

Transformation of the halal food industry in Bali Province: Evaluation of the effectiveness of halal labeling systems on local economic growth

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ABSTRAK

Introduction

Halal tourism has become a strategic priority in Indonesia, positioning the country as a global leader in the halal economy. Bali, a Hindu-majority region with unique cultural identity, faces the dual challenge of accommodating rising demand for halal-certified products from Muslim tourists while preserving local traditions. The effectiveness of halal labeling in this context is not only a matter of consumer assurance but also of industry transformation and economic development.

Objectives

This study aims to analyze the effectiveness of the halal labeling system in driving the transformation of the halal food industry in Bali. It examines the role of halal labeling in product innovation, process improvement, marketing expansion, and institutional strengthening, and assesses its broader contribution to regional economic growth.

Method

The research uses a qualitative document analysis approach, synthesizing laws, policy frameworks, certification data, statistical records, and comparative international experiences. The analysis applies an endogenous growth perspective to evaluate how halal labeling functions as a catalyst for innovation, industry upgrading, and competitiveness in Bali's halal food sector.

Results

The findings reveal that halal labeling encourages significant transformation. Products are reformulated to meet halal

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requirements without diminishing cultural authenticity. Processes are upgraded through assurance systems, training, and quality management. Marketing strategies expand into Muslim-friendly branding and digital promotion, increasing access to international markets. Institutions are strengthened through the establishment of halal centers and multi-stakeholder collaboration. Data indicate that the number of halal-certified businesses in Bali increased nearly twentyfold between 2020 and 2024, though only about ten percent of micro, small, and medium enterprises are certified. The contribution of Muslim tourists to Bali's tourism revenue also grew substantially during this period.

Implications

The study demonstrates that halal labeling operates as an effective instrument of structural change in a non-Muslim context when implemented with cultural sensitivity, institutional support, and facilitation for small enterprises. By fostering product upgrading, market diversification, and tourism competitiveness, halal labeling contributes to Bali's economic recovery and sustainable growth.

Originality/Novelty

This study extends the discourse on halal labeling by reframing it from a narrow assurance mechanism into a driver of structural transformation. It integrates Islamic ethical foundations, international comparative experiences, and endogenous growth theory to propose a context-sensitive model for implementing halal labeling in minority-Muslim destinations.

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INTRODUCTION

Halal tourism has experienced rapid development globally, including in Indonesia, a country with the largest Muslim population in the world. According to the Global Muslim Travel Index 2023 report, Indonesia is ranked first as the most popular halal tourism destination, surpassing 140 other countries (Sayuti, 2023). Halal tourism presents a distinct industry for Muslims, offering potential economic, sociocultural, and environmental benefits (Rasul, 2019). This development catalyzes the growth of various supporting sectors, including the halal food industry, an essential component of the halal tourism ecosystem.

Non-Muslim countries such as Thailand have successfully developed tourism by providing Muslim-friendly facilities, such as halal food, halal-oriented recreation, and quality services, which are key attributes in promoting halal tourism in non-Muslim countries (Dabphet, 2021). Halal tourism in Japan is successful thanks to the support of infrastructure, social environment, halal food, and special facilities, with 253 Muslim

tourists confirming its effectiveness ([Ghimire, 2025](#)). The halal food industry in Asia and Europe is growing due to increasing demand from Muslim populations and halal tourism ([N. I. A. Putri et al., 2021](#)). But Bali, a leading international tourism destination in Indonesia, is known for its natural beauty, culture, and rich traditions. MSMEs in Bali, which are known to be creative and innovative, have great potential to boost the local economy through small industry development and utilization of local natural resources.

Along with the increasing number of Muslim travelers from the Middle East and Southeast Asia, the need for halal food that complies with sharia standards is increasing. Developing halal restaurants and ensuring halal certification can strengthen Bali's appeal as an inclusive tourism destination, support local economic growth, and enrich the culinary experience of Muslim tourists. Quality and affordable halal food availability can increase global Muslim tourist arrivals. Due to its strong Hindu cultural identity, Bali cannot fully transform into an Islamic tourism destination. However, it can still accommodate the needs of Muslim tourists by providing halal facilities without changing the local cultural character ([Marbun et al., 2021](#)). Although the majority of Bali's population is Hindu, with a recorded Hindu population of 3.892.369 and a Muslim population of around 520.244, Bali can still expand its tourism market by meeting the needs of Muslim tourists ([Badan Pusat Statistik Provinsi Bali, 2025](#)).

As a global tourist destination, opening up to halal food is a smart move to expand the market and increase tourist satisfaction, including providing standardized halal restaurants. This phenomenon presents new opportunities and challenges for the local food industry to adapt to the growing demand for halal products. Badan Pusat Statistik ([2024](#)) reported that international visitor arrivals in April 2024 reached 1.07 million, marking a 23.23 percent year-on-year increase.

Bali tourism experienced a drastic decline from 1.07 million visits (2020) to only 51 trips (2021) due to the pandemic. However, there was a remarkable recovery to 2.16 million (2022), 5.27 million (2023), and 6.33 million visits (2024), showing the resilience of Bali's tourism industry which now surpasses pre-pandemic levels. The Indonesian Sharia Economic Masterplan (MEKSI) 2019–2024 has identified the halal industry as one of the strategic sectors in national economic development ([Barata, 2019](#)). Specifically for Bali, the transformation of the halal food industry presents an important opportunity for diversifying the local economy, which has been heavily reliant on conventional tourism. Halal food stalls in Bali support tourism by providing facilities such as food menus that are guaranteed halal, as well as friendly services that fit the needs of Muslim tourists, thus improving the image of tourist destinations ([Perguna, Irawan, et al., 2021](#)). The halal labeling system is a key instrument in this transformation, but its effectiveness in the unique sociocultural context of Bali still requires a comprehensive study ([Purwandani & Yusuf, 2024](#)).

The halal food industry in Bali faces unique challenges due to the dominance of Hindu culture and traditional culinary practices that differ from halal principles ([Subagiyo & Syaichoni, 2023](#)). Nevertheless, the economic opportunities arising from the segmentation of the Muslim tourist market have driven a gradual transformation in the local food industry ecosystem. The massive demand of Muslim consumers for halal

verification led to the issuance of halal certification by halal authorities ([Pauzi et al., 2019](#)). A significant gap exists between the demand for halal products and the availability of halal-certified products in Bali ([Aji et al., 2021](#)). According to data from the Halal Product Guarantee Agency (Badan Penyelenggara Jaminan Produk Halal abbreviated BPJPH), until 2024, out of 442.848 Micro, Small and Medium Enterprises (MSMEs) in Bali, only 4.535 or 10.28% have halal certificates. Halal-certified products in Bali: Of the 6.33 million tourists visiting Bali in the same year, around 20% are Muslim tourists who require halal products. This gap indicates specific challenges in implementing the halal labeling system in Bali, which need to be identified and addressed to optimize the potential of the halal food industry in Bali ([Badan Penyelenggara Jaminan Produk Halal, 2024](#)). Law Number 33 of 2014 concerning the Halal Product Guarantee and Government Regulation Number 39 of 2021 concerning the implementation of the Halal Product Guarantee have provided a strong regulatory basis for implementing the Halal labeling system in Indonesia. The central halal certification institutions are the Halal Product Guarantee Agency (BPJPH) and the Indonesian Ulema Council (MUI). However, in the context of Bali, implementing this regulation must consider local characteristics and specific socio-economic factors ([Astutik et al., 2021](#)).

Previous research on the halal industry in Bali and the effectiveness of the labeling system has shown some important findings but still has limitations that need to be addressed in this study, such as trust in the halal label being a significant factor in the purchasing decisions of Muslim tourists, but limited to the consumer perspective without analyzing the macroeconomic impact of the implementation of the labeling system ([Kadirov et al., 2021](#)). Furthermore, research examining the sociocultural complexities that influence the adoption of halal certification has analyzed the direct relationship between the labeling system and industrial transformation, as well as its economic impact ([Aji et al., 2021](#)). Other studies highlight the importance of integrating sustainability values in the development of the halal industry but do not specifically analyze the effectiveness of the labeling system as an economic policy instrument ([Erdogan et al., 2022](#)). Furthermore, Halal labeling is a key driver of preference, as Muslim consumers in Bali rely heavily on halal certification to ensure the halal nature of products. Halal labeling is a significant factor in consuming halal food, as it ensures that the product complies with Islamic religious standards ([Hidayati et al., 2024](#)). In contrast to these studies, this research takes an integrated approach that holistically combines regulatory analysis, industry transformation, and economic impact. The main renewal in this study lies in three aspects: (1) Analyzing the effectiveness of the halal labeling system not only as an instrument of product quality assurance but also as a catalyst for industrial transformation in the unique sociocultural context of Bali. (2) Evaluating the economic impact of implementing the halal labeling system with an endogenous economic growth approach beyond analyzing consumer perceptions or identifying implementation challenges. (3) Develop an effective model that can be applied to halal industry policy development in tourist destinations with characteristics like those of Bali. This research is expected to fill the gap in the literature on the halal industry in non-

Muslim tourist destinations and make a significant contribution to developing halal industry policies that are adaptive to the local context. The main objective of this study is to analyze the effectiveness of the halal labeling system in Bali in driving the transformation of the halal food industry and its contribution to local economic growth, considering the unique sociocultural context in Bali.

LITERATURE REVIEW

The Concept of Halal in Islamic Law and Ethics

The concept of halal is a fundamental foundation in the Islamic ethical and legal system, regulating various aspects of life, including consumption and economic activity. Halal etymologically means "allowed" or "legal" in Islamic law, being the fundamental principle that forms the normative framework for Muslims ([Ahmad et al., 2015](#); [Habibi et al., 2024](#); [Tuhuteru & Iqbal, 2024](#)). Based on the Al-Qur'an letter Al-Baqarah verse 168, halal consumption not only includes aspects of the halalness of substances (*dzatihi*) but also how to obtain food and drink (*ghair dzatihi*) by sharia principles ([Utomo et al., 2015](#)). The concept of halal encompasses aspects of safety, hygiene, and health, making it relevant not only to Muslims but also to non-Muslim consumers who prioritize product quality and hygiene (*tayyib*) ([Riaz & Chaudry, 2018b](#)). Empirical research by Alzeer et al. ([2018](#)) shows that halal has evolved from mere food categorization to a comprehensive value system covering the entire value chain, from production to consumption. Consumer perception of halal products is also influenced by a holistic understanding of *tayyib* (good and beneficial), which extends the concept of halal to dimensions of quality, nutrition, and sustainability. Riaz & Chaudry ([2018a](#)) comprehensively describe the basic principles of halal food production, covering aspects of ingredient sourcing, production processes, and quality assurance systems which have become a global reference for the halal food industry.

Singapore, despite having a minority Muslim population (about one-seventh of 40% of the population), has been serious in developing the halal industry. Majlis Ugama Islam Singapura (MUIS) was established in 1968 to handle halal certification, which is recognized in Singapore and neighboring countries. MUIS strictly regulates halal certification through the Halal Quality Management System (HalMQ), which ensures the quality of halal products ([Shirin Asa, 2019](#)). Since 2000, applications for halal certification have increased rapidly, with the number of halal-certified premises reaching 2.650 in 2010. The number of halal certificates stood at 22.999 in 2013, showing significant growth and demonstrating the importance of the halal industry in Singapore. It also supports social interaction between different racial, cultural, and religious backgrounds ([Majlis Ugama Islam Singapura, 2018](#)).

Furthermore, in Thailand, a country with a minority Muslim population, halal labeling is becoming an increasingly important factor in attracting Muslim tourists, which has become a rapidly growing tourism market. Previously, non-Muslim countries have also started implementing halal labeling to meet the needs of Muslim tourists in choosing tourist destinations. In Thailand, halal labeling of hotels, food, and other facilities is



indispensable to increase Muslim tourists' satisfaction ([Dabphet, 2021](#)). With clear and effective halal labeling, Thailand can further maximize the potential of the halal tourism market and strengthen its attractiveness as a friendly tourist destination for Muslim tourists.

In a non-Muslim country, Japan has seven foreign Halal certification bodies (FHCB) recognized by JAKIM, as well as 22 local Halal certification entities. Muslims in Japan are still not fully implementing Halal as a whole. The development of the Halal industry is holistic, covering various sectors of the economy, including logistics. In Japan, more than 150 member companies of the Japan Halal Business Association also support the implementation of the Halal system ([Jamaludin & Sugawara, 2022](#)).

European countries have recognized the importance of halal assurance as a key aspect of product quality that must be met. This is reflected in the increasing number of halal certification bodies that have sprung up in various European countries, as well as the growing use of technology in the development of the halal product industry. Technology is an important element in accelerating the halal certification process, with innovations in modern science and information technology allowing easier access to halal certificates. With advanced technology, the halal product inspection process can be carried out more quickly and precisely. This supports the promotion of domestic halal products in the international market, as well as ensuring that food entrepreneurs can meet halal certification requirements ([Kadir & Efendi, 2023](#)). Several challenges exist in implementing a halal supply chain, such as the high cost of adopting blockchain technology, which is a crucial issue that needs to be addressed, in addition to aspects of processing, packaging, storage, transportation, and other supporting policies ([Ardiantono et al., 2024](#)).

Development of Halal Regulatory System in Indonesia

The regulatory framework for halal labeling in Indonesia has undergone significant developments in the last two decades, reflecting the government's systematic efforts to strengthen the national halal industry ecosystem. The evolution of halal regulation in Indonesia shows a shift from a voluntary approach to a more comprehensive and integrated system. The establishment of Law No. 33 of 2014 concerning Halal Product Guarantee (JPH) marks a significant milestone, shifting the paradigm of halal certification from voluntary to mandatory. The implementation of the JPH Law was strengthened by the establishment of the Halal Product Guarantee Agency (BPJPH), which assumed the certification authority previously held by the Indonesian Ulema Council (MUI). This institutional transition aims to strengthen the capacity of supervision and standardization of halal products nationally ([Ramlan & Nahrowi, 2014](#)). Empirical research by Fesharaki & Sehhah ([2018](#)) shows that integrating information technology in the halal labeling system through the Halal Information System (HIS) platform increases the transparency and efficiency of the certification process. Furthermore, a comparative study by Perez-Batres et al. ([2010](#)) concluded that Indonesia's halal regulatory system has advantages in terms of regulatory completeness but still faces challenges in harmonizing implementation at the regional level. PP No. 31 of 2019, a

derivative regulation of the JPH Law, has clarified the mechanism of cooperation between BPJPH, MUI, and Halal Examining Institutions (LPH). However, an implementation strategy is still required to make it more adaptive to the diversity of regional socio-economic conditions.

Endogenous Economic Growth Theory

Endogenous economic growth theory provides a comprehensive analytical framework for understanding how internal factors, such as human capital, innovation, and institutional efficiency, drive sustainable economic growth. Romer (1986), as a pioneer of this theory, emphasizes that economic growth is endogenously driven by the accumulation of knowledge and technology created through the interaction of economic agents. In the context of the halal industry, research by Shah Alam et al. (2011) identified that adopting halal standards represents a form of institutional innovation that affects the incentive structure in the economy and creates positive externalities. Empirical studies by Latif et al. (2014) show that the halal industry contributes to economic growth by increasing product-added value, expanding market segments, and strengthening regional competitiveness. Furthermore, Abdul Latiff et al. (2016) developed an econometric model that demonstrates a significant relationship between halal industry growth and macroeconomic indicators, including GDP per capita and the Global Competitiveness Index. Research by Salindal (2019) reinforces the argument that adopting halal standards drives process and product innovation at the firm level, which, in the aggregate, contributes to total factor productivity. Meanwhile, Haque et al. (2015) applied endogenous growth theory to analyze how the halal ecosystem creates positive spillover effects for related industries and promotes regional economic diversification. Barro & Sala-i-Martin (2004) provide a theoretical framework that explains how public policy and regulation can affect long-term economic growth by improving the incentive structure and increasing the efficiency of resource allocation.

Economic growth theory discusses increasing income and prosperity through community empowerment. This empowerment occurs by creating jobs, increasing consumption, and investment that can drive long-term economic growth (Abdul Khoir & Dirgantara, 2020). Success in increasing local productivity and income contributes to more equitable economic growth, strengthens the local economy, and creates broader economic opportunities for the community. This also ensures economic sustainability by involving competent, creative, and innovative human resources to strengthen competitiveness and create long-term economic independence. Harini et al.'s (2025) research shows that local community empowerment and stakeholder collaboration support inclusive and sustainable economic growth.

Effectiveness of Halal Labeling System in Industry Transformation

The effectiveness of the labeling system in driving industrial transformation can be analyzed through various theoretical models that integrate regulatory, technological, and market dimensions. The Technological Acceptance Model (TAM) developed by



Davis et al. (1989) has been adopted by Ratnawati et al. (2021) to analyze the adoption of the halal labeling system among micro-business actors. The study identified that perceived ease of use and usefulness were significant predictors of adopting the labeling system. The halal labeling effectiveness model, which integrates institutional theory and organizational change theory, identifies three levels of transformation: technical, structural, and cultural. An empirical study by Khan (2021) applied a labeling system effectiveness evaluation model based on four dimensions: institutional, operational, market, and social impact. The results indicate that the effectiveness of the labeling system is positively correlated with the degree of transformation in the halal food industry. The Halal Value Chain Model analyzes industry transformation from a value chain perspective, where halal labeling affects the reconfiguration of primary and supporting activities in the food industry value chain. A comparative study by Sugibayashi et al. (2019) found that the success of industrial transformation through a labeling system is influenced by the coherence among three key elements: conducive regulation, adequate institutional capacity, and a positive market response.

Overall, the literature indicates that the effectiveness of the halal labeling system in transforming the food industry in non-Muslim majority areas, such as Bali, requires an integrated and contextual approach. However, implementing the halal labeling system still faces significant challenges, mainly related to gaps in business understanding, concerns about cultural conflicts, and the complexity of certification procedures. Innovative models that integrate local values with global halal standards have been proposed as solutions but require effective collaboration between various stakeholders to optimize their impact on local economic growth.

Research Gap and Justification

Previous research on the halal industry in Bali and the effectiveness of the labelling system has found some important things, although there are still limitations. For example, trust in the halal label is a significant factor in the purchasing decisions of Muslim tourists. Still, the research only focuses on the consumer perspective without analyzing the macroeconomic impact of the implementation of the labelling system (Kadirov et al., 2021). Furthermore, research examining the sociocultural complexities that influence the adoption of halal certification has analyzed the direct relationship between the labeling system and industrial transformation, as well as its economic impact (Aji et al., 2021). However, these studies only analyze the direct relationship between the labelling system and industrial transformation without considering the sociocultural complexities that influence the adoption of halal certification and its impact on the economy in more depth. Other studies highlight the importance of integrating sustainability values in the development of the halal industry but do not specifically analyze the effectiveness of the labeling system as an economic policy instrument (Erdogan et al., 2022). Furthermore, Halal labeling is a key driver of preference, as Muslim consumers in Bali rely heavily on halal certification to ensure the halal nature of products. Halal labeling is a significant factor in consuming halal food, as it ensures that the product complies with Islamic religious standards (Hidayati et al.,

2024). However, the gap in this study lies in its limited scope, as it only focuses on the role of halal labelling in consumption without expanding the discussion on the broader economic, social, or industrial transformation impacts of implementing a halal labelling system. This study takes an integrated approach that combines regulatory analysis, industry transformation, and economic impact in a holistic manner.

Contribution of This Study

This research makes a significant contribution in several aspects related to the halal food industry in Bali. First, the research enriches the literature on the halal labeling system by integrating regulatory analysis, industrial transformation, and economic impact in a holistic manner. This provides a more comprehensive understanding of how the halal labeling system functions not only as a guarantee of product quality but also as a driver of industrial transformation in the unique social and cultural context of Bali. Second, the study introduces a model of halal labeling system effectiveness that can be applied in tourist destinations with similar characteristics to Bali, thus providing practical guidance for halal industry development policies in non-Muslim majority areas. Additionally, the research identifies and addresses gaps in existing literature. It develops a broader approach in analyzing the direct relationship between the labeling system and its economic impact, as well as its contribution to local economic growth.

METHOD

Research Design

This study adopts a literature-based, qualitative design with a thematic analytic framework (Cooper et al., 2018; Frank & Hatak, 2014; Snyder, 2019). The choice of a literature study is grounded in its capacity to provide a strong theoretical foundation, consolidate fragmented evidence, and generate a holistic perspective on the transformation of Bali's halal food industry. As previous studies (Barley et al., 2018; Kwan et al., 2012; Müller-Bloch & Kranz, 2015) emphasize, reviewing existing scholarship is an indispensable stage in identifying research gaps and building cumulative knowledge. Through document analysis, the research synthesizes diverse perspectives to produce a comprehensive explanation of how halal labeling operates as both a regulatory mechanism and an instrument of economic transformation.

Analytical Approach

The study employs thematic analysis as the principal analytical method. This approach involves four sequential stages: (i) data collection, (ii) coding of relevant content, (iii) development of core themes, and (iv) synthesis and interpretation. Thematic analysis is particularly suited to capturing cross-cutting issues, such as the interplay between regulation, industry transformation, and economic performance, across heterogeneous documents. Following Lincoln & Guba (1985), the process is inductive, allowing themes to emerge from the evidence rather than imposing preconceived categories.



Sources of Data

The corpus analyzed in this research encompasses:

- Government regulations and official reports, such as Government Regulation No. 39 of 2021 on Halal Assurance and annual reports of the Halal Product Guarantee Agency.
- Scholarly publications, including peer-reviewed journal articles on halal industry transformation, consumer perceptions, and sociocultural dynamics in Bali.
- Regional reports, such as Bali's MSME Development Report, industry statistics, and tourism reports.
- Comparative institutional studies, for instance analyses of MUIS, halal logistics in Japan, and halal tourism models in Lombok.

This combination ensures that both macro-level policy frameworks and micro-level industry practices are captured.

Inclusion and Exclusion Criteria

Documents were systematically selected through defined criteria to ensure methodological rigor:

- Inclusion criteria: relevance to halal labeling and halal food industry transformation in Bali; authoritative sources (government reports, BPJPH data, peer-reviewed articles); compatibility with the four analytical dimensions (regulation, implementation, transformation, economy); and full-text accessibility ([Camara et al., 2017](#)).
- Exclusion criteria: irrelevance to the halal context, lack of credibility, duplication, or partial access.

This filtering process ensured that only high-quality, reliable data entered the analysis.

Dimensions of Analysis

The analysis was structured along four interrelated dimensions:

1. Regulatory and Institutional – examining the role of national laws, implementing agencies (BPJPH, LPH, MUI), and local institutional adaptations.
2. Technical and Operational – analyzing certification procedures, processing times, facilitation programs, and quality assurance mechanisms.
3. Industry Transformation – mapping changes in products, production processes, marketing strategies, and institutional structures of Bali's halal food sector.
4. Economic Impact – assessing contributions to GRDP growth, tourism competitiveness, MSME participation, and export expansion.

This multidimensional framework provides an integrated assessment of how halal labeling catalyzes structural transformation and economic growth.

Validity and Reliability

To ensure methodological trustworthiness, the study followed Lincoln & Guba's (1985) four criteria:

- Credibility: achieved through triangulation of multiple data sources (government, scholarly, industry).
- Transferability: ensured by providing detailed contextual descriptions of Bali's socio-cultural setting.
- Dependability: maintained via transparent documentation of analytic steps, creating an audit trail.
- Confirmability: safeguarded through rigorous citation and verification of findings against authoritative sources.

These strategies enhance confidence that the findings reflect the evidence rather than researcher bias.

Analytical Procedures

The analytic process proceeded as follows:

1. Collection of regulatory texts, reports, and scholarly articles.
2. Initial coding, tagging data segments according to relevance (e.g., certification growth, sociocultural barriers, market effects).
3. Theme development, identifying recurring categories such as "institutional facilitation," "product innovation," or "MSME constraints."
4. Interpretive synthesis, situating Bali's experience within broader theoretical frameworks like endogenous growth theory (Barro & Sala-i-Martin, 2004; Romer, 1986) and innovation-driven transformation models (Salindal, 2019).

This iterative process produced a layered understanding of both enabling factors and challenges in Bali's halal food industry transformation.

Theoretical Integration

The study integrates institutional theory, adoption models (Technology Acceptance Model), and endogenous growth theory to interpret findings. Endogenous growth theory is particularly apt, as it highlights how standards and regulatory frameworks can stimulate innovation, improve efficiency, and create spillover effects across industries (Barro & Sala-i-Martin, 2004; Romer, 1986). This theoretical triangulation strengthens the explanatory power of the analysis by linking micro-level adoption behavior to macroeconomic outcomes.

Ethical Considerations

The study did not involve human subjects or fieldwork; hence no informed consent was required. Institutional approvals were obtained from Program Studi Perbankan Syariah (SI) and Program Studi Manajemen Keuangan Syariah (SI), Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Kab. Tulungagung, Indonesia. All sources were cited transparently, and intellectual integrity was maintained throughout.

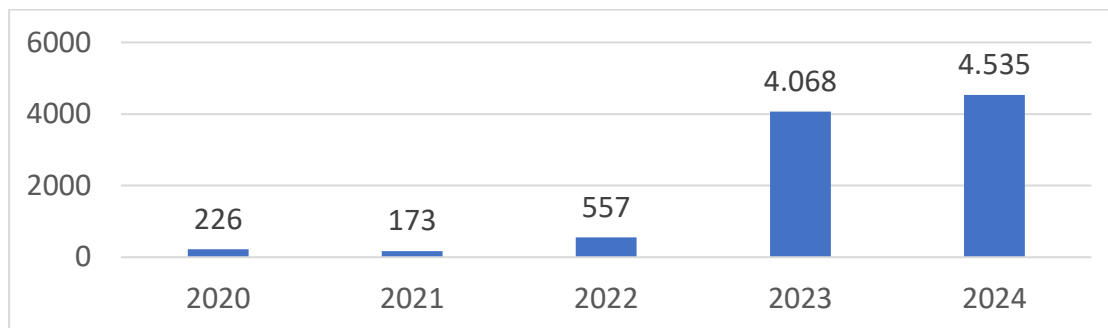
RESULTS

Effectiveness of the halal labeling system in Bali province

Findings obtained from document analysis show that in Bali, some eateries include the word 'Muslim' in their names to refer to the city or regency where most of the population is Muslim, or they include a halal label in their business name (Perguna, Triharini, et al., 2021). Halal certification can signify the importance of halal food and help build customer confidence in purchasing halal products. Document analysis shows that the implementation of the halal labeling system in Bali Province has increased significantly in the last five years (2019–2024).

Figure 2

Number of Halal Certified Products in Bali Province 2020–2024



Source: Badan Penyelenggara Jaminan Produk Halal (2024).

Based on this data, the number of businesses that already have halal certification increased by 4.309 from 2020 to 2024, representing an increase of 1906.19% (about 20 times) from the initial number. This increase is significant and demonstrates dramatic growth in the application of halal certification by businesses in Bali Province over the past five years.

Transformation of the Halal Food Industry in Bali

An analysis of documents on the halal food industry in Bali revealed several significant findings, namely, the halal food industry in Bali has undergone several significant transformations, including product innovation, adjustments to the production process, shifts in marketing strategies, and strengthening of institutional structures. The impact of these changes has also been felt by increasing the added value of halal food products, strengthening tourism competitiveness, and expanding market segments.

Table 2

Transformation in Halal Food Industry in Bali Based on Key Dimensions

Source	Dimensions	Description of Change	Product Key Impacts
Perguna, Triharini, et al. (2021)	Products	Diversification of halal food products with culinary modifications traditional Balinese	Increased product variety, attracting Muslim tourists.

Source	Dimensions	Description of Change	Product Key Impacts
		culinary such as duck betutu and lawar.	
Annisa et al. (2024)	Process	Improved quality management system and halal standards in the production process.	Improved product quality, production efficiency.
Siri (2023)	Marketing	Implementation of a more inclusive marketing strategy targeting Muslim travellers.	Increased visibility of halal products in the global market.
Suaidi et al. (2025)	Institutional	Establishment of Halal Centers and Halal producer associations that strengthen the halal industry ecosystem in Bali.	Stronger collaboration between stakeholders.

Source: Secondary data. Authors' analysis.

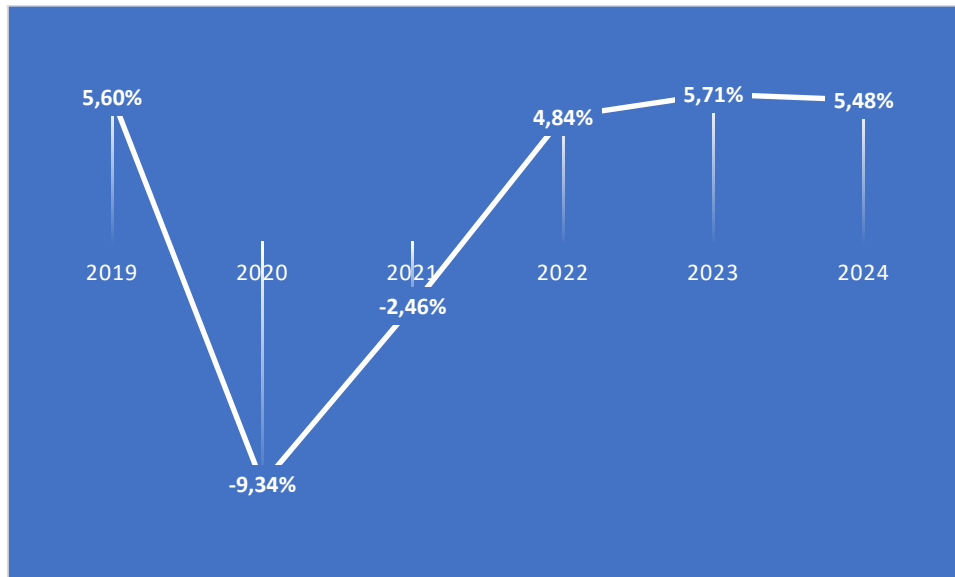
1. Products: Halal food products in Bali have diversified with the modification of traditional cuisines such as bebek betutu and lawar to comply with halal standards. This attracts Muslim tourists without sacrificing the original Balinese flavors.
2. Process: The halal food industry adopts better quality management systems, ensuring products meet halal standards, from ingredient selection to processing. As a result, production quality and efficiency are improved.
3. Marketing: An inclusive marketing strategy was adopted, focusing on Muslim travelers. Many businesses display halal labels and utilize digital marketing to reach global markets.
4. Institutionalization: The establishment of the Halal Center and halal producer associations strengthens collaboration between the government and businesses, increases support for halal certification, and strengthens the halal industry ecosystem in Bali.

Local Economic Growth in Bali Province

Based on the findings of the document analysis, research on the transformation of the halal food industry in Bali Province shows that local economic growth has undergone significant changes since the implementation of the halal labeling system. The following passages analyze the impact of the transformation of the halal food industry on local economic growth in Bali.

Figure 3

Local Growth Data through Bali Province's Gross Regional Domestic Product 2019–2024



Source: Badan Penyelenggara Jaminan Produk Halal (2024).

Based on Bali's local economic growth data recorded from 2019 to 2024; significant fluctuations have reflected the impact of the COVID-19 pandemic and economic recovery efforts. In 2019, Bali's economic growth was recorded at 5.60%. This figure demonstrates growth before the significant impact of the COVID-19 pandemic began to be felt. In 2020, Bali experienced a severe economic contraction of -9.34% due to the direct effects of the pandemic, which caused a drastic decline in the tourism sector, the central pillar of Bali's economy. However, after a recovery period, Bali began to record growth in 2021, although it was still under pressure with a decline of -2.46%. In 2022, Bali's economy began to recover, recording growth of 4.84%, which continued into 2023 with even better growth of 5.71%. In 2024, despite a slight slowdown, Bali's economy grew positively by 5.48%, indicating that Bali's economic sectors, particularly tourism and SMEs, are beginning to adapt to post-pandemic conditions. Despite experiencing significant contractions in 2020 and 2021, the stable growth trend in subsequent years reflects a solid economic recovery, with 2024 indicating that Bali is back on track for healthy growth.

The halal labeling system plays a strategic role in supporting Bali's local economic growth. With the increasing number of Muslim tourists, the demand for halal products and services has also increased. This has encouraged businesses, especially in the culinary and tourism sectors, to obtain halal certification to meet the needs of this market (Siri, 2023). The application of halal labels on food products, such as Dewata Milk Pie, has proven to enhance consumer trust, expand the market, and drive increased sales and revenue for local businesses, thereby strengthening the competitiveness of Bali's products at both national and international levels. Additionally, the growth of halal-certified eateries in Denpasar supports Bali's image as a Muslim-friendly tourist

destination, enriches culinary options, and expands the consumer base (Perguna, Irawan, et al., 2021). This also contributes to improved tourism facilities and services, ultimately driving regional economic growth. However, social dynamics have emerged as some non-Muslim communities have shown resistance to halal labeling. In contrast, others view it as an economic opportunity and a means to strengthen the destination's image. Implementing a halal labeling system can expand the market for Bali's local products, enhance competitiveness, and attract investment, particularly from Muslim tourists. With the right strategy, the halal labeling system can become a key driver for Bali's local economic growth, aligning with the region's development goals.

DISCUSSION

Implementation of the Halal Labeling System in Bali Province

Increasing the implementation of the halal labeling system in Bali Province is in line with Law No. 33 of 2014 concerning the Halal Product Guarantee and the establishment of BPJPH, which has taken over the certification authority from MUI. Government Regulation No. 39 of 2021 concerning the implementation of halal product guarantees stipulates that the obligation of halal certification for food products is enforced in stages, with a deadline of October 17, 2024. After that date, businesses that do not meet the certification requirements will be subject to sanctions, including written warnings, administrative fines, or the withdrawal of uncertified products from circulation. Despite the improvements, the implementation still faces specific challenges relevant to the Bali context. First, limited funding, time-consuming processes, and a lack of knowledge, especially in the information sector (Perguna, Irawan, et al., 2021). Second, concerns about potential conflicts with local cultural identities are an inhibiting factor (Battour & Ismail, 2016). Third, there is a perception that halal certification can threaten the distinctiveness of traditional Balinese cuisine, which has specific philosophical and religious values. Fourth, the complexity of certification procedures is a technical barrier for micro and small business actors (Kusjuniati et al., 2023).

Data from the Bali Provincial Office of Cooperatives and MSMEs (2022) indicate that certification costs, documentation requirements, and lengthy processing times are the primary concerns of business actors in adopting halal certification. In response to these challenges, Badan Penyelenggara Jaminan Produk Halal (2023) notes adjustments to policy implementation in the form of (1) a halal certification facilitation program for MSMEs, (2) education and socialization of the inclusive halal concept, and (3) simplification of certification procedures. The adaptive approach to implementing the halal labeling system, which considers the sociocultural peculiarities of Bali, was successful in increasing the certification adoption rate by 42% between 2019 and 2020.

According to the theory of Barro & Sala-i-Martin (2004), public policies that support economics sector, including the halal one, by improving the incentive structure and efficiency of resource allocation can strengthen the long-term economy. In this case, government policies that regulate the halal labelling system, such as through the halal certification facilitation program for MSMEs, can increase the capacity of local



producers and strengthen Bali's competitiveness as an inclusive halal tourist destination. Implementing the halal labelling system in Bali is based on the theory of endogenous economic growth because it leads to improved product quality and market diversification and encourages institutional efficiency and sustainable local capacity building.

System in Transformation

Based on a comprehensive analysis, the effectiveness of the halal labeling system in encouraging the transformation of the food industry in Bali can be evaluated from three aspects:

1. Regulatory and Institutional Aspects

The national halal labeling regulatory system implemented in Bali shows moderate effectiveness. The national regulatory framework provides a strong foundation for standardization, but it requires adjustments to consider the local context ([Yaumidin et al., 2025](#)). The institutional aspect demonstrates increased capacity with the establishment of supporting institutions, such as the Halal Center and industry associations; however, coordination between institutions still needs to be strengthened ([Suci et al., 2021](#)).

2. Technical and Operational Aspects

From a technical perspective, the certification and supervision process is showing increasing effectiveness. Badan Penyelenggara Jaminan Produk Halal ([2023](#)) shows a decrease in the certification process time from an average of 90 days in 2019 to 45 days in 2023. The facilitation and technical assistance program for MSMEs has proven effective in increasing the adoption of halal standards, with the certification pass rate reaching 82% for MSMEs participating in the assistance program in Bali Province. Currently, Bali Province is conducting evaluations and improvements in various sectors, one of which is the halal sector ([Angraini & Martini, 2024](#)).

3. Sociocultural Aspects

Implementation approaches that consider local sociocultural aspects show high effectiveness. An inclusive approach to socializing the halal concept, which respects local traditions and values, has reduced resistance and increased acceptance of the halal labeling system among local businesses. As implemented in the Ubud and Kuta tourist areas, the collaborative model involving religious and cultural leaders in education has effectively overcome concerns about potential conflicts with local cultural identity ([Basyir, 2016](#); [Parmini et al., 2023](#); [Suartika, 2005](#)). Previously, some local businesses and communities were concerned that implementing halal labelling could threaten existing cultural traditions and values. However, involving local leaders in the education process has reduced resistance and made it clear that the halal

labelling system does not conflict with local culture but can go hand in hand with existing values. Although challenges remain, such as adjustments to existing products or menus, the success of this model shows that good communication and collaboration can reduce tension and increase acceptance.

The effectiveness of the halal labelling system in Bali can be analyzed through endogenous economic growth theory, which emphasizes the importance of innovation and efficiency improvement in driving sustainable economic growth. In the context of Bali, regulatory and institutional transformation through the establishment of Halal Centers and halal industry associations create positive externalities that strengthen the capacity of local producers and improve the competitiveness of the halal food industry. A more efficient certification process, with a reduction of 90 days to 45 days, reflects improvements in management systems that support innovation and efficiency, thereby driving productivity and local economic growth. In addition, an inclusive approach that respects local cultural values helps reduce resistance and increase acceptance of the halal labelling system, which expands the market and enhances Bali's competitiveness as a halal tourism destination. Through integrating institutional innovation, operational efficiency, and sociocultural approach, the halal labelling system plays a vital role in supporting inclusive and sustainable economic growth in Bali.

Overall, the effectiveness of the halal labeling system in promoting the transformation of the halal food industry in Bali exhibits a positive trend but still requires further improvement. To effectively implement a halal labelling system in Bali, it is essential to consider the unique local sociocultural context, particularly about Balinese culinary philosophy and practices. Balinese cuisines, such as *lawar* and *bebek betutu*, have not only nutritional value but also deep philosophical and religious significance, where ingredients such as animal blood used in *lawar* must be replaced with halal alternatives without destroying the traditional flavour. In addition, food production practices for Balinese ceremonial purposes, such as *nasi tumpeng*, often involve non-halal ingredients, so substitutions must be made to maintain cultural and ritual significance. In this case, involving Hindu religious leaders and local cultural figures in the education of the halal labelling system is crucial to reduce resistance and ensure that halal labelling is understood not only as a necessity for Muslims but also as a measure to improve product quality and hygiene. In addition, adjustments in food presentation and processing, such as the separation of cooking utensils for halal and non-halal products, must also be made to comply with halal standards. The research indicates that an inclusive approach considering the local sociocultural and economic context is key to successful implementation. It is essential to develop an implementation model that strikes a balance between national standardization and local adaptation, thereby optimizing the contribution of the halal food industry to regional economic growth in Bali.

The transformation of the halal food industry in Bali is identified in four main dimensions, as categorized and confirmed by the findings of this study:



1. Product Transformation

The analysis reveals the diversification of halal food products that incorporate traditional Balinese elements with halal standards. For example, duck betutu, chicken betutu, and other more affordable product variants have been modified to meet halal standards without losing the authentic taste. Data from the Bali Provincial Industry and Trade Office (2024) recorded a 37% increase in the development of halal food products inspired by traditional Balinese cuisine. Halal food product innovation in Bali focuses not only on adapting traditional recipes but also on developing new products that cater to contemporary Muslim market preferences. This transformation has significantly strengthened Bali's tourism competitiveness by diversifying its appeal beyond the traditional market (Perguna, Irawan, et al., 2021). With halal certification, visitors from out-of-town areas, such as Java, who are predominantly Muslim, can purchase products labeled halal without hesitation.

2. Process Transformation

From a process perspective, there is standardization and improved quality control throughout the food production chain. Food producers in Bali's main tourist areas have implemented a halal assurance system that is integrated with their quality management system. Halal certification is important because respondents recognize that a halal certification label guarantees a product's halal status as a reliable indicator of halal restaurants (Astutik et al., 2021). Analysis of Badan Penyelenggara Jaminan Produk Halal's (2024) report reveals an increase in the number of internal halal auditors trained in Bali from 2020 to 2024, indicating a strengthening of the internal capacity of producers to implement halal standards. Process transformation also includes modifying traditional processing techniques to meet halal requirements. Products processed correctly can change from haram to halal if they are sourced from halal-certified producers and processed according to Islamic instructions (Annisa et al., 2024).

3. Marketing Transformation

The marketing dimension is undergoing significant changes, focusing on segmenting the Muslim market and developing new value propositions. The emergence of "halal tourism package" strategies that integrate Muslim-friendly accommodations, culinary experiences, and tourist attractions. This approach is increasingly popular in destinations like Indonesia and non-Muslim countries such as South Korea. The key to the success of this strategy is to ensure that all elements of the trip align with Shariah principles and the needs of Muslim travelers (Battour & Ismail, 2016; Soewito et al., 2023). Data from the Bali Provincial Tourism Office (2023) shows an 83% increase in restaurants and cafes featuring halal labels in their marketing strategies. Culinary businesses in Bali have

adopted a multi-channel marketing approach, with a particular emphasis on digital platforms targeting both domestic and international Muslim tourists. Halal certification can offer practical benefits to companies, including maintaining integrity in the supply chain, creating a competitive advantage, and fostering trust in the sourcing, preparation, and handling processes. It can be used as a marketing strategy to prioritize the quality and safety of a company's products (Siri, 2023).

4. Institutional Transformation

An integrated halal food industry supports ecosystem is formed at the institutional level. The Indonesian Sharia Economic Master Plan (2019–2024) document notes the establishment of Halal Centers in two universities in Bali, which function as centers for research, education, and halal certification assistance. The formation of the Bali Halal Food Producers Association facilitates collaboration between business actors and access to wider market opportunities (Suaidi et al., 2025). The Bank Indonesia Bali Representative Office's (2022) report identifies increased access to financing for MSMEs oriented towards halal products through both sharia and conventional financing schemes.

Table 3

Policy Implications Based on Dimensions of Transformation

Dimensions	Policy Implications
Products	Formulation of policies that support halal product innovation, combining the unique local flavors of Bali with halal standards.
Process	Strengthening of quality management systems and training for producers to meet halal standards in the production process.
Marketing	Incentivizes businesses to adopt halal marketing strategies and expand market reach through digital platforms.
Institutional	Establishment of halal education and training centers in other provinces to strengthen the halal ecosystem more broadly.

Source: Secondary data. Authors' analysis.

Transformations in the institutional dimension, such as the establishment of Halal Centers in two universities and an association of halal producers in Bali, strengthen institutional capacity in supporting the implementation of halal standards. These establishments also improve MSMEs' access to financing through sharia and conventional schemes, which aligns with Barro & Sala-i-Martin's (2004) theory that public policies that improve the incentive structure and efficiency of resource allocation can contribute to long-term economic growth. Bali strengthens its competitiveness in an increasingly inclusive halal industry ecosystem with an approach that strengthens collaboration between institutions. The transformation of the halal food industry in Bali reflects the application of endogenous economic growth theory, where adopting halal standards and institutional innovation contributes to sustainable economic growth.



Innovations in products, processes, marketing, and institutions drive efficiency, expand market segments, and improve Bali's competitiveness as a halal tourist destination, ultimately diversifying the local economy and strengthening the tourism sector.

Economic Impact of Halal Food Industry Transformation in Bali

The transformation of the halal food industry has a positive impact on local economic growth in Bali through three main mechanisms:

1. Growth and Positive Perceptions of Muslim-Friendly Tourism in Bali

The growth of Muslim tourists, both domestic and international, visiting Bali has shown a steady increase in recent years, driven by rising demand for halal tourism experiences and the island's efforts to provide more Muslim-friendly facilities such as halal-certified restaurants, sharia-compliant accommodations, and prayer spaces. Although Bali's majority Hindu population shapes its distinct cultural atmosphere, Muslim tourists are estimated to make up about 10 percent of the total visitors to Bali, with their numbers continuing to grow alongside greater global interest in halal travel. This segment's significance is reflected in the expanding availability of services that cater to their needs, further contributing to the overall inclusiveness and diversity of Bali's tourism industry ([A. Z. Putri & Alawi, 2024](#); [Rasyid et al., 2024](#); [The Bali Sun, 2024](#)). Halal can also be interpreted positively, especially in the context of meeting the needs of Muslims, improving the regional economy, expanding consumer market segmentation, especially in the field of culinary tourism, and gradually changing the image of Bali as a non-halal tourist destination ([Fischer, 2011](#)). The number of halal stalls in Bali suggests that the concept of halal can have a positive connotation. The presence of many halal kiosks in Bali, especially in Denpasar, shows that the concept of halal is increasingly accepted and has a positive connotation, especially in supporting tourism and meeting the needs of Muslim tourists.

2. Increased Product Value Added

The transformation of the halal food industry encourages an increase in product-added value through differentiation and certification. Halal-certified food products in Bali have an average price premium of 15-25% compared to similar products that are not certified. The Bali Provincial Industry and Trade Office report ([2023](#)) noted a 31% increase in exports of halal-certified processed food products from 2020 to 2023, indicating a strengthening of local product competitiveness in the international market. Government programs are necessary to elevate the prestige of local food to a global level, and government policies are required to preserve local food. The government has made various efforts to introduce local Indonesian food, including making Bali a culinary destination and holding culinary festivals in various regions in Bali and other parts of the country, such as the Serpong Culinary Festival in 2022, with the

theme "Bali Heritage Indonesia Spice up the World." This indicates that traditional Balinese cuisine has begun to gain recognition in Bali, as well as at the national and international levels. Similarly, the culinary festival at the Ubud Food Festival is a regular event that aims to elevate Bali on the international culinary map (Suardani et al., 2023).

3. Strengthening Tourism Competitiveness

The availability of halal food products improves Bali's competitiveness as an inclusive tourist destination. Bali's tourism competitiveness index in the "inclusivity and accessibility" parameter increased by 3.7 points from 2019 to 2023 (Diwyarthi et al., 2024). Dabphet's (2021) research identified, that the availability of halal food products was a deciding factor in visiting decisions for 73% of Muslim tourists surveyed, tourism that provides products and services tailored to meet the needs of Muslim tourists, including halal-certified food, prayer facilities, gender-segregated recreation areas, and non-alcoholic environments. Developing a halal ecosystem in Bali strengthens its competitive position against similar tourist destinations in Southeast Asia. Bali ranks as the highest destination for foreign tourists. Halalization in Bali tends to expand the tourism market without reducing the interest of foreign tourists, if it maintains the uniqueness of Balinese culture and its implementation is not exclusive. The balance between service innovation and cultural preservation is the key for Bali tourism to remain inclusive and attractive to various tourist segments. The availability of halal products and government responsibility for the availability of halal products are the most dominant indicators in explaining Muslim awareness of halal travel expenditure and tourism consumption (Devi & Firmansyah, 2019).

The transformation of the halal food industry in Bali demonstrates the application of endogenous economic growth theory, where institutional innovation, strengthening producer capacity, and providing products that meet market demand strengthen the competitiveness of Bali's local economy and tourism. Innovation in halal products, process quality improvement, and policies that support the development of halal ecosystems drive more sustainable and inclusive economic growth.

Theoretical Implications and Contributions

This research provides important policy implications, namely the need to adjust national regulations to the local context through a bottom-up approach involving local stakeholders. In addition, it is necessary to develop contextual facilitation and technical assistance programs, considering local MSMEs' characteristics, as well as strengthening multi-stakeholder collaboration between regulators, industry players, religious and cultural leaders, and educational institutions in developing an inclusive halal industrial ecosystem. In addition, this study makes a theoretical contribution by developing a labeling system effectiveness model that integrates regulatory, sociocultural, and economic dimensions, thereby enriching the literature on industrial transformation and



endogenous economic growth by enriching the literature on the halal labeling system, especially in the context of non-Muslim majority areas, such as Bali. The findings expand the understanding that the halal labeling system is not only a guarantee of product quality but also a catalyst in food industry transformation and local economic growth. The study also links the adoption of halal standards to endogenous economic growth theory, demonstrating how innovations in the halal food sector can generate positive externalities, expand markets, and enhance regional economic competitiveness. Another contribution is the development of an effective model for the halal labeling system, which can be applied in other sectors, particularly in tourist destinations with similar characteristics, thereby increasing the economic growth and sustainability of the halal industry.

Practical Implications and Recommendations

Practical implications for industry players include developing product innovation strategies that balance local culinary authenticity with halal standards, implementing a halal assurance system integrated with the quality management system, and developing marketing strategies that emphasize the value of inclusiveness and diversity. The findings of this study provide an empirical foundation for developing an inclusive halal industry model in non-Muslim majority regions, with Bali serving as a case study that demonstrates how an adaptive approach to implementing a halal labeling system can optimize its contribution to industry transformation and regional economic growth.

Based on the research findings on the Transformation of the halal food industry in Bali Province, the following three main recommendations are most important to be implemented: First, the establishment of a multi-stakeholder collaborative institutional system that integrates BPJPH, MUI, Bali Provincial Government, industry associations, and Balinese traditional institutions. This collaboration is crucial for developing a halal labeling system implementation approach that is adaptable to the Balinese sociocultural context, minimizes potential cultural conflicts, and maximizes acceptance among local businesses. This forum should regularly roll out policy implementation and develop context solutions to specific challenges on the ground. Second, a comprehensive facilitation development program for food MSMEs in Bali, including gradual technical assistance, economic incentives, and simplified certification procedures. The program should be tailored to the characteristics and capacity of local MSMEs, including subsidization of certification fees, documentation assistance, and implementation of a halal assurance system that is integrated with local production practices. This gradual and structured approach can overcome the primary barriers to implementing halal certification, namely limited funds, knowledge, and the complexity of procedures. Third, the launch of the "Halal-Bali" culinary innovation initiative encourages the development of halal food products inspired by traditional Balinese cuisine while maintaining philosophical values and local wisdom. This initiative must be integrated with Bali's halal tourism development strategy through the establishment of a digital halal culinary map, the development of food hubs in key tourist destinations,

and the promotion of halal culinary tour packages in Bali. This innovative approach will not only strengthen the diversification of halal food products but also increase the competitiveness of Bali tourism in attracting domestic and international Muslim tourist segments.

CONCLUSION

Based on the study results, the halal labeling system has proven effective in encouraging the transformation of the halal food industry in Bali Province, with significant improvements noted in four key dimensions: product, process, marketing, and Institutionalization. The implementation of the halal labeling system, despite facing challenges such as limited understanding among business actors, concerns about cultural conflicts, and the complexity of procedures, has created positive economic impacts by expanding market segments, increasing product-added value, and strengthening tourism competitiveness. The results show a significant transformation of the halal food industry in Bali in four main dimensions: product, process, marketing, and institution. The high growth in the number of halal certifications (more than 1900% in five years), increasing market segmentation, and the contribution of Muslim tourist revenue are strong empirical evidence of the effectiveness of the halal labeling system. The growth of Muslim tourist visits by 42%, and the contribution of the Muslim tourist segment to Bali's tourism revenue, which increased from 8% to 17%. However, the research findings indicate that the successful implementation of the halal labeling system in Bali relies heavily on an inclusive approach that respects and integrates local cultural values, as evidenced by the higher adoption rate of the facilitation program using the cultural approach compared to the conventional approach.

Limitations of the Study

This study has several limitations. First, this research does not include a deeper analysis of the differences in perceptions between various social and cultural groups in Bali towards halal labeling. Second, this study has not examined the impact of the halal labeling system on competition between large businesses and micro, small, and medium-sized enterprises (MSMEs) in Bali. Third, while document study is crucial, it also requires further triangulation, where qualitative studies, such as interviews with various stakeholders, can provide a richer and more profound context on this topic. Fourth, this research does not include primary data-based analysis, such as fieldwork or Focus Group Discussions (FGDs), which can deepen understanding of the impact of halal labeling on various sectors.

Recommendations for Future Research

Future research can focus on several important areas to deepen the understanding of the halal labeling system. First, an analysis of the macroeconomic impact of halal labeling, especially on local economic growth and its contribution to economic diversification in Bali, needs to be further explored. Additionally, research examining the gap between the demand and availability of halal products in Bali would be beneficial

in understanding the challenges faced by Muslim businesses and consumers. Research comparing the effectiveness of halal labeling policies in Bali with those in other regions with different socio-cultural characteristics can also provide further insights into successful adaptation strategies. Furthermore, research on utilizing technology to streamline and expedite the halal certification process, such as through digital platforms or blockchain, would be beneficial in enhancing the efficiency of the halal labeling system. Finally, it is essential to examine the impact of halal labeling on non-Muslim consumers' perceptions, particularly regarding product quality and safety, which can help expand the halal product market more inclusively. For future research, exploring the use of mobile-based applications to verify the halalness of products in real-time could be an interesting area, given its potential to improve efficiency and transparency in the halal labelling system.

Author Contributions

Conceptualization	A.N.H. & A.S.	Resources	A.N.H. & A.S.
Data curation	A.N.H. & A.S.	Software	A.S.
Formal analysis	A.S.	Supervision	A.N.H. & A.S.
Funding acquisition	A.N.H.	Validation	A.N.H. & A.S.
Investigation	A.N.H. & A.S.	Visualization	A.N.H. & A.S.
Methodology	A.N.H.	Writing – original draft	A.N.H. & A.S.
Project administration	A.N.H. & A.S.	Writing – review & editing	A.N.H. & A.S.

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Informed Consent Statement

Informed consent was not required for this study.

Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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Conflicts of Interest

The authors declare that they have no financial or personal interests that could influence the research results presented in this article.

Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

During the preparation of this work, the authors used DeepL and Grammarly to translate from Bahasa Indonesia into American English, thereby improving the clarity of the language and readability of the article. After using these tools, the authors reviewed and edited the content as needed and took full responsibility for the content of the published article.

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