

The Dynamics of the Halal Lifestyle Economy and Its Implications for the Real Sector in Indonesia

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ABSTRACT

This study aims to analyze the opportunities, challenges, and development strategies of halal businesses in Indonesia from the perspective of the halal lifestyle. This research employs a descriptive qualitative approach using secondary data obtained from various sources, including books, official reports from government institutions (Statistics Indonesia/BPS, Financial Services Authority/OJK, Bank Indonesia/BI, Ministry of Trade, and Ministry of Administrative and Bureaucratic Reform), as well as relevant scientific publications. The findings indicate that Indonesia has significant potential to become a global halal industry hub, supported by its large Muslim population, increasing consumer awareness, and growing demand for halal products and services. However, the development of halal businesses continues to face several challenges, including limited awareness among business actors regarding the importance of halal certification, insufficient institutional support, weak consumer protection mechanisms, and suboptimal public participation in supporting halal products. Addressing these challenges requires strategic efforts, including accelerating the implementation of the Halal Product Assurance Law, strengthening halal literacy among business actors and consumers, improving the quality of halal certification services, and enhancing collaboration between the government, industry, and society. With appropriate strategies, the halal industry has the potential to become a significant driver of national economic growth, particularly by strengthening real sectors such as halal food, halal tourism, halal fashion, and the creative economy.

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INTRODUCTION

Halal lifestyle is a concept that reflects the obligation of Muslims to ensure that everything they consume and use complies with halal provisions in Islamic teachings. This lifestyle involves the application of halal principles in various aspects of life, including food, products used, daily habits, activities, behaviors, interests, and the selection of services, including sharia-based insurance. Halal lifestyle is not limited to food consumption but also encompasses all choices and actions in human life. By adopting a halal lifestyle, Muslims are encouraged to select, consume, and consider products that have been guaranteed to comply with Islamic principles. Muslims tend to be highly attentive in examining how a

product is produced, processed, managed, and obtained to ensure its halal status (Azzahra et al., 2025).

The development of the halal lifestyle in recent years has undergone significant transformation, shifting from merely a form of religious compliance into a broader social and economic phenomenon. Increasing awareness among Muslim consumers regarding halal principles has influenced consumption patterns, encouraging people to choose products and services that are not only halal but also safe, high-quality, ethical, and aligned with Islamic values. Consequently, halal is no longer perceived solely as a religious attribute but has evolved into a quality standard (*quality assurance*) that provides economic value and strengthens competitiveness in the global market (Wilson & Liu, 2011).

Globally, the halal industry has experienced rapid growth due to the increasing Muslim population, rising consumer awareness, and changing preferences toward products that emphasize religious values, health, safety, and sustainability. The halal industry has expanded beyond the food sector into various areas, including cosmetics, pharmaceuticals, fashion, tourism, Islamic finance, and creative industries. This development demonstrates that halal lifestyle has a strong connection with the growth of the real sector by encouraging production expansion, product innovation, employment creation, and broader market opportunities for business actors (Mustajab, 2025).

Indonesia, as the country with the largest Muslim population in the world, has significant strategic potential in developing the global halal industry ecosystem. The large Muslim consumer base, increasing demand for halal products, and regulatory support through Law Number 33 of 2014 concerning Halal Product Assurance provide important foundations for strengthening Indonesia's position in the global halal market. The Indonesian government has also promoted the halal industry and Islamic economy as strategic instruments for increasing national economic competitiveness (Haryono, 2023).

However, this potential has not been fully optimized due to various challenges faced in the development of halal businesses. These challenges include limited awareness among business actors regarding the importance of halal certification, insufficient capacity of micro and small enterprises to meet halal standards, limited understanding of halal certification procedures, and weak synergy among government institutions, industries, and communities. Furthermore, although public awareness of halal products continues to increase, halal consumption behavior has not yet become an integrated lifestyle practice among all consumers. This condition indicates that halal business development requires not only regulatory support but also a transformation in public understanding of halal as an essential component of lifestyle and economic behavior (Bahari et al., 2024).

From the perspective of the national economy, strengthening halal lifestyle practices has broad implications for the real sector. Increasing demand for halal products can stimulate the growth of halal food industries, Muslim fashion, halal cosmetics, halal tourism, and other creative economic sectors. Therefore, the development of halal businesses should not only be viewed as an effort to fulfill the religious needs of Muslim consumers but also as a strategic opportunity to promote inclusive and sustainable economic growth (Fathoni & Syahputri, 2020).

Despite the promising potential of the halal industry, further efforts are required to overcome existing challenges and strengthen the integration of halal lifestyle into Indonesia's economic development. Collaboration among the government, business actors, certification institutions, and society is essential to create a supportive halal ecosystem. Through effective policies, improved halal literacy, and stronger institutional coordination, Indonesia has the opportunity to enhance its competitiveness as a global halal industry hub.

Based on this background, this study aims to explore the dynamics of halal business development within the framework of halal lifestyle in Indonesia, focusing on opportunities,

challenges, and strategic solutions. This study is expected to provide a comprehensive perspective on the role of halal lifestyle as an economic phenomenon and its contribution to strengthening the real sector, particularly in food, tourism, fashion, and creative industries.

METHODS

This study employed a descriptive qualitative approach using a literature review method to explore the dynamics of the halal lifestyle economy and its implications for the real sector in Indonesia. A qualitative approach was selected because the study aims to understand, interpret, and analyze the development of halal businesses, existing challenges, and strategic solutions within the broader socio-economic context.

The data used in this study were secondary data obtained through document analysis. The sources included academic books, scientific journal articles, government reports, policy documents, and publications from relevant institutions, such as Statistics Indonesia (BPS), Bank Indonesia (BI), the Financial Services Authority (OJK), the Ministry of Trade, and other institutions related to halal industry development. These documents were selected based on their relevance to the themes of halal lifestyle, halal business development, halal certification, consumer behavior, and the contribution of the halal sector to economic growth.

Data collection was conducted through systematic literature identification, selection, and analysis. The collected documents were examined to identify key concepts, emerging trends, opportunities, challenges, and policy strategies related to the halal lifestyle economy in Indonesia. The analysis focused on several aspects, including (1) the development potential of the halal industry, (2) factors influencing halal business growth, (3) barriers faced by business actors and stakeholders, and (4) strategic solutions to strengthen the role of halal industries in supporting the real sector.

The data were analyzed using content analysis and thematic analysis techniques. Content analysis was applied to identify important information and recurring patterns from various documents, while thematic analysis was used to categorize findings into major themes related to opportunities, challenges, and solutions for halal business development. The interpretation process was carried out by comparing findings from different sources to obtain a comprehensive understanding of the halal lifestyle economy phenomenon.

To ensure the validity of the findings, this study applied source triangulation by comparing information obtained from academic publications, government reports, and institutional documents. Through this method, the study seeks to provide a comprehensive analysis of how halal lifestyle development contributes to strengthening Indonesia's real sector, particularly in halal food, tourism, fashion, and creative economy industries.

RESULT AND DISCUSSION

The Development of Halal Lifestyle and Its Global Economic Potential

Halal lifestyle has recently gained significant attention worldwide, not only in countries with Muslim-majority populations but also in countries where Muslims constitute a minority. The growing awareness of halal consumption has developed alongside the expansion of halal tourism, which is no longer limited to destinations associated with Islamic culture but has increasingly focused on fulfilling the broader needs and preferences of consumers. In this context, halal attributes attached to products and services have become an important consideration for consumers, particularly Muslims who seek assurance that their consumption choices comply with Islamic principles (El-Gohary, 2016).

In the context of international trade, halal certification and labeling have received increasing attention as mechanisms to protect Muslim consumers globally while

simultaneously responding to the challenges of globalization. In Indonesia, regulations related to halal products had already existed before the implementation of Law Number 33 of 2014 concerning Halal Product Assurance (*Undang-Undang Jaminan Produk Halal/UUJPH*). The enactment of this regulation has strengthened the understanding that halal considerations must be integrated throughout the production chain, from raw materials, processing, distribution, to the final products received by consumers. Therefore, halal regulation represents a concrete effort by the state to protect consumer rights and ensure product quality (Vanany et al., 2020).

The consumption of halal food and other halal products represents a fundamental right for Muslims. This issue is not only related to religious obligations but also encompasses aspects of health, economic security, and consumer protection. Therefore, countries with Muslim-majority populations have a responsibility to actively protect the basic rights of their citizens through appropriate regulatory frameworks. In addition, business actors and producers are also responsible for providing transparent information and ensuring consumer protection. This requires stronger government involvement in regulating economic activities, particularly through policies that support fair trade practices and the development of halal industries (Soon et al., 2017).

At the international level, halal standards have become an important component of global trade systems. The recognition of halal standards within the *Codex Alimentarius* framework, supported by international organizations such as the World Health Organization (WHO), Food and Agriculture Organization (FAO), and World Trade Organization (WTO), demonstrates that halal is increasingly recognized as a global quality standard. The emergence of halal lifestyle trends has expanded beyond Muslim-majority countries and entered markets with significant non-Muslim populations. Several multinational companies have adopted halal practices as part of their business strategies, including airlines such as Japan Airlines, Singapore Airlines, Qantas, and American Airlines, which provide halal food services for Muslim passengers. Furthermore, halal concepts have increasingly developed in countries such as the United States, Australia, Japan, China, India, and several Latin American countries (Astuti, 2020).

The global expansion of halal lifestyle demonstrates that halal is no longer merely a religious concept but has become an economic phenomenon with significant market potential. The increasing demand for halal products has created new opportunities for industries, particularly in sectors related to food, tourism, fashion, cosmetics, pharmaceuticals, and creative industries. This transformation indicates that halal lifestyle has become an important driver of economic activities by influencing production systems, consumer behavior, and business strategies.

Indonesia's Potential in Developing the Halal Industry

Based on the global development of halal lifestyle, Indonesia has considerable potential to strengthen its position in the global halal economy. One of the main advantages is its demographic structure as the country with the largest Muslim population in the world. The large Muslim population represents a significant domestic market for halal products and services.

Table 1. Muslim Population in Selected Countries (Liaqat, 2023)

No	Country	Muslim Population
1	Indonesia	231 million
2	Pakistan	212.3 million
3	India	200 million
4	Bangladesh	153.7 million
5	Nigeria	103 million
6	Egypt	90 million
7	Iran	82.5 million

The demographic advantage provides Indonesia with a strong foundation for developing a halal economic ecosystem. The increasing Muslim middle class, growing consumer awareness, and rising demand for halal products create substantial opportunities for business development. However, population size alone does not automatically make Indonesia a global halal industry leader. Effective policies, industrial capacity, certification systems, and collaboration among stakeholders are required to transform demographic potential into economic competitiveness.

Interestingly, despite having the largest Muslim population globally, Indonesia has not yet achieved an optimal position in the global halal economy. Based on the Global Islamic Economy Indicator Score, Indonesia was not included among the top ten countries in the halal food and halal media and recreation sectors in 2019.

Table 2. Global Islamic Economy Indicator Score (Liaqat, 2023)

Rank	Halal Food	Halal Media & Recreation
1	UAE	UAE
2	Malaysia	Malaysia
3	Brazil	Qatar
4	Australia	Lebanon
5	Sudan	Bahrain
6	Pakistan	Brunei
7	Oman	Singapore
8	Brunei	United Kingdom
9	Turkey	Kuwait
10	Iran	Azerbaijan

This condition indicates a gap between Indonesia's demographic potential and its actual performance in the global halal industry. Although Indonesia possesses a large consumer base, the country still faces challenges in strengthening production capacity, improving halal certification implementation, developing halal supply chains, and increasing competitiveness among domestic business actors (Vanany et al., 2020).

Economic growth refers to an increase in economic activities that generate greater production of goods and services within society, accompanied by improvements in social welfare (Todaro & Smith, 2020). Economic growth functions as an indicator of a country's economic performance, reflecting the ability of society to produce goods and services within a certain period. In this context, the development of halal lifestyle has the potential to contribute to economic growth through increased production, employment opportunities, investment, and market expansion.

These studies indicate that Islamic financial instruments and halal tourism have a positive contribution to economic growth. However, comprehensive studies examining the broader impact of halal lifestyle, particularly its relationship with the national economy and real sector development, remain limited. Therefore, further research is needed to understand how halal lifestyle influences key sectors such as halal food, Islamic finance, tourism, and creative industries within the framework of Indonesia's economic growth (Jailani & Adinugraha, 2022).

The Impact of Halal Lifestyle on Indonesia's Real Sector

The development of the halal economy has generated significant impacts on the real sector, particularly through trade, production activities, supply chain development, and employment creation. The emergence of the halal market initially originated from increasing consumer demand for products that comply with Islamic principles. This demand encourages producers to establish halal-oriented supply chains to fulfill consumer expectations. Consequently, the market gradually adapts to the development of the halal economy through

adjustments in production systems, distribution mechanisms, and consumption patterns (Nuryanto et al., 2024).

The halal attribute of a product is no longer associated solely with religious obligations but has also become an indicator of product quality, safety, hygiene, and consumer trust. Therefore, the development of an effective halal economic ecosystem requires an integrated economic pathway involving production, distribution, and consumption activities. These three components must be implemented based on halal principles to ensure that products maintain their halal status throughout the supply chain. Furthermore, strengthening the halal economic ecosystem requires collaboration among various stakeholders, including business actors, government institutions, certification bodies, financial institutions, and consumers.

From an economic perspective, economic growth reflects the progress of a country's economic activities over time. Economic growth can be measured through increases in gross domestic product (GDP), real per capita income, improvement in public welfare, and reduction in unemployment rates. In this regard, the halal industry contributes to economic growth by stimulating production activities, expanding markets, creating employment opportunities, and increasing investment in various economic sectors.

The continuous growth of the halal sector has contributed positively to Indonesia's economy, as reflected in national GDP performance. The Islamic economy has been reported to contribute approximately USD 3.8 billion annually to Indonesia's GDP. This demonstrates that the halal economy has become an important component of national economic development rather than merely a religious-based market segment.

In addition to Islamic finance, halal tourism has also become an important sector supporting economic growth.. The increasing number of halal tourism destinations among Organization of Islamic Cooperation (OIC) member countries, along with the growing number of foreign visitors interested in Indonesia's halal tourism, indicates strong economic potential. Indonesia's cultural diversity, natural resources, and Islamic heritage provide strategic advantages for developing halal tourism as an economic driver (Al Ariqi, 2022).

The contribution of halal lifestyle to the real sector can also be observed in the development of halal food, Muslim fashion, cosmetics, pharmaceuticals, and creative industries. These sectors generate multiplier effects by encouraging local production, supporting micro, small, and medium enterprises (MSMEs), and expanding employment opportunities. Therefore, halal lifestyle development has the potential to become an important instrument for strengthening Indonesia's inclusive economic growth.

Challenges and Barriers to Halal Product Business Development in Indonesia

Despite Indonesia's enormous potential in the halal industry, several challenges continue to hinder the optimization of halal business development. As the country with the largest Muslim population in the world, Indonesia has not yet fully utilized its domestic market potential. Consequently, Indonesia risks becoming merely a large consumer market for global halal products rather than a major producer and exporter of halal goods (Rafiqah, 2024).

One of the main challenges is the limited awareness among business actors regarding the strategic importance of halal industries. Many entrepreneurs still perceive halal certification as an administrative obligation rather than a competitive advantage and market opportunity. This condition indicates that halal awareness among producers remains relatively low, despite the fact that halal industries have become a global economic trend.

Furthermore, some business actors continue to prioritize short-term profit maximization rather than consumer protection. In many developing countries, including Indonesia, business actors often receive stronger protection from government institutions because they are considered important contributors to national economic growth.

Meanwhile, consumer protection mechanisms remain relatively weaker. This imbalance creates challenges in ensuring transparency, product safety, and consumer confidence in halal products.

The pharmaceutical sector represents one example of the complexity of halal product development. Indonesia is one of the fastest-growing pharmaceutical markets in Asia; however, the country remains highly dependent on imported pharmaceutical raw materials from non-Muslim countries, including China, Canada, the United States, India, Japan, and several European countries. Approximately 95% of raw materials for synthetic medicines are imported from these countries, creating concerns regarding their halal status. As a result, halal certification in the pharmaceutical sector remains very limited, with certification coverage still below 1%.

This situation reflects the need for stronger government commitment in supporting halal industrial development. Although Law Number 33 of 2014 concerning Halal Product Assurance (UUJPH) was enacted as a comprehensive legal framework for halal regulation, its implementation has faced various challenges. The limited implementation of halal certification requirements has affected Indonesia's competitiveness compared with other countries that have developed stronger halal ecosystems.

The transition process from the draft law (*Rancangan Undang-Undang/RUU*) to the Halal Product Assurance Law also experienced several obstacles. First, some groups argued that the regulation lacked national inclusiveness and was considered discriminatory because it prioritized the interests of Muslim communities as the majority population. Second, discussions regarding the regulation were considered insufficiently participatory because they did not fully involve all social elements. Third, institutional debates occurred between the Ministry of Religious Affairs and the Indonesian Ulema Council (MUI) regarding authority over halal certification.

Previously, the Assessment Institute for Foods, Drugs and Cosmetics of the Indonesian Council of Ulama (LPPOM-MUI) was the primary institution responsible for issuing halal certificates through halal fatwas issued by MUI. Products could only be recognized as halal after undergoing production site inspections and laboratory analysis. However, debates emerged regarding whether MUI should maintain exclusive authority or whether the government should take a larger role through state institutions.

Another significant challenge is the relatively low public awareness of certified halal products. Sukoso, in the National Symposium on Indonesian Halal Products, emphasized the importance of increasing public understanding regarding halal products, particularly food, beverages, and pharmaceuticals. Although Indonesia has one of the largest Muslim populations globally, halal industry development remains behind several non-Muslim countries such as Japan, Thailand, and South Korea, which have demonstrated strong commitment to developing halal products and services.

Optimization Strategies and Solutions for Halal Business Development in Indonesia

Considering Indonesia's substantial potential in the global halal lifestyle market, the main challenge is not the availability of resources but how effectively these resources can be managed and transformed into competitive advantages. Indonesia possesses abundant human resources, natural resources, cultural diversity, and a large domestic market that can support the development of a strong halal ecosystem.

The optimization of halal business development requires comprehensive strategies involving government policies, industry innovation, institutional strengthening, and community participation. The government plays a crucial role in accelerating halal industry growth through regulatory frameworks, incentives, infrastructure development, and support for MSMEs in obtaining halal certification.

The implementation of the Halal Product Assurance Law should be strengthened through effective socialization, simplified certification procedures, and increased accessibility for small and medium enterprises. Halal certification should not only be viewed as a regulatory requirement but also as a strategic instrument for improving product competitiveness, consumer trust, and market expansion.

Furthermore, strengthening halal literacy among business actors and consumers is essential. Producers need to understand that halal certification provides economic benefits by increasing market access, particularly in international markets. Meanwhile, consumers need to develop awareness that choosing halal products represents not only religious compliance but also support for quality, safety, and ethical production.

Collaboration between government institutions, halal certification agencies, universities, industries, and communities is also necessary to build an integrated halal ecosystem. Through innovation, research and development, digital transformation, and international cooperation, Indonesia has a significant opportunity to become a global halal industry hub.

Achieving Indonesia's vision as a global halal industry center is not impossible. However, this requires consistent commitment, effective management, and strategic implementation. If Indonesia succeeds in optimizing its halal potential, the country can attract global Muslim investors, expand halal exports, strengthen domestic industries, and generate broader economic benefits for society (Warto & Arif, 2020).

CONCLUSION.

Indonesia has significant potential to become a global halal industry hub, supported by its position as the country with the largest Muslim population in the world and its abundant natural and human resources. The development of halal lifestyle is not limited to the food and beverage sector but has expanded into various strategic sectors, including tourism, the creative economy, Islamic finance, and healthcare. However, this potential has not yet been fully optimized due to several challenges, such as limited awareness among business actors, insufficient government support, suboptimal implementation of the Halal Product Assurance Law, and low public literacy regarding the importance of halal certification. Therefore, strong synergy among the government, industry players, and society is needed through accelerated regulatory implementation, improved halal education, and strengthened halal industry infrastructure. With appropriate strategies, the halal industry can become a driver of national economic growth while strengthening Indonesia's position as a leading player in the global halal economy.

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