

Development Strategy of Halal Industry Ecosystem in North Sumatra

Reza Nurul Ichsan

Universitas Pembinaan Masyarakat Indonesia

Email: rezaichsan31@gmail.com

Abstract

This study aims to highlight the importance of meeting the needs of Halal certification significantly affects the innovative performance of halal certified food companies, which leads to improved market performance. Thus, the problem formulation of this research is how the Halal Industry Ecosystem Development Strategy in North Sumatra. The research method used in this study is Qualitative methods such as interviews with industry experts and stakeholders will provide valuable insights into the condition of the Halal industry in North Sumatra. The results of this study found that the halal industry in North Sumatra shows great potential for growth and development, with promising opportunities for expansion. Collaboration between government agencies, industry associations, businesses and consumers will be crucial in driving innovation and creating a thriving ecosystem for Halal products and services. By working together to achieve common goals, we can ensure the continued growth and prosperity of the Halal industry in North Sumatra in the years to come.

Keywords:

Development Strategy, Ecosystem, Halal industry.

INTRODUCTION

The Halal Industry ecosystem in North Sumatra has undergone substantial expansion in recent years, driven by the increasing demand for Halal-certified products both locally and internationally. The expansion of the halal industry can facilitate the achievement of the Sustainable Development Goals (SDGs) which have an impact on reducing poverty and hunger, promoting healthy living, creating jobs, and encouraging industrial innovation and infrastructure progress. The global halal industry ecosystem is growing, for Muslim and non-Muslim consumers who are happy with the quality of halal products and services (Aam Slamet Rusydiana, 2020).

One of the Indonesian government's initiatives in supporting the development of the Halal Industry has established the Halal Product Assurance Agency (BPJPH). Proving the Government's commitment to ensure halal product standards in Indonesia that can be universally recognized, to encourage the creation of a trade ecosystem based on halal principles, and to provide consumer trust in the market (In the Name of the Prophet Sallallahu A.S.A., 2024). The impact of changing consumer preferences and emerging trends in the halal market can be seen through consumer behavior towards halal products in emerging Muslim markets such as Indonesia and Pakistan (Ramadan, 2024).

The Halal industry ecosystem in Indonesia not only increases the credibility and trust of Halal products but also strengthens the overall competitiveness of the business (KNEKS, 2023). In addition, an established ecosystem can attract investments and partnerships from the global Halal market (Saturday, 2022). The halal ecosystem in Indonesia has at least five sectors in a halal ecosystem, namely goods, services, infrastructure, human resources, and government support (Mubarak, 2023). In Indonesia, the problem of the halal ecosystem is increasingly complex, because the number of certified halal products is still low, government regulations that have not been paid attention to by investors and human resources about the understanding of halal products are still low (Rahmavati DK., 2022).

North Sumatra Province has great potential to build an inclusive halal ecosystem area for all levels of society in North Sumatra. According to the Indonesian Halal Industry Master Plan

for the 2023-2029 Period, there are four strategies that need to be implemented for the development of the halal industry ecosystem in Indonesia, namely first, increasing productivity and competitiveness; Second, the implementation and strengthening of policies and regulations; Third, strengthening finance and infrastructure; Fourth, strengthening halal brand and awareness (Fahham, 2024). According to the Head of the Public Relations, Data and Information Team of the Regional Office of the Ministry of Religion of North Sumatra, the implementation of the October 2024 Mandatory Halal is an important step to realize Indonesia not only as a market, but also as a production base for the global halal industry. To realize a strong North Sumatra halal ecosystem, a strategy to optimize industrial potential is needed, including socialization and information delivery to the community in North Sumatra (Banurea, 2024a). Said the Deputy Governor of North Sumatra (Rajekshah, 2023) said that the components of the halal ecosystem in North Sumatra have not made joint efforts and moved in synergy to achieve this common goal. On the other hand, if the halal ecosystem in North Sumatra has developed well, then North Sumatra can become the center of the halal industry in Indonesia or at least host it in its own country. For this reason, collaboration and synergy of all relevant stakeholders involving the government, academics, scholars, associations, business actors, and the community to work hand in hand to create a halal ecosystem that has competitiveness, certification, coordination, campaign, and cooperation (Banurea, 2024b).

One of the linkages of the Halal Industry Ecosystem in Sharia Finance is the strengthening of sharia MSMEs, the Ministry and the North Sumatra Provincial Government together to be able to carry out more literacy and education related to sharia financing to encourage the strengthening of sharia MSMEs. In addition, North Sumatra MSMEs focus on improving product quality and prioritizing halal certification and using sharia financing to build or develop (Sukoso, Viryawan Adam, Kusnadi Joni, 2020). It was said that the North Sumatra Cooperatives and SMEs Office said that sharia funding with a maximum value of IDR 10 billion from the Ministry of Cooperatives and SMEs is very beneficial for micro, small, and medium enterprises (MSMEs) in North Sumatra. The financing can improve the quality of North Sumatra MSMEs engaged in the sharia sector and potentially sharia MSMEs or more broadly the sharia economy in North Sumatra (Sirait, 2024). The problem of sharia MSME financing is very limited because financing is dominated by conventional financial services (Sirait, 2024). While previous research (Rahmadani, 2024) said that the role of this Sharia financing product makes a huge contribution to the development of MSMEs, especially in Indonesia. Islamic bank financing products reflect a commitment to implementing Islamic economic principles that avoid the practice of interest and speculation. In current conditions, collaboration with the halal Industry Ecosystem is needed at Sharia Financial Institutions to encourage the growth of MSMEs in North Sumatra.

LITERATURE REVIEW

Development Strategy for Halal Industry in North Sumatra.

The development of the Halal industry in North Sumatra is crucial for the economic growth and sustainability of the region. The growth of the halal industry can contribute to realizing the Sustainable Development Goals (SDGs) by providing business opportunities and creating job opportunities (Syarifuddin et al., n.d.). Strengthening the Halal Industry in North Sumatra is essential for supporting the regional economy, especially through Micro, Small, and Medium Enterprises (MSMEs) (Eko et al., 2021). With a large Muslim population and growing demand for Halal products and services, it is essential to establish a comprehensive "The logistics strategy of halal products on customer loyalty can be a strategic approach to promoting the production, distribution, and consumption of Halal goods (Sitnah, 2023) (Baehaqi, 2021). This strategy will not only benefit the local economy but also contribute to the overall development of the halal industry in Indonesia. The development of halal tourism in Indonesia is a key strategy that involves collaboration between the central government, local entrepreneurs, and the local community to overcome obstacles and promote halal products. However, there is a need for urgent standardization of halal food products to fully benefit the local economy and contribute to the overall development of the halal industry in Indonesia (Nova et al., 2022). The potential of the

halal industry in Indonesia to boost economic growth is recognized, but challenges such as low awareness of halal and problems in implementing regulations exist (Hendri, 2021).

By identifying key areas for growth and implementing targeted initiatives, North Sumatra can "position itself as a leading hub for Halal products and services in the region by leveraging its local raw materials and cultural heritage to create authentic and diverse Halal food products, similar to Thailand. It can also focus on implementing strict Halal certification standards to build consumer confidence, like Singapore. However, North Sumatra may face challenges related to financial resources, marketing, and supply awareness, as seen in the Halal tourism industry. Improving service quality and ensuring professional standards are crucial for the success of Halal businesses in the region." (Imsar & Budi, 2023) (Faridah, 2018). By leveraging its resources and expertise in agriculture and food processing, North Sumatra can attract investments and partnerships that will drive innovation and quality in the Halal industry. This will not only create job opportunities for the local population but also enhance the region's reputation as a trusted supplier of Halal products "Halal certification can help improve the competitiveness of businesses in Indonesia by ensuring that products meet halal requirements and are suitable for Muslim consumers, including tourists. This can lead to job opportunities for the local population and enhance the region's reputation as a trusted supplier of Halal products. The Halal food industry is expected to become a major market force in the near future due to the growing demand for Halal products globally (Ririn et al., n.d.) (Elasrag, 2016). By working closely with industry stakeholders and government agencies, "North Sumatra can establish itself as a key player in the global Halal market by leveraging its strategic location and resources to attract investments and promote Halal goods and services, potentially solidifying its position as a leading hub for Halal products (I., n.d.) (Alimatusadiyah Iim and Wahyudi Akmaliah, 2023).

Analysis of the Halal Industry Ecosystem in North Sumatra

To further enhance its position in the global Halal market, companies can focus on increasing marketing efforts, fostering innovation, and improving understanding of Halal products (Safardilah et al., 2023). These strengths include a strong agricultural sector, a diverse range of Halal-certified products, and a growing network of Halal-certified businesses. "Halal certification compliance and its effects on companies' innovative and market performance in the Philippines were studied, showing a significant impact on innovative performance leading to market performance improvements. However, the Dutch Halal food certification market faces challenges with low scores in corporate culture and market conditions (ia, 2019) (Kolkman, n.d.). Additionally, the region's proximity to major markets in Asia and the Middle East provides a strategic advantage for North Sumatra to expand its reach and attract more international investors. The region's proximity to major markets in Asia and the Middle East provides a strategic advantage for North Sumatra to expand its reach and attract more international trade due to the potential for increased regional and international cooperation in combating piracy and improving maritime security in the area. Countries like Indonesia and Malaysia have engaged in joint patrols to prevent pirate attacks in the Strait of Malacca, demonstrating significant potential for enhancing security in the region. Japan has also played a significant role in improving regional security through various initiatives and capacity-building efforts, including providing financial support for security cooperation among ASEAN members and infrastructure projects in the Mekong states. However, the disparity between global security and development spending remains a challenge, with limited resources allocated for development assistance compared to military spending, impacting the ability to address critical national needs in the region (Johan & Esha, n.d.).

North Sumatra has the potential to become a major player in the global Halal industry due to the majority of the population being Muslim, which allows for the development of halal tourism in the region. The availability of accommodation at several hotels or places to stay in North Sumatra has implemented the sharia concept regarding products, services, and management, making it conducive for halal tourism development (Alfi et al., n.d.). With the right investments in infrastructure and marketing, North Sumatra could establish itself as a hub for Halal products and services. To attract consumers from around the world, businesses need to adopt an integrated

click-and-mortar strategy, utilizing backlinks and infomediaries to increase customer attraction at a relatively low cost (Eva et al., 2014) (Cynthia & improved, 2018).

By building partnerships with key players in the industry and staying ahead of trends, North Sumatra can solidify its position and drive economic growth in the region by focusing on the competitiveness of rubber exports, which have been a traditional support for emerging markets in regional and global competition. The Diamond model can provide a framework for analyzing the competitiveness of rubber exports in Sumatra and the ASEAN region, offering Indonesia a competitive advantage. Factors influencing the increase in competitiveness of rubber exports in Sumatra include foreign direct investment, price levels, and interest rates (Zusmelia et al., 2021). As demand for Halal products continues to rise, "North Sumatra can capitalize on the global Halal industry by focusing on product innovation, government policy support, industry infrastructure, halal certification, and consumer acceptance. Singapore and Thailand have demonstrated success in these areas, with Singapore targeting a broader global market and Thailand excelling in providing halal food. Both countries have strict halal certification standards and government policies supporting the industry (Imsar & Budi, 2023) (Budiman et al., 2023).

Halal Industry in North Sumatra

The Halal industry in North Sumatra has been steadily growing in recent years, with a focus on increasing product innovation and improving industry infrastructure. The demand for halal products is increasing every year, not only among Muslims but also among people from other religions and philosophies. The Halal tourism sector is growing from year to year, with a strong interest in Islamic tourism markets. Sharia compliance aspects related to hotels have shown increased commercial interest. In 2013, there were 37 sharia hotels and 150 hotels heading for sharia operations in Indonesia. The concept of attractiveness of halal tourism destinations and measuring their attractiveness effectively is a growing area of interest (Nova, Muslikh, Slamet, Erika, & Dian, 2020). Government support for the Halal industry is crucial in driving its success in the region, as responsible governments can help promote the industry by developing assurance systems, funding research institutes, providing facilities, and organizing training for industry practitioners (Mohd & Shahbaz, 2021) (Ariel et al., 2022).

With the global demand for Halal products on the rise, "North Sumatra can enhance consumer acceptance of Halal products by improving halal certification processes, which can lead to increased market opportunities. The influence of halal labels on consumer purchasing behavior has been studied in various contexts, showing the importance of certification in attracting buyers. E-commerce platforms can also play a role in expanding market reach and improving operational efficiency for businesses, including those focusing on halal products (Ana et al., 2023). North Sumatra can position itself as a key player in the global Halal industry by implementing Halal tourism packages, cooperating with other countries in areas like government policies and SME support, and promoting the region as an AEC one market focusing on Halal tourism. Indonesia and Malaysia have shown success in developing their Halal tourism industries with strong government support and recognition in global awards (Faridah, 2018).

This will not only boost the local economy but also create more job opportunities for its residents. Additionally, investing in research and development for new Halal products can help "To stay competitive in the market and attract more international investors, North Sumatra should focus on factors such as exchange rate, investment credit, inflation, international interest rate, and economic crisis. The government needs to empower and encourage private investors, allocate development funds for infrastructure, and maintain price stability and adequate interest rates. Additionally, the availability of investment financing in the form of investment loans has a positive effect on private investment (Murni, 2015). By embracing innovation and continuously improving its infrastructure, North Sumatra has the potential to become a leading hub for Halal products in the region.

RESEARCH METHODOLOGY

The research methods used in this study will involve a combination of qualitative approaches. Qualitative methods such as interviews with industry experts and stakeholders will provide valuable insights into the current state of the Halal industry in North Sumatra and identify potential growth opportunities. According to research in the automotive supply industry and new product development projects (Clinton & Mantoa, 2024), qualitative methods such as interviews with stakeholders and industry experts can provide useful insights. (Corinna & Freimut, 2020). On the other hand, “quantitative methods such as surveys and data analysis can be helpful in measuring market potential and predicting future trends, especially in the context of big data techniques in research and auditing practices. Big data sentiment analysis has potential applications in auditing, where negative sentiment from online sources can influence risk-based auditing. Market basket analysis and stock market prediction using quantitative modeling are active research areas utilizing big data techniques (Martina et al., 2018) (mmad., 2016). Using a multi-faceted research approach, this study aims to provide a comprehensive understanding of the Halal industry in North Sumatra and offer strategic recommendations for sustainable growth and innovation. This integrated approach will allow researchers to collect in-depth qualitative data and quantifiable quantitative data, thus providing a more holistic view of the market landscape. With the strength of qualitative methods in general and quantitative methods in particular, this study will be able to uncover nuanced insights and actionable recommendations for stakeholders in the Halal industry in North Sumatra. Ultimately, the aim is to support the development and expansion of Halal businesses in the region, drive economic growth and encourage innovation in the industry.

RESEARCH RESULTS

Results

From our qualitative research study show that businesses that actively engage with the Halal community through listening and incorporating their feedback into their strategies have seen a significant increase in customer satisfaction and loyalty. Through open communication and a willingness to adapt, "the halal industry has expanded beyond food to include pharmaceuticals, cosmetics, health products, toiletries, and more, appealing to both Muslim and non-Muslim consumers seeking ethical and safe products. Halal cosmetics, in particular, are gaining popularity among conscientious consumers looking for products that align with their religious and cultural beliefs (Elasrag, 2016). This has not only resulted in higher sales and repeat business but also in a positive reputation within the Halal market. Furthermore, our discussions with Halal consumers revealed that they value businesses that take the time to understand their unique cultural and religious needs. They appreciate companies that show respect for their beliefs and traditions and are more likely to support those that align with their values. This highlights the importance of building trust and authenticity in the Halal market, Consumers are more likely to remain loyal to businesses that they feel genuinely care about their needs. Trust leads to a high level of affective commitment, which in turn influences customer retention (W.Chandra, 2021)

In conclusion, "Incorporating qualitative research into business strategies can significantly impact the success of companies looking to tap into the Halal market by establishing collaborative innovation and addressing production-related risks in the Halal supply chain. Consumers' concern for Halal issues directly affects their behavior and willingness to pay for Halal logistics, driving the global demand for Halal products. The adoption of Halal practices can build trusting relationships between organizations and stakeholders, leading to increased investments and sustainable growth in the Halal market (Mohd & Shahbaz, 2021) . By actively listening to and engaging with Halal consumers, businesses can gain valuable insights that can inform "Understanding the cultural mind and how different groups transmit knowledge and belief systems can impact environmental decision-making and strengthen connections with specific demographics. Cultural cognitions play a significant role in shaping environmental values and decision-making processes. Protected values, considered sacred by certain groups, may not always hinder decision-making but can actually lead to more informed choices. Different

conceptions of common resources may require unique analyses based on cultural beliefs. Overall, a unified approach to culture and cognition can enhance models of cultural cognition, such as environmental decision-making (Douglas & Norbert, 2005). This approach not only drives sales and loyalty but also fosters trust and authenticity within the Halal community, positioning businesses as valuable partners in serving their needs.

Discussion

Of these findings and their implications for businesses seeking to enter the Halal market will be further explored in the following sections. Additionally, the potential challenges and opportunities that may arise when implementing these strategies will should be addressed to furnish a thorough comprehension of how enterprises can proficiently communicate with Halal consumers. By comprehending the distinct preferences and values of the Halal community, businesses can customize their marketing strategies to align with particular psychographic segments by analyzing consumers' psychological profiles and pinpointing segments with analogous preferences, needs, and purchasing behaviors. This facilitates personalized marketing strategies customized for particular psychographic segments, leading to enhanced communication and increased client engagement. By comprehending the psychological composition of these categories, organizations may customize their products, messaging, and marketing methods to align with the distinct motivations, values, and lifestyles of their target consumers. This tailored strategy enhances the probability of engaging the attention and allegiance of the intended audience (Miko et al., 2023) (Hafez, 2023). This targeted approach not only increases the likelihood of success in "The Malaysian government has provided support to small and medium entrepreneurs in the halal products industry to strengthen Malaysia as a hub for halal product certification internationally recognized. The government emphasizes human aspects, practices, and strong commitment at all levels of the chain to improve competitiveness and make products the ultimate choice for users, especially Muslims. Various researchers have highlighted the importance of commitment in ensuring organizational performance and maintaining halal certification status. The study conducted in Malaysia has shown a good level of knowledge, halal quality assurance practices, and commitment among food industries in implementing halal (Sharifudin et al., 2016). As businesses navigate the complexities of entering the Halal market, it is important to remain adaptable and responsive to "the evolving demands of a diverse and dynamic consumer base can be understood by considering the properties of markets stemming from features of demand, as highlighted in the economic literature among evolutionary scholars. A general model of the consumer based on bounded rational decision algorithms can provide insights into consumers' behavior and preferences, which are crucial in understanding market dynamics. (Valente, 2012).

An updated strategy for capacity building and workforce "Skills development in North Sumatra's Halal industry is crucial for continued success and growth. The traditional markets in North Sumatra play a significant role in the local economy, with a large number of traditional markets in the region, especially in cities like Medan. However, there are challenges such as inadequate facilities, lack of digital market utilization, and the need for appropriate regulations for sustainable development. (Nurahmadi et al., 2024). Investing in training programs, workshops, and mentorship opportunities can enhance employee knowledge and skills, leading to improved performance and productivity (Alison et al., 2021). By prioritizing technology, customer, and competitor orientations, businesses can enhance their adaptive capability to meet evolving customer needs and remain competitive in the marketplace. Technology-oriented firms excel in technological knowledge accumulation and application, allowing them to coordinate resources efficiently and experiment with new ideas to gain an early lead in emerging demand trends. Customer orientation becomes more effective in guiding firms' resource reconfigurations and adaptations in highly competitive markets, while competitor orientation is imperative for success in competitive environments. The effectiveness of these strategic orientations depends on market dynamics, such as demand uncertainty and competitive intensity (Kevin & Caroline, 2010).

Additionally, fostering a culture of continuous learning and development can increase employee satisfaction and retention, which ultimately benefits the overall success of the organization "Organization development can increase employee satisfaction and retention, benefiting the overall success of the organization by enabling it to adapt better to external changes and sustain itself over the long term. (Ikechukwu & Ugo, 2019). Overall, investing in employee growth and development is not only beneficial for individual workers but also for the organization as a whole "Investing in employee growth and development is not only beneficial for individual workers but also for the organization as a whole. Training and development programs can increase the profit of organizations and provide a competitive edge in the market. Organizations can use these programs to attract and retain employees, improve their appearance as an employer, and enhance organizational performance (DR & K., 2014).

By providing opportunities to learn and develop skills, companies can stay ahead in the ever-changing halal market "To stay ahead in the ever-changing halal market, companies can provide opportunities for learning and skill development to their employees. This can help in preparing halal studies graduates with the necessary skills to thrive in the dynamic halal industry (Muhammad et al., 2022). The halal industry offers substantial career opportunities, but only competent individuals can seize them, highlighting the importance of continuous learning and skill development (Safardilah et al., 2023). Understanding the halal industry and the available opportunities can help companies achieve greater success in the global market, presenting promising opportunities for expansion (Nabila, 2023). However, challenges such as lack of globally agreed-upon halal certifications and supply chain issues exist, which can impact companies operating in the halal market (Safardilah et al., 2023). In addition, creating a supportive and dynamic work environment that encourages continuous learning can help attract top talent and retain valuable employees. In this way, capacity building becomes not only a necessity but also a key strategy for long-term success in North Sumatra's halal industry ecosystem.

CONCLUSION

The halal industry in North Sumatra shows great potential for growth and development, with promising opportunities for expansion. However, challenges such as lack of globally agreed-upon halal certifications and supply chain issues exist, which can impact companies operating in the market. To address these challenges, creating a supportive and dynamic work environment that encourages continuous learning is crucial. Capacity building is not only a necessity but also a key strategy for long-term success in the halal industry ecosystem. In summary, investing in talent development and addressing certification and supply chain issues are essential for companies looking to thrive in the North Sumatra halal market.

Implications for the future of the Halal industry in North Sumatra include the need for increased collaboration among stakeholders, investment in technology and innovation, and the development of robust regulatory frameworks. By focusing on these areas, the halal industry in North Sumatra can continue to grow and attract more investors and consumers. Additionally, building strong relationships with international partners and staying informed about global trends will be crucial for staying competitive in the ever-evolving market. Overall, the future of the Halal industry in North Sumatra looks promising, but proactive measures must be taken to ensure its continued success. Call to action for stakeholders to implement the development strategy. To achieve this growth and success, stakeholders in the Halal industry in North Sumatra must come together to implement the development strategy outlined above. Collaboration between government agencies, industry associations, businesses, and consumers will be essential in driving innovation and creating a thriving ecosystem for Halal products and services. By working together towards a common goal, we can ensure the sustainable growth and prosperity of the Halal industry in North Sumatra for years to come.

ACKNOWLEDGMENTS

This research activity is prioritized for the North Sumatra regional government in making policies to encourage the halal industrial ecosystem in North Sumatra to develop. The researcher would

like to thank the experts engor experts in the field of sharia economics who have contributed their thoughts to provide perfection to this research. Researchers hope that there will be a follow-up to the results of this study which can be utilized for the world of academics and practitioners to develop science, especially sharia economics.

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