



Original Article

Halal Product Development

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Abstract:

The Indonesian Ulema Council (MUI) plays a pivotal role in supporting producers to ensure their products comply with sharia standards, addressing challenges that extend beyond market competitiveness to align with Islamic law. This study adopts a qualitative approach to analyze halal product development, focusing on critical elements such as logistics, certification, and community-based verification. The research highlights the roles of MUI and local communities in upholding halal standards throughout the production and distribution processes. Halal is defined as the appropriateness, legality, and permissibility of a product according to Islamic law, and key concerns include preventing contamination during distribution, ensuring compliance with religious provisions, and raising awareness through community participation. The study also underscores the significance of integrating logistical systems, effective certification processes, and active community engagement in promoting halal products. By adopting a holistic strategy, Indonesia can strengthen its halal industry, ensuring products not only meet sharia standards but also increase competitiveness in the global market. This approach highlights the importance of collaboration between various stakeholders, including producers, MUI, and local communities, in ensuring the sustainable growth of Indonesia's halal sector while fostering greater understanding and acceptance of halal practices worldwide.

Keywords: Halal, Indonesia, Islam, Products



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Introduction

The development of the halal industry around the world is increasingly showing a positive trend, especially along with the increasing public awareness of the importance of products that comply with sharia principles (Maulizah, 2024). This is not only

happening in countries with a majority Muslim population, but also in non-Muslim countries that are beginning to understand the potential of the global market for halal products (Sari, 2023). According to data from the Global Islamic Economy Report, the halal sector is expected to continue to grow rapidly, covering a wide range of industries ranging from food (Herianti et al., 2023), cosmetics (Maulana & Zulfahmi, 2022), to pharmacy (Utari et al., 2022). Thus, the development of halal products is an important issue that needs more attention in the context of globalization and technological advances. (Hakim & Sugianto, 2024).

Furthermore, in strengthening the competitiveness of the domestic industry, Indonesia is a strategic priority country because Indonesia has the largest Muslim population in the world (Saputri, 2020), so that further review is needed related to the development of halal products (Mutmainah et al., 2022). MUI is one of the halal certification bodies makes it easy for processors to ensure that their products comply with the provisions of the applicable standards (Latifah, 2022). However, the problems faced in relation to the development of halal products are not only viewed from a competitive attitude in the international market, but a product must certainly fulfill the applicable sharia aspects, even though the halal potential in Indonesia is so great (Sulistiyaningsih & Shultan, 2021).

The literature study conducted explained that the development of halal products certainly involves several aspects including meeting regulations related to product halalness, raw material resources, and the need for further research and development (Octaviani et al., 2024). The main challenge is the selection of halal raw materials that are free from non-halal contamination (Nuratikah et al., 2024), as well as a deep understanding of sharia principles in every stage of production (Rustyawati & Siswoyo, 2023). Based on this, further collaboration is needed between various parties and business actors, such as halal certification bodies, practitioners, and academics aimed at developing innovative products while meeting established standards (Ferdiansyah et al., 2025).

The existence of technology that can be felt today can be an opportunity for the development of halal products (Kadir, 2023). The development of more efficient halal raw materials can involve some of the latest technologies, such as nanotechnology (Syamsuri et al., 2024) and biotechnology (Estikomah, 2020). Furthermore, creating a diverse halal product also requires innovation in the production process (Wulandari, 2023). Selection of halal raw materials and free from non-halal contamination (Esso et al., 2024), as well as a deep understanding of sharia principles in every stage of production (Dayu et al., 2023).

Along with the growing market dynamics, halal product development also faces challenges from the marketing and distribution aspects (Robani et al., 2025). To be able to compete in the global market, halal products must be able to meet the needs and preferences of consumers in various countries with different cultures and religions (Ahyani et al., 2023). Therefore, the development of halal products must be supported by appropriate marketing strategies and a deep understanding of consumer behavior in various markets (Gunawan et al., 2023). With the right approach, the development of halal products will not only strengthen the local economy, but also increase the competitiveness of Indonesian products at the international level (Hamidah et al., 2024).

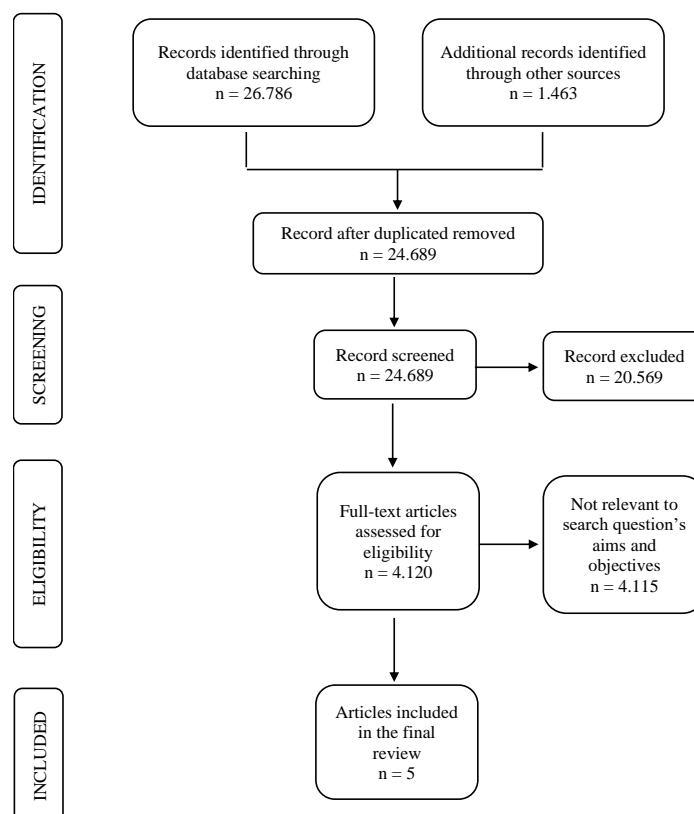
Previous research Majidah et al. (2022) halal is an activity that is carried out or used in accordance with the provisions of Islamic sharia. Recently, there has been a viral drink in Indonesia, namely kombucha drinks. The kombucha has several bacterial

contents such as *Gluconobacter*, *Acetobacter* sp., and others. According to literature studies, kombucha has benefits for the health of the body which is a fermented sugar drink with tea. The drink has a low alcohol content. According to the test results, the alcohol/ethanol content contained in kombucha is in accordance with the 2018 MU LPPOM standard, which has a percentage value of 0.5% and can be consumed by Muslim communities.

Through the explanation above, the author took the title “Halal Product Development”. The purpose of this paper is to provide analysis results related to halal product development. The limitations in this writing are only based on library research studies obtained based on several sources that are relevant to the title that has been written.

Methods

The writing method used in writing this journal is to use a qualitative type where research activities are carried out through critical analysis with the description of scientific sentences. The results of the research are presented based on the findings of analysis activities in library research or findings of facts in the field ([Sugiyono, 2019](#)). Furthermore, the literature review approach is used in writing this journal. Some of the findings of the research conducted based on the literature review are presented in Figure 1.

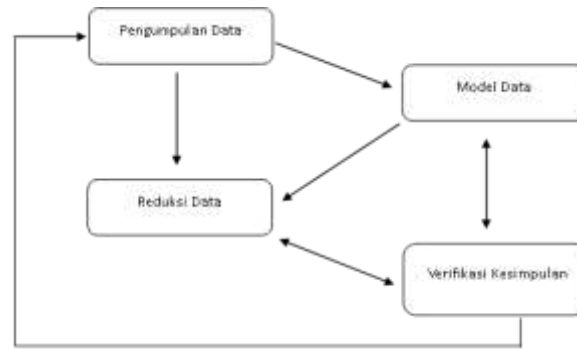


Source : (Zakyah & Laviana, 2020)

Figure 1. PRISMA Diagram

Furthermore, Figure 2 below describes the data analysis diagram carried out by

researchers when all the data needed in the study has been collected, namely:



Source: Miles & Huberman (1992) dalam (Arif et al., 2022)

Figure 1. Data Analysis Technique

Results

The results of the library research / literature review related to “Halal Product Development” are presented in Table 1 below, namely:

Table 1. Analysis Result

No.	Title	Author	Objective	Analysis Result
1.	“Halal Product Development Model”	Najiatus & Maulayati, 2019.	Providing analysis results related to the description of halal products, especially studied from the point of view of Islam.	Halal is a concept that has the meaning of appropriate, legal, and allowed in sharia or Islamic law. Some halal products that have circulated within the scope of society can be found in food, beverages, or cosmetics. The development of halal products can be assessed from three aspects including (1) halal logistics, in the distribution process, ensuring that halal products are not contaminated with non-halal products, (2) halal certification, which is a certification on products that are adjusted to religious provisions, (3) halal verification, activities carried out with the community such as sharing the importance of consuming halal products.
2.	“Analysis of Halal Product Development of Kombu-cha Beverage”	Majidah, et. al., 2021.	Has the aim of describing related to the analysis of viral drinks in Indonesia, namely kombucha drinks related to the halalness	Halal is an activity that is carried out or used in accordance with the provisions of Islamic sharia. Recently, there has been a viral drink in Indonesia, namely kombucha drinks. The kombucha has several bacterial contents such as Gluconobacter, Acetobacter

of these products. sp., and others. According to literature studies, kombucha has benefits for the health of the body which is a fermented sugar drink with tea. The drink has a low alcohol content. According to the test results, the alcohol/ethanol content contained in kombucha is in accordance with the 2018 MU LPPOM standard, which has a percentage value of 0.5% and can be consumed by Muslim communities.

3.	“Halal Product Development Strategy in Increasing the Competitiveness of the Halal Industry in Indonesia”	Muawanah, et. al., 2020.	Has the aim of describing related to increasing the competitiveness of the halal industry through the application of halal product development strategies.	Islamic law explains that in implementing halal product development, it must be considered in relation to several halal product requirements, including, (1) halal in presentation, so that in this case there are no prohibited items at the time of presentation, (2) halal in transportation, for example it is not permissible to consume livestock that die without being slaughtered, (3) halal storage, (3) halal storage, the storage place does not have forbidden items such as dogs or pigs, (4) halal in the process, for example in the animal slaughter process is carried out by saying basmalah first, (5) halal method of acquisition, for example the goods consumed are not obtained through stealing which is prohibited by Islamic law, (6) halal substances, meaning that in Islamic law there are several halal products in terms of their substances, for example vegetables or fruits.
4.	“Model of Halal Food Industry Development in Indonesia”	Waharini & Purwantini, 2019.	Has the aim of providing analysis results related to the development of the halal industry in the food sector in	One of the focuses of the Indonesian government at this time is through the review of halal product development, because the majority of Indonesian people are Islamic people, so in terms of further studies

Indonesia.

related to the development of halal products are needed. According to the literature conducted, it explains that Indonesia is ranked first as a consumer of halal food in the world. However, the improvement of the Indonesian economy has not been maximized where it is known that Indonesia has considerable market potential. In creating a halal food industry, integration between MUI, business actors, Islamic banking, and the government is needed. The role of Islamic banking has an important role, namely as a provider of capital for producers or companies that want to develop their business.

5.	“The Role and Strategy for Increasing Halal Certification in the Export of Halal Products in the International Market”	Hendra & Fauziah, 2023.	Has the aim of knowing related to increasing halal certification in the international market through the implementation of halal product development strategies.	According to Hendra & Fauziah (2023), in developing halal products, one of the things that must be considered is the halal industry. Halal product development does not only have limitations on consumption. However, the entire supply chain in the production process is also involved. According to the results of the analysis, the number of halal products consumed will continue to increase along with the times. One of the influencing factors is that the number of Muslims in the world has also increased. In addition, according to the literature study, it explains that increasing exports of halal products in Indonesia can be done through optimizing the use of e-commerce, supporting MSME exports in the supply chain, and maximizing access to halal product export markets.
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Discussion

The literature study conducted explained that the development of halal products certainly involves several aspects including meeting regulations related to product halalness, raw material resources, and the need for further research and development ([Octaviani et al., 2024](#)). One of the focuses of the Indonesian government at this time is through the review of halal product development, because the majority of Indonesian people are Islamic people, so that in terms of further studies related to the development of halal products are needed. According to the literature conducted, it explains that Indonesia is ranked first as a consumer of halal food in the world. However, the improvement of the Indonesian economy has not been maximized where it is known that Indonesia has considerable market potential. In creating a halal food industry, integration between MUI, business actors, Islamic banking, and the government is needed. The role of Islamic banking has an important role, namely as a provider of capital for producers or companies that want to develop their business ([Waharini & Purwantini, 2019](#)).

The main challenge is the selection of halal raw materials that are free from non-halal contamination ([Nuratikah et al., 2024](#)), as well as a deep understanding of sharia principles in every stage of production ([Rustyawati & Siswoyo, 2023](#)). Based on this, further collaboration is needed between various parties and business actors, such as halal certification bodies, practitioners, and academics, which aims to develop innovative products while meeting established standards ([Ferdiansyah et al., 2025](#)). Halal is a concept that has the meaning of appropriate, legal, and allowed in sharia or Islamic law. Some halal products that have been circulating within the scope of society can be found in food, beverages, or cosmetics. The development of halal products can be assessed from three aspects including :

1. Halal logistics
In the distribution process, it is ensured that halal products are not contaminated with non-halal products.
2. Halal certification
Is a certification on products that are tailored to religious provisions.
3. Halal verification
Activities carried out with the community such as sharing the importance of consuming halal products ([Najiatun & Maulayati, 2019](#)).

In strengthening the competitiveness of the domestic industry, Indonesia is a strategic priority country because Indonesia has the largest Muslim population in the world ([Saputri, 2020](#)), so further review is needed regarding the development of halal products ([Mutmainah et al., 2022](#)). Halal is an activity that is carried out or used in accordance with the provisions of Islamic sharia. Recently, there has been a viral drink in Indonesia, namely kombucha drinks. The kombucha has several bacterial contents such as *Gluconobacter*, *Acetobactor sp.*, and others. According to literature studies, kombucha has benefits for the health of the body which is a fermented sugar drink with tea. The drink has a low alcohol content. According to the test results, the alcohol/ethanol content contained in kombucha is in accordance with the 2018 MU LPPOM standard, which has a percentage value of 0.5% and can be consumed by Muslim communities ([Majidah et al., 2022](#)).

The development of more efficient halal raw materials can involve some of the latest technologies, such as nanotechnology ([Syamsuri et al., 2024](#)) and biotechnology ([Estikomah, 2020](#)). Islamic law explains that in implementing halal

product development, it must be considered regarding several requirements for halal products, including :

1. Halal in presentation, so in this case there are no prohibited items at the time of presentation.
2. Halal in transportation, for example, it is not permissible to consume livestock that died without being slaughtered.
3. Halal storage, in which there are no forbidden items such as dogs or pigs.
4. Halal in the process, for example in the animal slaughter process is done by saying basmalah first.
5. Halal in the way it is obtained, for example the goods consumed are not obtained through stealing which is prohibited by Islamic law.
6. Halal substance, meaning that in Islamic law there are several halal products in terms of their substances, for example vegetables or fruits ([Muawanah et al., 2020](#)).

MUI (Indonesian Ulama Council) as one of the halal certification institutions makes it easy for processors to ensure that their products have met the applicable standard provisions ([Latifah, 2022](#)). According to Hendra & Fauziah (2023), in developing halal products, one of the things that must be considered is the halal industry. Halal product development does not only have limitations on consumption. However, the entire supply chain in the production process is also involved. According to the results of the analysis, the number of halal products consumed will continue to increase along with the times. One of the influencing factors is that the number of Muslims in the world has also increased. In addition, according to the literature study, it explains that increasing exports of halal products in Indonesia can be done through optimizing the use of e-commerce, supporting MSME exports in the supply chain, and maximizing access to halal product export markets.

Conclusion

The conclusion drawn through the explanation above is that halal is a concept that has the meaning of appropriate, legal, and permitted in sharia or Islamic law. The development of halal products can be assessed from three aspects including (1) halal logistics, in the distribution process, it is ensured that halal products are not contaminated with non-halal products, (2) halal certification, which is a certification on products that are adjusted to religious provisions, (3) halal verification, activities carried out with the community such as sharing the importance of consuming halal products. One of the influencing factors is that the number of Muslims in the world has also increased. In addition, according to the literature study, it is explained that increasing exports of halal products in Indonesia can be done through optimizing the use of e-commerce, supporting MSME exports in the supply chain, and maximizing access to halal product export markets.

Suggestions are addressed to future authors to conduct further studies based on field facts or case studies conducted, so that the research results obtained experience renewal. Because, the writing of this journal has limitations, namely based on literature review studies. Then it is advisable for the Muslim community to consume several halal products that have been certified, because this is the obligation of every Muslim and the provisions of the Islamic religious sharia. It is also recommended for readers to conduct a more in-depth study related to the development of halal products, so that their

knowledge can be broader

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