



Analysis of Halal Marketing Strategy for Food Products in Sharia-Based MSMEs

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Abstract: This research examines the implementation of halal marketing strategies in Sharia-based Micro, Small, and Medium Enterprises (MSMEs) engaged in the food sector. With the growing consumer awareness of halal certification and Islamic values, halal marketing has become a crucial component for businesses aiming to align with religious ethics while remaining competitive in the marketplace. This study employs a qualitative approach through interviews and observations of selected MSMEs to explore how Islamic marketing principles are understood and applied in practice. The findings reveal that while most MSMEs demonstrate a strong commitment to offering halal products, their marketing practices often fall short of fully aligning with Sharia principles, particularly in promotional ethics, transparency, and distribution channels. Factors such as limited knowledge, lack of formal training, and challenges in accessing halal certification contribute to these inconsistencies. Despite these limitations, MSMEs show high potential to strengthen their halal positioning through ethical marketing strategies and digital engagement. This study contributes to the academic literature by highlighting the intersection of Islamic marketing theory and MSME development, offering practical insights for entrepreneurs, policymakers, and Islamic economic institutions. It recommends the need for capacity building, financial support, and policy reform to foster a more inclusive and sustainable halal business ecosystem.

Research Highlights:

- Identifies key elements of halal marketing as practiced by Sharia-based MSMEs in the food sector, including product compliance, ethical promotion, and pricing aligned with Islamic values.
- Reveals gaps between religious intentions and actual marketing practices, particularly due to limited understanding of holistic Islamic marketing principles.
- Highlights the challenges faced by MSMEs in obtaining halal certification, accessing marketing knowledge, and integrating Sharia-compliant strategies beyond the product level.
- Provides practical recommendations for improving halal marketing performance through capacity building, ethical branding, digital engagement, and support from Islamic financial institutions.
- Contributes to academic literature by expanding the discourse on Islamic marketing at the MSME level, bridging theoretical ethics with real-world entrepreneurial practice.

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INTRODUCTION

The growing importance of halal certification and Islamic values in consumer decision-making reflects a significant shift in both market demand and ethical awareness among Muslim consumers globally (Butt et al., 2017). In today's interconnected and information-rich society, consumers are becoming increasingly concerned not only with the quality and safety of the products they consume but also with how these products align with their religious and moral beliefs. For Muslim consumers, halal certification serves as a crucial indicator of product acceptability, ensuring that goods especially food and beverages comply with Islamic dietary laws and broader Sharia principles.

This demand is not limited to basic religious compliance. It also encompasses deeper values such as ethical sourcing, fairness in trade, environmental responsibility, and social justice all of which are integral to Islamic teachings (Mohammed, 2007). As a result, halal certification is evolving from a purely religious requirement into a broader lifestyle choice and value proposition. Consumers now often seek transparency in production processes, assurance of halal integrity across the supply chain, and alignment with Islamic ethical standards in business conduct. Products that bear reliable halal certification are seen as more trustworthy, clean, safe, and ethically produced, thus gaining a competitive advantage in increasingly saturated markets.

Moreover, Islamic values also influence consumer attitudes and behavior beyond the product itself. Factors such as how a product is marketed, the language and imagery used in advertisements, and the ethical conduct of the company behind the product are all scrutinized through the lens of Islamic ethics (Wilson & Liu, 2011). Businesses that fail to align their branding and operations with these values risk losing credibility and loyalty among Muslim consumers.

The impact of this shift is particularly evident in Muslim-majority countries such as Indonesia, Malaysia, and the Middle East, where consumers are not only demanding halal products but are also actively supporting brands that reflect Islamic values in their corporate identity and practices (Temporal, 2011). This growing trend underscores the importance for businesses especially Micro, Small, and Medium Enterprises (MSMEs) to understand and implement halal marketing strategies that are both Sharia-compliant and market-oriented.

In recent years, the global halal industry has experienced rapid growth, driven by increasing awareness of halal consumption among Muslim populations and a rising demand for halal-certified products, particularly in the food sector. In Indonesia, as the country with the largest Muslim population in the world, the concept of halal is not only a matter of religious obligation but also a marker of quality, safety, and ethical integrity (Hasim et al., 2020). This growing awareness has significant implications for Micro, Small, and Medium Enterprises (MSMEs), which form the backbone of the national economy and play a vital role in the halal food market.

Sharia-based MSMEs, which are businesses guided by Islamic principles in their operations, are uniquely positioned to cater to the halal-conscious consumer segment. However, despite their potential, many of these enterprises face challenges in effectively promoting their products in ways that align with both conventional marketing practices and Islamic values. Marketing in an Islamic context demands not only the absence of prohibited (haram) elements but also the integration of ethical conduct, honesty, and transparency throughout the marketing process. This has given rise to the concept of halal marketing, which emphasizes compliance with Sharia law across the entire marketing mix from product development and pricing to promotion and distribution.

Over the past decade, the topic of halal marketing has gained substantial academic attention, driven by the rapid expansion of the global halal industry and the increasing importance of ethical consumerism among Muslim populations. One significant area of research has focused on consumer perception and behavior toward halal products. For example, studies by Aziz and Chok (2013) and Tieman (2015) highlighted that halal certification is a key determinant of purchase intention among Muslim consumers. They emphasized that trust in the certification process and the reputation of certifying bodies play a crucial role in influencing consumer choices. Research also points out that halal branding enhances perceived product quality and fosters emotional attachment, which can increase brand loyalty (Wilson & Liu, 2010).

In the context of halal marketing strategy, scholars like Kotler and Armstrong (2014) have been adapted by Muslim marketing researchers to formulate halal versions of the traditional marketing mix. These adaptations emphasize product purity, ethical pricing, truthful promotion, and distribution free

from contamination or unethical logistics. More specifically, Tieman, van der Vorst, and Ghazali (2012) proposed a halal supply chain model that integrates Islamic values into each aspect of production and distribution. Such models are essential in aligning marketing activities with Sharia principles.

Research on Sharia-based MSMEs, however, remains relatively underdeveloped compared to corporate-level halal branding. Nonetheless, several studies, particularly in Southeast Asia, have begun to address this gap. For instance, studies in Indonesia and Malaysia (e.g., Mukhibad et al., 2020; Hassan & Nor, 2019) examined how small businesses implement halal practices in marketing and operations. Findings indicate that while many MSMEs are aware of the importance of halal certification and Islamic business ethics, they often face barriers such as limited financial resources, lack of training, and insufficient support from government and religious institutions.

Other research by Ambali and Bakar (2014) has shown that many MSMEs struggle to integrate halal principles into marketing strategies due to inadequate understanding of what constitutes halal marketing beyond certification. Their study found that promotion activities were often inconsistent with Islamic values, and marketing communication did not always reflect honesty, modesty, or ethical persuasion principles central to Islamic teachings.

Recent literature has also examined the role of digital marketing in promoting halal products, particularly for MSMEs. Studies by Marzuki et al. (2021) and Nurhayati et al. (2022) suggest that social media platforms have become important tools for halal marketing, enabling small enterprises to reach broader audiences while building trust through educational content and religious symbolism. However, the alignment between digital content and Sharia values remains a challenge, especially in the absence of clear guidelines.

Overall, while there has been considerable progress in understanding halal marketing at the macro and corporate levels, there is still a need for more focused research on how Sharia-based MSMEs formulate, implement, and evaluate halal marketing strategies, particularly in food-related businesses. There is a noticeable gap in how well Sharia-based MSMEs understand and implement halal marketing strategies. Many are limited by a lack of knowledge, resources, or access to structured halal marketing training. As a result, their marketing efforts may be inconsistent, failing to fully capture the trust and loyalty of halal-conscious consumers (Wan Ismail et al., 2019). In addition, the increasing competition from larger halal-certified brands has put pressure on MSMEs to strengthen their marketing approaches in order to remain competitive and sustainable.

Given these challenges and opportunities, it is crucial to analyze how Sharia-based MSMEs currently apply halal marketing strategies in the promotion of their food products (Qoyum & Fauziyyah, 2019). Understanding the strengths and weaknesses of these strategies can provide valuable insights into how such businesses can improve their marketing effectiveness while remaining true to Islamic values. This research aims to fill that gap by exploring the practices, obstacles, and outcomes related to halal marketing in Sharia-based MSMEs, particularly in the food sector, which remains a cornerstone of the halal industry.

METHOD

This research employs a qualitative descriptive approach to explore and analyze the implementation of halal marketing strategies among Sharia-based Micro, Small, and Medium Enterprises (MSMEs) that produce food products. The qualitative method is considered appropriate for this study as it enables an in-depth understanding of the participants' perspectives, business practices, and contextual challenges in applying Sharia-compliant marketing principles (Che Azmi et al., 2016).

The research subjects consist of selected MSME owners or marketing managers who operate food businesses based on Islamic values and are either certified halal or actively pursuing halal certification (Ab Talib et al., 2018). The selection of participants was conducted using purposive sampling, focusing on businesses located in predominantly Muslim regions known for active halal MSME development, such as West Java, Central Java, and Aceh. Criteria for inclusion included: (1) the business must market food products; (2) it must claim to follow or aspire to follow Sharia principles; and (3) the owner must be directly involved in marketing or branding strategies.

Data were collected through a combination of semi-structured interviews, field observations, and document analysis (O'Keeffe et al., 2016). The interviews were conducted to gain insights into the entrepreneurs' understanding of halal marketing, the specific strategies they apply, and the obstacles they

encounter. Field observations focused on physical marketing practices, such as packaging, product labeling, and promotional materials, while document analysis involved reviewing marketing content, such as brochures, social media posts, and website information, to assess the consistency with halal marketing principles.

To ensure data credibility, the researcher employed triangulation techniques, cross-verifying data from interviews, observations, and documents (Unertl et al., 2010). Data were then analyzed using thematic analysis, where recurring patterns, themes, and categories related to halal marketing strategies were identified and interpreted. Key themes included the halal product value proposition, ethical promotional methods, pricing strategies in accordance with Islamic ethics, and consumer trust-building efforts.

Furthermore, this research is grounded in the Islamic marketing framework and the 4P marketing mix (Product, Price, Place, Promotion) adjusted for Sharia compliance (Abdullah, 2018). These frameworks guide the analysis in understanding how traditional marketing elements are implemented while upholding Islamic values such as honesty, fairness, and cleanliness.

Ethical considerations were prioritized throughout the research process. Participants were informed of the purpose of the study and were assured of their anonymity and the confidentiality of the data provided. Participation was voluntary, and informed consent was obtained prior to data collection.

RESULTS AND DISCUSSION

Result

The results of this research reveal several important findings regarding the implementation of halal marketing strategies by Sharia-based Micro, Small, and Medium Enterprises (MSMEs) in the food sector. Based on interviews, observations, and document analysis, it is evident that while the majority of MSMEs demonstrate a strong commitment to Sharia principles, the actual application of comprehensive halal marketing strategies remains inconsistent and varies significantly depending on the level of understanding and resources available to each enterprise.

First, in terms of product strategy, most MSMEs place great emphasis on ensuring that their food products are halal-certified or, at the very least, use raw materials that are widely known to be halal. Many business owners understand that halal is not limited to the ingredients used, but also includes cleanliness, hygiene, and ethical handling during processing and packaging (Ali & Suleiman, 2016). However, only a portion of these businesses have completed formal halal certification due to the perceived complexity and cost of the certification process. This has led to reliance on informal claims of halal compliance, which may weaken consumer trust over time.

Second, with regard to promotion, the findings show that MSMEs utilize both traditional and digital platforms to market their products, such as printed flyers, banners, social media (especially Instagram and WhatsApp), and local online marketplaces. While many of them incorporate Islamic symbols, phrases like "100% Halal," and religious expressions to appeal to Muslim consumers, only a few demonstrate a deeper understanding of ethical promotion aligned with Islamic teachings. For instance, exaggerated claims, lack of transparency in product origins, and price manipulation were still observed in some promotional practices, indicating a gap between intention and Sharia-compliant execution.

Third, in the area of pricing, most MSMEs tend to set prices that are considered fair and in accordance with community standards. Business owners expressed a desire to avoid *riba* (usury) and price exploitation, reflecting an internalization of Islamic values. However, some businesses admitted difficulty in maintaining competitive pricing while adhering to quality and halal standards due to high production costs, especially those seeking certification and sustainable packaging.

Fourth, the distribution strategy shows a trend toward localized and community-based selling. MSMEs prefer to distribute through trusted halal channels, such as Islamic cooperatives, local mosques, and halal bazaars. Some also partner with Islamic e-commerce platforms. However, logistical limitations, including access to wider markets and halal-compliant supply chain facilities, remain challenges that limit business growth.

An additional key finding is that entrepreneurial knowledge and education play a significant role in shaping the success of halal marketing practices. MSMEs managed by entrepreneurs who have attended halal training workshops or are connected to Islamic economic networks tend to have more structured and Sharia-compliant marketing strategies (COSMETIC & ZAKARIA, n.d.). Conversely, those who rely solely

on personal beliefs without formal understanding often struggle to align all aspects of their marketing mix with Islamic principles.

Overall, the results highlight a strong willingness among Sharia-based MSMEs to embrace halal marketing, but also underline the need for better education, institutional support, and clearer regulatory frameworks to help these enterprises implement more consistent, ethical, and effective halal marketing strategies.

Practical Guidance for MSMEs to Improve Halal Marketing Performance

First, MSMEs must prioritize halal certification as a fundamental component of their marketing credibility (Giyanti et al., 2020). While some businesses rely on informal halal claims, obtaining formal certification from an authorized body builds consumer trust and provides a competitive advantage. MSMEs should be guided through simplified and subsidized certification processes facilitated by government or Islamic institutions to make certification more accessible, especially for small-scale producers.

Second, there is a need to develop Sharia-compliant branding and promotional content. Marketing communication should reflect Islamic values such as honesty, modesty, and clarity (YUSOF, 2020). MSMEs should avoid exaggeration, manipulation, or the use of inappropriate images and language in advertisements. Instead, messages should focus on product quality, halal assurance, and ethical values. Utilizing Islamic phrases like "Bismillah" or "Halalan Thayyiban" can reinforce spiritual connection, but these must be supported by genuine practices, not just symbolic.

Third, MSMEs should embrace digital marketing platforms as powerful tools for halal product promotion. Social media and e-commerce enable businesses to reach wider audiences, including younger, tech-savvy Muslim consumers. However, it is crucial that these digital campaigns remain in harmony with Sharia ethics. For example, transparency in product descriptions, clear pricing, responsiveness to customer queries, and avoidance of misleading testimonials are vital to maintaining integrity online.

Fourth, MSMEs need to review their pricing strategy in the light of Islamic business ethics (Md Husin & Haron, 2020). Fairness and justice in pricing are central to halal marketing. Businesses should avoid unjust markups or deceptive discounts. They must also be sensitive to the purchasing power of the target market, ensuring that halal products remain affordable without compromising quality.

Fifth, strengthening distribution and supply chains with a halal focus is essential. MSMEs should partner with suppliers, retailers, and delivery services that also commit to halal standards, thus ensuring the integrity of the halal status throughout the product lifecycle. Community-based distribution channels, such as Islamic cooperatives or halal markets, can also help reinforce trust and build long-term customer relationships.

Lastly, capacity building and continuous education are key to long-term success. MSMEs should actively seek training in halal marketing principles, digital branding, Islamic business ethics, and customer relationship management. Government agencies, universities, Islamic economic institutions, and business associations can collaborate to provide workshops, mentorship, and online courses tailored for MSMEs.

Insights for Policymakers and Islamic Economic Institutions in Supporting Halal Businesses

As the global halal economy continues to grow, especially in Muslim-majority countries like Indonesia, the role of policymakers and Islamic economic institutions becomes increasingly critical in shaping a supportive ecosystem for halal businesses, particularly for Micro, Small, and Medium Enterprises (MSMEs). These institutions are in a unique position to bridge the gap between the aspiration to promote Sharia-compliant commerce and the practical challenges faced by businesses on the ground.

One of the most pressing insights is the need for simplified and affordable halal certification processes. Many MSMEs remain unregistered or uncertified not due to lack of intention, but because the certification process is perceived as costly, complicated, and bureaucratic (Orser et al., 2019). Policymakers must streamline the administrative requirements and introduce tiered or subsidized certification schemes tailored to the size and capacity of businesses. Mobile certification units, regional halal centers, or digital platforms for halal registration could significantly ease the burden on small businesses.

Secondly, Islamic economic institutions must invest in education and capacity building. MSMEs often lack formal knowledge of Islamic business ethics, halal supply chain standards, and marketing strategies that comply with Sharia. Institutions such as Islamic universities, zakat agencies, and sharia banks should develop structured training modules, mentorship programs, and public seminars to equip entrepreneurs with the knowledge and tools to integrate halal values into their daily operations. Collaboration with local governments and business chambers can further amplify outreach.

Third, financial support mechanisms grounded in Islamic finance should be expanded. Many MSMEs struggle to scale their halal operations due to limited access to capital (Mohd Fauzi et al., 2020). Sharia-compliant financing instruments such as qardhul hasan (benevolent loans), mudharabah (profit-sharing), and musharakah (joint ventures) can offer ethical and interest-free alternatives to conventional loans. Policymakers should promote partnerships between Islamic banks and halal-certified MSMEs by offering guarantees, tax incentives, or reduced collateral requirements.

Additionally, branding and marketing support are essential to help halal MSMEs compete in modern markets. Islamic economic institutions can collaborate with government marketing bodies to create joint halal brand platforms, promote local halal products at national and international expos, and develop digital halal marketplaces. These efforts would enhance market visibility and consumer trust in MSME products, especially in export-driven or tourism-related halal sectors.

Policymakers must also establish integrated halal ecosystems by creating halal industrial zones, halal logistics networks, and certification-compatible e-commerce platforms. Such structural support helps ensure that the integrity of halal is maintained across the entire supply chain, from sourcing to consumption (Mohamed et al., 2020). This also fosters confidence among domestic and international consumers and strengthens the overall reputation of the national halal economy.

Lastly, a continuous effort is needed to strengthen policy coherence and regulatory alignment. Halal business regulations should be harmonized across regions and integrated into broader national economic strategies. Close coordination between the Ministry of Trade, religious authorities, halal certification bodies, and local governments is vital to ensure that policies are not only consistent but also effectively implemented.

Academic Contribution to Islamic Marketing and MSME Development Literature

From the perspective of Islamic marketing, this study extends the existing body of knowledge by demonstrating how Islamic marketing principles grounded in values such as honesty (ṣidq), trust (amānah), and fairness (ʿadl) are interpreted and operationalized by small-scale food enterprises. While much of the current literature focuses on halal marketing strategies implemented by large corporations and multinational brands, this research shifts the academic lens toward the underrepresented segment of MSMEs, providing insight into their unique motivations, constraints, and adaptations in maintaining Sharia-compliant marketing practices.

Furthermore, the study contributes to the theoretical development of Islamic marketing by contextualizing the traditional 4Ps (Product, Price, Place, Promotion) within an Islamic ethical framework (Fadahunsi & Kargwell, 2015). This alignment not only reinforces the idea that marketing in Islam must go beyond mere compliance with halal standards but must also embody values-based communication and socially responsible business behavior. As such, the study adds depth to the discourse on how Islamic marketing is not simply a religious obligation but a holistic approach to value creation, particularly for enterprises embedded in Muslim communities.

In relation to MSME development, this research contributes by identifying the structural and educational challenges that Sharia-based MSMEs face in implementing effective and ethical marketing strategies. It highlights that, despite a high level of religious motivation, many MSMEs lack the institutional support, technical know-how, and strategic resources necessary to fully realize the potential of halal marketing (Paesai, 2014). These findings offer empirical evidence to support the argument that MSME growth in Muslim-majority contexts must be accompanied by targeted interventions in capacity building, policy reform, and Islamic financial inclusion.

Moreover, this study introduces a practical and scalable framework for evaluating the halal marketing performance of MSMEs, which can be further tested and refined in future empirical studies across different industries and regions. This framework serves as a foundation for academic discussions on how ethical entrepreneurship can be both nurtured and measured in developing economies.

By bridging the gap between Islamic theoretical principles and real-world MSME practices, the research enriches interdisciplinary scholarship that connects marketing, religious studies, development economics, and business ethics. It also opens new avenues for comparative studies between conventional and Islamic marketing approaches within the small business sector (Bacha & Mirakhor, 2019).

In summary, this research not only strengthens the conceptual understanding of Islamic marketing at the grassroots business level but also provides practical implications for enhancing the resilience, competitiveness, and ethical grounding of MSMEs in the halal economy. Its academic contribution lies in

redefining halal marketing as a dynamic, value-driven strategy that is central to the sustainable development of Sharia-based enterprises.

Challenges and Limitations

This research encountered several challenges and limitations that may influence the depth and generalizability of its findings. These constraints are important to acknowledge as they reflect both the practical realities faced by researchers in the field and the inherent complexity of studying halal marketing within Sharia-based MSMEs.

One of the primary challenges lies in the varying levels of understanding of halal marketing among MSME actors (Ali & Suleiman, 2016). Although most participants expressed a commitment to Islamic values in business, their conceptual grasp of halal marketing often remained limited to product ingredients and halal certification. Few had a comprehensive understanding of how Islamic ethics should permeate their branding, pricing, distribution, and promotional strategies. This uneven knowledge base created a challenge in collecting consistently rich and reflective data across all respondents.

Another significant limitation was access to certified MSMEs, especially those located in rural or underdeveloped regions. Many Sharia-based MSMEs either had not yet obtained halal certification or operated informally, making it difficult to determine their official status or engage them in structured interviews (Aulia Yunita, 2019). The time-consuming nature of fieldwork and the reluctance of some entrepreneurs to disclose internal business practices also limited the researcher's ability to gather comprehensive qualitative data.

In addition, this study focused specifically on food product-based MSMEs, which may limit the transferability of findings to other halal sectors such as cosmetics, pharmaceuticals, fashion, or Islamic finance. Each sector has its own regulatory environment, consumer expectations, and marketing challenges. Therefore, while the findings provide valuable insights for the food industry, they may not fully capture the diversity of halal marketing practices in the broader halal economy.

Moreover, cultural and regional differences also presented challenges. The interpretation and practice of halal principles may vary between regions due to differing religious education levels, consumer behavior, and local norms (Billah et al., 2020). This variability, while enriching the dataset, also complicated efforts to present a unified picture of halal marketing strategies. As such, the findings reflect trends in selected case study locations and may not represent the situation across all Sharia-based MSMEs in Indonesia or other Muslim-majority countries.

From a methodological perspective, this research adopted a qualitative approach, which is ideal for exploring deep insights but inherently limits statistical generalizability (Carminati, 2018). While thematic analysis offers depth, it cannot quantify the prevalence or impact of specific marketing practices across a larger population of MSMEs. Additionally, the reliance on self-reported data raises the potential for social desirability bias, as respondents may have overstated their compliance with Islamic marketing values.

Lastly, external factors such as regulatory changes and economic instability especially in the post-pandemic recovery period may have influenced business operations and marketing strategies during the time of study (Madeira et al., 2020). These conditions could skew the findings, as MSMEs may have focused more on business survival than on long-term strategic alignment with halal marketing principles.

CONCLUSION

This research has highlighted the critical role of halal marketing in strengthening the ethical foundation and market competitiveness of Sharia-based Micro, Small, and Medium Enterprises (MSMEs) in the food sector. The findings reveal that while many MSMEs demonstrate a strong religious motivation to implement halal principles in their business practices, the actual execution of halal marketing strategies remains inconsistent and often lacks a comprehensive understanding of Islamic marketing values. Most MSMEs focus primarily on product-related halal compliance, particularly in ingredient selection and cleanliness. However, aspects such as ethical promotion, transparent pricing, and Sharia-compliant distribution are less consistently applied, often due to limited knowledge, resources, and institutional support. The study also finds that formal halal certification is still perceived as a barrier due to cost and complexity, leading many businesses to rely on informal claims of halal compliance. Despite these challenges, the research underscores the great potential of halal marketing to serve not only as a religious obligation but also as a powerful tool for value-driven brand positioning, consumer trust-building, and

long-term business sustainability. MSMEs that integrate Islamic ethical values into all components of their marketing mix tend to experience stronger community support and customer loyalty. This study contributes academically by filling the research gap on halal marketing practices at the MSME level, particularly in developing Muslim economies. It also offers practical insights for MSME actors, policymakers, and Islamic economic institutions in designing strategies, policies, and educational initiatives that support the growth of a robust halal business ecosystem. Strengthening halal marketing in Sharia-based MSMEs requires more than regulatory enforcement it demands capacity building, financial inclusion, and collaboration across stakeholders. By aligning marketing practices with Islamic ethics, MSMEs not only fulfill their spiritual duties but also create sustainable and competitive businesses in the global halal economy.

AUTHORS' DECLARATION

Authors' Contributions and Responsibilities

The author played a central role in all stages of this research, from the initial conception of the research idea to the final writing and revision of the manuscript, the author maintained full responsibility for ensuring the integrity, accuracy, and academic quality of the work.

Competing Interests

The author declares that there are no competing interests related to the conduct of this research. This study was carried out independently and was not influenced by any commercial, financial, or institutional affiliation that could be perceived as a potential conflict of interest.

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