

## MAQĀṢID AL-SHARĪ'AH AL-SHATIBI IN THE DIGITAL ERA: CONTEMPORARY PERSPECTIVES ON HALAL LIFESTYLE AND TECHNOLOGY IN INDONESIA

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### Abstract

**Purpose** - This research aims to analyze the application of Maqāṣid al-Sharī'ah principles according to al-Shatibi in the context of the halal lifestyle in the digital era. The main focus of this research is how digital technology, such as halal e-commerce platforms and digital halal marker applications, can facilitate access and transparency of halal products. In addition, this study examines the relevance of Maqāṣid al-Sharī'ah principles in the contemporary Islamic legal framework in facing the challenges of regulation and validity of halal information.

**Methods** - This research uses a qualitative method with a literature review approach and case analysis. Data is collected through literature studies related to digital halal regulations and studies on technology implementation in supporting halal lifestyles.

**Findings** - The results show that digital technology plays a role in strengthening halal lifestyles through innovations that increase accessibility and transparency. However, challenges such as unverified information, evolving regulations, and potential deviations from Shariah principles must be addressed. Collaboration between government, industry, and society is key to overcoming these challenges.

**Contribution/Limitation** - This research contributes to understanding the relationship between Maqāṣid al-Sharī'ah, digital technology, and contemporary Islamic law in supporting halal lifestyle. However, this research is still limited to literature analysis and does not include empirical research on halal technology users in Indonesia.

**Originality/Value** - This research offers new insights into the integration of technology in the principles of Maqāṣid al-Sharī'ah in contemporary Islamic law.

**Keywords:** Maqāṣid al-Sharī'ah; Halal Lifestyle; Technology Challenges; Halal Regulations

## Abstrak

**Tujuan** - Penelitian ini bertujuan untuk menganalisis penerapan prinsip-prinsip *Maqāṣid al-Sharī'ah* menurut al-Shatibi dalam konteks gaya hidup halal di era digital. Fokus utama penelitian ini adalah bagaimana teknologi digital, seperti platform e-commerce halal dan aplikasi penanda halal digital, dapat memfasilitasi akses serta transparansi produk halal. Selain itu, penelitian ini mengkaji relevansi prinsip-prinsip *Maqāṣid al-Sharī'ah* dalam kerangka hukum Islam kontemporer dalam menghadapi tantangan regulasi dan validitas informasi halal.

**Metode** - Penelitian ini menggunakan metode kualitatif dengan pendekatan tinjauan pustaka dan analisis kasus. Data dikumpulkan melalui studi literatur terkait regulasi halal digital serta kajian terhadap implementasi teknologi dalam mendukung gaya hidup halal.

**Temuan** - Hasil penelitian menunjukkan bahwa teknologi digital berperan dalam memperkuat gaya hidup halal melalui inovasi yang meningkatkan aksesibilitas dan transparansi. Namun, tantangan seperti informasi yang tidak terverifikasi, regulasi yang masih berkembang, serta potensi penyimpangan dari prinsip syariah perlu diperhatikan. Kolaborasi antara pemerintah, industri, dan masyarakat menjadi kunci dalam mengatasi tantangan ini.

**Kontribusi/Keterbatasan** - Penelitian ini berkontribusi dalam memahami hubungan antara *Maqāṣid al-Sharī'ah*, teknologi digital, dan hukum Islam kontemporer dalam mendukung gaya hidup halal. Namun, penelitian ini masih terbatas pada analisis literatur dan belum mencakup penelitian empiris terhadap pengguna teknologi halal di Indonesia.

**Keaslian/Nilai** - Penelitian ini menawarkan wawasan baru mengenai integrasi teknologi dalam prinsip *Maqāṣid al-Sharī'ah* dalam hukum Islam kontemporer.

**Kata kunci:** *Maqāṣid al-Sharī'ah*; Gaya Hidup Halal; Tantangan Teknologi; Regulasi Halal

## INTRODUCTION

Along with the rapid development of information technology and digitalization that changes human lifestyles, the principle of halal living is increasingly becoming a significant concern for Muslims throughout the world, especially in Indonesia, which has a Muslim-majority population (Hannan & Mursyidi, 2023). In this context, *Maqāṣid al-Sharī'ah*—the goals of sharia, which include the protection of religion, life, mind, descendants, and property—becomes an essential foundation in understanding how a halal lifestyle can be applied in the digital era.

Halal lifestyle is not only limited to food and beverage aspects but also includes consumption decisions in the fields of fashion, finance, tourism, and entertainment (Ahyani et al., 2021;

Naisabur et al., 2024; Solehudin et al., 2024; Solehudin & Ahyani, 2024). The digital era offers both opportunities and challenges in the application of these principles, which requires a deep understanding of how technology can support or even threaten the achievement of *Maqāṣid al-Sharī'ah* (Ammerman & Smith, 2023).

This study aims to explore how the harmonization of halal lifestyle can be realized in the digital era with a focus on the transformation and innovation that has emerged, as well as the challenges faced in Indonesia. This study is expected to provide in-depth insights into how digital technology can be utilized to support the halal lifestyle in Indonesia and offer guidance for individuals, industries, and the general public in dealing with these changes.

As part of this effort, it is essential to identify existing research gaps in understanding the relationship between technology and *Maqāṣid al-Sharī'ah*. One significant gap is the availability of comprehensive quantitative data to investigate the adoption and use of halal digital platforms across different segments of society, such as age, income, and geographic location (Slamet et al., 2022; Yichen & Chuntian, 2024). This lack of data hinders an in-depth understanding of consumer preferences and the effectiveness of digital initiatives in driving halal lifestyle changes.

Furthermore, another gap in the research is the impact of digital transformation on halal certification. Although advances in digital technology offer new opportunities in the halal certification process, empirical studies examining its effects on efficiency, public trust, and international recognition of halal certification in Indonesia are still limited (Jubaedah et al., 2023; Sun et al., 2024). This lack of research hinders the development of a more transparent and effective certification system to support the growth of the halal industry in the digital era.

In addition, a deeper understanding of consumer behavior and digital platforms is also needed to understand how these factors influence consumer decisions regarding halal products and services accessed through digital platforms (Tedjakusuma et al., 2023; Sandikci et al., 2024). This research

should explore the factors that influence consumer trust in digital halal offerings and the role of digital media in shaping purchasing decisions (Di Novi et al., 2024; Pietrasik et al., 2024).

Technological innovation in the halal industry is also an important area that requires further research. Although Indonesia has great potential to implement technologies such as blockchain and artificial intelligence in the halal supply chain, the lack of research on the feasibility, challenges, and potential impacts of these technologies limits the development of solutions that can improve the efficiency and reliability of halal products in the digital market (Novita et al., 2022; Wahyuni et al., 2024).

In addition, there is a need to develop a clear and adaptive regulatory and policy framework to ensure compliance with halal principles in the digital era (Cheung et al., 2023; Qian et al., 2024). Research on the extent to which existing regulatory frameworks can accommodate the challenges and opportunities of digital transformation in the halal sector in Indonesia is still lacking, and comparative studies with other countries that have adopted digital halal initiatives can provide valuable insights for policymakers.

Lastly, this study also identified a gap in understanding digital halal initiatives' social and cultural impacts. The introduction of digital platforms that support halal lifestyles can influence cultural norms, values, and practices in

Indonesian society (Moshin et al., 2020; Lombardozzi, 2023; Salaheldeen et al., 2024; Abd Halim et al., 2024). Therefore, such studies can reveal how digital halal trends affect individual identities, community dynamics, and cultural perceptions.

## METHOD

In this study, researchers use a qualitative approach to explore *Maqāṣid al-Sharī'ah* in the digital era, focusing on halal lifestyle and technological challenges in Indonesia. This approach allows them to understand how Sharia principles apply in a rapidly evolving digital context. One of the primary data collection techniques involves document analysis. Researchers review various relevant documents, such as annual reports from halal digital platforms, halal certification policy documentation, and research reports from related institutions.

These documents provide information on existing policies, regulations, and innovations in the halal industry and how digital technology supports or hinders the implementation of halal principles. Additionally, researchers conduct observations to examine activities on halal digital platforms directly. During these observations, they focus on technological features supporting halal tenets, such as product search filters, digital certification features, and user interactions with the platform. These observations help them understand how

digital technology is implemented in daily practice and how these features support the halal lifestyle. Researchers document field notes and screenshots from digital platforms for further analysis.

Literature study will also be an essential part of this research method. Through an in-depth literature review, the researcher will collect information from various sources, such as scientific journals, textbooks, conference articles, and online publications. This literature will include previous studies on *Maqāṣid al-Sharī'ah*, the halal lifestyle, and the impact of digital technology. This process involves searching and analyzing academic sources through databases such as Google Scholar, JSTOR, and ProQuest to gain theoretical and empirical perspectives on the research topic.

Social media analysis will also be applied to explore people's views on halal lifestyles and digital technology. In this technique, the researcher will examine content posted on social media platforms such as Instagram, Twitter, and Facebook. The analysis will focus on posts, comments, and reviews related to halal products and services and conversation trends regarding technological innovations in the halal industry. Social media analytics tools such as Hootsuite and Google Trends will be used to collect data, which will then be analyzed to identify key themes in public discussions about halal and technology.

Case studies of several halal digital platforms will also be conducted to explore how these platforms implement halal principles and overcome challenges in the digital industry. Researchers will analyze various halal e-commerce platforms, digital halal certification applications, and blockchain technology used in the supply chain. This analysis focuses on how these platforms integrate Sharia principles into operations and overcome existing technological challenges. Information will be collected from the platform's official websites, annual reports, and existing case studies and analyzed to evaluate the effectiveness and challenges of implementing halal technology.

To ensure the validity and reliability of the study, researchers will use data verification techniques by member checking, where initial findings are consulted back with data sources to ensure accuracy of interpretation. Documentation of the research process will be carried out in detail to maintain transparency, and peer debriefing will be used to increase the consistency and objectivity of data analysis. This research will also adhere to ethical principles, including obtaining informed consent from case study participants and maintaining confidentiality of the data collected.

With this approach, the research is expected to provide in-depth insights into how *Maqāṣid al-Sharī'ah* is implemented in the digital era, as well as the challenges and opportunities faced

in harmonizing halal lifestyle in Indonesia. These data collection techniques are designed to provide a comprehensive picture of the interaction between Sharia principles and digital technology and to explore innovative ways to support halal lifestyles in the digital era.

This explanation covers various data collection techniques that can be used in research without involving interviews, focusing on document analysis, observation, and case studies.

## **RESULTS AND DISCUSSION**

### **Transformation of Halal Lifestyle in Indonesia in the Digital Era**

In the digital era, the transformation of the halal lifestyle in Indonesia illustrates a significant shift in how individuals access, choose, and practice the principles of *Maqāṣid al-Sharī'ah* in their daily lives. *Maqāṣid al-Sharī'ah*, or the primary objectives of Islamic law, direct Muslims to live a life in harmony with the principles of shariah, which include aspects such as justice, welfare, and obedience to the laws of Allah. This transformation reflects how digital technologies, such as e-commerce platforms and mobile applications, have revolutionized the access and consumption of halal products and services. For example, e-commerce platforms such as Zilzar, Muslimarket, and Halal Dining Club help consumers find and purchase halal products more easily and quickly than traditional shopping methods. These platforms not

only offer a wide range of product categories, including food, fashion, cosmetics, and tourism but also allow consumers to access more transparent information about the halal status of the products they purchase, in line with the *Maqāṣid al-Sharī'ah* which emphasizes the importance of transparency and fairness in transactions.

In addition to e-commerce, mobile applications such as HalalTrip and food delivery applications such as DeliverEat and GrabFood make it easier for consumers to find halal restaurants and order halal food quickly and conveniently through their smartphones. These applications support the *Maqāṣid al-Sharī'ah* by offering convenience in meeting daily halal needs and educating the public about halal options available around them.

Social media is also a key factor in this transformation, with influencers and religious bloggers using platforms like Instagram and YouTube to share halal product reviews, recommend halal restaurants, and provide tips on halal lifestyles. These activities not only promote halal products but also build awareness of the principles of sharia in everyday life, supporting *Maqāṣid al-Sharī'ah* by increasing people's knowledge and understanding of halal products and services.

However, this digital transformation also faces significant challenges. One of the main challenges is the harmonization of halal standards across countries that often differ, which can hinder the global

expansion of halal products from Indonesia. In addition, fake or unauthorized halal products are a serious problem that must be addressed to maintain consumer trust and ensure that products in the market meet the established halal standards.

In the context of Indonesia, where the majority of the population is Muslim, the transformation of halal lifestyles in the digital era reflects changes in consumption patterns and religious identities of the community. Digitalization provides an opportunity to strengthen local values while remaining connected to global trends, encouraging collaboration between government, industry, and society to face challenges and take advantage of opportunities in the digital era. Through this collaboration, Indonesia can optimize the potential of technology to support a halal lifestyle that is in line with the principles of *Maqāṣid al-Sharī'ah*, strengthen the role of the state in the global halal economy, and develop innovative solutions for the needs of halal consumers in the future.

Overall, the transformation of halal lifestyles in the digital era reflects the dynamics of globalization and how technology can be used to support Sharia principles in everyday life. This change creates opportunities for startups and local entrepreneurs to innovate and provide better halal solutions to society while addressing emerging challenges ethically and sustainably.

## **Technological Innovation in Ensuring Compliance with Halal Principles in Indonesia**

Technological innovation has played a key role in ensuring compliance with halal principles in Indonesia, especially in this digital era. Digital technologies such as QR code-based halal certification applications, and blockchain have become key tools in ensuring the authenticity and transparency of halal products in the market. QR codes, for example, have been widely implemented as a modern halal labeling method.

Manufacturers and distributors can attach QR codes to their product packaging, which consumers can scan using their smartphones to access detailed information about the product's halal status, including certification, raw materials, production processes, and compliance with applicable halal standards. The use of QR codes not only makes it easier for consumers to verify the halalness of products but also increases transparency in the halal product supply chain, supporting the principles of *Maqāṣid al-Sharī'ah*, which emphasize fairness and transparency in business transactions.

In addition to QR codes, blockchain technology has also emerged as a significant breakthrough in ensuring the integrity of halal products from the production stage to the consumer. Blockchain functions as a distributed digital ledger that records every transaction or event in the supply chain

in a transparent and immutable manner. In the context of halal products, this technology allows for recording every step in the supply chain, from raw material procurement to distribution and sale. The main benefit of blockchain is its ability to store information that cannot be manipulated, so consumers can access the complete history of products to verify their halal compliance independently. This technology also helps improve efficiency in detecting and handling counterfeit or illegitimate halal products in the market, supporting the principles of *Maqāṣid al-Sharī'ah* in maintaining public trust and the integrity of the halal industry.

However, although QR code and blockchain technology offer various benefits, challenges still need to be overcome. One of the main challenges is the availability of adequate and affordable technological infrastructure for all parties in the halal supply chain. In addition, education and awareness about the benefits and uses of this technology are also essential for manufacturers, distributors, and consumers to ensure that all parties can utilize this technology effectively. Therefore, the government, industry, and society need to work together to adopt these new technologies to overcome the challenges and take advantage of the opportunities the digital era offers.

Technological innovation is crucial in ensuring compliance with halal principles in Indonesia. Technologies

such as QR codes and blockchain not only help in terms of transparency and verification of the halal status of products but also contribute to the development of the halal industry as a whole. These technologies encourage better compliance with halal standards, increase consumer confidence, and accelerate the certification process for halal products. On the other hand, these technologies also open up opportunities for more sustainable halal industry development and economic growth by facilitating access to global markets and ensuring fairer access to halal information and products throughout Indonesia. Through this approach, it is hoped that Indonesia can optimize the potential of technology to support the growth of the halal sector and fulfill the main objectives of *Maqāṣid al-Sharī'ah* in this digital era.

### **Collaboration as a Solution to the Challenges of Implementing a Halal Lifestyle in Indonesia in the Digital Era**

This discussion shows that cross-sector collaboration between government, industry, and society is crucial to overcoming the challenges of implementing a halal lifestyle in Indonesia in the digital era. This collaboration covers various dimensions, from developing effective regulations technological innovation, to public education. With this integrated approach, Indonesia can harness the potential of technology to support a

halal lifestyle while maintaining the underlying religious values and principles (Alzeer et al., 2020; Farouk, 2023).

### ***The Role of Government in Developing Regulations***

The government has a central role in developing clear and compelling regulations related to digital halal certification. These regulations must include guidelines that comply with international standards and are responsive to technological developments and local market needs (Zaman et al., 2023). With consistent and comprehensive regulations, the government can provide the necessary framework for industry players to meet halal standards both at the national and international levels. In addition, the government is also responsible for facilitating dialogue between various parties to create a conducive business environment for the development of a better halal ecosystem (Ma & Yang, 2024).

### **Technological Innovation by Industry and Startups**

Industry and startups play a crucial role in creating innovative technological solutions to ensure compliance with halal principles. Technologies such as blockchain to provide supply chain transparency or QR code applications to facilitate product halal verification are concrete examples of how innovation can support the implementation of a halal lifestyle in a digital context



(Carrasco et al., 2022). Collaboration between industry and government is also crucial in developing the technological infrastructure needed for the widespread implementation of these solutions throughout Indonesia. These efforts must include the development of digital platforms that are equally accessible and training for business actors so that they can utilize the technology effectively (Zakaria & Shoid, 2023).

### ***Public Education and Public Awareness***

Public education and increasing awareness of the importance of a halal lifestyle in the digital era are crucial components in building a strong foundation for implementing a halal lifestyle. Educational programs targeting consumers, producers, and distributors will help reduce misunderstandings and increase trust in halal products available in the market (Ghazali et al., 2022). Through structured educational programs, the public will better understand how to choose products and services that comply with halal principles and avoid inaccurate information (He et al., 2023).

### ***Consumer Supervision and Protection***

Effective collaboration between government and industry can strengthen supervision of compliance with halal principles. This collaboration can increase consumer protection against non-halal or counterfeit products, creating a safer and more trustworthy

environment for Muslim consumers to choose halal products (Briggs et al., 2020). These efforts include developing effective monitoring mechanisms and strict law enforcement against violations of halal principles.

Effective collaboration between government and industry can strengthen supervision of compliance with halal principles, including ensuring that products are prohibited from any ingredients or processes in Islam (*haram*), such as alcohol or pork. This collaboration can also guarantee that products meet the standards of purity, cleanliness, and ethical sourcing required by Islamic law. These principles also emphasize the importance of transparency and traceability in the production and distribution processes.

Effective monitoring mechanisms and strict law enforcement against violations like mislabeling or using non-halal ingredients will increase consumer protection against non-halal or counterfeit products. Ensuring compliance with these principles creates a safer and more trustworthy environment for Muslim consumers to choose halal products (Briggs et al., 2020). These efforts include verifying that halal certification bodies follow proper procedures and that companies adhere to halal production standards, thus supporting consumer confidence in the halal market.

## **Development of a Sustainable Halal Ecosystem**

Cross-sector collaboration can also strengthen the development of a sustainable halal ecosystem in Indonesia. This includes several important aspects, such as support for small and medium enterprises (SMEs) to enter the digital market, increasing access to halal products in various regions, and encouraging innovation in producing and distributing halal products (Sukor, 2023). Thus, this collaboration not only focuses on technical aspects but also on empowering the local economy, meeting halal standards, and creating new opportunities in the halal sector. This collaboration also plays a role in encouraging social and economic inclusion throughout Indonesia, as well as supporting economic growth in the halal industry.

## ***Community and Network Development***

Cross-sector collaboration can also expand networks and communities that support the halal lifestyle. This creates an environment where industry players, innovators, and consumers can share knowledge, experiences, and resources to strengthen each other (Izhar Ariff Mohd Kashim et al., 2023). A solid community can help overcome common challenges and accelerate the adoption of innovative solutions for the halal lifestyle.

## ***Harmonizing the Halal Lifestyle with Digital Technology***

Harmonizing the halal lifestyle with advances in digital technology is about expanding access to halal products and ensuring consistent and high-quality compliance with halal values. This transformation requires commitment and cooperation from all parties involved. With strong collaboration, including proactive support from the government in creating supportive regulations, this technological innovation by industry, and public awareness of the importance of a halal lifestyle, Indonesia can be an example of integrating religious values with advanced digital transformation (Kamaruddin et al., 2012; Boğan et al., 2023).

Harmonizing halal lifestyles is necessary to face global changes and harness the potential of the digital era. Transformation and innovation in digital technology expand access to halal products and ensure compliance with halal principles more efficiently and transparently. Although there are various challenges in this journey, cross-sector collaboration and an integrated approach can help the Muslim community and industry to jointly benefit from technological developments while maintaining the values and principles of the halal lifestyle that are important to Muslims around the world (Ma & Yang, 2024; Zhao et al., 2024).

Technological innovations such as QR codes and blockchain have positively

impacted ensuring compliance with halal principles. QR codes are used as modern halal markers that allow consumers to verify the halalness of products directly through their smartphones. In contrast, blockchain ensures transparency in the halal product supply chain. Collaboration between industries to develop these technological solutions, along with adaptive regulatory support from the government, is a crucial step to advance the Indonesian halal sector at the global level.

## CONCLUSION

In the ever-evolving digital era, the implementation of halal living principles in Indonesia faces various significant challenges and opportunities. The transformation of halal lifestyles is reflected in digital technologies such as e-commerce platforms and mobile applications that facilitate access to halal products and services and social media that increases public awareness of Sharia principles. However, significant challenges, such as the harmonization of international halal standards and the need to combat counterfeit halal products, must be addressed to maintain consumer trust and the integrity of the halal industry.

Technologies such as QR codes and blockchain play a key role in ensuring compliance with halal principles by providing greater transparency and verification in the halal product supply chain. Collaboration between

government, industry, and society is the primary solution to overcome these challenges through the development of effective regulations, technological innovation, and public education. With this integrated approach, Indonesia can harness the potential of technology to support a halal lifestyle while maintaining sharia values and strengthening Indonesia's position in the global halal market.

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