

THE ROLE HALAL INDUSTRY TO SUPPORT *SUSTAINABLE DEVELOPMENT GOALS* (SDGs)

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Abstract

The development halal industry continues to increase both nationally and globally. The interest many countries development halal industry shows sector will develop well. The consumption pattern with halal is not only for Muslims but also many parties can have role economy. Halal industry, which is part of Islamic economic activities, plays role supporting the government's Sustainable Development Goals (SDGs) program, concept and application of which are in line with development. Purpose study determine development halal industry, and describe role halal industry in supporting SDGs program. The method used in this research is qualitative, with literature study approach, from several sources that are considered relevant to the research theme. Data source used is secondary data, data has been presented. Data collection technique is literature, and the data analysis technique used is descriptive qualitative. Results this study indicate development halal industry based on data LPPOM MUI Certified halal products 2021 grew by 2,531.49 percent. Based on the food sector's halal industry spending 77.23 of the total other halal industries. Role halal industry in realizing SDGs, namely; reducing poverty, reducing hunger, healthy lives and well-being, decent work and economic growth, industry innovation and infrastructure. Responsible consumption and production. Than partnerships to achieve goals.

Keywords: *Halal Industry, Support, Sustainable Development Goals (SDGs)*

Perkembangan industri halal terus mengalami peningkatan baik secara nasional maupun secara global. Ketertarikan banyak negara dalam pengembangan industri halal, menunjukkan bahwa industri halal akan berkembang dengan baik. Industri halal yang terdiri dari barang dan jasa menjadi daya tarik tersendiri bagi banyak pihak. Pola konsumsi dengan halal bukan saja bagi kaum muslimin melainkan juga banyak pihak, sehingga halal industri dapat memiliki peran dalam perekonomian. Industri halal yang merupakan bagi dari kegiatan ekonomi Islam dalam berperan dalam mendukung program pemerintah Sustainable Development Goals (SDGs), konsep dan penerapan sejalan dalam pembangunan. Tujuan dari penelitian ini untuk mengetahui perkembangan industri halal, dan menguraikan peran industri halal dalam mendukung program SDGs. Metode yang digunakan dalam penelitian ini yaitu kualitatif, dengan pendekatan penelitian studi pustaka, dari beberapa sumber yang dianggap relevan dengan tema penelitian. Sumber data yang digunakan yaitu data sekunder data yang telah disajikan. Teknik pengumpulan data yaitu kepustakaan, dan teknik analisis data yang digunakan adalah deskriptif kualitatif. Hasil penelitian ini menunjukkan bahwa perkembangan industri halal berdasarkan data LPPOM MUI Produk halal bersertifikasi tahun 2021 tumbuh 2.531,49 persen. Dan berdasarkan data belanja industri halal sektor makanan 77,23 dari total industri halal lainnya. Peran industri halal dalam mewujudkan SDGs yaitu; mengurangi kemiskinan, mengurangi kelaparan, kehidupan yang sehat dan kesejahteraan, pekerjaan yang layak dan pertumbuhan ekonomi, industri inovasi dan infrastruktur. Konsumsi dan produksi yang bertanggungjawab. Dan kemitraan untuk menjangkau tujuan.

Kata Kunci: *Industri Halal, Dukungan, Sustainable Development Goals (SDGs)*

Introduction

Currently, the demand for halal products globally continues to increase. For the Southeast Asian market, exports of halal products reached 100 million dollars in 2007. This

number has increased by 100 percent compared to the previous year which was only 50 million dollars. Meanwhile, in the European Union, although the Muslim population is a minority and the number is small, the growth is largely due to high purchasing power, such as in France and the Netherlands. For example, Muslims in France spend 30 percent of their income on halal food. The quantity of meat consumption is around 400 thousand metric tons a year. Meanwhile, in the Netherlands, halal food is not only consumed by Muslims but also non-Muslims, so that the total market demand can reach 2.8 billion dollars per year. The Philippines has also responded to the increasing demand for halal-certified products by encouraging companies to certify their products. Now there are around 50 companies that have obtained halal certification issued by the Filipina Islamic Da'wah Council (IDCP). Some major world producers are also interested in investing in halal products in Malaysia, including Nestle. The growth rate of sales growth of halal/sharia products and services is quite high in each sector, which is supported by the growth of consumers from the Muslim population and non-Muslim consumers who believe in the quality of halal/sharia products and services. (Sofyan, 2011)

The halal industry at the global level continues to experience significant growth, not only in Muslim-majority countries but also in non-Muslims. The halal industry offers the concept of goodness for consumption so that it is a guarantee that the product or service produced has the best quality. Indonesia has a high potential in capturing market opportunities for the global halal industry, but policy strengthening is still needed. The biggest challenges lie in: (i) social diversity that affects consumption patterns of the halal industry; (ii) the relatively low capacity of industry players, especially SMEs in understanding the halal supply chain; (iii) there is no upstream and downstream integrity in the halal industry; (iv) the lack of strong integrity of halal industrial products due to partial regulations; and (v) the level of literacy of halal industrial products is still low. The policy agenda that is considered important to minimize these challenges is through institutional effectiveness in ensuring the integrity of the halal industry supply chain. Institutional effectiveness refers to the integration of the halal industry ecosystem which includes regulations, policies, processes, procedures, regulations, and laws that direct stakeholders, especially halal industry players towards sharia compliance. This process is very important for increasing the competitiveness of the region because it involves all processes of production and services, which are connected in the supply chain. This proposal is very important in developing the halal industry literature as an integral part of the concept of sharia economic development, its relevance to regional strengthening. Indonesia has a great opportunity to capture the potential of the halal industry. Demographically, the majority of Indonesia's population is Muslim with a very high level of awareness of consumption of halal status, both from the food and beverage sector, fashion, tourist destinations, and various products and services consumed. Indonesia also has strong capital in supporting the development of the halal industry, especially in terms of the sharia economic and financial ecosystem, which is already relatively fast-growing. (Nasution, 2020a)

The halal product business is undeniably a sector that contributes greatly to the world economy. The halal product sector is a field that dominates the global trade business. With a very large market potential, where the world's Muslims currently exceed 1.6 billion, also supported by the development of the halal lifestyle of non-Muslim communities, causing the market potential for halal products to increase. In this case, halal products have become *rahmatan lil alamin* for

those who use or consume them or for those who are involved in the halal product business. In addition to halal products providing goodness for those who consume them, they also provide economic value for halal product businesses. Indonesia, with the largest number of Muslim communities, has the dominant opportunity to take a role in the global halal product business. For the domestic halal product industry to grow and develop rapidly so that it can balance the global halal product trade, it is necessary to work hard to encourage the rise of the Indonesian halal product industry. Industrial products that can be accepted and are in demand by the people themselves and become the mainstay of export commodities so that they can move the real sector and grow the national economy, it is necessary to have the right strategy for the development of the Indonesian halal product industry. (Yulia, 2015)

The halal trend in Indonesia is increasingly in demand by the public. The potential of the halal industry in Indonesia is also growing rapidly. These industries include food and beverages, fashion trends, and halal tourism. The development of the industry is increasingly visible and shows a better direction for economic development in Indonesia. However, usually in terms of funding the halal industry often experiences problems. The Indonesia Stock Exchange (IDX) is synergizing with the Financial Services Authority (OJK) to make it easier for halal industry players to enter the Islamic capital market with various forms of funding products being developed, namely IPOs, Sukuk, and ECF. Along with the development of the era, the trend of Islamic economics is increasingly in demand in Indonesia, it is undeniable because Indonesia itself is dominated by the majority of Muslims. So that most consumers are interested in halal products. Halal products are products that are following Islamic law, so that halal producers are increasingly encouraging this industry. (Melisa & Khikmawati, 2021)

Sharia business in which there is a halal industry is part of the Islamic economy that continues to grow and develop better. The halal industry is well-received globally, even many countries are interested in developing it. The concept of halal industry is not intended for Muslims only, but all people, and is friendly to protection in the halal industrial business, keeping away from things that are not in line with sharia principles. In addition to the Islamic finance industry, the halal industry is required to obtain guarantees that it can produce and consume the ordered halal products. In addition, the halal industry can play a role in economic development. The halal industry as part of Islam can realize the Sustainable Development Goals (SDGs) program. Several SDGs goals can be realized through the role of developing the halal industry.

The existence of Islamic Economics and its components has an important role in achieving the Sustainable Development Goals (SDGs), in achieving prosperity and alleviating poverty. Islamic banks as intermediary institutions for collecting and distributing funds can contribute to the SDGs. Through productive financing, sharia banking can help customers to obtain business capital with profit-sharing contracts, especially for Small, Micro, and Medium Enterprises. Furthermore, the Islamic Non-Bank Financial Industry (Sharia IKNB) can contribute to the SDGs. From various Sharia IKNB products, the public can easily gain access to sharia-based finance, the community can obtain additional capital and use investment access. The role of social institutions in collecting and socializing zakat, infaq, sadaqah, waqf, and other social and instruments is very supportive for the realization of the SDGs. Through social institutions the distribution of wealth can be achieved, part of efforts to overcome poverty, as well as income distribution. The form of concern for fellow human beings. (Trimulato & Rahmatia, 2020)

Based on a four-quadrant analysis which compares areas with high economic growth but with low environmental damage, four regions are found, namely East Java, Central Java, North Sumatra, and South Sumatra. This means that these four regions are areas that will be able to realize the SDGs, where economic growth is carried out without compromising the environment in the future. The Islamic Economics perspective views that the realization of the SDGs in Indonesia can be achieved. This can be seen from the measurement results with several models tested, sharia banking deposits always affect poverty reduction. This means that if more sharia banking deposits are distributed in the form of financing and benevolent loans, poverty will decrease. This is in line with the principle of the existence of sharia banking, in addition, to being profit-oriented, also social-oriented which can reach more poor people. Sustainable development is a process based on the principle of “meeting the needs of the present without compromising meeting the needs of future generations”.(Ferawati, 2018) the development of the halal industry as part of the Islamic economy can play a role in the SDGs.

Indonesia has tremendous potential to develop the halal industry. These potentials include the abundant Muslim population which is projected to reach 256 million people by 2050, the growth of various halal industrial sectors, especially the finance, tourism, and fashion sectors, the recognition of Indonesia's achievements in the eyes of the world, Indonesia's geographical conditions and demographic bonuses, technological developments, as well as the ratification of the Halal Product Guarantee Act number 33 of 2014. This potential can encourage economic growth by increasing the value of exports and foreign exchange reserves. But on the other hand, Indonesia also has challenges in developing this halal industry. The challenges facing Indonesia come from external and internal sources. From an external point of view, the challenges faced by Indonesia are the number of competing countries, the absence of an internationally valid halal certificate. Meanwhile, from an internal point of view, the challenges faced by Indonesia are the lack of halal awareness among the Indonesian people, the problems in the implementation of the Halal Product Guarantee Act, and the low awareness of the Indonesian people to compete.(Fathoni, 2020)

From the description above, it is necessary to conduct a more in-depth study of the development of the halal industry, especially in contributing to the economy, especially in realizing the SDGs program. The development of the halal industry can support the realization of the SDGs. The purpose of this research is to know the development of the halal industry and to describe the form of the role of the halal industry business in realizing the SDGs.

According to the Big Indonesian Dictionary (KBBI), it is stated that industry is the activity of processing or processing goods using facilities and equipment, such as machines. Meanwhile, halal means permitted (not prohibited by sharia), so the halal industry is defined as the activity of processing or processing goods using facilities and equipment permitted by Islamic sharia. In its implementation, the halal industry, among others, has been regulated in Law no. 33 of 2014 concerning Halal Product Guarantee. The halal industry is often associated with an attempt to produce a product (goods and services) following the provisions of the Islamic religion (sharia). This definition began to emerge recently due to the high demand for halal products and services in the world. Previously, it was known that the halal industry was associated with the halal economy, where the mention of the halal economy was much earlier known than the halal industry. Thomson Reuters in collaboration with Dinar Standard contained

in the 2019 edition of the State of the Global Islamic Economy Report stated that the halal economy consists of sectors whose main products and services are structurally influenced by Islamic law, driven by values, consumer lifestyles, and business practices. (Sukoso, et al. 2020)

Halal products are products that have been declared halal following Islamic law. Halal Product Processing, hereinafter abbreviated as PPH, is a series of activities to ensure the Halalness of Products including the supply of materials, processing, storage, packaging, distribution, sales, and presentation of Products. Halal Product Guarantee, hereinafter abbreviated as JPH, is a legal certainty regarding the halalness of a Product as evidenced by a Halal Certificate. The halal label is a sign of the halalness of a product. Halal Certificate is an acknowledgment of the halalness of a Product issued by BPJPH based on a written halal fatwa issued by MUI. (Law Number 33, 2014)

Mapping and identification of the potential of each type of industry are very important as the first step in developing the halal industry. The very important thing to do is to create an ecosystem that can develop the four halal industries at the same time by ensuring the optimization of the performance of the halal value chain management so that the quality and standards of the products and services produced are very important in addition to prioritizing halal. In the mapping process, it is known that each halal industry has potential that can be improved so that it has added value while maintaining Indonesian culture. Five strategic steps need to be taken, namely increasing competitiveness, certification, coordination, publication, and cooperation. For this reason, it requires the involvement and coordination of the government, policymakers, and cross-sectoral industry players in building the halal industry in Indonesia, as well as the active role of the community as agents for promoting sharia products in the digital world so that the development of the halal industry can enter the global market immediately. (Saputri, 2020)

The need for Halal Products (goods and services). Economic behavior, both consumption, and production of halal food, in addition to meeting the demands of Islamic religious principles, has also become a culture for Muslim communities in various parts of the world. As for the global level, it is projected that the world's total Muslim population will increase from 1.6 billion people in 2010 to 2.2 people in 2030. This will certainly be a driving force for the world's halal product industry because the demand for halal products will be proportional to the demand for halal products. in line with the increase in the Muslim population. The demand for halal products does not only come from Muslims alone but also non-Muslims, this is due to the increasing preference of non-Muslims to consume products labeled as halal. (Lubis, 2019)

The concept of halal and *tayyib* in the realm of the halal industry should have the spirit and motivation within the framework of *maqashid sharia*, thus the development of the halal industry can be in line with its main goal so that consumers, especially the Muslim community, are maintained in all aspects of meeting their needs which are met through the halal industry that dynamic and innovative, and always to maintain the benefit for all parties. The benefit of halal certification and labeling is the benefit of the world and the hereafter, and it is recommended to do this because it is related to the obligation to consume halal products, and preventive measures in the current era to find out halal products or non-halal products, there is no other way than business actors to certify. products and include labeling of halal products which of course makes

it easier for people to fulfill their needs. The rules of *ushul fiqh*, everything that Allah does not forbid is halal. Then all food and drink outside the forbidden are halal. Therefore, there are very few foods and drinks that are forbidden. However, in an era where technology has become an inseparable part of humans, the problem of halal food and beverages has become relatively complex, especially regarding biotechnology products. *Urf* can be used as a legal basis for conducting economic transactions. Because the increasingly advanced development of the halal industry will have an impact on the development of transactions in an increasingly complex economy so that many transaction activities require *ijtihad* to find solutions to problems that may arise. (Bakar et al., 2021)

Making Indonesia the center of the world's halal industry is not impossible, even Indonesia has a very big opportunity to get it, namely through halal certification instruments supported by the JPH Law. Several indicators have been fulfilled that Indonesia has a very large Muslim population of around 260 million people or about 87% of the total population of Indonesia. This amount will be a lucrative market share. In addition, the level of consumption of the Indonesian people is very high, even the highest in the world. So no market has the most potential beyond Indonesia. Next, it's just how the Indonesian people manage it. To develop the potential of the halal business in Indonesia, several strategies are needed as an effort to accelerate optimization, including; 1). There must be a maximum role and government intervention. 2). Law Number 33/2014 concerning Halal Product Guarantee (UU JPH) must be a tool that can engineer change. 3). There is a strong development of human resources and halal industry. 4). Making halal certification as part of the excellent service. (Warto & Samsuri, 2020)

In the new normal era or a new habit order that prioritizes aspects of hygiene and cleanliness of a product, sharia economics also has good instruments to break this economic development, one of which is the halal industry. From the opportunities, efforts, and strategies studied in Indonesia regarding the halal industry, the results show that the projections of the halal industry in the new normal era are potential following the conditions, opportunities, strategies, and government efforts in economic development in the new normal era. So in this era of new habits, the government, business people, and the community can adapt to new economic patterns to advance the economy in the new normal era. Coupled with an increasingly advanced business pattern with digitalization, it makes it easier for the halal industry to dominate the market, especially in Indonesia. projections of the halal industry in the potential new normal era following the conditions, opportunities, and government efforts in economic development in the new normal era. (Kamila, 2021)

Indonesia has tremendous potential to develop the halal industry. These potentials include the abundant Muslim population which is projected to reach 256 million people by 2050, the growth of various halal industrial sectors, especially the finance, tourism, and fashion sectors, the recognition of Indonesia's achievements in the eyes of the world, Indonesia's geographical conditions and demographic bonuses, technological developments, as well as the ratification of the Halal Product Guarantee Act number 33 of 2014. This potential can encourage economic growth by increasing the value of exports and foreign exchange reserves. But on the other hand, Indonesia also has challenges in developing this halal industry. The challenges facing Indonesia come from external and internal sources. From an external point of view, the challenges faced by Indonesia are the number of competing countries, the absence of an internationally valid halal

certificate. Meanwhile, from an internal point of view, the challenges faced by Indonesia are the lack of halal awareness among the Indonesian people, the problems in the implementation of the Halal Product Guarantee Act, and the low awareness of the Indonesian people to compete. With education and assistance, it is hoped that Indonesia will be able to shift from a consumer country for halal products to a producing country in the future. (Fathoni, 2020)

Development is a process of change towards a better and continuous direction to achieve the goal, namely to create an Indonesian society that is just, competitive, advanced, and prosperous within the unitary State of the Republic of Indonesia. Development should be directed in such a way that each stage is getting closer to the goal. Poverty is a problem faced by all countries in the world, especially developing countries. Poverty is a complex problem that is influenced by various interrelated factors, including the level of community income, unemployment, health, education, access to goods and services, location, geography, gender, and environmental location. (Safuridar & Damayanti, 2018)

Sustainable Development Goals (SDGs) will be implemented until 2030. The Millennium Development Goals (MDGs) which have been implemented during the period 2000-2015 have indeed brought various progress. Around 70 percent of the total indicators measuring the MDGs targets have been successfully achieved by Indonesia. Indonesia as one of the countries that have agreed on the implementation of the sustainable development goals (SDGs) is committed to the successful implementation of the SDGs through various activities and has taken strategic steps. Some steps that have been taken by Indonesia until the end of 2016 include (i) mapping the SDGs goals and targets with national development priorities, (ii) mapping the availability of SDGs data and indicators for each target and goal including proxy indicators, (iii) conducting the preparation of operational definitions for each SDGs indicator, (iv) drafting presidential regulations related to the implementation of sustainable development goals, and (v) preparing national action plans and regional action plans related to the implementation of SDGs in Indonesia. (Badan Pusat Statistik, 2016)

Sustainable Development Goals (TPB)/Sustainable Development Goals (SDGs) are development that maintains sustainable improvement of the economic welfare of the community, a development that maintains the sustainability of community social life, a development that maintains environmental quality and development that ensures justice and the implementation of governance capable of maintaining improving the quality of life from one generation to the next. The TPB/SDGs are global and national commitments to improve the welfare of the community, including 17 goals, namely (1) No Poverty; (2) No Hunger; (3) Healthy and Prosperous Life; (4) Quality Education; (5) Gender Equality; (6) Clean Water and Proper Sanitation; (7) Clean and Affordable Energy; (8) Decent Work and Economic Growth; (9) Industry, Innovation, and Infrastructure; (10) Reducing Gaps; (11) Sustainable Cities and Settlements; (12) Responsible Consumption and Production; (13) Climate Change Management; (14) Ocean Ecosystems; (15) Mainland Ecosystems; (16) Peace, Justice and Strong Institutions; (17) Partnership to Achieve Goals. Efforts to achieve the TPB/SDGs targets are a national development priority, which requires a synergy of planning policies at the national level and the provincial and district/city levels. (<http://sdgs.bappenas.go.id>, 2016)

SDGs is an inclusive program. The seven SDG targets are very explicit about people with disabilities, and in addition to the six targets for emergencies, there are also seven universal

targets and two targets for anti-discrimination. The indicators are used to provide opportunities for civil society engagement. In maintaining the balance of these three dimensions of development, the SDGs have 5 main foundations, namely people, planet, prosperity, peace, and partnerships that want to achieve three noble goals by 2030 in the form of ending poverty, achieving equality, and overcoming climate change. Poverty is still an important and main issue, in addition to the other two achievements. (Raharjo & Ishartono, 2014)

Method

The type of research used in this research is qualitative. With a library research approach, with various sources related to the development of the halal industry, the development of the portion of halal consumption, and the form of the role of the halal industry in supporting the Sustainable Development Goals (SDGs) program.

The source of data used in this research is secondary, namely data that has been presented by a particular institution and then processed the data. The data sources used in this study were the National Committee for Islamic Economics and Finance (KNEKS) and LPPOM MUI. And from several other sources.

The data collection technique used in this research is literature from several sources that are considered relevant to the research theme. Namely about the halal industry, SDGs, and the role of the halal industry. From several good sources from books, journals, and others.

The analytical technique used in this study is a qualitative descriptive analysis technique, namely analyzing, describing, and describing the conditions of the research object. In this case, it describes the development of the halal industry, the role of the halal industry, and the forms of development of the halal industry in supporting the SDGs program.

Result and Discussion

1. The Growth Of Halal Industry

Table. 1
Total World Halal Product Shopping

No	Halal Industry Sector	Realized Value in 2018 (USD, Billion)	Indonesia's Position	Contribution
1	Halal Food	1,370	1	28,92
2	Islamic Finance	2,520	7	53,19
3	Halal Traveling	0,189	5	3,99
4	Halal Fashion	0,283	3	5,97
5	Media/ Recreation	0,220	6	4,64
6	Halal Pharmacy	0,092	4	1,94

7	Halal Cosmetics	0,064	2	1,35
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Source: Thomson Reuters (2019) in Halal Ecosystem Book, Bank Indonesia 2020

The data above, shows the total shopping for halal products in the world, in several halal industrial sectors that continue to develop well. The largest portion is in the halal financial industry by 53.19 percent, then the second-largest portion is the halal food industry at 28.92 percent. The rest is divided into several sectors, namely the halal fashion industry, halal media and recreation, halal travel, halal pharmacy, and halal cosmetics.

Table 2

Development of the Number of LPPOM Halal Certification Products in 2021

No	Componets	December 2015	September 2021	Growth (%)
1	Number of Companies	1052	16.856	1502,28
2	Number of Halal Certificates	1404	40.732	2801,14
3	Number Of Products	46260	1.217.328	2531,49

Source: LPPOM MUI. *Statistics of MUI Halal Certified Products for the Period 2015 to 2021* (data processed)

The data above, it shows that there is a development in the number of halal certification products issued by LPPOM from 2015 to September 2021, all of which have a very significant increase. The number of companies that gave business labels to their products grew by 1,502.28 percent, then the number of halal certificates grew by 2,801.14 percent, and the number of products that had obtained halal certification grew by 2,531.49. Thus, the development of the goods and service industry will continue to grow, which obtains the MUI halal certificate, to increase public access to halal products.

The strategy to achieve Indonesia's vision as the world's leading Islamic economic center is to strengthen the halal value chain. In it, there are some industries related to the needs of the Muslim community which is divided into several clusters. Halal food and drink These two things are the basic needs of every human being. For Muslims, halal food and drink are a must, because the consumption of both represents obedience to the Creator. The Qur'an, as in Surah An-Nahl (16): 114, mentions the necessity of consuming halal and good food and drinks. Consumption of these two things that contain these two values will affect the quality of nutrition and clarity of heart that determines attitudes. Halal food in this country is abundant, especially in areas where the majority of the population is Muslim. A variety of Indonesian specialties, the uniqueness of various dishes that arouse the taste buds, so that it becomes an attraction for the world community to come to Indonesia. Indonesian halal tourism has developed this kind of tourism. Halal tourism areas in this country are growing rapidly in West Nusa Tenggara (NTB), for example. There is a special economic zone (SEZ) Mandalika, which showcases the beauty of its coast. Muslim clothing is an attraction for designers and Muslims in various parts of the world. They want an elegant style that enhances their appearance, thereby increasing their confidence. Indonesia is now a reference for this development. Some Muslim fashion designers were born and grew up in this country. The hijab community has also emerged as an association that pays attention to and consumes the latest Muslim clothing. This trend is an arena for friendship that strengthens brotherhood and gives birth to ideas and movements that support the development of world Muslim fashion trends. Their interactions take place face-to-face and also online through social media. Halal media and recreation. Creative industries with Muslim nuances are

the main attraction for Indonesian people. Among them are creative works in the form of films and animations starting from novels. Halal Pharmacy and Cosmetics Drug and cosmetic products are now increasingly becoming an attraction if they are labeled as halal. Indonesian Muslims are reluctant to consume the two products if they contain non-halal substances. Furthermore, it will explain the global and national conditions of each cluster, the challenges and obstacles faced, and the main strategies and proposed action plan programs. (Komite Nasional Keuangan Syariah, 2018)

As the country with the largest number of Muslims in the world, Indonesia's population spends around USD 220 billion in the halal industry sector. This figure is not small to support the economy of a nation. However, it is very unfortunate that the high value of shopping for halal products does not confirm Indonesia as a leader in the halal industry in the world, where Indonesia is only in 5th position. This position is under Malaysia, and the main countries in the Gulf region (Gulf Cooperation Council). The value of shopping for halal products is predicted to increase along with the increase in population and awareness about the benefits of products labeled as halal. The value of shopping for halal products is predicted to increase along with the increase in population and awareness about the benefits of products labeled as halal. Data from the State of the Global Islamic Economy Report 2018-2019 shows that the market size of the Islamic economy (halal industry) was USD 2.2 trillion in 2018, and is predicted to increase five years later (2024) to reach USD 3.2 trillion, where the figure is outside the Islamic finance sector. The market size of Islamic finance in 2018 was USD 2.524 billion, and it is estimated that in the next five years (2024) it will increase to USD 3,472 billion. From the market size, it will be clear that in each of the halal industrial sectors there is growth that ranges from 5.0-7.7%. The highest percentage of growth is in the Islamic finance sector, followed by halal travel, halal cosmetics & pharmaceuticals, and halal food. Indonesia has a great opportunity to become a leader if these opportunities are optimized properly. Call it the halal food industry, a sector that contributes greatly to halal industry spending. If the focus is only on developing this sector, by maximizing the participation of the domestic food industry, both large industries, and SMEs, then Indonesia will be empowered in the world's halal industry. Indonesia has natural resources, namely agricultural, fishery, livestock, and plantation products which are quite large. If large industries and SMEs are mobilized to carry out halal certification, the world's halal leadership will likely fall into the lap of Indonesia. (Bank Indonesia, 2020)

2. The Role Halal Industry to Support Sustainable Development Goals (SDGs) Program

Implementation of the Sustainable Development Goals (SDGs) in Indonesia September 2015-September 2016, states that Indonesia has made better progress in terms of timeliness and participatory processes. The challenges faced by the implementation of the SDGs are not only about these two things. In terms of substance, the ambition of the SDGs to eliminate the negation component of the development is a work that is close to utopia. In terms of the process, the implementation of the SDGs at the national level still leaves homework, such as the accountability mechanism, receiving data from non-government parties, as well as the participation process itself. This should not be seen as a burden but a challenge that must be faced to improve performance for the acceleration of Indonesia's national development until 2030. The active role of the government is certainly the main capital for the implementation and achievement of the SDGs in Indonesia. (Panuluh & Fitri, 2016)

Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs) in Social Welfare. Summing up the sustainable development goals (SDG) is a document that will become a reference in the framework of development and negotiation of countries in the world. Where the SDG'S concept continues the concept of the MDG'S which ended in 2015. The MDG and SDGs have the same similarities and the same goals. Namely, SDG continues the noble ideals of the MDG'S which are to reduce hunger and poverty in the world. The SDGs are not separate from the MDGs they are a form of refinement of the MDGs. The SDGs are a continuation of what has been built on the MDGs (Millennium Development Goals). The SDGs have 5 foundations, namely people, planet, prosperity, peace, and partnerships that want to achieve three noble goals by 2030 in the form of ending poverty, achieving equality, and overcoming climate change. (Wahyuningsih, 2018)

The halal economy has become a very crucial issue in the context of the development of the global Sharia economy. The halal economy is a holistic and integral concept with Sharia values. The biggest problem is that there is no integrated system between the halal industry and Islamic financial institutions in Indonesia. An alternative strategy related to strategic partnerships between the Islamic finance industry and the halal industry in Indonesia is to strengthen regulations and policies. Building a halal lifestyle strategy and strengthening human resource capacity in the financial sector and the sharia industry in general. aspects of the priority strategy for the criteria for the strategic partnership of Islamic finance and the halal industry where regulatory and policy criteria rank first and foremost.(Amali and Nurhidayah, 2020)

Halal certification by MUI plays an important role because it is defined as the inspection of certain production processes and meets the hygienic, sanitary, and safety requirements. Products certified as Halal by the board may use the registered trademark Halal logo. Currently, halal certification is voluntary but in 2019 it will be mandatory. By having a halal certificate, the product will have many competitive advantages. Today, a halal certificate is a guarantee that a particular product has been thoroughly investigated and declared compliant with sharia law. Hence convincing Muslims to consume these products.(BAPPENAS, 2018)

One way for the sharia ecosystem in Indonesia to develop rapidly is to improve the halal ecosystem (halal value chain) through strengthening regulations. contribution to the importance of the concept of institutional strengthening as an integral part of strengthening the supply chain integrity of the halal industry. The supply chain has a dominant role in strengthening regional competitiveness, particularly for poverty alleviation, inequality reduction, and employment. Institutional strengthening is aimed at minimizing the challenges of developing the domestic halal industry, to strengthen regional competitiveness for quality development models. The most in-depth discussion lies in the factors that can improve the integrity of the halal industry supply chain.(Nasution, 2020b)

The halal industry, which is growing at this time, can play a role in increasing the share of the national economy. The potential and character of the halal industry that contributes to the economy, this sector can be improved, especially by providing maximum support in the development of the halal industry. Many countries are interested in developing this sector so that it can contribute to development in development. When the halal industrial sector can continue to grow, it can increase the development of the real sector, opportunities to increase employment opportunities. The existence of several regions that specialize in the development of the halal

industry encourages the local economy to develop further. Provide opportunities for the emergence of many business actors in the real sector, opportunities for wider business development. Production of goods and consumption that are more halal. The concept of sharia encourages the halal industry to be able to grow with the concept of justice. The role of Islamic financial institutions is to be able to encourage the halal industry business, with a more equitable partnership pattern. All parties involved in the halal industry can encourage the realization of the SDGs at several points such as reducing poverty, reducing hunger, living a healthy and prosperous life, decent work and economic growth, industry innovation, and infrastructure. Responsible consumption and production. And partnerships to achieve the goal of advancing the halal industry.

Conclusion

The development of the halal industry experienced an increase in the number of halal certification products issued by LPPOM from 2015 to September 2021, all of which experienced a very significant increase. The number of companies that gave business labels to their products grew by 1,502.28 percent, then the number of halal certificates grew by 2,801.14 percent, and the number of products that had obtained halal certification grew by 2,531.49. Total spending on world halal products, in several halal industrial sectors, continues to develop well. The largest portion is in the halal financial industry by 53.19 percent, then the second-largest portion is the halal food industry at 28.92 percent.

The growth of the halal industry can realize the Sustainable Development Goals (SDGs) program, focusing on a strong economic sector, encouraging the wider halal industry, to present various halal businesses. The emergence of business actors in the halal industry can provide business opportunities and create more job opportunities. The development of the halal industry contributes to reducing poverty, opening up employment opportunities to reduce hunger, the existence of the halal industry giving birth to innovations in many halal products. Halal products bring a lot of consumption to consumption from the production of goods that are more responsible for not damaging. The role of Islamic financial institutions and other parties in encouraging the halal industry to form partnerships that are more fair, transparent, and beneficial to all parties. Halal industry activities are in line with its principles, which have a goal for the welfare of all parties, not only for Muslims but for all groups. The growing halal industry is not exclusive but inclusive for all parties, and friendly, and provides easier access.

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