



REINFORCEMENT OF THE HALAL INDUSTRY FOR GLOBAL INTEGRATION REVIVAL

Edited by
Heri Pratikto, Ahmad Munjin Nasih, Zawawi Isma'il
and Adam Voak



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The emergence of a Halal industry in the past decade in the fields of food, beverages, and services, emphasizes the importance of providing a more complete understanding of Halal products, current Halal developments and other topics of Halal development. This groundbreaking volume provides theoretical and empirical studies on the Halal industry. This book explores critical issues, best practice examples, and draws on a range of international case studies to demonstrate theory in practice of the Halal industry. Emphasizing the Halal industry, the chapters address a number of important issues such as Halal assurance system, Halal product certification, Halal tourism, Human Resources of Halal Certification, supply chain of Halal products, and other related subjects.

This book will be of interest to students, scholars, and practitioners who have a deep concern and interest in the Halal industry. It is futuristic with a lot of practical insights for students, faculty members, and practitioners. Since the contributors are from across the globe, it is fascinating to see the global benchmarks.



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DEVELOPMENT (ICHAD 2021), MALANG, INDONESIA, 5 OCTOBER 2021

Reinforcement of the Halal Industry for Global Integration Revival

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Preface

The growing trend of the Halal industry has transformed the shifting in perception of the Muslim community and has changed the Moslem customers paradigm around the world. There are two reasons for the Halal product transition: first, the development of the Halal industry is beyond what is seen historically. Second, the Moslem market share is currently being considered by the world, therefore Halal market recently is not exclusively for Moslem Countries. The increasing demand for Halal products, including goods and services, especially for food, beverages and ready-to-use products, has affected in a growing need for products with Halal guarantees or certification. Due to the increasing demand from consumers for Halal products, producers are forced to produce food products, beverages and goods that must meet the provisions of Islamic law.

Furthermore, in 2020, around 205 million people from 268 million total population, or about 80% are Moslem. This makes Indonesia the largest Muslim population in the world. Considering that Indonesia is a country with a huge Moslem majority population, the Halal industry in Indonesia has to be developed rapidly. The Halal industry is one of the priority sectors through the 2019 The Indonesia National Islamic Finance Committee (KNKS) master plan. However, Halal awareness for consumers as well as producers considered to be crucial issue. For instance, many restaurants, hotels or food station are not Halal-certified, and there are also many food products, medicines and cosmetics that are not Halal-certified.

In the future, Halal industry should contribute more to economic growth, considering the numerous Indonesian Moslem population. Thus, the Halal industry is easier to find domestic consumers through Halal product and international consumers through Halal tourism. However, considering the COVID-19 pandemic which has caused mobility restriction and has limited access to local tourist destinations, Halal industry should take a part in economic recovery. Therefore, it is essential to understand the role of the Halal industry in restoring the Indonesian economy during the COVID-19 pandemic.

According to the previous discussion, it is essential to arrange International Conference in providing a more complete understanding of Halal products, current Halal development as well as discussing the research results on the topic of Halal development. The 2021 International Conference on Halal Development (ICHAD) invites some prominent speakers who have a focus on the Halal field from several countries.

The first International Conference on Halal Development (ICHaD) 2021 was held at Universitas Negeri Malang, East Java-Indonesia on October 5, 2021. This Conference was brought by Halal Center, Institute for Research and Community Service (LP2M) Malang. There were six main speakers in this conference including Assoc. Prof. Dr. Adam Voak James Cook University, Australia; Prof. Dr. Nurdeng Deuraseh, Ph.D, University Islam Sultan Sharif Ali (UNISSA), Brunei Darussalam; Prof. Satomi Ohgata, Kyushu International University, Faculty of International Studies, Japan; Asst. Prof. Dr. Asman Taali, Director of Halal Institute, Prince Songkla University, Thailand; Afdhal Aliasar, MBA, Director of Halal Industry Product, Komite Nasional Ekonomi dan Keuangan Syariah (KNEKS), Indonesia; Prof. Dr. Heri Pratikto, Head of Halal Center, Universitas Negeri Malang, Indonesia.

The organizers wish to acknowledge the keynote speakers for their presentation on ICHaD 2021. We also acknowledge publicly the valuable services provided by the reviewers for their time, hard work, and dedication to this Conference. In addition, many thanks given for all persons who help and support this conference. Furthermore, we also invite the presenters around the world to participate in the 3rd ICHaD that will be held in 2022. Finally, we hope that the future event will be as successful as indicated in this proceeding.



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The organizers also wish to acknowledge publicly the valuable services provided by the reviewers. On behalf of the editors, organizers, authors and readers of this Conference, we wish to thank the keynote speakers and the reviewers for their time, hard work, and dedication to this Conference. Without their services, the editors could not maintain the high standards of Halal Development Research.

The organizers also wish to acknowledge the speakers and participants who attended this seminar. Many thanks given to all persons who helped and supported this conference.

The organizers wish to apologize to the speakers who cannot publish their paper in this Conference Proceeding. Our apology also given to all participants for all shortcomings in this conference. See you in the next ICHaD 2022 at the Universitas Negeri Malang.

Malang, December, 2022
Local Organizer of ICHaD 2022
The Halal Centre, Institute for Research and Community Service (LP2M)
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