



Creative economy and halal industry for global economic inclusivity in Pekalongan City

M. Ariel Ramadhani^{1*}, Hendri Hermawan Adinugraha²

^{1,2}*Sharia Economics Study Program, Faculty of Islamic Economics and Business, UIN K.H. Abdurrahman Wahid Pekalongan, Indonesia*

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ABSTRACT

This study investigates how the integration of the creative economy and the halal industry can serve as a strategic mechanism to strengthen global economic inclusivity, with Pekalongan City as the empirical focus. The research aims to analyze the contribution of batik, Muslim fashion, and halal culinary sectors to local identity and economic growth, identify obstacles faced by micro, small, and medium enterprises (MSMEs), and formulate strategies to improve their competitiveness. Using a qualitative descriptive approach, this study adopts a structured literature review of peer-reviewed journal articles, government documents, and relevant international reports to ensure reliable and up-to-date sources. The analysis shows that although the creative sectors hold strong cultural and economic value, MSMEs are constrained by limited digital literacy, inadequate access to inclusive financing, and fragmented halal certification systems. The findings indicate that integrating digital transformation, sharia-compliant financing schemes, and harmonized halal standards can enhance MSME capabilities, expand global market access, and strengthen international recognition. Overall, the study concludes that synergy between the creative economy and the halal industry can build a sustainable ecosystem that promotes innovation and inclusiveness while preserving Pekalongan's cultural distinctiveness in the global economy.

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* Corresponding Author. m.ariel.ramadhani@mhs.uingusdur.ac.id

1. Introduction

Economic globalization strengthens the interconnectedness between countries in trade, investment flows, technological development, and labor mobility, thereby further integrating production and distribution activities globally. Globalization opens up opportunities for economic growth while also creating risks of inequality that require inclusive and sustainable policies (Utari et al., 2025). In response to global changes, the creative economy has been growing since 2006, contributing to GDP, job creation, and exports through the culinary, fashion, crafts, batik, and MSME subsectors, which also preserve local culture and enhance global competitiveness (Syafitri & Nisa, 2024). The development of the creative economy has a strategic link with the halal industry, which is projected to reach a global value of USD 2.8 trillion by 2025, indicating a significant increase in demand for halal products. Indonesia is projected to contribute through halal consumption worth USD 281.6 billion, thus confirming its position as one of the key markets in the global halal economy landscape (Jayadi, 2023). At the regional level, the city of Pekalongan received a UNESCO award as a World Creative City in 2014 in the Craft and Folk Arts category thanks to its rich batik tradition, which confirms its role as a cultural center and driver of the creative economy. The potential of other sub-sectors, such as halal culinary MSMEs and Muslim fashion, also opens up great opportunities to expand Pekalongan's access to the global market (Pekalongan, 2021).

The latest data shows that MSME growth in Pekalongan City has increased significantly in recent years. In 2020, the Pekalongan City Trade, Cooperatives, and SME Office recorded 22,983 active MSMEs, and this number has continued to increase, reaching around 48,775 units in the current period. This surge reflects the strengthening of the creative economy-based entrepreneurial ecosystem in the region, particularly in the batik, halal culinary, and Muslim fashion sectors. This increase in business scale not only demonstrates the capacity of MSMEs to respond to market opportunities, but also confirms that Pekalongan has strong social and cultural capital to support the integration of the creative economy and the halal industry as a basis for inclusive and globally competitive economic growth.

The number of halal-certified MSMEs in Pekalongan City is still relatively low, even though most of them are engaged in the culinary and Muslim fashion sectors, which require halal certification. Limited literacy, resources, and awareness of regulations have resulted in many businesses failing to meet formal halal standards, thereby reducing the competitiveness of their products in the global market. This problem is further complicated by the lack of harmonization in halal certification standards between countries, making it difficult for Pekalongan SMEs to gain international recognition and limiting their access to export markets (Wibowo et al., 2023). Low digital literacy and limited access to financing also weaken the ability of MSMEs to increase production capacity and expand marketing, so that competitiveness in the international market remains low even though global growth opportunities are wide open (Ghina Sevty Jou Ananda et al., 2024). The integration of creative economic potential, including batik, Muslim fashion, and halal cuisine, with the needs of the global halal market has not been optimally managed, creating a gap between local cultural strengths and international standards. The global halal market demands products that not only comply with sharia principles but also prioritize quality, innovation, and consistent halal certification. making strategic collaboration between creative industry players, the government, and certification bodies an urgent necessity to strengthen the competitiveness of Indonesian halal products at the global level (Thoyib Ramadhan et al., 2024).

The integration of the creative economy and the halal industry represents a strategic economic development strategy to enhance global competitiveness through the utilization of ethical and sustainability values. The implementation of Sharia principles in creative economic activities not only contributes to inclusive growth but also strengthens innovation, community empowerment, and the preservation of local wisdom. The synergy between these two sectors has the potential to form an economic ecosystem that is fair, sustainable, and competitive at the international level (Marsinah et al., 2025). Global economic inclusiveness emphasizes equal access to markets, financing, and technology for MSMEs in the regions as the main drivers of the people's economy. The reality shows that Indonesian MSMEs still face limitations in capital, marketing, and human resource capacity, which indicates a gap between the ideal of global inclusiveness and the actual contribution of MSMEs. Therefore, a more integrated strategy is needed through the support of the halal industry and the creative economy to reduce this gap (Akbar et al., 2024). The reality in Pekalongan shows that creative MSMEs, especially in the batik and handicraft sectors, still face obstacles in penetrating the global market due to limitations in digital innovation, access to financing, and the absence of halal certification, which is an important standard in international trade. Although local government and Dekranasda interventions through training, promotion facilitation, and digitalization encouragement have been carried out, the competitiveness of Pekalongan's creative MSMEs is not yet fully optimal to compete at the international level. This situation highlights the gap between the strategic potential of SMEs as drivers of the creative economy and the demands of the global market, which prioritize sustainable innovation, digital transformation, and compliance with certification standards (PUBLIK, 2025).

Masitoh & Yarham (2023) examined the role of the halal industry in Indonesia's economic recovery in the new normal era and found that halal products have great prospects because they are in line with hygiene trends and global consumer needs, so that regulation, certification, and digitization are key to strengthening competitiveness. Sudrajat & Mutinida (2023) emphasized that MSMEs play an important role in supporting the halal industry through products based on local wisdom that have the potential to penetrate the global market. Furthermore, Silalahi et al. (2025) show that optimizing the halal industry can attract investors, tourists, and creative economy players with the support of regulations and halal certification facilities. Utami et al. (2025) also found that the consumption of halal products in Indonesia is increasing rapidly in line with the growth of the Muslim population and government policies. Anwar et al. (2025) added that the global halal ecosystem is growing rapidly, driven by regulations and Muslim consumer awareness, although halal MSMEs still face limited market access, complex regulations, and low adoption of digitalization. Therefore, regulatory harmonization, the use of digital technology, and product innovation are needed to increase competitiveness in the global market.

Based on the background and previous research studies, the urgency of this research lies in the importance of integrating the creative economy and the halal industry to strengthen global economic inclusiveness while increasing the competitiveness of MSMEs in Pekalongan City, which has great potential but still faces various limitations. This study aims to analyze how the synergy between the creative economy and the halal industry can be a strategy in responding to the challenges of globalization, expanding market access, and strengthening the capacity of MSMEs to compete in the international market. Thus, this study is expected to contribute theoretically and practically to the formulation of policies and strategies for the development of an inclusive and sustainable halal-based creative economy.

2. Literature Review

Creative Economy

The creative economy is theoretically understood as an economic system in which creativity, knowledge, and innovation function as primary production factors in generating added value. This paradigm is rooted in post-industrial economic thought, where intangible assets such as intellectual property, cultural expressions, and digital technologies become the main drivers of competitiveness and differentiation in global markets (Howkins, 2001; UNCTAD, 2010). Rather than merely producing goods or services, creative economy sectors such as design, fashion, visual arts, media, and culinary creation transform symbolic meaning and cultural identity into marketable value propositions that stimulate innovation, branding, and cultural capital. In the context of globalization, the creative economy contributes to sustainable development by reducing dependence on extractive or traditional industries and fostering economic diversification through human centered capabilities. This aligns with global economic frameworks that emphasize knowledge-based production, value chain upgrading, and soft power as strategic resources for countries and regions seeking to strengthen their competitiveness and cultural resilience (Florida, 2002; OECD, 2014).

The contribution of the creative economy to the economy is becoming increasingly apparent. In Indonesia, this sector has shown significant growth, contributing greatly to the Gross Domestic Product (GDP). Recent statistical reports indicate a consistent expansion of Indonesia's creative economy over the past five years. According to the Ministry of Tourism and Creative Economy, the sector contributed IDR 1,211 trillion in 2019, increased to IDR 1,300 trillion in 2020 despite pandemic pressure, and continued to grow to IDR 1,357 trillion in 2021. In 2022, creative economy output reached IDR 1,474 trillion, and in 2023 it further strengthened to approximately IDR 1,500 trillion. Throughout this period, the culinary, fashion, and craft sub-sectors remained the top contributors, accounting for more than 75% of total creative economy GDP and showing stable upward trends in value added, employment absorption, and export performance. These empirical developments demonstrate that the creative economy is not merely a complementary activity, but a structurally significant pillar that drives inclusive growth, enhances global competitiveness, and integrates cultural innovation into the framework of national economic development. Not only that, the creative economy also plays an important role in absorbing labor, expanding business opportunities, and opening up access to global markets through digitalization. This enormous potential makes the creative economy not just a complementary sector, but one of the strategic pillars of sustainable development that integrates cultural, technological, and innovative aspects into the mainstream of the national economy (Purnomo, 2016).

Halal Industry

The halal industry encompasses various sectors that meet sharia standards, ranging from food and beverages, Muslim fashion, pharmaceuticals, cosmetics, to halal tourism and sharia financial services. The development of this industry is no longer limited to meeting the consumption needs of Muslims, but has grown into a global lifestyle that is in demand by consumers of all religions. Indonesia, as the country with the largest Muslim population in the world, has a great opportunity to lead this industry. Domestic consumption of halal products continues to increase and is recorded as one of the largest globally. In fact, the halal food and beverage sector, modest fashion, and halal tourism are seen as the main drivers of halal industry growth in Indonesia. In addition, the increasingly inclusive presence of sharia finance strengthens the halal industry ecosystem, especially in supporting financing for MSMEs engaged in this sector (Adamsah & Subakti, 2022).

From a global market perspective, the halal industry is showing rapid growth. Projection reports indicate that the global halal market is expected to reach more than USD 1.3 trillion by 2025, with an annual growth rate of around 5–6%. Indonesia itself has contributed significantly, both in terms of consumption and the potential for halal product exports, with contributions reaching billions of dollars to the Gross Domestic Product (GDP) each year. This industry also has a direct impact on the creation of new jobs and an increase in national export competitiveness. However, various challenges remain, such as strict international halal certification standards, limited export access for MSMEs, and the dominance of competing countries such as Malaysia and non-Muslim countries that have already established their industrial ecosystems. Therefore, strengthening strategies are needed in terms of regulation, product innovation, and marketing digitalization so that Indonesia can transform from being merely a large consumer to a major producer in the global halal industry (Purwanto, 2025)

3. Research Method

This study employs a qualitative descriptive literature review to analyze the role of the creative economy and the halal industry in promoting inclusive economic growth in the era of globalization. The literature review was conducted through a systematic search of academic sources, including peer-reviewed journal articles, scholarly books, official government publications, and reports from relevant international organizations. The selection process followed predefined criteria, namely topic relevance, conceptual clarity, publication credibility, and recency, using specific keywords such as “creative economy,” “halal industry,” “MSMEs,” and “economic inclusiveness.” Relevant sources were then screened, categorized, and synthesized to identify thematic patterns and theoretical relationships. Nevertheless, the qualitative descriptive approach has inherent limitations, including the absence of contextual empirical data reflecting real conditions in Pekalongan and the potential for subjective bias due to researcher interpretation. To enhance methodological transparency and strengthen the validity of findings, future research should integrate primary data collection such as interviews, field observations, or surveys—or adopt a mixed-methods design that combines qualitative and quantitative evidence to provide a more comprehensive and contextually grounded analysis.

Data analysis was conducted using descriptive-qualitative methods, namely interpreting findings from previous studies and grouping them into several main focuses. These focuses include the concept and scope of the creative economy and the halal industry, their contributions to the national and global economies, the potential for synergy that can be built, and the challenges still faced in the development process. Through this approach, the research aims to present a comprehensive and critical synthesis of the strategic position of the creative economy and halal industry as new growth sectors, while also providing an academic foundation for further research and more contextual policy recommendations.

4. Result and Discussion

The creative economy sector makes an important contribution to strengthening cultural identity while enhancing the global competitiveness of Pekalongan City, particularly through the development of batik, which has been recognized by UNESCO as Intangible Cultural Heritage of Humanity. The batik industry in Pekalongan not only reflects aesthetic values and cultural philosophy, but has also developed into an economic driver with the ability to create jobs, encourage innovation, and expand access to international markets. Design innovation, the use of batik waste

as crafts, and the adoption of digital technology in promotion demonstrate the strategic role of the creative economy in building Pekalongan's city branding as the "World Batik City" (Sutrisno et al., 2018). This contribution is increasingly evident through the existence of MSMEs that emphasize product innovation, packaging design, and marketing strategies so that they are able to reach the global market without losing their local cultural identity (Mahmudah & Munawar, 2024). The strengthening of Pekalongan's position as a center of the creative economy is also marked by the inauguration of the City of Crafts and Folk Art plaque from the UNESCO Creative Cities Network as international recognition of batik as the basis for the development of the creative economy and regional tourism (PUBLIK, 2024). The transformation of batik through innovations in motifs and colors that are in line with the times, consumer preferences, and global aesthetic demands makes it a relevant cultural asset for the modern creative industry (Aqila, 2024). The Pekalongan City Government has also designated eight creative economy sub-sectors, including batik crafts, fashion, culinary arts, performing arts, and media, as development priorities to expand employment opportunities, improve community welfare, and strengthen competitiveness in the global market (Kutnadi, 2017).

The integration of the creative economy and the halal industry is an important foundation for expanding access to international markets while strengthening national economic inclusiveness. The halal industry has a strategic contribution in promoting inclusive economic development while expanding access to international markets through halal certification, which serves as an instrument of sharia compliance legitimacy and increases global consumer confidence in the transparency, quality, and sustainability of products. More than 70% of Muslim consumers tend to choose halal-certified products because they are considered safe, hygienic, and reliable, making them a competitive advantage in the international market (Amiah et al., 2024). The global halal market, projected to reach trillions of dollars, opens up enormous opportunities for MSMEs, while Indonesia, with the largest Muslim population, is in a strategic position despite still facing obstacles in harmonizing cross-border certification standards and limited MSME capacity (Yulia, 2019). Improving halal literacy, strengthening certification institutions, and government policy support are key factors for the halal industry to function as an engine of economic inclusiveness, job creation, and national stability (Kamila, 2023). The Head of BPJPH emphasized that the implementation of halal certification from upstream to downstream provides consumer protection as well as added value for MSMEs, which have proven to be more competitive in exports, with the value of halal product exports reaching USD 41.42 billion and a trade surplus of USD 29.09 billion in January–October 2024, indicating positive acceptance in the global market (BPJPH, 2025).

At a practical level, the integration of the halal industry with the creative economy is still hampered by low digital literacy, limited access to financing, and the lack of harmonization of halal standards across countries. Low digital literacy makes it difficult for many MSME players to utilize information technology to expand their market reach, even though digital platforms such as e-commerce and social media have become important instruments in marketing creative products. Limited access to financing is also a significant obstacle because most MSMEs do not have sufficient capital for innovation, product development, or global market penetration. The lack of optimal harmonization of halal standards between countries further reduces the competitiveness of Muslim-based culinary and fashion creative products, creating barriers to export despite growing global demand (Nuranisah et al., 2025). The halal industry faces similar challenges. Despite its great prospects for expanding the global market as consumer awareness of the quality, safety, and sustainability of halal products increases, it still faces obstacles in the form of limited digital literacy, narrow access to financing, and differences in certification standards across countries,

which reduce international recognition. These obstacles are also influenced by uneven certification infrastructure and the limited capacity of halal supervisory agencies. Relevant integration strategies include strengthening digital literacy through continuous education and training, providing inclusive financing through synergies between the government, financial institutions, and investors, and accelerating the harmonization of halal standards through international cooperation. The use of digital technologies such as blockchain and big data to ensure supply chain transparency, the development of sharia financing schemes for MSMEs, and the improvement of halal literacy through socialization and training are complementary strategic steps. Multistakeholder collaboration between the government, industry, creative communities, and certification agencies is necessary so that Pekalongan's creative and halal products can penetrate the global market while maintaining their local cultural identity. Through this approach, the integration of the creative economy and the halal industry has the potential to strengthen competitiveness while contributing to sustainable inclusive economic development and strengthening Pekalongan's position in the global economic landscape (Ikhsan et al., 2024).

5. Conclusions

The conclusion demonstrates that the synergy between the creative economy and the halal industry in Pekalongan City forms a strategic foundation for strengthening MSME competitiveness and advancing global economic inclusivity. The creative economy—especially the batik, Muslim fashion, and halal culinary subsectors—provides cultural identity and value creation, while the halal industry reinforces market trust through sharia compliance and product legitimacy. The integration of these two sectors enables a sustainable economic ecosystem in which creativity, certification, and innovation mutually support the development of MSMEs. To optimize this synergy, policymakers should strengthen digital literacy and technological adoption, expand access to sharia-compliant and inclusive financing, and harmonize halal certification standards across regions and international markets. Collaborative governance involving local government, certification agencies, and industry actors is essential to ensure that integration is implemented not only at the production level but also within value chains, branding, and global distribution. Such policy directions will enable Pekalongan's creative and halal-based MSMEs to scale globally while maintaining cultural distinctiveness and contributing to long-term sustainable economic development.

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