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Business Strategy In The Halal Industry (The Use Of Digital Ecosystems In Introducing Indonesia As The World's Halal Industry)

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Abstract

This research provides an overview of how business strategies in the view of Islam which of course in the process of running a business must be accompanied by sharia rules. The world is becoming more globalised, with businesses producing products that are now considered halal. This sector has a huge impact on the world economy, and the halal market is now dominant in the commercial world. With a huge potential market size, Muslim countries currently have more than 1.6 billion consumers, supporting the growth of halal lifestyles among the non-Muslim population. To grow and compete in the global market for halal products, Indonesia needs a well-executed strategy that capitalises on the development of the digital ecosystem. One way to achieve this is by encouraging businesses that are acceptable and valued by society and can be seen as export commodities that can drive the growth of trade and industry-related sectors, which in turn will help increase national income. A specific strategy is needed to develop the halal industry in Indonesia, and one important way to achieve this is by capitalising on the growth of the digital ecosystem.

Keywords: Business Strategy, Industry in Islam, Halal Products

INTRODUCTION

The era of globalisation is growing, making competition in the industrial centre even more intense. It takes innovation and creativity to maintain consistency to create competitiveness with other products or businesses. Consumers are very selective in

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providing judgements and determining tastes so that further strategies are needed in influencing and of course will make consumers interested.

The presence of the word halal is now a very important point... In everyday life, it has become a symbol of global quality assurance and lifestyle choice. As businesses can make a lot of money selling halal products, manufacturers and retailers use halal certifications and logos to inform and reassure consumers that their products are of high quality and worth consuming as per religious guidelines.

One of the things that takes centre stage in the industrial world now is the presence of halal designation. And indeed this is what has become a global conversation that signifies a quality label for a product in the eyes of consumers. Lifestyles that are increasingly following market trends, which will impact on attention to influence business competition. In this case, halal products such as halal certificates, logos and so on become weapons for MSME players to convince consumers that this is suitable for consumption according to Sharia recommendations. Food has implications for behaviour so that the halalness of the food becomes an important basis. One of the good or bad behaviours is related to what food is consumed. To make the halal products industry grow in a country, it is necessary to implement effective strategies that will make a real contribution to moral and ethical development.

THEORETICAL STUDIES

The first definition of strategy is a programme to determine and achieve organisational goals. The second definition, strategy is a pattern of thinking or response to the environment over time (Syafruddin, 2017). Therefore, it can be concluded that strategy is one of the efforts to determine tips or plans that will be used in the future to achieve the desired goals.

Industry comes from the Latin word "industria", which means "labour". The word "industry" is often used in general, meaning all human activities to fulfil their needs in order to achieve happiness. The definition of Industry according to Sukirno is a company that carries out economic activities included in the second sector, which is called the secondary sector.

Halal means "permitted, authorised, allowed, approved." It comes from the Arabic word "halal," which means something that is haram (forbidden) or that causes harm. Halal also means something that is free from prohibited ingredients. Law No 33 of 2014 on Halal Product Guarantee lists several discussions that can help in understanding halal products.

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METHODOLOGY

This research is conducted by collecting various references that are directly related to business strategy in Islam, industry in Islam and halal products. The analysis is done by linking the descriptive approach. (B Berg, 2009) .

Documentation is a way of collecting information to see what can be seen directly (Syamsuddin, 2017). A written report of something that has information consisting of a summary and thoughts about the event, as well as specific data or records about the event. This is done by collecting important data that supports research on this topic, whether it comes from books, journals, or other sources related to the topic of business strategy in Islam (case study of the use of digital ecosystems in introducing Indonesia as the world's halal industry).

DISCUSSION

Business Strategy in Islam

Strategy is needed in the process of achieving a goal. Islamic business is no exception. Competition in the business world will also have a significant impact on business people. With this strategy, it will be easier to provide competitiveness (Sunyoto, 2012).

There are various goals that a company may have, but the strategies used to achieve them can be different. One strategy might be to create a plan based on what is already happening. But another strategy will focus more on the actual implementation. In this case, there are 3 strategies that can be used:

1. Selecting the intended consumer. Consumers are an important factor in determining the success or failure of marketing efforts. Products that are marketed must be able to provide interest. From this interest, consumers get better satisfaction and trust so that consumers are willing to return to the business and become customers.
2. Identifying consumer wants. Consumer desires must be different. In identifying consumer desires, knowledge of consumer behaviour is needed and it is necessary to pay close attention to what strategies need to be implemented that will make consumers interested.
3. Determine the Marketing Mix. It is undeniable that one of the determinants of business competition is about the marketing mix. The extent to which economists provide innovations that attract consumers New core combinations of company systems, namely products, price structures, promotional activities, and distribution systems (Muhammad Irham, 2019).

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However, it must be understood that everyone is expected to conduct business in accordance with the teachings of Islam, which sets limits. Therefore, the Islamic teachings that form the basis of how to develop a business according to sharia law include:

1. Good intentions.
   One of the foundations of every action is intention. If the heart is good, good deeds are good, and if the heart is evil, good deeds are evil.
2. Interacting with morality. Morality is at the forefront of Islamic economic design because, this is the purpose of Islam and the Prophet's preaching, which is to perfect morality. Some of the basic ethics that a Muslim entrepreneur should have include:
   a. Honesty. Honesty determines the success of one's business. In the business world, Islam strongly emphasises to prioritise honesty. Determining materials must be in accordance with the Sharia which does not conflict with something forbidden. In the process of developing wealth, Muslim entrepreneurs must remain honest.
   b. Amanah means "trust" or "confidence" in someone. However, in general, amanah means taking care of something, not necessarily owning it. For example, a trust may be to protect company secrets, to keep work secrets, or to provide information to a specific person.
   c. Tolerance helps one in doing business. Tolerance in business has several benefits, such as making transactions easier, developing better relationships with buyers, and speeding up the flow of money.
3. Grateful
   Muslim entrepreneurs are entrepreneurs who are always grateful to God. Gratitude is the logical result of our gratitude for the favours that God has given us so far.
4. Work as worship
   One is strongly encouraged to make an effort (ikhtiar). After trying we leave the results to Allah (Tawakkal). And this must be applied in a Muslim entrepreneur. Must believe in destiny, that Allah will give good results when his hambah has tried.
5. Following the rules of Islam
   Islam does not necessarily give freedom to run a business venture, but there are rules that must be followed so that economic endeavours are under Islamic control. Please run an economic, trade or any business as long as the business (trade) is not included as forbidden by Islamic sharia, as the following hadith of the Prophet

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Muhammad SAW: "Nine out of ten sustenance is found in trade and one tenth in livestock".(HR. Ibn Manshurur).

Marketing Principles from an Islamic Perspective

The main marketing activity or also called the marketing mix is a company tool consisting of four principles, namely product, price, place or distribution, and promotion.

1. Product.

Products / goods are one of the keys to business success. Of course, in this case the quality of the products or goods offered is guaranteed. The products sold must be in accordance with customer tastes and fulfil customer needs and desires. Customer tastes and desires are varied and the main goal is to see how good the quality of the goods is. Customers will be very selective in choosing goods to be consumed. In Islamic perspective, it is very concerned about the quality of goods or products. Whether the item or product is included in the halal and good criteria. Do not let the goods or products produced violate and are not in accordance with Islamic corridors. Regarding the criteria set, there are many arguments of shara' that explain, including in the words of Allah SWT Q.S. An-Nahl (16): 114:

فَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاشْكُرُوا نِعْمَتَ اللَّهِ إِنْ كُنْتُمْ إِيَّاهُ تَعْبُدُونَ

Meaning:

"So eat that which is lawful and good from the sustenance which Allah has given you; and thank Allah for His favours, if you worship Him alone".

It can be seen from the above that what is called good is good in medicine, which is commonly referred to as medical. Halal is lawful according to Shariah. Halal is the opposite of Haram. Therefore, to the extent that a company produces a product, it must pay attention to the illegal form or substance. So, when a company produces a product, such as food, drinks, it can be guaranteed that it is halal.

2. Price.

The price that occurs in the market determines the purchasing power of the public or customers. If the price of the product rises, the company's profits rise. Companies are also required to set reasonable prices for different types of products. The principle behind it is to ensure that the price of the product is higher than other similar products. This is actually true to have a higher quality product.(Silvia Kartika, 2015)

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3. **Promotion**

It cannot be denied that, with the development of sophisticated technology, these economists promote their products or goods more widely. There are many ways that can be done in doing promotion including: Personal selling. This means that they try to persuade consumers to buy goods by communicating directly and convincingly. Then you can also spread advertisements, brochures and so on. And what is very trendy now is promotion on social media such as Instagram, TikTok, Facebook which is very actively carried out by entrepreneurs.

4.**Place/Distribution**

The aspect of place is not discussed in much detail. In general, Islam does not place much importance on location. Only from this aspect and its relation to the products sold, Islam takes the natural aspect as the basis of its consideration. In this case, prioritising and choosing a strategic location that is easily accessible to consumers will affect buyers' interest in buying and consuming the products being sold. Because, in a strategic and convenient location that is easily accessible to consumers, they have no difficulty getting the desired product.(Zaki Khozin, 2020).

Digital Ecosystem Presence

In terms of industry in Islam, this means that it cannot be separated from the word halal. And we know now that Indonesia is busy preparing itself to try to become the centre of the world halal industry in 2024. (Muhajra Jasfar, 2020). One of the countries with the largest Muslim population is Indonesia. This cannot be denied that, with the predicate as the largest Muslim population, it will open up so many business opportunities that will certainly benefit the Indonesian economy in the future. One of them is the halal business. In preparation for Indonesia to become the centre of the halal industry in the world is the presence of a good strategy implementation. What kind of strategy will then be applied to boost competitiveness in the business world.(Faqiatul Maria, 2018).

Whether we like it or not, the presence of digital technology in the 4.0 era is a phenomenon that has occurred and its development is so rapid that we must try to adapt. One of the results of technological development that is currently familiar is the presence of a digital ecosystem. To support the progress of a business, a person or business actor can collaborate with various parties, one of which is through the digital ecosystem. The formation of the development of the digital ecosystem is also considered a more efficient answer in doing business, why is that? because the presence of a digital ecosystem, in

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addition to encouraging progress, also brings a number of benefits, including for sharia business actors or commonly referred to as the halal industry. But before further discussing what the impact will be, what kind of benefits and benefits are provided, we must first know what exactly is a digital ecosystem, why then this must be understood by business activists in the contemporary era.

History of the Digital Ecosystem

The concept of a digital ecosystem was first introduced in 2002 by a group of scientists and practitioners from Europe, who called themselves the Digital Ecosystem Initiative (DEI). In 2007, Elizabeth Chang, Elizabeth Chang, Ernesto Damiani, and Tharam Dillon started the IEEE Digital EcoSystem and Technologies Conference (IEEE DEST) applying the general ideas associated with digital ecosystems to model the adoption and continued development of computer-based products and services in competitive and highly fragmented markets, such as the European market. In 2009, Richard Chbeir, Youakim Badr, Dominique Laurent, and Hiroshi Ishikawa started the ACM Conference on Management of Digital EcoSystems (MEDES).(Nadya Amalia, 2020).

Definition of Digital Ecosystem

The digital ecosystem is an ecosystem that has been applied by many people in the world, including Indonesia itself. The covid pandemic period in the last 3 years has really required someone to limit every activity outside the field, so the existence of this digital ecosystem system seems to adapt and has become part of our lives today. Although there are many controversies related to activities that must require someone to be in the room, but that is the reality that starting from us working, studying, shopping and others by using part of the digital ecosystem system.

A digital ecosystem is a group of interconnected and integrated technologies that can be used to create an integrated system. This system can then be used by business people in various ways, from customers, suppliers, data providers, government agencies to business-related departments, and others.(Nadya Amalia, 2022).

A digital ecosystem is a group of interconnected technologies that can be used to create a unified system. This system can then be used by businesses in a variety of ways, from customers, suppliers, data providers, government agencies to business-related departments, and others.

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The digital ecosystem is a powerful tool that has been very successful in supporting business needs in the modern era. Thanks to its presence, all parties involved in the business can improve the efficiency of time, cost, and resources by achieving the desired goals using this system. If we think of a business like an ecosystem, a digital ecosystem is one place where all participants meet, there is a trading process happening in it, and business strategies are developed using an optimised and solid data and information management system.

The benefits and purpose of a digital ecosystem

The benefits of digital ecosystems for businesses are exciting and can be a step in the right direction for those running businesses. Not only as a way to keep up and adapt to the business development trends of the times, but also how business types are interconnected with the presence of a digital ecosystem.

There are several benefits and objectives of the digital ecosystem, among others:

1. Accelerated adoption of new technologies

   New technology is not new anymore. So the presence of new technology makes people adapt to it. This is a challenge for many people, especially for small or medium-sized businesses that are not used to understanding the concept of digitalisation. With the presence of a digital ecosystem, it is hoped that businesses can quickly learn about new technologies. Complex technologies can be made easier to understand with explanations from various sources. There are often people who try to provide step-by-step, level-by-level, comprehensive guides for novice users so that they can understand the use of new technologies.

2. New Income Opportunities

   The presence of the digital ecosystem brings a breath of fresh air to engagement, connectivity, and well-integrated parties. This business will offer great benefits, offering a very potential way to generate new revenues (profits).

   For example, for businesses engaged in halal food or halal food and beverages). Those who have good alignment in the digital ecosystem can create an online ordering system that is fast, functional, and accurate. In this way, we maximise the potential of the growing digital ecosystem. As well as direct marketing and online marketing, which will be widely accessible to consumers.

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3 Business Process Cost Efficiency

Digital systems can be designed to run more efficiently because they are structured and interconnected. This makes relationships between people more effective over time, although it may not always involve face-to-face meetings. For consumers or customers, this is very convenient as the administrative and transactional tasks required do not have to involve physical presence, but can be done using verified and secure methods.(Verihubs, 2022).

Optimising the Halal Industry in the digital era as a manifestation of becoming the world's Halal centre

Indonesia is one of the world's leading halal producer centres. This is a big vision from the government that wants to be realised. With a large majority of Muslim population and as a country that has the fourth largest population in the world with a population of 267 million, it is very likely that Indonesia can achieve this vision.

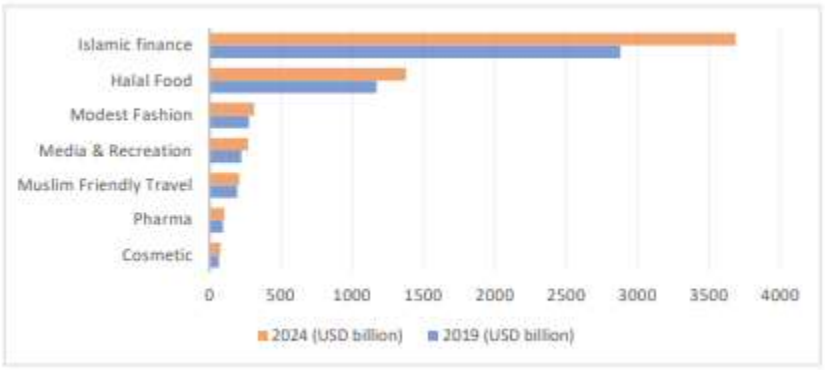
Halal industry is a term that is often used to describe a business that starts from the ingredients that have been obtained, how the process is done, to how the product is made. Development opportunities in this sector are enormous due to the development of technology and innovative creativity created by producers in order to market their products. The combination of technological and economic developments has led to an increase in consumers' real income. (Indra Pradana et al, 2021).

We can see that the halal industry has emerged in many communities. Such as food, drinks, cosmetics, fashion, and the latest trend is halal tourism. If we look at the development of the industry now, the majority of halal industry business actors in Indonesia are in the food and cosmetics sector. However, there are still several

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potential sectors for the development of the halal industry that need to be explored.

Tabel 1 : Potret dan prospek sektor industri halal dunia tahun 2019 - 2024



(The Global Islamic Economy 2021)

Based on the data above The State of the Global Islamic Economy Report is a report that looks at the Islamic economy in a particular country and evaluates it using various indicators. The report is produced by Dinar Standard Dubai - UAE, an international research institute specialising in Islamic economics. The State of the Global Islamic Economy Report is designed to help Islamic economic policy makers with a picture of where the Islamic economy is today and how it is developing. In addition, the report is an attempt to measure the growth of the Islamic economy around the world.

Tabel 2 : Peringkat berdasarkan sektor industri



(The Global Islamic Economy 2021)

Indonesia ranks fourth in the world in terms of the halal industry, which means producing products that are allowed by Islam. It lags behind countries such as Malaysia,

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Saudi Arabia, and the UAE, which are much more advanced in this area. The ranking is based on a number of different sectors within the halal industry, including Islamic finance, halal food industry, Muslim clothing industry, tourism industry, pharmaceuticals, and halal cosmetics.

Potential industrial sector opportunities that can be developed include:

1. Food and Beverages
   There are many types of industries that can be developed, including the food and beverage industry. It is one of the industries that makes the most money every year. That cannot be denied, as the population is increasingly selective about what they eat and pay more attention to the safety of halal-labelled food.(Faqiatul Mariya, 2018).
2. Cosmetics
   The number of halal cosmetics in Indonesia has increased rapidly in the last decade. This is because the label on every cosmetic product will have halal certification. This will make consumers feel safe and confident in using the product, as they know that the ingredients are safe.
3. Fashion is one of the things that young people are very interested in. There is fashion that is made in accordance with Islamic principles, such as not showing skin and not making people look ugly. There are Muslimah fashion models that attract buyers. There are so many Muslimah clothing brands developing in Indonesia, because the available market share is very large.
4. Halal Tourism
   Tourism is an activity supported by a number of facilities and services offered by the community, the business world, the government, and local governments that meet the requirements of Islamic law. When viewed conceptually, Islamic-themed tourism has a concept of service-based tourism and tourism products centred on Islamic principles.
   Halal tourism means, made for tourists who are interested in religious values, and spreading the teachings of Islam to other visitors, where people have fun without violating Islamic law. Some tourist destinations are considered halal if they meet the needs of Muslim travellers. For example, there may be sufficient facilities for Muslim prayer. Travelling to a Muslim-majority country is not only visiting the places here, but also learning about the local culture and customs, what food is popular, and how people behave there.(Kemenparekraf, 2021).

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The digital ecosystem, especially in the modern era, makes it easier for businesses to develop and market their business. Not only big businesses, medium and small businesses have also started using digital platforms to develop and market their products. And even middle-class people have started selling their own products online.

We can see through the smartphones used by the community, with the digital economy system, people have started selling halal products through online shopping such as Shopee, Tokopedia, Bukalapak, OLX, Lazada, and others. Apart from selling products through online shopping platforms, people also sell them through social media platforms such as Facebook, Instagram, and WhatsApp. The marketing strategies used by this community vary greatly, ranging from creating websites or online stores, placing advertisements, adding attractive visuals, to making their own videos about their products.(Kompas, 2020).

Producers and consumers both feel happy and benefit from the presence of a digital-based halal industry. Products are marketed through digital media. For producers, marketing products through digital media is very profitable. There are several benefits that can be obtained, such as shorter marketing time, market expansion, and cost reduction. For consumers, it is easy to find information about products, easy to compare prices, and easy to buy. These benefits will continue to encourage the development of the halal industry in the digital era, both in Indonesia and abroad.

The government is working to gradually develop the halal food industry in Indonesia, and one of the goals is to accelerate the implementation of halal certification for businesses. By providing halal certification services through several ministries and agencies, this strategy is intended to help accelerate the implementation of halal food. By having all food businesses with an NIB number (indicating that the business is halal certified), we hope this will encourage other businesses to get certified as well.(Hayyun Durootul, 2019).

1. The Importance of Halal Certification for Consumers

Halal certification is important to provide certainty and safety for consumers. More often than not, it is difficult to determine the halalness of a product just by looking at the end product. Consumers also want to know how halal principles are applied throughout the production process, from ingredient sourcing, processing, manufacturing to distribution.

The Indonesian Halal Lifestyle Centre requires halal certification because the halal process is an integrated process. Halal usually refers to halal, while toyyiban ensures the quality of their products. Halal is a process, not just an end product. For example, a

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consumer wants to know the halal supply chain for a particular product, from the farmer to the shop. For example, how are chickens fed when they are raised on the farm, and are they given vitamins that are not in accordance with Islamic law? How is it slaughtered? This is called halal certification and you have to see the process. So, with the halal logo, consumers feel protected.

2. Halal Certification Accelerates Business Benefits

The halal food certification process is likely to have a positive impact on micro and small businesses in addition to consumers. Not only is the process easy to manage, but it also offers earning potential for business owners. The certification process used to be difficult, as were industry statistics for small and large businesses, but this has changed according to the new regulations.(Hayyun Durootul, 2019).

Halal certification means a business will get additional revenue or benefits, such as being able to retain customers longer, as many people choose halal food over non-halal food. From a business perspective, there is a lot of focus on halal certification. However, business actors still need to continue their education, because certification is not just a management issue, but standards that apply both domestically and internationally. This has implications for trade and the economy of a country.

3. Encouraging MSMEs to compete in the global market

The development of MSMEs basically requires a special strategy. Given that there are more and more small businesses emerging from time to time. Starting from marketing existing and well-known products to selling innovative products. Therefore, it is important to know the 5P strategy which is an effective way to develop MSMEs, what are they?

a. Product

Before starting a business, determining the product is the first thing to do. This step must be considered carefully. The trick is to see what products customers are looking for. It's best to do market research to find out what consumers really need.

With this small survey, you will get a more detailed picture of the products that will be sold. Not only that, but also create innovative products that are not yet on the market so that there are fewer competitors. Creative and interesting innovations will help your business grow and generate more profits.

b. Price

After determining the product, the next step is to determine the selling price. Make sure the price set has covered the capital and sales operations carried out. By paying attention to this, it will further prevent business actors from incurring

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losses. If you are confused about determining the price, you can make a comparison with the prices given by competitors.

However, make sure that quality is also taken into consideration when comparing prices. For example, if competitors offer low prices with low quality, there is nothing wrong with selling products that are slightly more expensive with better quality.

c. Place

The next MSME strategy is to determine the place of business to be run. Choose a strategic location according to the products you sell. By considering this, your products will be more easily recognised by the public and ease of sales transactions.

If it is not possible to get a strategic selling place, at least choose a location that is not too far from the target market. For example, if your target market is students, look for a business location close to the school.

d. Promotion

The utilisation of technology in medium-sized businesses is no longer unusual. Many small businesses also use social media platforms and websites to introduce their products. This certainly has a positive impact on the business being run. Given the wide reach of the internet that can be seen by many people.

e People

The last and no less important MSME strategy is human resources in a business that is run. This should not be underestimated because it will be related to your business operations. Therefore, make sure you recruit employees who have the appropriate skills needed.

f. Digital training

Digital marketing is an attempt to promote a brand using the rapidly growing digital media. Companies need to be adaptive and responsive to this challenge in order to win consumers. This training will explain in more depth about digital marketing. Participants will also be taught to develop strategies to communicate the brand through various digital media, as well as evaluate and measure the level of success.

Training Objectives After attending the Digital Marketing Strategy Training, participants are expected to: Provide a mindset and knowledge related to Digital Marketing Communication, Provide skills to participants in communicating brands

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and products through digital media. Optimise digital marketing communication that has been done by participants.

4. Codification of halal product industry data

There are many steps taken by the government to make the halal product industry successful. Firstly, they formed a committee to codify all the information about halal products. Then, they signed agreements with various organisations to make this information easier to find and use. Finally, in 2021, they will integrate all this information into trade and economic data.

This step is important so that we can track Indonesia's exports and imports, as well as industrial data. So far, Indonesia's exports have not been recorded so that it loses to Malaysia.

The country with the highest export value is Malaysia, but ironically, Malaysia is in the first position while Indonesia is in the fourth position. This is because Indonesia's exports are not recorded properly, thus losing out to Malaysia. This is why it is important to have a system that tracks and records information accurately.

And to realise this, it requires support from all stakeholders and captures the enormous economic opportunities of the world's halal industry.(Muhammad Nizar, 2021).

CLOSING

Producing halal products is a benefit for everyone, especially those who consume them and the businesses that participate in the industry. In implementing halal policies, the aim is to orientate businesses towards those operating in accordance with Islamic law, and create a just and prosperous society.

The strategy used is based on the emphasis on industrial development in the field of producing halal products and developing business networks in the global market which will increase the competitiveness of halal industrial development in Indonesia. This is expected to result in increased effectiveness, quality and competitiveness of the halal industry development. For this reason, community involvement in the development of the halal industry is very important to optimise available resources and create a good communication environment between the government and the community.

For the sake of Indonesia's consistency in introducing the halal industry on the world stage, it needs cooperation between parties. And to realise this requires support from all stakeholders and capturing the huge economic opportunities of the world's halal industry. The development of the digital ecosystem will encourage Indonesia in the future

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to continue to exist in the halal industry, this stay must be optimised as well as possible so that all parties can participate.

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