

Optimization of Welfare State Policy for the Development of Halal Industry in the Framework of Sharia Economy

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ABSTRACT

This study explores the optimization of welfare state policies within the framework of halal industry development that aligns with Sharia economic principles. It aims to analyze the government's role in establishing an ecosystem that fosters the growth of the halal sector while upholding social welfare objectives. The research employs a comparative policy analysis across various countries, a review of Sharia economic literature, and interviews with stakeholders in the halal industry. The findings reveal that integrating Sharia values into the welfare state policy framework can promote innovation and expansion of the halal industry, while simultaneously enhancing overall societal welfare. This study offers policy recommendations to strengthen the synergy between welfare state goals and the advancement of the Sharia economy through the halal sector. The results are intended to guide policymakers in designing sustainable and inclusive development strategies, particularly in Muslim-majority countries where the halal industry and Sharia economy hold significant potential for social and economic progress.

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1. Introduction

In recent decades, the halal industry has experienced rapid development throughout the world, especially in countries with a Muslim-majority population. Halal products and services are no longer just a basic need for Muslims but have also become part of a global trend that attracts the attention of various groups, including non-Muslims [1]. The halal industry covers various sectors, from food and beverages, cosmetics, and medicines to tourism and finance. The enormous economic potential of this industry provides significant opportunities to improve people's welfare through job creation,

increasing the competitiveness of local products, and contributing to national economic growth. For example, the Indonesian government has implemented a halal certification obligation for all products circulating in Indonesia by Law Number 33 of 2014 concerning Halal Product Assurance (UU JPH). In this regulation, food and beverage products are the first category that must be halal certified, effective from October 17, 2024. Based on data from LPPOM MUI in December 2023, as many as 31,754 companies with a total of 1,063,851 products have halal certificates, with the addition of 18,701 companies during 2023, a significant increase from 11,686 companies in 2022.

The State of the Global Islamic Economy (GIE) 2022 report shows bright prospects for the global halal industry amid challenging economic conditions. In 2021, around 1.9 billion Muslims spent USD 2.0 trillion on halal products, with a CAGR of 8% since 2015. This growth is driven by the increasing Muslim population (CAGR 1.8%) and global interest in halal products that are considered ethical and environmentally friendly. Countries like Indonesia are also developing the halal industry through national policies and digital technology. Despite regulatory challenges, the global halal industry is projected to reach USD 7.7 trillion by 2025.

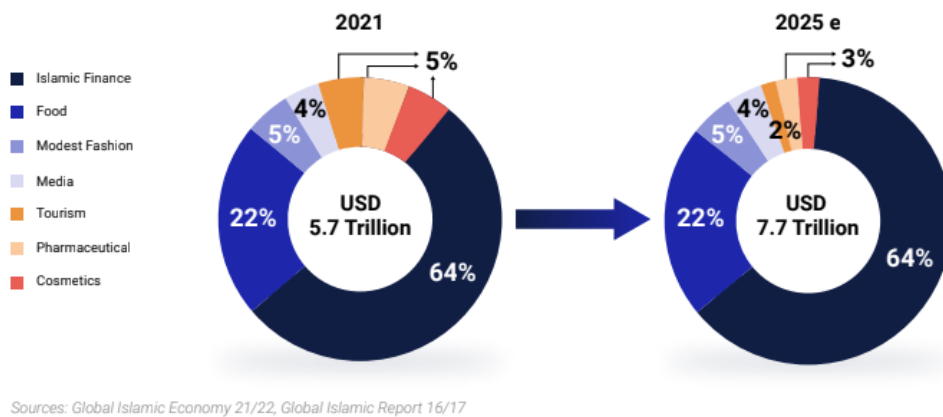


Fig.1. Global halal industry growth

In this context, the concept of a welfare state becomes relevant to study. The welfare state aims to provide protection and social welfare for all citizens through various public policies, such as social security, health, education, and economic empowerment [2]. However, in Islamic economics, welfare state policies must be optimized to align with Sharia principles that prioritize justice, sustainability, and balance in the distribution of wealth.

The development of the halal industry within the framework of Sharia economics requires appropriate policy support from the State [3]. The policy must encourage the halal industry's growth in an inclusive, fair, and sustainable manner and provide protection for business actors and consumers. Optimizing welfare state policies in the development of the halal industry also plays an important role in creating an economic ecosystem conducive to achieving the goals of *maqashid* Sharia, namely protecting religion, soul, mind, descendants, and property.

However, despite the great potential, the development of the halal industry in many countries still faces various challenges, including inadequate regulations, lack of supporting infrastructure, and limited access to global markets [4]. Therefore, in-depth research is needed to identify how welfare state policies can be optimized to support the halal industry's development within the Sharia economy's framework so that it can provide maximum benefits for community welfare and overall economic growth.

This study aims to analyze and propose strategies for optimizing welfare state policies in supporting the development of the halal industry, with a focus on the application of Sharia economic principles that can strengthen the position of the halal industry in the global market, as well as provide a significant positive impact on people's welfare [5]. In recent decades, the halal industry has experienced significant growth at the global level. The increasing world Muslim

population drives this, consumer awareness of halal products, and the enormous market potential in this sector [6]. Meanwhile, the concept of the welfare state has long been the basis of socio-economic policies in various countries, aiming to ensure the welfare of its citizens.

On the other hand, Islamic economics has emerged as an alternative economic system that emphasizes the principles of ethics and social justice [7]. However, the integration between welfare state policies, halal industry development, and Islamic economic principles is still not optimal in many countries.

Some factors that underlie the importance of this research include:

1. The halal industry offers significant economic growth opportunities but has not been fully exploited by many countries.
2. A comprehensive policy framework is needed to regulate and support the development of the halal industry.
3. The welfare state faces various challenges in ensuring the welfare of society in the era of globalization and technological change.
4. There is a need to align Islamic economic values with welfare state policies to create a more inclusive and sustainable system.
5. Limited studies still integrate the concepts of the welfare state, halal industry, and Sharia economy in one analytical framework.

This study aims to fill this gap by examining how welfare state policies can be optimized to support the halal industry's development within the Islamic economics [8]. The study results are expected to contribute significantly to policymakers, industry players, and academics in developing effective strategies to advance the halal industry while strengthening the social welfare system.

1.1. The Concept of the Welfare State

The welfare state, or Welfare State, is a concept in which the state is responsible for ensuring the social and economic welfare of all its citizens [9]. This is done by providing various public services such as social security, health, education, housing, and unemployment assistance. The main objectives of the welfare state are to reduce social and economic inequalities, ensure equitable access to resources and opportunities, and protect citizens from risks that may arise throughout their lives.

This concept is based on the principles of solidarity and redistribution, where the state actively allocates resources to ensure that the basic needs of every citizen are met [10]. The welfare state also maintains social and economic stability, assuming that excessive inequality can threaten social cohesion and economic balance.

The welfare state began to develop in the late 19th and early 20th centuries, especially in Western Europe. Countries such as Germany under Otto von Bismarck and England under William Beveridge were pioneers in designing comprehensive social security systems [11]. Bismarck introduced a system of health insurance, accident insurance, and pensions for workers, which later became a model for many other countries.

After World War II, the concept of the welfare state gained more incredible momentum in many industrialized countries [12]. In Europe, Scandinavia is an example of a successful welfare state with a highly developed social security system, where the state provides a variety of high-quality public services and wide coverage. On the other hand, countries such as the United States developed a more limited welfare state model, focusing on assistance to the neediest groups rather than providing universal services to all citizens [13].

1.2. Variations of the Welfare State Model

The welfare state is not one-size-fits-all; the model varies depending on each country's historical, cultural, and political context [14]. Here are some of the welfare state's main models: the Scandinavian (Nordic) Model. The characteristic of this model is a very high level of social welfare with universal coverage [15]. Countries like Sweden, Norway, and Denmark provide health services, education, and social benefits funded by high taxes. This model emphasizes the redistribution of wealth and social welfare. Second, the Corporate Welfare (Bismarckian) model is found in countries such as Germany, Austria, and France [16]. This system relies more on contributions from workers and employers to fund social security. The services provided are often related to employment status and contributions made. Third, the Liberal (Anglo-Saxon) model: Adopted by countries such as the United States and the United Kingdom, this model tends to assist those deemed most in need, with a narrower scope compared to the Scandinavian model. This system usually combines the public and private sectors to provide social services.

Along with demographic changes, globalization, and economic pressures, welfare states in various countries face significant challenges [17]. An ageing population, for example, places an additional burden on social security systems due to the increasing need for health and pension services. In addition, economic globalization has resulted in increased international competition, which affects countries' tax policies and social spending [18].

Technology also plays a dual role in the development of the welfare state. On the one hand, technology can increase the efficiency and accessibility of public services. On the other hand, automation and digitalization can disrupt the labour market and widen economic inequality, increasing the pressure on the state to provide social protection. To address these challenges, many welfare states are adapting their policies, such as introducing pension reforms, increasing labour force participation, and improving health systems to be more efficient and sustainable [19].

1.3. The Relevance of the Welfare State Concept in Islamic Economics

In Islamic economics, the concept of a welfare state has significant relevance. Islamic economics emphasizes social justice, fair distribution of wealth, and a balance between individual and societal needs [20]. These principles align with the objectives of a welfare state, which also aims to ensure that all members of society can live with dignity and have fair access to resources.

However, in Sharia economics, the implementation of the welfare state concept must pay attention to compliance with Sharia principles, such as the prohibition of *usury* (interest) and *gharar* (uncertainty) [21]. This requires a careful approach to designing public policies that are effective in improving social welfare and in line with Sharia values [22].

2. Method

A qualitative approach with a case study method will be used to analyze welfare state policies in the context of the halal industry in Indonesia as a representation of best practices. Secondary data is obtained from the analysis of government policy documents related to the halal industry, official reports from related institutions, and scientific literature on Sharia economics and welfare states. This study focuses on evaluating effective welfare state policies in developing the halal industry. The study will also look at how the Sharia economic framework can be a basis for policies that strengthen the development of the halal industry sector. With the above method, the study is expected to be able to provide appropriate policy recommendations for optimizing the development of the halal industry through a welfare approach that is in line with the principles of Sharia economics.

3. Results and Discussion

3.1. Halal Industry Development Potential

The halal industry has become one of the most dynamic sectors in the global economy, with massive potential for growth across sectors, including food, beverages, cosmetics, pharmaceuticals, fashion, and tourism. As the global Muslim population continues to grow, now reaching over 1.8 billion people, the need and demand for halal products and services are increasing. Halal, which was initially better known in the context of food and beverages, has now expanded to include various sectors ranging from pharmaceuticals and cosmetics to Islamic financial services. Awareness of the importance of halal products for Muslim consumers is also increasing, especially among the younger generation, who are more critical in choosing products based on their religious principles [23]. Reports from various research institutions estimate that the global halal market will reach a value of trillions of dollars in the next few years. This rapid growth is not only driven by the increasing Muslim population but also by interest from non-Muslim consumers who are starting to realize the advantages of halal products in terms of quality, cleanliness, and safety. Halal food and beverages, for example, have become the standard of choice for many people because their production processes are strictly monitored to ensure the cleanliness and quality of the ingredients.

The Economic growth in Muslim-majority countries, especially in Asia and the Middle East, has become an important catalyst for a growing Muslim middle class [24]. This middle class not only has stronger purchasing power but also shows an increasing preference for products that are by Islamic values, including halal products. With increasing income, the Muslim middle class is now more selective in choosing the products and services they consume. For them, choosing halal products is not just about following religious rules but also reflects their identity as modern Muslims who care about quality, ethics, and sustainability. This preference is reflected in their choices in various aspects of life, from daily necessities such as food and beverages to luxury goods, cosmetics, and sharia financial services. This phenomenon has encouraged many companies to adapt their products to suit the needs and desires of this Muslim middle class. Not only local companies but also many global companies are starting to realize the potential of this market and are trying to meet the demands of Muslim consumers by presenting certified and trusted halal products. In addition, the Islamic financial services sector is also growing rapidly, with the emergence of banks and financial products that comply with Islamic principles, providing a financial alternative that is increasingly in demand by the Muslim middle class seeking a fair and transparent financial system.

The halal industry is no longer limited to Muslim-majority countries. Many countries, including those with non-Muslim populations, have recognized the enormous economic potential of the global halal market and have begun to develop specific policies and infrastructure to support the growth of this sector [25]. They see promising opportunities to meet the needs of Muslim consumers, who are growing globally. The steps taken by these countries include providing halal certification, developing halal industrial areas, and promoting halal products in the international market. Halal certification is important in assuring consumers that a product complies with globally recognized halal standards. This certification provides assurance that the product being consumed or used is by Islamic principles. Countries such as Japan, Thailand, and South Korea have begun to develop internationally recognized national halal certification bodies to attract more Muslim consumers, both locally and globally.

In addition to certification, developing halal industrial areas is another primary strategy. These areas are specifically designed to facilitate halal product production and distribution, with infrastructure supporting the halal process from upstream to downstream, including halal laboratories and certification centers [26]. These halal industrial areas accelerate the halal product supply chain and make these countries important centers in the global halal supply chain. To strengthen the position of halal products in the world market, intensive promotion is carried out through trade exhibitions, business forums, and other international events. This strategy not only

targets Muslim-majority countries but also countries with significant Muslim populations. Through this comprehensive approach, various countries hope to take advantage of the economic potential of the growing halal industry and meet the increasingly diverse needs of Muslim consumers around the world.

3.2. Challenges of Halal Industry Development

Despite its great potential, the development of the halal industry also faces various challenges that need to be addressed to ensure sustainable and inclusive growth. Some of the main challenges facing the industry are as follows:

- a. Halal certification is an important component in this industry, but certification standards can vary across countries [27]. These differences can cause confusion among producers and consumers and hinder the export of halal products to international markets. Harmonization of halal standards at the global level is a challenge that must be overcome to facilitate international trade.
- b. The halal industry development requires adequate infrastructure support, including production, distribution, and logistics facilities that comply with halal standards [28]. In many countries, especially in developing countries, inadequate infrastructure can be a serious obstacle to the growth of this industry.
- c. Despite the high demand for halal products in the global market, access to international markets remains challenging for many producers [29]. These include obstacles such as trade tariffs, strict regulations, and intense competition from non-halal producers with more significant resources.
- c. In some countries, awareness of the importance of halal products is still low, both among producers and consumers. A lack of education about the values and benefits of halal products can limit the growth of this market [30]. Efforts to increase understanding and awareness of the halal industry are important to expand market share.
- d. Like any other industry, the halal industry also faces challenges in terms of sustainability. Halal products must meet sustainability standards regarding the environment and ethics [31]. In addition, innovation is also needed to ensure that halal products can continue to compete in a dynamic and ever-changing global market.

3.3. Development Strategy and Challenge Solutions

To overcome challenges and utilize the huge potential that exists, several halal industry development strategies that can be implemented include:

- a. Encouraging international cooperation to harmonize halal standards will be crucial in facilitating global trade [6]. This initiative can involve international organizations, governments, and halal certification bodies to reach an agreement on globally accepted standards.
- b. The government and private sector need to work together to develop supporting infrastructure, such as halal industrial areas, distribution networks, and logistics facilities. This also includes investment in technology to increase efficiency and ensure compliance with halal standards.
- c. Awareness and education campaigns targeting consumers and producers need to be expanded to increase understanding of halal products [32]. This includes using social media, seminars, exhibitions, and training programs to introduce the benefits of halal products and opportunities in the global halal market.
- d. The halal industry must continue to innovate to create products that are both halal, environmentally friendly, and sustainable [33]. This could involve the use of new technologies, more sustainable materials, and more efficient and ethical production methods.

3.4. Principles of Islamic Economics

Based on Islamic teachings that aim to create balance, justice, and socio-economic welfare. These principles regulate how economic activities are carried out by Islamic values. Here are some of the main principles of Islamic economics:

3.4.1. Prohibition of Usury (Interest)

Usury means excess or interest charged on a loan of money. In Islamic economics, all forms of usury are prohibited because they are considered oppressive and detrimental to the borrower [34]. Financial transactions must be free from usury, and instead, the Islamic economic system encourages profit-sharing practices such as *mudharabah* (profit-sharing cooperation between capital owners and managers) and *musharakah* (business partnerships).

3.4.2. Prohibition of Gharar (Uncertainty)

Refers to uncertainty or excessive speculation in transactions. In Islamic economics, transactions containing elements of *gharar*, such as the sale of unclear goods or uncertain contracts, are prohibited [35]. This protects all parties involved in the transaction from injustice and potential losses.

3.4.3. Prohibition of Maisir (Gambling)

Any form of gambling or betting that relies on luck without productive effort [36]. Sharia economics prohibits matter because it contains speculation detrimental to one party and does not create real economic value.

3.4.4. Justice in the Distribution of Economic Wealth

Sharia emphasizes the importance of fair and equitable distribution of wealth in society [37]. One way to achieve this is through zakat, the obligation to give a portion of wealth to those in need. In addition, Islam encourages the giving of *sadaqah* (voluntary donations) and *waqf* (donations of productive assets for the public interest) to help the less fortunate.

3.4.5. Transparent and Honest Transactions

Honesty and transparency in all forms of economic transactions is very important in Islamic economics [38]. All parties involved must disclose relevant information honestly and openly to avoid fraud, manipulation, or injustice.

3.4.6. Responsible Property Ownership

In Islam, all wealth is considered a trust from Allah SWT, and humans only act as managers [39]. Therefore, the use of wealth must be carried out responsibly and not excessively (not wasteful or wasteful). Wealth must be used for the good and interests of society and must not be misused for destructive purposes.

3.4.7. Freedom and Market Justice

Islam values freedom of markets and trade, but on the condition that markets operate fairly and no monopolies or other unethical practices harm consumers or producers [40]. The government plays a role in ensuring that markets function fairly and that the rights of consumers and business actors are protected.

3.4.8. The Principle of Tawhid (Unity of God)

The principle of monotheism emphasizes that all economic activities must be based on the awareness that all wealth and resources come from Allah SWT and must be used according to His will [41]. Economic activities are not only to meet worldly needs but also to achieve prosperity in the hereafter.

3.4.9. The Objectives of Maqashid Syariah

Sharia's main objectives or purposes include the maintenance of religion, soul, mind, descendants, and property [42]. Every economic activity in Sharia economics must support the achievement of these objectives, with a focus on the welfare of individuals and society as a whole.

3.4.10. Ethics in Business and Entrepreneurship

In Islamic economics, business ethics are highly emphasized. Business actors are expected to run their businesses with integrity, not manipulate prices, and always provide fair value to consumers [43]. Ethics also include good treatment of employees, social responsibility, and honesty in all aspects of business operations.

Compliance with the principles of Islamic economics aims to create a fair, balanced, and sustainable economic system by Islamic values [44]. By implementing these principles, Islamic economics ensures that economic activities bring material benefits and support society's moral, social, and spiritual development.

3.5. Integration of Welfare State Policy and Halal Industry

The welfare state aims to ensure social justice and economic welfare for all its people. This principle is very relevant in developing a halal industry that has not only economic potential but also is in accordance with society's social and religious values. Integrating policies between the welfare state and the development of the halal industry can strengthen social welfare while accelerating inclusive economic growth in Indonesia.

The welfare state aims to ensure social and economic well-being for all citizens by providing public services, social security, and redistribution of wealth [45]. Meanwhile, the halal industry is developing based on Islamic principles emphasizing justice, balance, and compliance with Sharia. Integration of welfare state policies with the development of the halal industry can create synergies that strengthen efforts to achieve broader social welfare, especially for Muslim communities.

Integration of Halal and Sustainable Public Service Provision This policy can be realized through the provision of public services by halal principles [46]. For example, the government can ensure that products and services provided in social security programs, such as food, medicine, and health services, meet halal standards. This is important to ensure that the basic needs of the community, especially Muslims, are met in a way that is by their religious values. In addition, sustainable public services, such as renewable energy and environmental management, can be developed within the framework of the halal industry. The government can encourage the use of environmentally friendly technology in the production and distribution of halal products so that they not only meet sharia standards but also support sustainable development goals.

The halal industry can be an important instrument in the welfare state strategy for economic empowerment [47]. The government can integrate welfare policies with support for MSMEs in the halal sector through training programs, access to sharia financing, and fiscal incentives. Thus, small and medium enterprises can be more empowered and able to compete in the global market, which will improve society's welfare as a whole. Halal industry-based entrepreneurship programs can also be combined with poverty alleviation and job creation initiatives [48]. For example, social security programs can include skills training in the halal industry, which can help underprivileged communities start their businesses or get decent jobs in this sector.

Redistribution policies play an important role in reducing social and economic inequality. Integration with the halal industry can strengthen these efforts, for example, through *zakat*, *sadaqah*, and *waqf*, redistribution instruments in the Sharia economy [9]. The government can

collaborate with *zakat* and *waqf* institutions to channel funds to halal industry projects that empower poor communities and develop halal infrastructure and education. Thus, redistribution policies help reduce inequality and support inclusive and sustainable economic growth by developing the halal industry [49]. It also ensures that all levels of society, including the most vulnerable, benefit from economic development.

Macroeconomic policies, such as fiscal and monetary policies, can also be integrated with the development of the halal industry within the framework of a welfare state [50]. The government can design fiscal policies that support investment in the halal industry, such as providing tax incentives for halal companies or allocating a special budget for research and development in this sector. In addition, social stability achieved through the welfare state can be strengthened by developing an ethical and sustainable halal industry [51]. When the halal industry develops principles that support social justice and environmental protection, this will increase public trust in the economic and government systems and strengthen social cohesion.

Integration of welfare state policies with the development of the halal industry can create synergies that support social welfare, economic empowerment, and social stability [52]. By combining the principles of justice and balance of the sharia economy with the redistribution and inclusion goals of the welfare state, the government can create a more inclusive and sustainable ecosystem. This will help ensure that all people, especially Muslims, can live with dignity and well-being by religious values and just economic principles.

3.6. The Role of Public Policy in Supporting the Halal Industry Ecosystem in Indonesia

Public policy strategically supports various economic sectors in Indonesia, including the rapidly growing halal industry. With a Muslim majority, Indonesia has great potential as the center of the world's halal industry. To realize this, public policy support is very important in creating a conducive ecosystem for the growth of this industry. Here is the role of public policy in supporting the halal industry ecosystem in Indonesia:

1. **Strengthening Halal Regulation and Standardization:** Public policy plays an important role in creating a clear regulatory framework and consistent standards for the halal industry in Indonesia. The Indonesian government has enacted various regulations to support the development of the halal industry, including Law Number 33 of 2014 concerning Halal Product Assurance [53]. This law regulates the obligation of halal certification for products entering, circulating, and trading in Indonesia. It establishes the Halal Product Assurance Organizing Agency (BPJPH) as the institution responsible for halal certification. With this regulation, the government seeks to ensure that all products consumed by the public, especially Muslims, meet the established halal standards [54]. Strong regulations and consistent standardization protect consumers and strengthen the competitiveness of Indonesian halal products in the domestic and international markets.
2. **Development of Halal Infrastructure and Industrial Areas [55]:** To support the growth of the halal industry, the government also needs to play a role in the development of supporting infrastructure, such as halal industrial areas [56]. These halal industrial areas are designed to meet the needs of halal business actors by providing facilities that comply with halal standards, from production and processing to product distribution. For example, the Indonesian government has begun the development of several halal industrial areas, such as the Halal Industrial Park in Sidoarjo and the Modern Halal Industrial Area in Cikande. Developing these industrial areas is expected to attract investment, increase production efficiency, and expand the distribution network of halal products domestically and for export.
3. **Financial Support and Fiscal Incentives:** Fiscal policies and financial support also play a crucial role in supporting the development of the halal industry [57]. The government can provide

incentives through tax breaks, low-interest financing, and subsidies for business actors in the halal industry, especially for micro, small, and medium enterprises (MSMEs) that often face challenges in accessing financing. In addition, through Islamic banks and financial institutions, the government can facilitate access to financing that is by Sharia principles for halal industry players [41]. This support is important to encourage innovation, expand production capacity, and increase the competitiveness of Indonesian halal products in the global market.

4. Halal Economic Promotion and Diplomacy: The government also promotes Indonesian halal products in the international market through various economic diplomacy initiatives [58]. This includes participation in international exhibitions, negotiating trade agreements that benefit halal products, and collaborating with other countries to recognize Indonesian halal certification. Through the Ministry of Trade, Ministry of Industry, and the Investment Coordinating Board (BKPM), the government has promoted Indonesian halal products in various international forums and trade exhibitions [59]. These steps help expand market access for Indonesian halal products and attract foreign investment.

5. Education, Training, and Research for the Halal Industry: The government also needs to invest in education, training, and research to support the development of the halal industry [23]. This includes providing training programs for business actors on halal standards, halal production technology, and Sharia business management. Educational and research institutions are also encouraged to develop curricula and research that support innovation and halal industry development.

In addition, cooperation between government, academics, and industry is needed to create a research and development ecosystem that can produce innovative and highly competitive halal products [60]. This support is important to ensure that Indonesia is not only a consumer market for halal products but also a major player in the global halal industry.

4. Conclusion

This study highlights the importance of government policies in encouraging the halal industry development in Indonesia within the framework of the Sharia economy. With the potential of a sizeable halal market, both domestically and internationally, Indonesia has the opportunity to strengthen its position as a major player in the global halal industry. However, this achievement requires integrated policy support, adequate infrastructure support, and strong collaboration between the public and private sectors.

The development of the halal industry not only provides significant economic benefits but also creates positive social impacts, such as increasing economic inclusion and community welfare. Implementing welfare state-based policies will strengthen the national halal ecosystem, support the growth of MSMEs, and open up wider employment opportunities.

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