



HALAL-BASED MSME STRENGTHENING STRATEGY MODEL AS A DRIVER OF COMMUNITY ECONOMIC GROWTH

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Abstract

The halal industry is currently becoming a rapidly growing phenomenon in society. This research aims to identify sales strategies in the halal industry that can encourage the improvement of the community's economy—the efforts to improve the economy through various sales methods. The research method used is qualitative, collecting primary and secondary data through interviews and literature studies relevant to the research topic. This research was conducted in Cibinong Village, Bogor City, with the primary informants being shop owners who run halal industry businesses. From the results of the research, three main strategy models were found to improve the economy, namely first, creating superior products with a short duration of offering; this strategy is effective in attracting consumer interest because products have advantages in terms of materials, design, and prices so that people tend to buy in large quantities. Second, applying selling prices based on multiple products is a powerful tactic to lure consumers to buy more Muslim clothes. Third, producing products in pairs is a special attraction during certain moments, such as holidays, when many families want to wear uniforms.

Keywords: *Halal Industry; Economic Growth; Halal MSMEs; Community Economy*

1. Introduction

The halal industry is a rapidly growing economic topic in Indonesia, as this sector can potentially be one of the main drivers of national economic progress (Batubara & Harahap, 2022). Given that most of Indonesia's population is Muslim, halal industry development has a great opportunity to attract the participation of the wider community (Wiyono et al., 2022). This makes the halal industry important in strengthening the economy and improving people's welfare (Lever, 2023).

The halal industry strategically encourages economic growth, so its development in Indonesia is essential (Kurniawati & Cakravastia, 2023). The halal industry contributes USD 3.8 billion annually to Indonesia's Gross Domestic Product (GDP) (Christian et al., 2023; Utari et al., 2022). In addition, this sector also attracts foreign investment of up to USD 1 billion and creates around 127 thousand jobs annually (Scalamonti, 2024). With better optimization, the halal industry has the potential to increase exports and strengthen the country's foreign exchange reserves (Rusmita et al., 2023).

In Indonesia, public awareness of halal products continues to increase over time, which can be seen from the surge in demand for halal certification by 10,643 business actors in 2022, up from 8,333 business actors in 2021 (Talib et al., 2016). The discourse of making Indonesia the center of the global halal industry is increasingly emerging as the world pays attention to the Sharia economy (Bux et al., 2022). The central government also pays serious attention to regulatory policies and the provincial government's active role in supporting the halal industry's development (Talib et al., 2016). The government's involvement is not solely following people's lifestyle trends but also as a strategic effort to encourage the creation of halal industrial products that are competitive in the global market (Nazaruddin et al., 2023).

In connection with the government's efforts to develop the creative economy and create halal products, the government's role in supporting MSMEs is vital (Muin & Tahir, 2023). This is realized by creating programs that focus on empowering and developing MSMEs so that the business can grow and develop. The Micro, Small, and Medium Enterprises (MSMEs) development program is one of the strategic instruments to increase people's purchasing power to ultimately function as a buffer in facing the monetary crisis (Cruz et al., 2023; Fathima, 2020).

Research by Attwood et al. (2023) shows that food products served must comply with the standards set by LPPOM. This is evidenced by the absence of names related to pigs or dogs and menus that use demonic names or vulgar and pornographic things. MSME actors have also compiled a list of menus that will be attached to the Halal Assurance Certificate (SJH).

The consumption of halal products by the Indonesian people is substantial and is among the highest in the world (Briliana & Mursito, 2017). In 2017, the total consumption of halal products in Indonesia reached USD 197 billion, equivalent to more than 36% of total household expenditure or about 20% of Indonesia's Gross Domestic Product (GDP) (Rachman, 2019). The consumption of halal products is expected to continue to increase, with an average growth of 5.3% per year. According to Bappenas, most of this consumption is still dominated by imported products (Mohn, 2022). However, by increasing production capacity in the halal industry sector, Indonesia has the potential to reduce the trade balance deficit and even increase exports of halal products (Rahman et al., 2021).

The importance of education about halal products must continue to be encouraged. The public must be aware that consuming products with halal labels is crucial because the label guarantees the quality of food products (Martuscelli et al., 2020). One practical approach is to campaign for a halal lifestyle, which instills an understanding that halal is not just an obligation but also a necessity (Yousaf, 2023). In this context, Islamic banks play an active role by promoting halal MSMEs and their partners. Corporate Social Responsibility (CSR) funds from Islamic banks can be allocated to promote these partners' products. Various promotional methods can be applied, such as hosting bazaars or halal culinary festivals (Gunardi et al., 2021).

Meanwhile, the halal industry in Indonesia faces several challenges, including fierce competition from international players, the absence of national halal certification,

low public understanding of the concept of halal, lack of socialization, and regulations that are not optimal (Rasul, 2019). To overcome this, strategies that can be carried out include developing quality human resources, developing effective strategies for socializing halal products, and so on (Hassan & Pandey, 2019).

Research by Secinaro & Calandra (2021) proposes several strategies for the development of the halal industry, namely: first, building human resources who are experts in halal products; second, strengthening communication, information, and education related to halal products to all levels of society so that halal awareness increases; third, increasing the mastery of science and technology through the establishment of Halal Centers as research and development centers; fourth, coordinating the production and distribution of halal products; fifth, strengthening the role of the halal community; and sixth, building a halal product trade network both domestically and abroad.

Meanwhile, according to Mujahidin (2020), the strategy for developing the halal industry in Indonesia includes several aspects, namely: first, focusing on the management of raw materials from within the country to create the independence of the halal industry; second, accelerating the BPJPH certification process by increasing the number of LPH and halal auditors; third, accelerating the development of halal industrial estate infrastructure; and fourth, government intervention that supports the capital needs of the halal industry. It is also supported by the Islamic financial sector, both banks and non-Islamic banks.

This study aims to analyze various strategies implemented by MSMEs in the halal industry to improve their economic conditions, which are in line with increasing public awareness of the importance of halal products consumed by Islamic law. The development of MSMEs in Bogor City continues to increase yearly, along with the increasing number of students who come to study science. With Bogor's status as an education city, the local community benefits from the increasing number of arriving people, which becomes a potential market segment for MSMEs. This encourages MSMEs to continue to develop various business models, both in the form of products and services, to meet the needs of these markets.

2. Literature Review

2.1. Industry Halal

Judging from its meaning, another term for the halal industry is the Sharia or Islamic industry. Etymologically, halal is defined as everything allowed and recommended by the Qur'an and Sunnah. Meanwhile, in terminology, industry includes all goods and services produced or processed through economic activities. Thus, the halal industry is a sector that produces products and services by sharia regulations. The term halal refers to food and includes the kitchen, dress codes, tableware, logos, and halal certification. The opposite of halal is haram, so every individual is encouraged to follow the guidelines of halal and haram as taught in the Quran and Sunnah (Calder, 2020).

The halal industry ecosystem is influenced by various indicators, such as the demographic growth of Muslims, a lifestyle based on Sharia principles that emphasize good and avoid bad, the development of Sharia-based trade, the advancement of halal industry players, and regulations that can create strong opportunities for increased supply and demand in the halal industry. It advances information and financial technology (fintech) (Savirani et al., 2022).

The development of the halal industry in Indonesia cannot be separated into three main aspects: production, distribution, and consumption. These three aspects are also supported by the application of increasingly advanced and innovative technology, so that regulations, especially Islamic law within the framework of sharia maqashid, are needed, which have a significant impact on the production process, production tools, products, distribution, and people's consumption choices (Khan et al., 2019; Kwag & Ko, 2019). Abdullah & Azam (2020) propose that economic development and strengthening research and development (R&D) technology and science be included in the study of sharia maqashid because it is considered very important in determining the position of Muslims in the eyes of the world, especially in the manufacture of halal products and ensuring the benefits of all parties.

Indonesia is one of the countries with great potential in developing the halal industry. This potential is undoubtedly related to the significant number of Muslims in Indonesia, who account for about 12.7% of the world's total Muslim population. By 2026, it is estimated that there will be around 229 million Muslims in Indonesia (Arsil et al., 2018).

2.2. Definition of MSMEs

The definition of SMEs is regulated in Article 1 of Law Number 9 of 1995, which explains that: 1) Small businesses are small-scale people's economic activities that meet specific requirements related to net worth, annual turnover, and ownership according to the provisions in the law. 2) Medium and large businesses are economic activities with the criteria of net worth or annual turnover exceeding the small businesses' limit (Redi et al., 2022).

Meanwhile, the definition of Micro, Small, and Medium Enterprises (MSMEs) refers to productive businesses owned by individuals or business entities that meet the criteria for micro businesses, as stipulated in Laws and Regulations Number 20 of 2008. The criteria for MSMEs are then divided into three categories: micro enterprises, small enterprises, and medium enterprises (Supartoyo et al., 2015).

According to The Organisation for Economic Co-operation and Development (OECD), MSMEs are independent companies that employ a certain number of workers under certain limits that vary between countries, usually less than 250 employees as in the European Union, or less than 200 in some other countries (Sari, 2022). Thus, MSMEs can be interpreted as individual businesses or small business entities with certain limitations on the number of workers, turnover, and assets. MSMEs usually still use simple technology and have an uncomplicated business management system (Sindhvani et al., 2022).

In Indonesia, MSMEs have an important role in maintaining the stability of the national economy. They significantly contribute to Gross Domestic Product (GDP) and exports and are a primary source of employment for millions of people. Given the importance of MSMEs and efforts to increase the number of MSME actors yearly, the government needs to improve the services provided to MSME actors. With this increase in services, various internal and external obstacles MSMEs face can be overcome so that more new MSME actors can grow into strong and independent business actors (Farida et al., 2022).

2.3. Definition of People's Economy

The understanding of the people's economy can be seen from two main approaches. First, an approach that focuses on the economic activities of small business actors is known as the people's economy, which emphasizes the empowerment of small-scale business actors. Second, a systemic approach that includes economic system concepts such as participatory development or a democratic economy. The term people's economy is used to realize the principles of democracy in development planning, which means actively involving all levels of society in the development process and planning without a single driver (Cumbers et al., 2020).

Community economic empowerment provides many benefits, such as the economic system being run by the community, from the community, and for the benefit of the community itself. This approach aims to make people independent, creative, and enthusiastic in doing business, not just dependent on the capital provided. The main goal of empowerment is to increase the community's ability, independence, and strength to live better and prosperously according to their respective needs, potential, and culture. Empowerment is a form of development that focuses on humans and is designed based on the community's potential, problems, and needs (Surya et al., 2020).

2.4. Economic growth

Economic growth is a continuous change in a country's economic condition towards a better condition in a specific period. This process can also be understood as an increase in the economy's production capacity, which is reflected in the increase in national income. Economic growth is often considered a sign of successful economic development (Tomizawa et al., 2020).

According to Vaninsky (2021), economic growth is the process of increasing real gross domestic product (GDP) or real national income, where the entire economic structure in a region or country experiences an increase in output in a specific period. Meanwhile, Uddin et al. (2023) explained that economic development is an effort to improve the quality of life that focuses on the efficiency of resource allocation and the growth of aggregate output of goods. Economic development does not only focus on economic aspects but also on social aspects and institutional mechanisms that aim to accelerate and improve the quality of life of people with low incomes in developing countries.

Economic growth is a process of changing economic conditions in a specific period. Growth can occur when per capita income increases and natural resource management is carried out effectively. Kordalska and Olczyk (2016) define economic growth as an increase in production capacity reflected in an increase in national income. Meanwhile, León-Ledesma and Moro (2020) stated that economic growth includes physical developments in the production of goods and services, such as increasing industrial production, infrastructure development, schools, and production of services and capital goods.

According to Cervellati et al. (2022), three main factors affect economic growth: capital accumulation, which includes physical and non-physical investment, and human resource development; significant investment will improve the quality and quantity of production resources. Second, population and labor force growth, where a significant increase in the population will increase the workforce. Third, the advancement of science spurs innovation in production; The more sophisticated the technology, the higher productivity will be and encourage economic growth.

One of the main goals of economic growth is to significantly reduce poverty rates. Vandemoortele and Delamonica's (2022) research supports this. The study examined the relationship between economic growth and poverty reduction in the Philippines and showed that an increase in GDP output by 1 percent could reduce the number of poor people by more than 1 percent.

3. Research Method

This study uses a qualitative approach, which focuses on observation of natural, objective, and subjective phenomena and direct interaction with participants (Creswell, 2014). The qualitative method aims to provide a narrative description of the activities carried out and the impact of these actions on the perpetrator's life (Hidayat.A.A.A, 2007). This research focuses on MSMEs that offer products in the halal industry category, emphasizing the implementation of the halal industry to improve the economy in the Cibinong area, Bogor City, West Java. The data sources used include primary and secondary data. Primary data was obtained through interviews with MSME actors in the halal industry.

In contrast, secondary data was obtained from literature reviews, articles, journals, books, and information from relevant and supporting websites. This aims to help the author present information objectively based on the research theme. This research was conducted in the Cibinong Village area, Bogor City, West Java.

4. Results and Discussion

The halal industry is now becoming a trend in Indonesian society, ranging from clothing products to halal tourism, which is widely in demand. Considering that most of Indonesia's population is Muslim, this creates excellent opportunities for the development of various sectors of the halal industry. The government also seems to be aware of this potential, as seen from the efforts to implement the Sharia economic masterplan for the 2019-2024 period, which includes the development of halal

industrial estates in Indonesia, such as the Modern Halal Valley, the Halal Industrial Park in Karadenan, and the Pabuaran Mekar Inti Halal Hub. The establishment of this region aims to make Indonesia the largest producer of halal products in the world (Herianti et al., 2023). According to Mankiw's theory, the demand for the halal industry is generally influenced by several factors, including product prices, consumer preferences, population, and future expectations. The global halal trend is expanding as public awareness of the importance of halal products increases, which drives consumer interest in this industry (Laluddin et al., 2019).

The development of the halal industry has a significant economic potential to encourage overall economic growth. The increase in the halal industry reflects public awareness of the importance of halal products for consumption (Ryandono et al., 2022). According to Mohamed Nasir (2022), several business strategies in the halal industry sector are used to increase sales volume, especially in businesses that produce Muslim clothing under their brands, including:

4.1. Producing superior products in a relatively short time

One way to increase sales volume is to present superior products that are different from other products, supported by a strong marketing strategy and flyers as a medium for disseminating product information. Thus, this superior product can attract consumers' attention on a large scale. Sales success can be measured by consumer satisfaction, ultimately making them return to buy the product (Xue, 2022).

When consumers' satisfaction with the quality of the product increases, this strengthens their memory, making them more likely to recommend the product to other potential buyers. Meanwhile, for companies, this increase means an increase in sales volume while lowering marketing costs because fixed costs tend to be stable at a certain level of sales (Wisnicki, 2022).

The development of superior products is a top priority for increasing sales. This superior product is an important strategy in facing competition, especially in the Muslim fashion market, focusing on material quality, model design, and price as the primary benchmark (Nurchahyanie et al., 2022).

According to Lim (2023), marketing is vital for various businesses and must be seen as the main supporting factor for traders' business continuity. The modern marketing concept recognizes merchants as direct contributors to profits and sales volumes.

Surveys show that Muslim women's fashion products are currently in great demand by various young and old groups. This product makes it easier for women from various backgrounds to learn to cover the awrah and, at the same time, increase their interest in doing so (Aruan & Wirdania, 2020).

The strategy implemented by taking advantage of product advantages is to update models and produce products that are different in terms of quality, design, and materials. Product information is disseminated so strongly that when a superior product is announced, consumers will flock to buy it, especially with limited time and quantity constraints, thus creating an urgency to immediately take advantage of the opportunity (Fürst et al., 2023).

4.2. Application of Selling Price with Product Multiples System

The main priority in selling marketed products is to attract the interest of consumers so that they are encouraged to choose the product. Pricing strategies and techniques are important factors influencing consumers' decisions. Sales itself is a process of buying and selling goods and services that aim to get buyers and provide influence, direction, and mutually beneficial price agreements for both parties (Nagler, 2021). Usually, the deal between the seller and the buyer is considered valid and executed jointly. One effective strategy to attract consumers is to offer products in multiples; for example, for IDR 200,000, consumers can get three items of clothing. This approach increases the appeal of the product in the eyes of consumers. In advertising, the right strategy can increase customer interest (Zhang et al., 2022). Ephraim (2023) states that advertising strategies include print and word-of-mouth product promotion. Effective promotion will help the marketing process run smoothly. In addition, marketing success also depends on the support of adequate facilities and infrastructure.

The main goal of advertising is to draw consumers' attention to the products offered by using various strategies and tricks that can build trust and influence purchasing decisions. Price discounts are one of the key factors that consumers consider when buying products. Consumers tend to feel satisfied and interested when they get discounts because products become more affordable than normal prices, so they are encouraged to buy in larger quantities. This can increase the store's sales volume (Hydock & Wathieu, 2023).

An indicator of sales success is the increase in sales figures over a certain period compared to the initial period. This increase is a sign of the success of promotions carried out through the delivery of convincing language and invitations to consumers (Spotts et al., 2022).

4.3. Production of Pairs Products

Paired products in the clothing industry have their appeal to consumers in the purchase decision-making process. These products are usually intended for married couples or even complete families, including children, who want uniformity of appearance at certain moments or occasions. Regarding the price and timeliness of procurement, this aspect is highly regarded and a priority by consumers (Kusuma et al., 2022).

Factors affecting people's lifestyles in clothing styles include attitudes, experiences, and observations of specific fashion designs. In addition, individual personalities also play a role in fashion selection. For example, consumers with cheerful natures usually tend to choose bright colors. Clothing motifs are also an important consideration in fashion selection, in addition to the perception of the wider community, which also shapes the lifestyle in clothing (Kaur & Anand, 2021).

Consumer behavior reflects their response to various stimuli, one of which is marketing factors, which include products, prices, distribution, and promotions (Chen et al., 2021).

Product quality, both in terms of quality and capacity, is the central aspect in determining consumer choice. Many quality indicators, such as design, materials, and price, are assessed and contribute to people's buying interest. According to Rosillo-Díaz et al. (2021), product quality is a perception formed in customers' minds and is an important tool for marketers to position their products in the market. Product quality directly affects the value and performance of goods or services and is closely related to consumer satisfaction, purchase decisions, and the value customers feel towards the product.

A pair of products designed specifically for families is an attractive option in fashion products. This product makes it easier to meet family fashion needs, especially at certain moments such as holidays. Therefore, paired products are in great demand and a priority in the community (Choi & Guo, 2018).

4. Conclusion

The various explanations about the halal industry strategy model in encouraging economic growth can be concluded as follows:

1. Superior products are one effective strategy for increasing sales volume. Product excellence plays an important role in attracting consumer interest in decision-making. This strategy also includes advertising to foster consumer trust by highlighting the advantages of products ready to be launched quickly. The design factor and attractive product materials are the main attractions for the public, so they are looking forward to the launch of these superior products. By improving the product's advantages, consumers' interest in buying will be even greater.
2. The next step in increasing sales of halal products in the fashion sector is to implement a multiple purchase or package system. For example, it offers three pieces of clothes for IDR 200,000, and the price and number of pieces will increase according to the multiples of purchases. This method has proven attractive and practical, as evidenced by the rapidly growing sales data on stores that implement it, especially among Muslim fashion enthusiasts.
3. Attractive products will be consumers' top priority when making their choices. In addition to advertising, another strategy to increase sales is to create unique products, such as clothes for married couples and children. The public is in great demand for this kind of product, especially at special moments such as holidays, making it easier for them to easily meet their needs.

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