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## Halal Education and Promotion

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### Abstract:

The purpose of this article is to explain the role of education and promotion of halal business in Indonesia. This research uses qualitative research methods with a literature study approach based on several related articles and other scientific journals. The results of the discussion show that the role of education involving the community and awareness of sustainable behavior increases rapidly when offline and online initiatives are combined. Other education is a systematic process that aims to provide their full potential in intellectual and emotional aspects in improving about halal products, especially in countries with a majority Muslim population. with halal business education, society must integrate knowledge about halal products into the formal education curriculum by providing special training for professionals in the food, cosmetics, pharmaceutical and other services industries related to halal products. Meanwhile, halal business promotion includes various initiative programs aimed at increasing awareness, understanding and use of halal products and services. Namely, it is implemented by the government, non-government organizations and private companies to encourage consumption of halal products and support the halal industry.

**Keywords:** Education, Promotion, Public, Knowledge, Significant

### Abstrak:

Tujuan dari artikel ini adalah ingin menjelaskan peran Edukasi dan promosi bisnis halal di Indonesia. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan studi kepustakaan berdasarkan beberapa artikel terkait dan jurnal ilmiah lainnya. Hasil dari pembahasan menunjukkan bahwa Peran edukasi melibatkan masyarakat dan kesadaran terhadap perilaku berkelanjutan meningkat pesat ketika inisiatif offline dan online digabungkan. Edukasi lainnya adalah proses sistematis yang bertujuan untuk memberikan potensi penuh mereka dalam aspek intelektual, emosional dalam meningkatkan tentang produk halal, terutama di negara-negara dengan mayoritas penduduk muslim. dengan adanya edukasi bisnis halal masyarakat harus mengintegrasikan pengetahuan tentang produk halal ke dalam kurikulum pendidikan formal dengan menyediakan pelatihan khusus untuk profesional di industri makanan, komestik, farmasi, dan jasa lainnya yang terkait dengan produk halal. Sedangkan promosi bisnis halal meliputi berbagai program inisiatif yang bertujuan untuk meningkatkan kesadaran, pemahaman, dan penggunaan produk dan layanan halal. Yakni diimplementasikan oleh pemerintah, organisasi non-pemerintah, dan perusahaan swasta untuk mendorong konsumsi produk halal dan mendukung industri halal.

**Kata Kunci:** Edukasi, Promosi, Masyarakat, Pengetahuan, Signifikan

## INTRODUCTION

Education and promotion play a vital role in influencing public understanding and awareness of a range of topics, including social, economic, and environmental challenges, in the current era of globalization and technological advancement. This issue has been triggered by the need for a deeper understanding of global issues facing contemporary civilization, such as environmental sustainability and climate change.

The purpose of this study was to investigate how well educational and promotional tactics can raise public awareness of these important concerns. We hope to design more effective techniques for raising public awareness by understanding the impact of various teaching and promotional strategies.

The benefits of this study go beyond simply increasing knowledge about the function of social promotion and education; it also has the potential to significantly advance social development and sustainability efforts. We believe that encouraging involvement and increasing understanding can build a society that is more aware and responsible for social and environmental challenges.

The theoretical review of this study includes key concepts in education and promotion, such as social psychology, communication theory, and marketing fundamentals.<sup>1</sup> Examining various studies and research related to this issue through previous literature reviews will enhance our understanding of the success of education and promotion tactics. Therefore, we can create strategies based on current information to maximize the impact of this initiative in raising public awareness and action.<sup>2</sup>

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<sup>1</sup> Ahmad Shiroth and Diningrum Citraningsih, "Konsep Manajemen Pemasaran Dalam Peningkatan Citra Lembaga Pendidikan," *SALIHA: Jurnal Pendidikan Islam* 6, no. 1 (January 31, 2023): 114–38, <https://doi.org/10.54396/saliha.v6i1.544>.

<sup>2</sup> Lia Kurniawati, Dewi Untari, and Muhammad Irsyad Raspati, "Psikologi Pemasaran Di Era Komunikasi Digital," *JURNAL ILMIAH MAHASISWA FAKULTAS HUKUM UNIVERSITAS MALIKUSSALEH* 5, no. 3 (October 20, 2022), <https://doi.org/10.29103/jimfh.v5i3.10442>.

## **RESEARCH METHOD**

**Methods:** This study used qualitative methodology to investigate a holistic understanding of the efficacy of teaching and promotion tactics. We used qualitative techniques to gain a comprehensive understanding of community attitudes and views. The general public who participated in the educational and promotional initiatives examined were among the subjects of the study. We used random selection to ensure that the sample represented a variety of socio-demographic backgrounds. The first step in implementing the research methodology was to create an educational and promotional program based on the results of the literature review and community needs analysis. We then implemented the program using a variety of offline and online communication methods.

Survey questions, advertising materials, and instructional materials were some of the tools and resources used. We used promotional media such as social media campaigns, posters, and brochures, and designed educational materials to present information in an engaging and easily comprehensible manner. We collected data through pre- and post-test surveys of participants in the educational and promotional activities. The pre-test survey measured respondents' initial knowledge and attitudes, while the post-test survey measured the program's impact after its implementation. **Analysis Methods** We used thematic analysis to examine the qualitative data and find themes and patterns in the respondents' responses.

## **RESULTS AND DISCUSSION**

In the history of the growth of the halal industry, Indonesia has played a significant role. What is even more intriguing is the fact that Indonesia, the country with the largest Muslim population in the world, can legitimately claim to be the center of the halal movement. However, these admirable goals and objectives do not guarantee an effortless path free from difficulties and setbacks.

The government must immediately establish educational and promotional initiatives through all corporate actors and stakeholders involved in the halal ecosystem, which is developing and not limited to the food and beverage industry. The implementation of the Halal Assurance System (HAS) is crucial for the success of halal businesses. Therefore, along with the growth of the Halal Industry Ecosystem (HEI), education and promotion play a crucial role in accelerating the implementation of HAS across various disciplines and goods.

Promoting and educating the target audience is often an important first step in introducing a concept, idea, or product. This allows us to briefly explain the goals, benefits, and morals that we want the recipient of the message to take away.<sup>3</sup>

The practice of imparting knowledge and information to others with the aim of increasing their understanding and awareness of a particular subject or issue is known as education. Early in the teaching process, we can include explanations of the importance of the subject under discussion, the issues involved, and strategies for solving or understanding them.<sup>4</sup>

On the other hand, promotion is the process of introducing, making more widely known, or raising awareness of a product, service, or concept. The beginning of the promotion usually includes understanding the promotion's purpose, the target audience, the values to communicate, and the tactics to achieve those goals.

A strong start can attract the audience, arouse their interest, and lay the groundwork for them to understand and absorb the message you want to convey, whether in a marketing or educational context.

For example, halal tourism has become so popular among Muslim tourists that many local governments are competing to advertise themselves as

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<sup>3</sup> Tri Murhanjati S, "Pengetahuan Makanan Halal Untuk Meningkatkan Minat Beli Produk Halal Pada Siswa Tata Boga," *Universitas Nusantara PGRI Kediri* 01 (2017): 1–7.

<sup>4</sup> Abdul Manaf Bohari, Cheng Wei Hin, and Nurwahida Fuad, "An Analysis on the Competitiveness of Halal Food Industry in Malaysia: An Approach of SWOT and ICT Strategy," *Malaysia Journal of Society and Space* 9, no. 1 (2013): 1–11.

halal tourism destinations. For example, halal tourism has become so popular among Muslim tourists that many local governments are competing to advertise themselves as halal tourism destinations. Of course, with the availability of halal-certified goods and services, the development of halal tourism requires a lot of planning. Promoting and educating the public is essential in overcoming this problem and accelerating the implementation of the Halal Assurance Law.

### **Perception and Awareness of Halal Products**

In a society where halal food is considered a component of religious or cultural beliefs and values, perception and knowledge about halal goods are crucial. Let's talk about both:

*Perception of Halal Products:* A person's perception refers to how they understand and analyze data. Perception in the context of halal goods refers to how customers view the goods from a halal perspective. This includes opinions on whether the product meets halal standards in terms of the components used, manufacturing procedures, and the presence of halal certification. The perception that halal goods are acceptable can be associated with religious values, safety, and halal beliefs.<sup>5</sup>

Knowledge and understanding of what halal products are, how to recognize them, and the importance of consuming them in relation to religion and health all fall under the category of halal product awareness. Available information, education, culture, and individual experiences can all impact this awareness. If a society's members have better knowledge about halal goods, they are more likely to seek out, choose, and consume them.<sup>6</sup>

Manufacturers and dealers can benefit from customers' trust and interest in their halal products when there is awareness and positive views of halal goods. For customers who prioritize fulfilling their halal needs routinely, this can also improve their quality of life. To increase knowledge and improve customers'

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<sup>5</sup> A. Fadhlina and M.M. Nor, "Halal Products in Malaysia: A Bibliometric Analysis," *Food Research* 8, no. 3 (2024): 84–91, [https://doi.org/10.26656/fr.2017.8\(3\).305](https://doi.org/10.26656/fr.2017.8(3).305).

<sup>6</sup> Aan Ansori, "Digitalisasi Ekonomi Syariah," *ISLAMICONOMIC: Jurnal Ekonomi Islam* 7, no. 1 (2016): 1–18, <https://doi.org/10.32678/ije.v7i1.33>.

impressions of halal products, it is very important to provide education, advertising, and counseling regarding them.

Islamic law classifies goods as halal.<sup>7</sup> To meet these requirements, manufacturers must ensure that goods are halal. This involves providing the necessary supplies and handling the processing, storage, packaging, distribution, sale, and presentation of the product. The manufacturer has met the requirements of the Halal Product Assurance System (SJPH), as evidenced by its halal certification. A halal certificate is an acknowledgment of the halalness of a product given by the Halal Product Assurance Organizing Agency (BPJPH) based on a written halal fatwa given by the Indonesian Ulema Council (MUI), in accordance with Law Number 33 of 2014 concerning JPH.

Manufacturers can designate their products as halal if they have complied with the SJH regulations. Products with the halal symbol not only guarantee their safety and hygiene but also indicate that the product does not contain ingredients prohibited by Islamic law. Islam prohibits the use of pork, alcohol, and alcohol-related substances. We have expanded the regulations governing halal products to encompass not only food products, cosmetics, fragrances, and hygiene products, but also the logistics involved in their distribution and transportation.

Products made from halal ingredients are becoming a new marketing trend. Halal certification can boost consumer confidence in selecting and consuming a product. Small and medium business owners in Indonesia highly value halal certification as a means to enhance client satisfaction, confidence, and trust. Manufacturers can increase their market share and improve industry competitiveness by introducing halal certification. Additionally, the Halal mark aids in persuading consumers that the product they are consuming is halal.

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<sup>7</sup> Presiden Republik Indonesia, "UU No.33 Tahun 2014 (2014)," Database Peraturan § (2014).

## **Halal Education and Promotion**

### **1. Education**

In the halal sector, education is concerned with the process of disseminating information, understanding, and expertise about halal principles, ideas, and practices to various stakeholders, such as consumers, certification bodies, producers, and other related parties. Halal businesses define education in various ways. *Understanding the Concept of Halal*: The foundation of education in the halal sector is a strong understanding of the meaning of halal and Islamic principles. Understanding Islam's prohibition of anything that is not halal is haram, and halal certification procedures are essential parts of it. *Halal manufacturing processes*: Education also includes manufacturing methods that meet halal requirements, such as the use of equipment, selection of raw materials, production procedures, and proper management. *Halal Certification Criteria*: In the halal sector, certification by an organization capable of determining the halalness of a product is often required. Therefore, education also includes knowledge of halal certification requirements, audit procedures, and related monitoring. *Consumer Understanding*: We aim to educate consumers, industry players, and producers alike. It includes knowledge of how to recognize halal goods, the importance of consuming halal food, and the advantages and benefits of complying with halal laws.<sup>8</sup> *Roles & Responsibilities*: Part of halal education is knowing each party's obligations in upholding the integrity of the halal industry as a whole, preserving halal goods, and ensuring compliance with halal standards.

Through comprehensive education, we expect halal businesses to function more effectively, improve the quality of their products, and increase customer trust in halal goods. Commercial media and advertising are two

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<sup>8</sup> Arifin Djakasaputra et al., "The Influence of Halal Certification, Halal Awareness, and Brand Image on Interest in Buying Halal Food Products: An Empirical Study of Consumers in Indonesia," *International Journal of Islamic Business and Economics (IJIBEC)* 7, no. 2 (2023): 103–15, <https://doi.org/10.28918/ijibec.v7i2.2003>.

ways businesses educate the public while promoting their products. By raising awareness and influencing perceptions, advertising can also help brands build their identity. It is essential for food manufacturers and suppliers to participate in halal education. One of the main goals of producer training is to accelerate the halal certification process for Micro, Small, and Medium Enterprises (MSMEs). The MSME certification procedure takes longer than expected for several reasons, one of which is that many MSMEs are still not aware of the need for halal certification and the implementation of HAS. Some lack funding, while others are unaware of HAS regulations. Small businesses still lack the information and assistance needed to obtain halal certification.

## 2. Promotion

In the halal sector, promotion refers to a series of efforts intended to increase awareness, understanding, and interest in halal commodities and facilities among various stakeholders, including producers, distributors, end users, and halal certification organizations. Numerous factors determine promotion in the halal sector: *Increasing Public Knowledge*: Public awareness of halal goods and services, as well as the importance of halal food consumption in relation to sustainability, religion, and health, is the goal of halal business promotion. *Education*: By disseminating correct and relevant information regarding halal principles, halal production methods, certification requirements, and the benefits of consuming halal goods, promotion often serves as an educational tool. *Marketing Halal Goods and Services*: In the halal sector, marketing means promoting halal-certified goods and services using traditional and digital media. This includes things like sales promotions, exhibitions, advertising, and other marketing-related activities.

*Promoting Compliance with Halal Standards*: Manufacturers and other industry players can use promotions as an incentive to comply with halal



standards during the product manufacturing and marketing process.<sup>9</sup> *Building Trust and Image:* A well-executed marketing campaign can help build customer trust in halal products and brand image. This includes customer support, branding that emphasizes halal ideals, and other marketing techniques that use halal certification. Halal businesses can expect to increase overall industry growth, increase their market share, and strengthen their customer bonds by implementing appropriate and successful promotions. Honest and reputable promotions can also contribute to the development of long-term customer trust.

Promotion is an important component of the marketing mix, sometimes known as the “empat P,” which are actions intended to inform, persuade, and/or recall the target audience. The objectives of sales promotions vary widely, including: 1. Increasing revenue 2. Promoting sales 3. Attracting new clients. Both producers and consumers in the halal market require promotional efforts. We need promotional efforts to introduce and educate the public about the importance and benefits of consuming halal products. Promoting the Halal Assurance System to producers is necessary to provide information and encourage them to do so.

### **Halal Education and Promotion Actors**

A partial implementation of halal education and promotion will not yield success. Therefore, we must implement promotion and education initiatives holistically, involving various stakeholders such as universities, academics, business actors, local associations, formal and informal educational institutions, training centers, and central and regional government agencies.

The actors involved in halal education and promotion include various individuals and groups who have duties and responsibilities in educating the public about the importance of consuming halal food and products, as well as disseminating information about halal goods and services. The following are

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<sup>9</sup> Manaf Bohari, Wei Hin, and Fuad, “An Analysis on the Competitiveness of Halal Food Industry in Malaysia: An Approach of SWOT and ICT Strategy.”

some of the key players in halal education and promotion: Halal certification institutions provide halal certification to goods and services that meet halal criteria. They also contribute to public education about the importance of choosing halal goods and halal certification requirements. Government and Regulatory Authorities: Developing policies and regulations related to halal business is the primary responsibility of the government and regulatory authorities. They can also participate in promotional and educational campaigns organized by the government or through other projects.<sup>10</sup>

Organizations representing various halal industry players, such as manufacturers, distributors, and traders, are known as halal industry associations. They are able to plan instructional events for their members and organize cooperative marketing campaigns. Manufacturers and other industry participants: It is the responsibility of manufacturers and other industry participants to ensure that their product production and marketing procedures comply with halal standards. Through marketing and branding initiatives, they can also promote their own halal products. Mass Media: The media plays an important role in educating the general public about halal goods and services. They can feature news and articles about the halal sector in addition to offering space for halal product advertisements.<sup>11</sup>

Community Groups and Civil Society Organizations: These groups can also help in marketing and teaching halal cuisine. To help their members and the wider community understand halal, they may hold lectures, workshops, or other activities.

Individuals and Influencers: Individuals and influencers with a significant social media following or general influence can also contribute to the promotion of halal goods and services. They can recommend halal goods and use their position

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<sup>10</sup> Rininta Nurrachmi, "The Global Development of Halal Food Industry: A Survey," *Tazkia Islamic Finance and Business Review* 11, no. 1 (2018): 41–56, <https://doi.org/10.30993/tifbr.v11i1.113>.

<sup>11</sup> Hamka Hamka et al., "Edukasi Dan Promosi Produk Halal (Kajian Literatur)," *Journal of Islamic Economic and Law* 1, no. 1 (2023): 27–34.

to spread the word about halal.<sup>12</sup> By working together, various players in the field of halal education and promotion can have a greater impact in increasing public knowledge and understanding of halal goods and services.

### **Form of Halal Education and Promotion to Various Targets**

For a long time, Indonesia has used the consumption value of halal goods as a teaching and marketing tool. Since adopting halal certification, LPPOM MUI has undertaken numerous initiatives. Here are some examples of promotional and instructional initiatives typically used to foster the growth of the halal industry:

*Firstly*, encourage studies on topics related to the halal sector. Given Indonesia's aspiration to become a global hub for halal food, it is crucial that the topic of halal food becomes a strategic focus of superior national research. The halal industry's growth will not receive adequate support without a robust infrastructure. The national research agenda must include halal research as a core component. There may be a number of national and international seminars on the progress of halal product research. In an effort to support and educate all groups and encourage the expansion of halal business in Indonesia, Universitas Brawijaya is hosting the 2019 International Halal Festival.<sup>13</sup>

*Secondly*, all levels of schooling must include a curriculum that emphasizes the value of making choices and consuming food. Teaching Muslims the importance of consuming halal food from elementary school to higher education is essential for them to follow the religion's teachings. It is important for teachers and students, especially the younger generation, to receive halal education. Cooking expression is one type of halal product education that aims to familiarize elementary school students with halal brands.

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<sup>12</sup> Desi Yuniarti, Nasir Hamzah, and Siradjuddin, "Edukasi Dan Promosi Dalam Industri Halal," *Jurnal Alwatzikhoebillah : Kajian Islam, Pendidikan, Ekonomi, Humaniora* 10, no. 1 (2024): 252–60, <https://doi.org/10.37567/alwatzikhoebillah.v10i1.2633>.

<sup>13</sup> Paul Copley, *Marketing Communications Management: Concepts and Theories, Cases and Practices*, 1st ed. (Oxford: Jordan Hill, Oxford, 2004).

*Thirdly*, the focal point and focus of halal teaching and promotion initiatives may be manufacturers who play an important role in the halal value chain. As important players, manufacturers must be able to apply halal production principles in their business units and have knowledge and expertise related to the product. However, manufacturers must also be able to explain and raise awareness of the benefits of using halal goods and services. In fact, manufacturers who routinely use SJPH have contributed to making halal businesses more competitive.

*Fourthly*, a country with the largest Muslim population in the world has a significant potential for developing sharia economics and finance. A development plan that prioritizes innovation and achieving excellence in a comprehensive and long-term manner must support Sharia finance (EKSyar), which has a significant national economic potential. This provides a framework for Bank Indonesia to actively and seriously contribute to the advancement of sharia finance and the economy. Organizing the Sharia Economic Festival (Fesyar), which debuted in 2017 and featured two major events: the Sharia Economic Forum and the Sharia Fair in various regions of Indonesia, is one way to achieve this. In addition, Bank Indonesia has also hosted the national/international Indonesia Sharia Economic Festival (ISEF) since 2014. In an effort to expand the scope of implementation and make Indonesia a global sharia economic hub, Bank Indonesia and the National Sharia Council of the Financial Committee (KNKS) held the 2019 Indonesia Sharia Expo (ISEF) on November 12-16 at the Jakarta Convention Center (JCC). The largest annual event in Indonesia, ISEF serves as a platform for the convergence of various EKSyar sector operations. The fifth step involves selecting and producing suitable marketing collateral. Tourism business actors are competing to create promotions using digital marketing, a trend that has emerged in the 4.0 era. The fast-paced and internet-connected lifestyle of society makes this advertising

approach highly applicable to the management of Halal tourism hotels and tourist attractions.<sup>14</sup>

*Sixthly*, before the BPJPH era, several educational and promotional initiatives were carried out by LPPOM MUI as a means of establishing the organization. The success of the halal education and promotion campaign has raised awareness among many people about the availability of halal goods at affordable prices. Some of these activities include the SJH Workshop, JULEHA (Halal Slaughterer) Training, LPPOM MUI APPS, free SJH Consultation, INDHEX (Indonesia International Halal Expo), Halal Food Goes to School, halal competitions and exhibitions, halal tours, halal seminars/talk shows, free halal facilities and certification, halal socialization with SMEs/large companies, halal socialization through media and social media, merchandise, etc.

## CONCLUSION

These projects show how crucial halal education and promotion are to raising public knowledge, comprehension, and acceptance of halal goods and services. By properly educating producers, distributors, and consumers and running focused advertising, halal companies have the ability to expand greatly and help society, the economy, and the environment. These results lead primarily to the following important conclusions: The worth of knowledge: Education is quite important for knowledge of halal principles, halal manufacturing techniques, and the advantages of eating halal products. Halal-compliant manufacturing techniques can be adopted by stakeholders, who also know the need of halal with appropriate knowledge. In marketing halal products, building a strong brand identity, and creating customer interest in them all depend on the promotional capacity. Promoting halal products effectively helps them to be more widely available and builds consumers' faith in them.

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<sup>14</sup> Nining Artianasari, Nurhakki, and Musmuliadi, "Strategi Komunikasi Branding Pariwisata Halal Berbasis Smart Tourism Di Tana Toraja," *KOMUNIDA : Media Komunikasi Dan Dakwah* 14, no. 1 (May 29, 2024): 98–123, <https://doi.org/10.35905/komunida.v14i1.9324>.

Stakeholder Cooperation: Good halal education and promotion depend much on cooperation among several organizations, including governments, manufacturers, religious communities, halal certifying authorities, and the mainstream media. Projects for education and promotion can cooperate more successfully and quickly. Public knowledge and comprehension: This last point underlines the need of raising public knowledge of halal products and their advantages for the environment, religion, and health. As public knowledge of halal increases, we expect the halal industry and products to rise in demand. This conclusion emphasizes the need of using thorough and sustainable halal education and promotion to reach the aim of raising public knowledge, comprehension, and acceptance of halal goods and services.

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