compliance with halal standards. By overcoming these challenges, Indonesia can increase the credibility and competitiveness of halal products in the global market.

III. Integration of HPPA Performance through Advocacy and Codification of Halal Product Exports by Islamic Law Provisions

Export activities are evidence of the complex interaction between regional specialization, human resources, technological progress, and global market dynamics. They are improving the quality of export products and reducing the unit price by increasing enterprise innovation, accelerating labor substitutes for machines, and realizing economies of scale effects. These effects are particularly evident in cost-based competence firms.⁶⁴ In addition, prioritization of product detail recognizable proof can help national chance supervisors decide the arrangement of trade products to be taken up based on well-being and financial considerations to make strides in global advertising access.⁶⁵ Changes in the structure of product trade, import sources, and export markets are currently taking place. These changes are influenced by policies both domestically and from trading partners and have major implications for the sustainable productivity of export products from MSEs to meet global needs.⁶⁶ Fundamentally, companies can utilize their mover advantage and past experiences to respond to emanation decrease plans while keeping up send-out quality.⁶⁷

Indonesia targets to become the world's halal center by proceeding to extend the socialization of SMEs' mindfulness of the significance of halal certification in Indonesia through socialization and giving free halal certification office programs for SMEs and advancing Indonesian halal products overseas.⁶⁸ This is due to the emergence of the global halal market, which has provided enormous export opportunities, especially for

⁶³ Omar A Al-Mahmood and Angela M Fraser, "Perceived Challenges in Implementing Halal Standards by Halal Certifying Bodies in the United States," *Plos One* 18, no. 8 (2023): e0290774.

⁶⁴ X Xu, "Accelerated Depreciation Tax Policy and Multiple-Product Firms' Export Behaviour: Evidence from China," *Applied Economics Letters*, 2024, <https://doi.org/10.1080/13504851.2024.2367083>.

⁶⁵ M. Wang, "Going 'Green Trade': Assessing the Impact of Digital Technology Application on Green Product Export." *Technology in Society* 77 (2024). <https://doi.org/10.1016/j.techsoc.2024.102487>.

⁶⁶ Miftah Farid (Director of Primary Product Export Development Ministry of Trade), Interview, September 2, 2024

⁶⁷ N V Le, "The Factors Influencing The Export Activities Of Coffee Products: A Typical Study In The Export Of Vietnamese Coffee To The Eu Market," *Revista de Gestao Social e Ambiental* 18, no. 8 (2024), <https://doi.org/10.24857/rgsa.v18n8-054>.

⁶⁸ Anggarkasih, M G. "The Importance of Halal Certification for the Processed Food by SMEs to Increase Export Opportunities." *E3S Web of Conferences*, 2022. <https://doi.org/10.1051/e3sconf/202234800039>.

small and medium-scale producers.⁶⁹ The Potential Market Demand for Indonesian halal products at the global level, with a predicted value in 2024 from the modest fashion sector of US\$ 402 million, the halal food and beverage sector of US\$ 1.97 million, the halal pharmaceutical sector of US\$ 134 million, and the halal cosmetics sector of US\$ 95 million.⁷⁰ In fulfilling the halal certification preparation, SMEs confront a few impediments, including constrained certification costs and assembly of the criteria for a halal product confirmation framework, particularly concerning ingredients and traceability.⁷¹

As for regular/independent halal certificate registration, there was an increase in 2022 with a total of 11,023 to 13,324, although in May 2024, there has been no increase, namely still 3,965. Meanwhile, registration through facilitation has also increased from 2022, with a total of 7,172 to 12,074, although in May 2024, there has been no increase of only 2,123. The registration of self-declared halal certificates has also increased from 2022, with a total of 89,560, to 1,207,754, although in May 2024, it is still at the achievement of 362,259.

Halal Certificate Based on Registration Path

Halal Certificate Registration Channel	2020	2021	2022	2023	2024 (May)	Row totals
Self- Registration/Regular	1,564	7,870	11,023	13,324	3,965	38,093
Enrollment Through Facilitation	4,093	8,954	7,172	12,074	2,123	34,638
Self-Declaration Registration		750	89,560	1,207,754	357,171	1,655,239
Grand totals	5,657	17,574	107,755	1,233,152	363,259	1,727,971

Source: bpjph.halal.co.id

⁶⁹ Hazlinda Hassan, "Influences Of Halal Product Integrity And Halal Industry Macro-Environments On Marketing Program Adaptation And Export Performance Among Malaysian Export Firms," *The Graduate School of Management, Universiti Putra Malaysia, in Fulfilment of the Requirements for the Degree of Doctor of Philosophy*, 2013.

⁷⁰ Achmad Iqbal et. al, *Strategi Percepatan Ekspor Produk Halal Usaha Kecil Dan Menengah Indonesia*, BULLETIN of the L.N. Gumilyov Eurasian National University. Chemistry. Geography. Ecology Series, vol. 128, 2022, <https://doi.org/10.32523/2616-6771-2019-128-3-64-69>.

⁷¹ Anggarkasih, M G. "The Importance of Halal Certification for the Processed Food by SMEs to Increase Export Opportunities." *E3S Web of Conferences*, 2022. <https://doi.org/10.1051/e3sconf/202234800039>.

As for the development of halal certificates based on the scale of the business and the year of issuance from 2019 to May 2024, the highest is from Microcircles from 2022, 103,445 halal certificates, in 2023, 1,184,942 halal certificates, and in May 2024, 356,008 halal certificates.⁷²

Halal Certificate by Scale of Business and Year of Issue

Business Scale	2020	2021	2022	2023	2024 (May)	Row totals
Great	297	2,159	2,584	2,875	988	8,903
Small	1,202	2,051	1,138	44,710	6,168	55,269
Medium	396	1,610	588	625	95	3,314
Micro	3,762	11,754	103,445	1,184,942	356,008	1,659,911
Grand totals	5,657	17,574	107,755	1,233,152	363,259	1,727,397

Source: bpjph.halal.co.id

Then the number of Halal Product Process Assistants (HPPA) in Indonesia in August 2024 is in the 1st position of West Java Province with 19,222 P3H followed by East Java Province with 18,389 P3H and Central Java Province with 16,445 P3H and other provinces it is below 5,000 P3H.

The criteria for identifying opportunities to increase exports of MSEs products are cost efficiency, differentiation, sustainability, infrastructure, environmental factors, and profitability.⁷³ The spatial and temporal patterns revealed here underscore the importance of regional clusters, city centers, and specialization hubs in promoting production, innovation, and exports from MSE actors.⁷⁴ Currently, SMEs experience significant technical and financial burdens compared to the ease with which large producers can obtain export legalities.⁷⁵ The suggestions of utilizing the share of household esteem included (per unit of esteem included) as a measure in planning national approaches for export-oriented industrialization within the period of financial globalization.⁷⁶ The current status of the market, the reasons for market under-servicing, and the steps taken

⁷² Badan Penyelenggara Jaminan Produk Halal - <https://bpjph.halal.go.id/en/detail/>

⁷³ Y. Wang, "Value-Added Tax, Product Innovation and Export Quality: Evidence from China." *Applied Economics Letters* 31, no. 7 (2024): 640–45. <https://doi.org/10.1080/13504851.2022.2141437>.

⁷⁴ Umar Fakhruddin (Junior Expert Trade Analyst Center for Export-Import Policy and Trade Safeguards Ministry of Trade), Interview, June 13, 2024

⁷⁵ Kong, D. "Currency Overvaluation and Export Product Quality: Evidence from China." *International Review of Financial Analysis* 93 (2024). <https://doi.org/10.1016/j.irfa.2024.103150>.

⁷⁶ Goda, T. "Real Exchange Rates and Manufacturing Exports in Emerging Economies: The Role of Sectoral Heterogeneity and Product Complexity." *Review of World Economics*, 2024. <https://doi.org/10.1007/s10290-023-00523-3>.

to overcome the problems of the global halal market are growing and needed by the world community.⁷⁷ Therefore, it is necessary to develop the halal product export process through the implementation of advocacy and codification in the performance of the Halal Product Process Facilitator for assisting the halal certification process and exporting halal creative industry products by Islamic Law Provisions, which will certainly increase Indonesia's GRDP.

IV. Integration of Halal Creative Industry Products in Driving Indonesian Exports

HPPA plays a crucial role in assisting MSEs actors to meet the requirements of product halal declaration through verification in the self-declaration process, although optimizing this assistance faces obstacles such as MSEs data that has not been integrated.⁷⁸ Potential economic products to be integrated include the halal food and beverage industry, Muslim fashion that supports the textile industry, Muslim-friendly halal tourism, as well as the halal media, recreation, pharmaceutical, and cosmetic sectors.⁷⁹ Integration of HPPA performance opens significant opportunities in the development of Islamic economics in Indonesia, especially in encouraging exports of halal creative industry products and increasing GRDP. Self-declare halal certification, which is specifically intended for MSEs, is important along with the implementation of the Law Number 33 of 2014, which requires halal certification for all products circulating in Indonesia.⁸⁰ The Indonesian Sharia Economic Masterplan is designed to overcome the challenges of developing the Islamic economy, including inadequate regulations, low public literacy, and limited interlinkage of the halal industry and Islamic finance, through strategies to strengthen the halal value chain, Islamic finance, MSMEs, and the digital economy.⁸¹

The capacity of MSEs performing artists to progress their information of particular markets is vital to competitiveness calculated at the trade product level.⁸² Bridging

⁷⁷ Heny Rusmiyati (Associate Expert Negotiator Directorate of Bilateral Negotiations Ministry of Trade), Interview, June 13, 2024

⁷⁸ Maisyarah Rahmi Hasan and Munawar Rizki Jailani, "The Problem of Implementing Self Declared Halal Certification for Micro and Small Enterprises," *Jurnal Ekonomi Syariah, Akuntansi Dan Perbankan (JESKaPe)* 8, no. 1 (2024): 94–120.

⁷⁹ Syahrudin Kadir and Hassan Alaraj, "Accelerating The Halal Industry Sector To Realize Indonesia As The World Halal Center," *El-Qish: Journal of Islamic Economics* 3, no. 1 (2023).

⁸⁰ Maisyarah Rahmi Hasan and Mohd Syahiran Abd Latif, "Towards a Holistic Halal Certification Self-Declare System: An Analysis of Maqāṣid Al-Sharī'ah-Based Approaches in Indonesia and Malaysia," *Mazabib Jurnal Pemikiran Hukum Islam* 23, no. 1 (2024): 41–78, <https://doi.org/10.21093/mj.v23i1.6529>. Apra Muthiah Azizah Amatullah and Hadi Daeng Mapuna, "Islamic Law Review Of The Validity Of Self-Declaration In The Halal Certification Process Of Micro And Small Businesses (MSEs)," *El-Iqthiṣady: Jurnal Hukum Ekonomi Syariah*, 2025, 1–15.

⁸¹ Fachrozi Fachrozi and Khusnudin Khusnudin, "Harmonizing Social and Religious Values in Sharia Economic Practices," *Al-Infaq: Jurnal Ekonomi Islam* 1, no. 2 (2024): 295–314.

⁸² K R Chemo Dzukou, "Product Innovation and Export Strategy," *Journal of Economics and Management Strategy*, 2024, <https://doi.org/10.1111/jems.12579>; Y Yang, "A Dynamic Export Product Sales

crevices in human capital, leveraging mechanical progress, and cultivating cross-border collaboration are vital to realizing a more evenhanded and feasible conveyance of trades inside and across regions.⁸³ There's a requirement for a hypothetical system that permits companies to contribute to product advancement in accordance with the characteristics of the worldwide market to meet the desires of the individuals in each nation.⁸⁴ An exchange policy that particularly targets the trade of MSEs' products will be successful if there is an arrangement of motivations, appropriations, or incentives included within the generation of MSEs' products.⁸⁵ The requirement for detailed information on the send-out potential of halal inventive industry products can direct their advertising procedures, such as deciding the most excellent time to send out or recognizing components that influence advertising requests by understanding which products are sent out and from which regions.

The supporting role of intermediaries in the export supply chain has strong implications for policies to improve the product quality of export products from SMEs. Industrial policymakers should use a combination of proximity and centrality of products with a gradual and safe transformation that can prioritize proximity, while centrality can make a greater contribution to the transformation of rapid economic development.⁸⁶ In addition, the government also needs to develop indicators for evaluating product trade security to analyze the level of globalization, trade reciprocity, and national connectivity patterns as a complex network.⁸⁷ The Government certainly needs spatial conveyance of data that can help in recognizing regions that specialize in halal creative industry products.⁸⁸ This information can certainly educate financial improvement methodologies, empowering the development of this industry in certain zones, hence moving forward the regional economy.

Integration of supporting institutions plays a central role in the implementation of MRA for the recognition of foreign halal certification.⁸⁹ This cooperation involves synergy between Foreign Halal Institutions accredited by international accreditation

Forecasting Model Based on Controllable Relevance Big Data for Cross-Border E-Commerce,” *Applied Mathematics and Nonlinear Sciences* 9, no. 1 (2024), <https://doi.org/10.2478/amns.2023.2.00049>.

⁸³ X Qie, “Spatio-Temporal Analysis of Exports of Cultural Products and Their Affecting Factors for Spatial Distribution,” *PLoS ONE* 19, no. 3 (2024), <https://doi.org/10.1371/journal.pone.0299654>.

⁸⁴ H Zhang, “The Impact of Global Value Chain Restructuring on the Product Structure of China-EU Exports,” *Journal of Asian Economics* 91 (2024), <https://doi.org/10.1016/j.asieco.2024.101708>.

⁸⁵ Sapta Nirwandar (Chairman of Indonesia Halal Lifestyle Center (IHLC)), Interview, September 2, 2024

⁸⁶ T Yenilmez, “Finding the Right Products for Export Diversification,” *Review of Development Economics* 28, no. 1 (2024): 151–67, <https://doi.org/10.1111/rode.13049>.

⁸⁷ Y Chen, “Evolution of Global Phosphorus Products Trade Pattern and China’s Phosphorus Import and Export Security,” *Resources Science* 46, no. 1 (2024): 85–99, <https://doi.org/10.18402/resci.2024.01.07>.

⁸⁸ Malikhatul Hidayah (Director of Walisongo Halal Center and Central Java Halal Task Force National Fatwa Committee), Interview, May 22, 2024

⁸⁹ Moh Fathoni Hakim and Ridha Amaliyah, “Competing Global and Local Halal Standards : Indonesia ’ s Strategy in Increasing Halal Food Exports to Muslim Countries After Ratification of SMIIC” 4810 (2024): 193–210.

agencies, Sharia councils, halal auditors, and accredited laboratories. In addition, integration also includes the Ministry of Foreign Affairs which facilitates international cooperation and promotion of halal products, the Halal Examining Agency, and the Indonesian Ulema Council in determining halal fatwa. The involvement of partner country governments in establishing recognized Foreign Halal Institutions is also key to the success of the MRA.⁹⁰ Through strong integration between these institutions, the validity and acceptability of halal certificates at the international level can be guaranteed, facilitating cross-border trade, and building consumer confidence in global halal products.

Based on the halal product guarantee Law, all products in Indonesia that want to be categorized as halal must be halal certified, including SME products. There is an exploration of the need for legislation and Sharia compliance processes in the journey of halal certification in various categories.⁹¹ As in the case of halal nourishment products and administrations, it has been anticipated that there will be a growth of shoppers in both Muslim and non-Muslim nations.⁹² Until now, international and domestic demand continues to increase for halal-certified products, giving SMEs the potential to capture and maintain opportunities in the global arena.⁹³ This opens up more opportunities for SMEs to trade their halal products.⁹⁴ There is an investigation into the constitution and regulations of food imports and exports between countries that require Muslims to consume halal products.⁹⁵ Showcasing halal products in a universal environment requires more caution, not as it were in the assembly of the specificities of the target showcase but moreover in ensuring the 'halalness' perspective of the product.⁹⁶

⁹⁰ Yusup Hidayat et al., "Legal Aspects and Government Policy in Increasing the Role of MSMEs in the Halal Ecosystem," *F1000Research* 13 (2024): 722. Viani Puspita Sari, Neneng Konety, and Nurfarah Nidatya, "Indonesia's Global Halal Hub: Competitive Strategies for Leadership," *Global Strategis* 18, no. 1 (2024).

⁹¹ N Kumaladewi, "Evaluation of E-Halal Certification System Acceptance to Improve Halal Certification Services at LPPOM MUI," *2020 8th International Conference on Cyber and IT Service Management, CITSM 2020*, 2020, <https://doi.org/10.1109/CITSM50537.2020.9268919>; H S Disemadi, "Intellectual Property Synergies: Merging Halal Certification with Indonesian Communal Intellectual Property Rights Laws," *Legality: Jurnal Ilmiah Hukum* 32, no. 1 (2024): 16–32, <https://doi.org/10.22219/ljih.v32i1.30143>.

⁹² C Bux, "Halal Food Sustainability between Certification and Blockchain: A Review," *Sustainability (Switzerland)*, 2022, <https://doi.org/10.3390/su14042152>.

⁹³ M M de Castro, "Philippine Halal Food Export Industry: Life Cycle, Trends, and Global Outlook," *E3S Web of Conferences*, 2021, <https://doi.org/10.1051/e3sconf/202131602044>.

⁹⁴ Bahara, R. "Sustainable Improvement of Food SMEs Through Halal Certification: A Meta-Analysis." *AIP Conference Proceedings*, 2024. <https://doi.org/10.1063/5.0183887>.

⁹⁵ Sufi, T. "Evaluating Hotels Operations for Halal Certification." *Islamic Operations Management: Theories and Applications*, 2024. <https://doi.org/10.4324/9781003289050-18>.

⁹⁶ Hamdan, M N. "Will Plant-Based Pork Meat Substitutes Receive Halal Certification?" *Food Research*, 2023. [https://doi.org/10.26656/fr.2017.7\(6\).066](https://doi.org/10.26656/fr.2017.7(6).066).

V. Halal Creative Industry Exports in Accordance with Islamic Law in Increasing Indonesia's GDP

The development of an underserved global halal market creates problems and challenges that must be faced so that the halal industry can be better served.⁹⁷ The determinants, effectiveness, and potential of Indonesia's exports were recognized as the impact of Indonesia's GDP per capita, two-sided trade rates, colonization, World Trade Organization (WTO) enrollment, and geological separation between Indonesia and exchanging partners.⁹⁸ Marketing halal products in an international environment is complicated because it involves marketing efforts beyond national borders, besides that the level of halal integrity may be perceived differently in each target market due to differences in the meaning of halal among consumers around the world.⁹⁹ The government has attempted to take advantage of the halal showcase in arrange to create quickly, since a nation must extend sends out of commodities that have relatively low comparative advantages but high demand in target markets, accompanied by strong trade policies to build competitiveness in the long term.¹⁰⁰ At that point to fulfill the requirement for key assets for SMEs in creating competitive preferences and progressing their send-out execution within the developing worldwide halal market.¹⁰¹ The planning of the halal product export industry which is still in its early stages and, of course, has problems in terms of structure, systems, practices, and infrastructure development triggered by disturbances in the provisions of administrative order and technical requirements.¹⁰² Especially the government of Indonesia, which requires an increase in

⁹⁷ A Abdul-Talib, "Cultivating Export Market Oriented Behavior in Halal Marketing: Addressing the Issues and Challenges in Going Global," *Journal of Islamic Marketing* 4, no. 2 (2013): 187–97, <https://doi.org/10.1108/17590831311329304>.

⁹⁸ H Tandra, "The Determinant, Efficiency, and Potential of Indonesian Palm Oil Downstream Export to the Global Market," *Cogent Economics and Finance* 11, no. 1 (2023), <https://doi.org/10.1080/23322039.2023.2189671>.

⁹⁹ Asep Saifurrohman (Staff of the Halal Registration and Certification Center of the Halal Product Guarantee Agency), Interview, May 22, 2024

¹⁰⁰ T A Masron, "Halal Development and Malaysian Exports to Western Asian Countries," *Malaysian Journal of Economic Studies* 52, no. 1 (2015): 55–73, https://api.elsevier.com/content/abstract/scopus_id/84932112479; S K Gnangnon, "Export Product Quality and Inclusivity in Developing Countries," *Economics of Transition and Institutional Change* 32, no. 3 (2024): 807–43, <https://doi.org/10.1111/ecot.12406>.

¹⁰¹ N R H Ahmad-Fauzi, "SMEs' Intangible Resources and Their Effects on Export Performance: A Study on Malaysian Halal F&B Sector," *Journal of Islamic Marketing* 15, no. 2 (2024): 595–612, <https://doi.org/10.1108/JIMA-01-2023-0021>; X Zhou, "Emissions Reduction Target Plan and Export Product Quality: Evidence from China's 11th Five-Year Plan," *Sustainability (Switzerland)* 16, no. 4 (2024), <https://doi.org/10.3390/su16041518>.

¹⁰² Lady Yulia (Junior Expert Policy Analyst at the Center for Halal Registration and Certification Halal Product Guarantee Agency Ministry of Religion), interview, May 22, 2024

halal creative industries In accordance with Islamic Law that can export and will certainly be able to sustainably increase GRDP in each region.

Muslim buyers will be more delicate about the judgment of halal status than other aspects of product quality.¹⁰³ Based on these conditions, attests that the Indonesian government must quickly realize a few imperative focuses with the mapping of SMEs and the usage of the halal supply chain since halal certification is critical for MSEs to extend product competitiveness.¹⁰⁴ A framework of expanding exports of halal products with standard advancement, preparation, investigation and improvement, advancement, coordination, port services, and Islamic financial administrations must be actualized.¹⁰⁵ Essentially, the positive impact of GDP per capita in Indonesia ought to be considered as an advancement methodology for policymakers who ought to pay attention to income per capita to preserve utilization as a way to extend economic output.¹⁰⁶ Besides, the declining trade rate of the rupiah against foreign currencies permits exporters to offer merchandise at lower costs, subsequently expanding competitiveness overseas. The existence of bilateral agreements can improve the quality of export products, there is a promotional effect of the level of agreement coverage greater than the level of legal commitment, and this effect is realized through the impact of research and development in importing countries.¹⁰⁷ Increased competitiveness will lead to increased export revenues. To strengthen this position, Indonesia needs to increase the value of its exports through increased production to meet other countries' standards.¹⁰⁸ Indonesia must also do this to carry out more intensive policies related to halal product variables to increase export demand for halal creative industry products by Islamic law to various countries and establish various collaborations between countries and regions in optimizing halal product exports.

VI. Relevance of Integration of HPPA Performance on Halal Creative Product Exports with Indonesian Halal Product Guarantee Legal Products

¹⁰³ H Hassan, "The Influences of Religious Attributes of Halal Products on Export Marketing Strategy: Preliminary Findings," *Journal for Global Business Advancement* 4, no. 2 (2011): 181–91, <https://doi.org/10.1504/JGBA.2011.041501>.

¹⁰⁴ Umar (Head of the Center for Guidance and Supervision of Halal Product Guarantee Halal Product Guarantee Agency) interview, May 22, 2024

¹⁰⁵ Masron, "Halal Development and Malaysian Exports to Western Asian Countries"; J Sun, "The Impact of Intellectual Property Articles on the Quality of Export Products: Based on Text Analysis of China's Trade Agreements," *International Review of Economics and Finance* 92 (2024): 1230–49, <https://doi.org/10.1016/j.iref.2024.02.045>.

¹⁰⁶ H. Tandra, "The Determinant, Efficiency, and Potential of Indonesian Palm Oil Downstream Export to the Global Market." *Cogent Economics and Finance* 11, no. 1 (2023). <https://doi.org/10.1080/23322039.2023.2189671>.

¹⁰⁷ Mardyana Listyowati (Director General of National Export Development), Interview, September 2, 2024

¹⁰⁸ A Dhamira, "Indonesian Natural Rubber Export Potential in European Market," *E3S Web of Conferences*, 2021, <https://doi.org/10.1051/e3sconf/202130502003>.

HPPA performance is very relevant to legal products regarding halal in Indonesia, especially law halal product guarantee which requires halal certification for products circulating in Indonesia. With the first phase of the halal certification obligation ending on October 17, 2024, HPPA is crucial to ensure that food, beverage products, raw materials, food additives, auxiliary materials, as well as slaughter products and slaughter services are halal certified.¹⁰⁹ The existence of law in Indonesia confirms the urgency of legal policies for halal product guarantee and consumer protection, which aims to provide security, comfort, safety, and availability of halal products, as well as increase added value and competitiveness for companies.

The development of the halal industry in Indonesia faces significant challenges. Lack of public awareness of the importance of halal products, limited supporting infrastructure, and time-consuming certification processes are the main obstacles.¹¹⁰ Inconsistent and overlapping regulations, internal HPGA problems such as limited resources and budget, and dualism of authority with the Indonesian Ulema Council also exacerbate the condition.¹¹¹ In addition, the low number of halal-certified slaughterhouses, the lack of competent labor, and challenges in meeting global standards also need to be addressed.¹¹² For this reason, it is necessary to increase public awareness, develop infrastructure, simplify the certification process, strengthen regulations, increase the capacity of the HPGA, and increase the competence of human resources and the availability of halal materials.¹¹³ By overcoming these challenges, Indonesia can increase the competitiveness of the halal industry and reach the potential of the global market.

The performance scheme of the HPPA in the implementation of advocacy and codification of Islamic law on the exports of halal creative GRDP, namely:

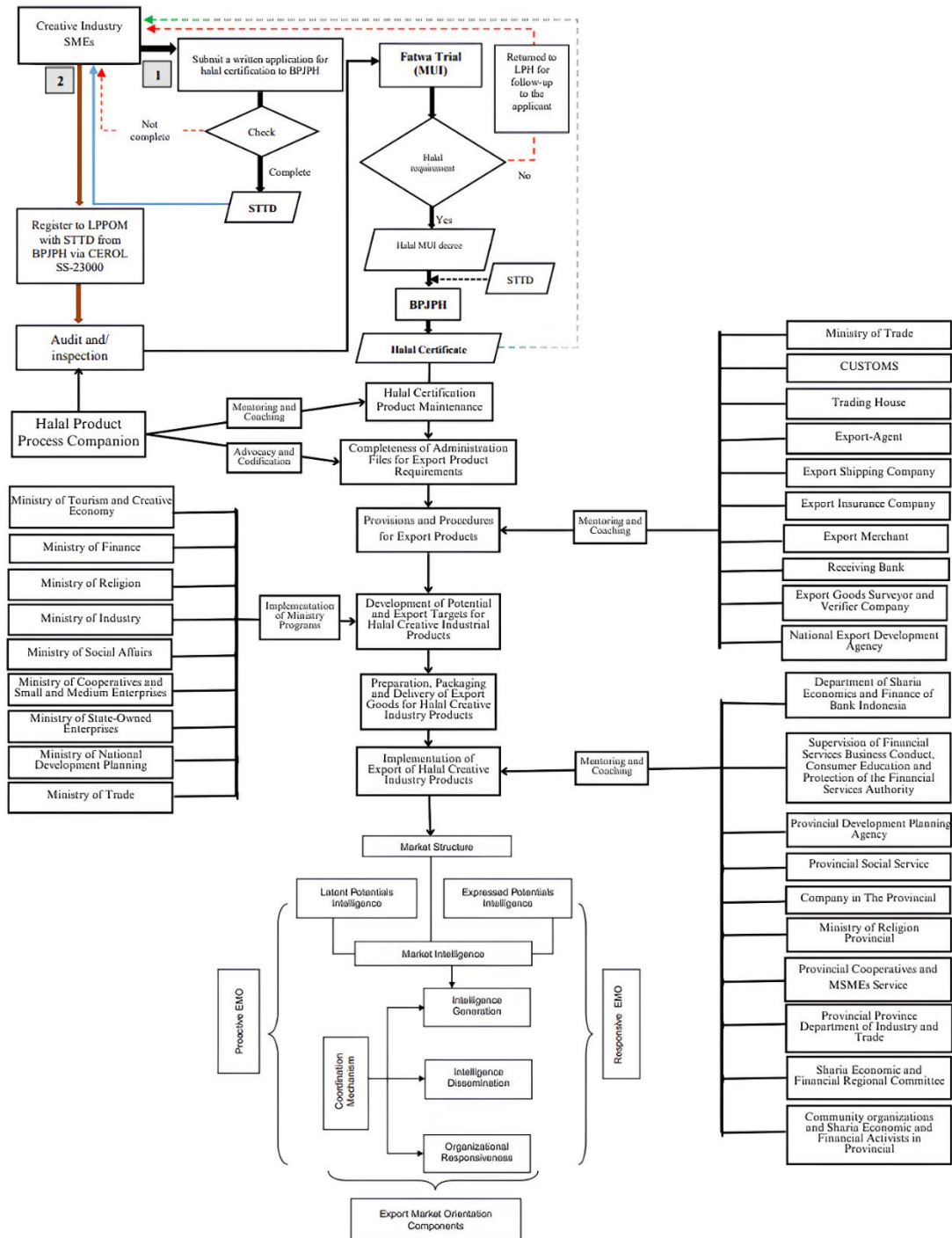
¹⁰⁹ Siti Nurjamjam, "The Influence of Halal Certification and Halal Quality Assurance Practices on Business Competitive Advantage: Case Study of MSMEs in West Java," *Indonesian Journal of Halal Studies* 1, no. 1 (2024): 69–80.

¹¹⁰ Dewie Saktia Ardiantono et al., "Mapping the Barrier and Strategic Solutions of Halal Supply Chain Implementation in Small and Medium Enterprises," *Journal of Islamic Marketing* 15, no. 7 (2024): 1673–1705.

¹¹¹ Thung Ju Lan, "Managing Multiculturalism in 21st Century Indonesia amid Ethnic and Religious Diversity," *Indonesia at The Crossroads: Transformation and Challenges*, 2023, 29.

¹¹² Twadu Ali Saeed, "Good Practices: Conception and Implementation Through the Halal Food Supply Chain," in *Halal and Kosher Food: Integration of Quality and Safety for Global Market Trends* (Springer, 2023), 189–200; Nanang Naisabur and Haris Maiza Putra, "Challenges Of Indonesian Small Micro Enterprises (MSEs) In Fulfilling Halal Certification Obligations October 2024," *Ta'amul: Journal of Islamic Economics* 3, no. 1 (2024): 1–27.

¹¹³ Ehtisham Ul Haque et al., "Cyber Forensic Investigation Infrastructure of Pakistan: An Analysis of the Cyber Threat Landscape and Readiness," *IEEE Access* 11 (2023): 40049–63; A J W Mahri et al., "Halal Certification Strategy In The Development Of Small And Medium Industries," *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)* 10, no. 2 (2024): 340–68.



This scheme starts from the audit and inspection of the submission of creative industry MSEs to the HPGA if it is by the standards then it is submitted to the Fatwa Commission of the Indonesian Ulema Council until the product halal certificate is issued. After that HPPA provides guidance and guidance in maintaining the halal certification

product so that later it can be processed for the requirements for the completeness of the administrative file for export products. Advocacy and codification of halal product exports require the support of various institutions to fulfill export provisions and procedures. Institutions such as the Ministry of Trade, Customs, Trading Houses, Export Agents, Shipping Companies, Insurance, Banks, Surveyors, Verifiers, and the National Export Development Agency need to foster Creative Industry MSEs and HPPA to comply with export regulations. In developing exports of halal creative industry products, support also comes from the Ministries of Tourism and Creative Economy, Finance, Religion, Social Affairs, Cooperatives and MSMEs, BUMN, Bappenas, and others through their respective programs. After the requirements are met, MSEs prepare, package, and export products according to the rules. In addition, guidance must also be provided by government agencies such as Bank Indonesia, OJK, Bappeda, Social Affairs Office, Ministry of Trade, Cooperative Office, Industry and Trade, National Committee for Sharia Economics and Finance, as well as community organizations and sharia economic activists. S Going forward, the market structure needs to use market intelligence, both hidden and overt, through coordination, dissemination, and response of organizations such as EMO to be responsive and proactive in export market orientation.

VII. The Relevance of Halal Creative Industry Export Support Institutions in Accordance With Islamic Law in Increasing Indonesia's GDP

Central and neighborhood governments ought to fortify the adjusting effect of development through an approach back and maintain a strategic distance from an all-inclusive approach in a natural direction. Assist special arrangements complemented by approaches that incentivize development ought to be executed in slacking regions and state-owned ventures.¹¹⁴ Fitting approaches ought to be executed to encourage investment in progressed MSEs product innovation and coordination to guarantee the specified quality and cost-effectiveness of shipments.¹¹⁵ Household governments ought to consider strict heterogeneity when taking measures to assist trade firms comply with stricter food safety measures in other nations.¹¹⁶ The more prominent the contrast between the price within the universal showcase and the cost within the nation, the more

¹¹⁴ Zhou, "Emissions Reduction Target Plan and Export Product Quality: Evidence from China's 11th Five-Year Plan." *Sustainability (Switzerland)* 16, no. 4 (2024). <https://doi.org/10.3390/su16041518>.

¹¹⁵ R Saxena, "Examining Export Advantages in Indian Horticulture: An Approach Based on Product Mapping and Seasonality," *Journal of Agribusiness in Developing and Emerging Economies* 14, no. 2 (2024): 161–92, <https://doi.org/10.1108/JADEE-12-2021-0310>; M Han, "Impacts of High-Technology Product Exports on Climate Change Mitigation in Belt and Road Countries: The Mediating Role of Renewable Energy Source and Human Capital Accumulation," *Environment, Development and Sustainability* 26, no. 1 (2024): 1939–64, <https://doi.org/10.1007/s10668-022-02792-8>.

¹¹⁶ S Jin, "Short-Term Impact of Food Safety Standards on Agri-Product Exports: Evidence from Japan's Positive List System on Chinese Vegetable Exports," *Journal of Agricultural Economics* 75, no. 1 (2024): 362–81, <https://doi.org/10.1111/1477-9552.12561>.

commodities will be traded.¹¹⁷ The government must now implement strategies to maximize the potential of the export market by further improving its global competitiveness, and improving communication and coordination between domestic and international market stakeholders by developing the quality and quantity of domestic products.¹¹⁸

There are intensive and extensive margins of product export diversification based on the growth source system of product export diversification rate growth for firms that already export.¹¹⁹ It also requires digital transformation to have a structural effect on improving the quality of export products in the context of information openness among businesses in each region.¹²⁰ Government should develop an export promotion strategy that includes diversifying markets and improving the image of MSEs products abroad, promoting international exhibitions and trade missions to explore new markets and strengthen existing markets.¹²¹ A country's GDP can be used as an indicator to determine the target countries for marketing export products.¹²² The mapping of MSEs with a halal supply chain approach will guarantee that the complete supply chain is overseen to preserve halal integrity from crude materials to transportation and distribution to consumers, in this way encouraging the traceability framework and may be a potential arrangement.¹²³ With the connection of Islamic values to the product, the devout traits of halal products are anticipated to play a part in influencing the execution of trade showcasing methodologies.¹²⁴ The government also plays a vital part in the evolution of

¹¹⁷ Ambya, "Indonesian Coal Exports: Dynamic Panel Analysis Approach"; D Liu, "Economic Policy Uncertainty, Intra-Industry Trade, and China's Mechanical and Electrical Product Exports," *PLoS ONE* 19, no. 1 (2024), <https://doi.org/10.1371/journal.pone.0290866>.

¹¹⁸ Sakina Rosellasari (Acting. Head of Industry and Trade Office Provincial Central Java), Interview, June 13, 2024

¹¹⁹ J Zhan, "The Effects of the Development Zone Upgrading on the Diversification of Firm's Product Exports: Evidence from Chinese Exporters," *Journal of Development Studies*, 2024, <https://doi.org/10.1080/00220388.2024.2348555>.

¹²⁰ B. B. Zhang, "Digital Transformation by Firms and the Cleanliness of China's Export Products," *Energy Economics* 134 (2024). <https://doi.org/10.1016/j.eneco.2024.107592>.

¹²¹ Hamidi (Junior Expert Trade Analyst Directorate of Market Development and Export Information Ministry of Trade), Interview, June 13, 2024

¹²² M Mulyani, "Analysis of Indonesian Rubber Export Supply for 1995-2015," *Journal of Asian Finance, Economics and Business* 8, no. 1 (2021): 93–102, <https://doi.org/10.13106/jafeb.2021.vol8.no1.093>; D Rochdiani, "Competitiveness Analysis and Factors Affecting Indonesian Cinnamon Exports," *Economies* 11, no. 2 (2023), <https://doi.org/10.3390/economies11020055>; L Zhu, "Analysis of Driving Factors for Fluctuations in China's Tuna Product Exports from 2002 to 2022," *Fishes* 9, no. 5 (2024), <https://doi.org/10.3390/fishes9050156>.

¹²³ Anggarkasih, M G. "The Importance of Halal Certification for the Processed Food by SMEs to Increase Export Opportunities." *E3S Web of Conferences*, 2022. <https://doi.org/10.1051/e3sconf/202234800039>.

¹²⁴ Hassan, . "The Influences of Religious Attributes of Halal Products on Export Marketing Strategy: Preliminary Findings." *Journal for Global Business Advancement* 4, no. 2 (2011): 181–91. <https://doi.org/10.1504/JGBA.2011.041501>.

this industry through the foundation of laws to advance halal trade.¹²⁵ Anticipated extending the trade volume of Indonesian halal products. Handling and generation cause vulnerability around the halalness of the product due to the method and the utilization of nourishment-added substances, so a framework is required that can ensure the halalness of the product, specifically the halal ensure framework.¹²⁶

Essentially, the government ought to anticipate the hazard of financial supply chain disturbance and bolster a few key businesses within the domestic nation differentiate the exchange advertise, optimize the mechanical exchange structure, centralize the worldwide supply chain, and advance the steadiness of remote exchange.¹²⁷ The presence of modern products, the advancement of the quality of existing products, and the reallocation of inside assets within the enterprise lead to changes in the common product quality.¹²⁸ Data on product complexity is essential to characterize the capabilities required to compete within the send-out of complex products.¹²⁹ The definition of procedures for working with industry portfolios and products sent out in outside markets taking into consideration the accessibility of open information from state measurements, the government traditions benefit, the exchange outline, and the universal financial support is utilized as a database.¹³⁰ The government ought to moreover encourage get to funding and innovation for small and medium-sized makers, advertising training programs, and specialized support to fortify the export base and advance product competitiveness.¹³¹ The government ought to also empower the investigation and advancement of economical halal certification handle hones and creative innovations, collaborating with instructive education and the private division to exchange information and progress advances to MSEs performing artists.¹³² Trade efficiency analysis by evaluating potential send-out capacity combined with duty decrease scenarios planned to quicken the

¹²⁵ Castro, M M de. "Philippine Halal Food Export Industry: Life Cycle, Trends, and Global Outlook." *E3S Web of Conferences*, 2021. <https://doi.org/10.1051/e3sconf/202131602044>.

¹²⁶ Anggarkasih, M G. "The Importance of Halal Certification for the Processed Food by SMEs to Increase Export Opportunities." *E3S Web of Conferences*, 2022. <https://doi.org/10.1051/e3sconf/202234800039>.

¹²⁷ Liu, "Economic Policy Uncertainty, Intra-Industry Trade, and China's Mechanical and Electrical Product Exports."

¹²⁸ J Lu, "Do Industrial Robots Improve Export Product Quality of Multi-Product Enterprises? Evidence in China," *Emerging Markets Finance and Trade* 60, no. 8 (2024): 1691–1715, <https://doi.org/10.1080/1540496X.2023.2278652>.

¹²⁹ M Fessina, "Identifying Key Products to Trigger New Exports: An Explainable Machine Learning Approach," *Journal of Physics: Complexity* 5, no. 2 (2024), <https://doi.org/10.1088/2632-072X/ad3604>.

¹³⁰ V V Glinskii, "Russia and Africa: Prospects for Expanding Exports of Industrial Products," *Studies on Russian Economic Development* 35, no. 2 (2024): 296–307, <https://doi.org/10.1134/S1075700724020047>.

¹³¹ J C Montes Ninaquispe, "Peruvian Agro-Exports' Competitiveness: An Assessment of the Export Development of Its Main Products," *Economies* 12, no. 6 (2024), <https://doi.org/10.3390/economies12060156>.

¹³² Harry Nuryanto Soediro (Chairman of Indonesian Chamber of Commerce Central Java), Interview, June 13, 2024

lessening of exchange boundaries between nations.¹³³ This examination serves as an establishment for policymakers, partners, and industry pioneers to define fitting methodologies, advance trade product trade, financial development, and utilization of MSEs' output while empowering a more adjusted and comprehensive dispersion of riches.¹³⁴ There's a lot of back from a few parties in giving direction and help which can energize supporting educate to relate their obligations and specialists in carrying out implications and integration within the performance of the Halal Product Handle Help within the usage of promotion and codification of halal product sends out in expanding the halal creative industry and Indonesia's GRDP.

The integration of HPPA's performance in the implementation of advocacy and codification of Islamic law for the export of halal products in increasing Indonesia's halal creative industry and GDP is a form of development in assisting the fulfillment of halal certification standards and developing innovations as well as assisting in the management of files required in logistics delivery services and other halal export services. Halal-certified products will more easily reach markets around the world that have entered new segments and can increase economic sustainability. HPPA also needs to optimize its performance function in providing assistance and advocacy for the development of halal-certified products, one of which is through codifying the export potential of halal creative industries, because the creative economy can increase the GDP sector which has the potential to increase higher, there is added value, and there is competitiveness in each region. The government in this case must formulate more intensive policies related to halal product variables to increase export demand for halal creative industry products in various regions and establish various cooperation between countries and regions in optimizing halal creative industry exports by the provisions of Islamic law. Until now, the need for detailed data regarding the potential for shipping halal creative industry products according to the provisions of Islamic law can direct their exhibition techniques, such as determining the most appropriate time to ship or distinguishing variables that affect the demand for exhibitions around the world. Advancing the quality of trade of halal creative industry products based on Islamic law integrated with the implementation of HPPA in the implementation of promotion and codification can certainly energize financial progress, calculating the achievement of the goal of sustainable improvement

¹³³ L Pan, "The Export Efficiency and Potential Capacity of China's Forest Products to RCEP Member Countries," *Journal of Nanjing Forestry University (Natural Sciences Edition)* 48, no. 1 (2024): 237–47, <https://doi.org/10.12302/j.issn.1000-2006.202208058>; Y Zhang, "Trade Effects of Transnational Timber Legality Assurance Regimes: Evidence from the Lacey Act Amendment on China's Forest Product Exports," *Forest Policy and Economics* 158 (2024), <https://doi.org/10.1016/j.forpol.2023.103117>.

¹³⁴ Qie, "Spatio-Temporal Analysis of Exports of Cultural Products and Their Affecting Factors for Spatial Distribution"; S K Gnanon, "Export Product Concentration and Poverty Volatility in Developing Countries," *International Trade Journal* 38, no. 3 (2024): 221–44, <https://doi.org/10.1080/08853908.2023.2192016>.

by reflecting the increase in native per capita income, reduction in household income gap, poverty reduction and community welfare in Indonesia.

The global demand for halal creative industry products has proven to be promising with great potential but still faces major challenges that require increased synchronization and benchmarking between local halal certification bodies and international halal product regulatory bodies by the provisions of Islamic law. The quality guidelines of exportable halal products should not be underestimated, as specialization, framework, budget, and promotion should again be provided by the Government to create industrial businesses handling halal products according to Islamic law so that they can achieve and follow halal guidelines worldwide and assist the government in the targeted country to become the World Halal Center. There is a relationship between academics, practitioners, and entrepreneurs in understanding the benefits of exporting halal creative industry products related to environmental, economic, and social added value. Any country that will strengthen halal exports according to Islamic law must have a scenario by encourages local entrepreneurs to engage in foreign investment in financial support to produce their products. If there are critical obstacles felt by exporters, it is sought to be overcome with enthusiastic and collective efforts from several parties tailored to coaching and mentoring programs that can encourage supporting institutions to relocate duties and authorities in carrying out the implications and integration of the implementation of advocacy and codification of Islamic law for the export of halal products.

Government policymakers, public and private sector support institutions, as well as halal creative industry businesses and halal product exporters also play an important role in the evolution of this industry through successful halal product export programs under Islamic law and networking with certification partners, customers, competing suppliers, and other stakeholders in halal product exports. The development of targeted interventions for policymakers and other stakeholders should be integrated by incorporating perspectives from experts in academia, industry, and business actors in the field of exporting halal products by the provisions of Islamic law. An understanding of the spatial transportation of shipments can help in recognizing districts that specialize in certain products. This information can provide suggestions for financial improvement techniques, empowering the development of these businesses in certain regions, and subsequently boosting the regional economy. The government can utilize these findings to customize exchange arrangements that specifically target the shipment of halal creative industry products based on the provisions of Islamic law. This can be done by providing motivation, subsidies, or support to businesses that fall under the product generation of halal creative industry players. Having point-by-point data on trade potential can direct their advertising procedures which can have an impact on advertising requests. Governments and speculators can distribute assets and foundations to support halal inventive business generation and product delivery as an illustration by contributing to transportation or coordination in areas distinguished as important exporters can increase

effectiveness. As for other researchers, it is recommended to add other variables that can affect the demand for halal creative industry exports by Islamic law and use a larger amount of data, more in-depth, and offer solutions so that research on the demand for exports of halal creative industry products according to Islamic law can be achieved properly.

VIII. Conclusions

The growing demand for halal products in several countries has attracted the interest of small and large companies looking to secure their market share in the lucrative global halal market. Halal certification of products serves as an accreditation mark of quality certification and is becoming increasingly important in enhancing the competitiveness of companies in the global market. The quality of halal-certified brands is a major contributing factor to consumer decisions on purchasing industrial products in Muslim-majority countries. In making a competitive advantage and advancing their shipment execution in the worldwide halal advertisement, they must have the economic strength of the trading partners and be able to fulfill all the requirements, conditions, and procedures for export products. Increasing the number of exports of halal products according to Islamic law requires extensive support from several parties, of course, by optimizing the performance of halal product process assistants. The existence of halal-certified innovative business performance in halal companies has a broader and more realistic perspective on the process of exporting halal products based on Islamic law. This of course makes the potential and optimization in the formation of the Halal Product Process Assistance performance scheme in the implementation of advocacy and codification of Islamic law in the implementation of halal product exports with an increase in the number of halal creative industries and Indonesia's GDP.

The export of halal creative industry products by the provisions of Islamic law, which are still in the early stages, must innovate in terms of structure, systems, practices and infrastructure development. The existence of a positive role in the halal ecosystem must be strengthened so that the focus on the production, manufacture, and provision of halal products and services can develop, especially in its export implementation. Islamic law-based halal exporting SMEs expect simplified export procedures as well as attractive incentives and benefits that can be offered to motivate them to undertake higher volumes of exports of halal creative industry products. However, in terms of halal certification, SMEs face several barriers, such as limited certification fees and developing criteria for halal product confirmation frameworks, especially about establishing and tracking halal certification under Islamic law. In addition, SMEs in the export of halal creative industry products must develop their performance in meeting halal certification standards and managing the necessary paperwork on logistics delivery services and other halal export services. This requires a lot of support from several parties in providing guidance and assistance that can encourage supporting institutions to link their duties and authorities

in carrying out the implications and integration of Islamic law in the performance of the Halal Product Process Assistance in the implementation of advocacy and codification of halal product exports in increasing Indonesia's creative industry and halal GDP.

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