

Evaluating The Contribution Of The Halal Industry To Indonesia's Economic Growth: The Moderating Effect Of Halal Certification

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Abstract

This study examines the influence of Indonesia's halal industry and the moderating role of halal certification on national economic growth during the period 2020–2024. The research addresses a notable gap in existing literature, which has primarily focused on the direct impact of the halal industry while rarely considering the dynamic, instrumental role of certification. Utilizing a quantitative approach with Ordinary Least Squares (OLS) regression on time-series data, the analysis reveals a complex and nuanced picture. Findings indicate that, contrary to global trends, the halal food and beverages, as well as pharmaceuticals and cosmetics, sectors have a direct negative impact on economic growth. Conversely, the Muslim fashion, halal tourism, and halal media and recreation sectors demonstrate a significant positive effect. Critically, the issuance of halal certification acts as a crucial moderator, amplifying the negative effect of the food and beverage sector but strengthening the positive contributions of the other four subsectors. These results highlight that while the halal industry possesses vast potential, the current policy framework, particularly in its initial implementation phase, has yet to fully translate this potential into a consistent economic benefit. The findings provide actionable guidance for policymakers to optimize the halal certification process, mitigate short-term compliance burdens on key sectors, and strategically leverage certification as a catalyst for export-oriented growth.

Keywords : GDP, halal certification, halal industry

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