

Optimizing the Potential of Halal Media and Entertainment in Indonesia: Analysis of Opportunities, Challenges, and Strategic Steps

Baitul Hamdi⁽¹⁾, Rossy Endah Permata Sari², Sarah Syukri³, Wahyuddin Luthfi Abdullah⁽⁴⁾

¹Faculty of Economics and Business - Andalas University
Email baitulhamdi@eb.unand.ac.id

²Faculty of Economics and Business - Andalas University
Email rossyendah@eb.unand.ac.id

³Faculty of Economics and Business - Andalas University
Email sarah.syukri@eb.unand.ac.id

⁴Faculty of Economics and Business - Andalas University
Email wahyuddin.luthfi@eb.unand.ac.id

Abstract

This study aims to identify the opportunities and challenges and formulate strategies for developing halal media and entertainment in Indonesia. This research is a library research using a qualitative approach. The study was conducted by reading, reviewing, and analyzing various existing literatures, such as books, journals, news, and research findings. The study results indicate that Indonesia's main opportunities for halal media and entertainment include a significant market potential, global demand for Islamic media content, and the positive influence of social media and digital technology development. However, the industry also faces significant challenges, such as limited definitions and halal standardization, the perception that it limits creativity, the dominance of non-halal content, a lack of innovation, and challenges in filtering and monitoring digital content. To overcome these challenges and optimize potential, the proposed strategies include strengthening the regulatory framework and government policies, improving the quality and diversity of content, developing competent human resources, building an integrated industrial ecosystem, and educating and promoting halal media literacy to the public. Implementing these strategies is expected to drive the industry's growth, contribute to the national economy, and position Indonesia as a global Islamic economy hub.

Keywords: Halal Entertainment, Halal Media, Islamic Economy

1. Introduction

Today, halal media and entertainment have become the third-largest global Muslim consumer spending sector. According to *The State of Global Islamic Economic Report* 2021, global Muslim spending in the media and entertainment sector reached USD 231 billion. This figure shows a huge market potential and continues to grow compared to 2020, when it was only USD 222 billion (SGIER, 2023). This significant growth proves that halal media and entertainment are becoming increasingly important in the global Islamic economy.

Indonesia is known as a country with the largest Muslim population in the world (Agustina et al., 2024); of course, it also has a strategic and potential position in the development and growth of halal media and entertainment (Utami et al., 2021). Based on the *Global Islamic Economics Indicator Index* (GIEII) in 2023/2024, Indonesia is ranked 6th in the world, up 23 places in the Media and Entertainment Indicator (SGIER, 2023), behind Malaysia, Singapore, China, Qatar and the United Kingdom. The 2019 Survey of

consumer preferences for halal products/services also shows that Indonesian consumers are highly aware of halal media and entertainment needs, reaching 84.6% (Tilova, 2022). The high public preference for halal media and entertainment is a significant factor that can encourage the growth of this sector in Indonesia.

Picture 1. Top 10 Media and Entertainment *Global Islamic Economics Indicator* Index (GIEII) in 2023/2024



Source : (SGIER, 2023)

In this sector, Indonesia has shown promising early developments, this can be seen from several halal media and entertainment subsectors that have successfully attracted public attention such as the animations "Nussa Rara" and "Riko The Series" which provide Islamic education with contemporary practices, especially for children (Utami et al., 2021). In addition, along with technological developments, it also has an impact on the increasing number of Islamic-based films, series, music, applications and platforms, especially in the holy month of Ramadan, Islamic-based films, series, soap operas and music have grown especially at the end of this decade (Yuswohady et al., 2017). This can be seen from the film *Ayat-Ayat Cinta*, which received an audience of up to 3.6 million in 2008 (Anggraeni, 2022), where at that time the number of cinemas was not as many as they are now. The film received a MURI record with the most significant number of viewers and became the forerunner of the growth of films and entertainment based on Islamic values afterwards.

In addition to movies, along with the rapid development of information technology, the use of halal-based applications has also increased, such as *UMMA: Muslim Azan Prayer Quran*, which has been downloaded on *the Play Store* more than 10 million times, and then *Muslim Pro*, with more than 100 million downloads. In addition, the growth of Islamic platforms and sites has also begun to be of interest to Indonesians, such as *NU Online*, *Muslim—id*, and *Rumaysho.com*. In addition, the existence of *Hijrah Fest* since 2018 as an annual festival initiated by Arie Untung and Fenita Arie, aims to strengthen the halal ecosystem and encourage the growth of the sharia economy in Indonesia. This event has become one of the leading platforms for halal business actors, the Muslim community, and the wider community to share inspiration, education, and expand halal business networks (Utami et al., 2021). As shown above, the initial development and growth of

Islamic-based media, platforms, and recreation shows that the vast potential is still not optimized.

Despite its great potential, the halal media and entertainment industry in Indonesia still faces various challenges that need to be overcome, including the low public interest in Islamic-based content compared to non-Islamic content. In addition, the development of the halal media and entertainment industry is still minimal due to Indonesian government regulations that have not optimally supported this industry. Currently, regulations, policies, and laws governing the halal media and entertainment industry, specifically in Indonesia, are minimal. The government still thinks halal entertainment content is only classified as religious content, which is centred on Islamic holidays such as the Ramadan series, Eid al-Fitr, Eid al-Adha, and other holidays (Utami et al., 2021). This causes the legal umbrella in the halal media and entertainment industry to remain minimal. In addition, with a sizeable Muslim population, Indonesia should be the centre of the development of the halal media and entertainment industry globally. Reflecting on the successful growth of *halal tourism* in Indonesia in 2023, which ranked first with Malaysia out of 138 global destinations as the best halal tourism in the world according to the *Global Muslim Travel Index* (GMTI) (Yana, 2023). This success shows that Indonesia can develop a halal-based industry with the right strategy. Strategies that have been successful in the development of halal tourism can be valuable lessons for the development of the halal media and entertainment sector. Therefore, the author is interested in examining Indonesia's development, opportunities, challenges and strategies in halal media and entertainment.

Based on the above background, the formulation of the problem in the research is how to examine developments, opportunities, challenges and strategies in halal media and entertainment in Indonesia. Then the purpose of this research is to:

- a. Comprehensively identify the opportunities and challenges facing Indonesia's halal media and entertainment industry.
- b. Develop effective strategies to maximize Indonesia's potential in the halal media and entertainment industry, taking into account the successful development of the halal tourism sector.
- c. Encourage increased public awareness and participation in supporting the growth of the halal media and entertainment industry in Indonesia.

By conducting this research, Indonesia hopes to create a thriving halal media and entertainment ecosystem. This ecosystem, in turn, will significantly contribute to the national economy and strengthen Indonesia's position in the global halal industry.

2. Literature Review

a. Halal Media

Halal media includes all communication channels, whether print, electronic, or digital, which provide information, entertainment, or education in line with Sharia principles. As a source of information and education, the media supports the halal lifestyle and offers creative and up-to-date content (Hidayatullah, 2020). Various platforms, from websites and social media to streaming platforms, facilitate the dissemination of Islamic knowledge and values, enabling wider access and interaction (Haditama, 2024). In this context, the concept of "shariah media" has been proposed as an alternative to conventional Islamic media to promote social change and community welfare through Islamic values in its content (Retpitasari, 2019). The main objective of halal media is to provide informative, entertaining content and educational

and religious values for the Muslim community, which is expected to increase religious knowledge and influence the halal lifestyle of Muslim consumers (Adinegoro, 2022).

b. Halal entertainment

Halal entertainment is a leisure activity that refreshes the mind according to Sharia principles (Rahman, 2023). According to MUI Fatwa Number 108/DSN-MUI/X/2016, halal entertainment is an activity that does not contain elements of immorality, maintains ethics, pays attention to the separation between men and women who are not mahrams, and ensures that the facilities used are clean and healthy. Halal entertainment includes family tourism, amusement parks with Muslim-friendly facilities, and festivals or art performances that do not contain haram elements (Utami et al., 2021).

3. Methods

The type of research used in this research is *library research* with a qualitative approach, namely research whose object of study uses library data in the form of books as a source of data (Hadi, 2002). According to Stringer in his book *Action Research, Fourth Edition*, qualitative research is a research method that aims to obtain greater clarity and understanding of a question, problem, or (Stringer, 2014). This research was conducted by reading, reviewing, and analyzing existing literature in books, journals, news and research results. This research was conducted in Indonesia because the purpose was to find out the opportunities, challenges and strategies for the development of halal media and entertainment in Indonesia.

4. Results and Discussion

a. Opportunities

Based on the *State Of The Global Islamic Economy Report* in 2024, the total consumption expenditure of the Muslim population in the world for the halal media and entertainment industry reached 247 billion dollars in 2022. This shows that the consumption and needs of the world's Muslim community for halal media and entertainment are very high and constantly increasing from 2021 of 231 billion dollars and at the end of 2020 only 222 billion dollars. This increasing amount of consumption provides an opportunity for producers in Muslim countries to develop halal media and entertainment, including Indonesia, which has the title of being the country with the largest Muslim population in the world. The opportunities can be explained as follows:

1) Islamic Media Content Development

Globally, there is a strong push to create media content representing Islamic values in response to Western media narratives that often present a negative or biased image of Islam (Utami et al., 2021). This effort is not only aimed at correcting public perceptions, but also strengthening the identity and pride of the Muslim community, as well as a medium for da'wah of Islam itself through creative media and entertainment. One concrete example of this movement is the organization of Islamic-themed film festivals in various countries. These festivals have become important platforms to showcase works highlighting Islamic values, the Muslim experience, and the diversity of Islamic cultures worldwide. The Mosquers Film Festival, based in Edmonton, Canada, is one of the world's leading film and art festivals that explicitly aims to change how people perceive Muslims. The festival started in 2007 as an international short film competition that attracted the participation of filmmakers from various countries and showcased 10 selected

short films with Islamic themes. Mosquers also has an incubator program to support young Muslim filmmakers in developing authentic and impactful storytelling skills. In addition, the growth of Islamic content production in mass media, especially during religious moments such as Ramadan, has also increased and plays an important role in fulfilling the informational and spiritual needs of the Muslim community and starting from television for one month airing Islamic content such as Indonesian hafiz, Islamic soap operas and even Islamic lectures and studies before breaking the fast. Likewise, radio and print media produce the same thing; *content creators* also actively create religious and Ramadan content to attract audiences (Asri & Widhiandono, 2024). In addition, digital platforms such as Viu, WeTV, and video.com also participate in filling their platforms with Islamic content.

2) Expansion Through Technology

In addition, in the digital era 5.0, the unstoppable development of social media provides a way for the development of halal media and entertainment, because it can expand the distribution and access of halal media and entertainment, which makes the growth of the halal industry spread more quickly and evenly to all levels of society. Nowadays, social media is no longer a medium for sharing life or making friends; it is also a medium for da'wah and commercialization with an extensive scope. In addition, along with the development of innovation in the digital field, it is still ongoing, impacting the broader range of consumers because digital advances will make it easier to produce and distribute halal content. This is supported by the report of the Indonesian Internet Service Providers Association (APJII), which notes that the number of internet users in Indonesia in 2024 reached 221,563,479 people, or around 79.5% of the Indonesian population are active internet users (Sihombing, 2025). Social media has become the primary means for disseminating information and entertainment, including halal media and entertainment.

3) Huge Market Potential

Indonesia has enormous market potential for the halal media and entertainment industry, driven by the largest Muslim population in the world, namely 86.93% of the population is Muslim or around 238.09 million people, accompanied by a high level of public awareness of the need for entertainment by Islamic law, which is the main force driving the growth of the halal media and entertainment industry (Andani et al., 2024). This is reflected in the growth in consumption of halal products, including media and entertainment, which is projected to continue to increase up to 53% or US\$282 billion by 2025 (Utami et al., 2021).

b. Challenge

1) Limitations of Halal Definition and Standardisation

One of the biggest challenges in the halal media and entertainment industry is the absence of clear standards that apply globally or clear regulations on halal media and entertainment, especially for media such as movies, music and games (Azam & Abdullah, 2021). Each country has its standards that often differ in implementation, including halal definitions, government regulations, culture, laws, sharia interpretations, halal media indicators and criteria (Salam et al., 2023). The absence of a standardized and transparent standard regarding the boundaries of "halal" in media and entertainment is a much-discussed issue. This raises

fundamental questions about the definition of "halal" in that context: is it just about avoiding aurat and alcohol, or is it also about moral messages, values, and production involvement? This lack of clear standards has confused the media and entertainment industry. Content producers have no definitive guidelines, and consumers have difficulty determining which shows or entertainment products are "halal". Therefore, there needs to be clear regulations and standards, as well as mechanisms and regulatory frameworks created by the government and the Indonesian Ulema Council to support the growth of halal media and entertainment, and there should be policy development that supports the sustainable growth of this sector (Andani et al., 2024).

- 2) There is still a perception that halal media and entertainment are limiting creativity. In the halal media and entertainment industry, there is a challenge in maintaining a balance between creativity and compliance with the principles of Islamic law. Compliance with sharia principles (sidiq, fair, transparent, not mixing halal and haram or something prohibited by Islam) (Iskandar & Sulaiman, 2024), besides that halal media and entertainment must be free from pornography, contain violence and sadism, do not damage religious values and do not lead to despicable behavior,. Therefore, compliance with the values and principles of Sharia is essential because it maintains the integrity of Islamic values. However, many still think it can hinder expression, innovation and space for creativity, especially in making interesting and relevant works, thus creating a *mindset* that the world and halal entertainment are boring and not current. For example, in the film industry or television shows, many of these business actors avoid controversial themes or contain elements that can harass religion or smell of SARA, which leads to boycotts of film results, and raise scenes that are too sensitive. Although some people think Islamic law's rules inhibit creative space, others see these obstacles as triggering creative solutions because they encourage them to think outside the box (Acar et al., 2019).
- 3) Domination of Non-Halal Content and Lack of Innovation
 Currently, most television programs, films, or internet content in Indonesia are less in line with Islamic values. Few contain harmful elements, such as the spread of hoaxes, provocation of hatred, or the broadcast of values contrary to Islamic teachings, which include broad aspects of behaviour and ethics. On the other hand, content producers or the media industry that seeks to present Islamic or 'halal' content have not been able to produce innovative and creative works that have attracted the interest and attention of the wider community. As a result, their competitiveness is low, especially amid easy access to global content that is more varied and easily accessible (Utami et al., 2021).
- 4) Limitations in Digital Content Filtering and Monitoring
 In Indonesia, a broadcasting bill is currently being discussed, one of the objectives of which is to monitor digital content on platforms such as YouTube, TikTok, and Netflix. However, this effort to monitor and vet digital content faces several important obstacles. *First, the* Indonesian Broadcasting Commission (KPI), which has been overseeing television and radio broadcasts, does not have the authority to monitor content on these digital platforms directly; as a result, there is no official body to filter harmful content there (Indrianingsih & Budiarsih, 2022). *Second,*

Indonesia's broadcasting laws and digital regulations are lagging behind the rapid advancement of technology, and many existing regulations do not specifically regulate digital content supervision and focus more on traditional media such as TV and radio (Masduki, 2019). Third, digital content monitoring relies more on reports from the public than automated systems or proactive measures from the authorities, so much problematic content may be missed from monitoring (Indrianingsih & Budiarsih, 2022). Therefore, there is a need for clear regulations, as well as more effective, collaborative and adaptive regulatory mechanisms and frameworks to regulate and monitor cross-border digital content. Made by the government and the Indonesian Ulema Council to support the growth of halal media and entertainment, there should be policy development supporting this sector's sustainable growth (Andani et al., 2024).

c. Strategy

In order to optimize the development potential of halal media and entertainment in Indonesia and overcome the existing challenges, a comprehensive strategy involving various stakeholders is needed. The following is a development strategy for the halal media and entertainment industry in Indonesia:

1) Strengthening the Regulatory and Policy Framework

Strengthening the regulatory and policy framework is essential for advancing the halal media and entertainment industry. For this reason, the government needs to firmly push the government to formulate and pass clear, detailed, and specific regulations for this industry (Andani et al., 2024). Such regulations include comprehensive guidance on the content production process, an efficient and reliable halal certification mechanism for media products, and various attractive incentives to spur the growth of industry players. In addition, there must be policy alignment and synchronization between relevant ministries and institutions, such as the Ministry of Religious Affairs, the Ministry of Communication and Information Technology, and the Ministry of Tourism and Creative Economy, where the aim is to create a solid, mutually supportive and conducive ecosystem, which will ultimately accelerate and sustain the sustainable development of the halal media and entertainment industry in Indonesia (Robi Krisna et al., 2023), so that the goal of becoming a global halal industry growth center can be achieved.

2) Improved quality and diversity of halal media and entertainment content

Improving the quality and diversity of halal media and entertainment content is significant, especially regarding sources and information provided that must be two-sided (balanced) and credible to reach a broader and more diverse audience and strengthen this industry in the future (Aini, 2022). This encourages the production of content that is entertaining and rich in educational value and inspiration, in line with Islam's teachings and noble values. This content can come in various formats such as movies, television series, animation, music, games, podcasts, and other innovative digital content. In addition, expanding the types of halal content genres is very important to reach and attract a wider audience from various segments of society (Permatasari & Nugroho Saputro, 2024). This means that halal content is not only fixated on formal religious themes, but also penetrates popular genres such as drama, comedy, adventure, science fiction, and others, while still upholding and being within the corridors of Sharia principles. Finally,

active collaboration with creative communities, Muslim filmmakers, musicians, writers, content creators, and other creative talents is crucial to produce high-quality works authentically representing Indonesian Islamic culture's richness.

3) Human Resources Development (HRD)

Human Resources (HR) development is a key factor in driving the development and progress of the halal media and entertainment industry. Superior HR competencies are needed so that this industry can innovate and compete globally, where the primary focus is on building human resources who are adaptive, innovative, and able to absorb new knowledge to support innovation performance (Hadjri et al., 2023). This can be achieved by developing targeted education and training programs, specifically designed to produce media and entertainment professionals who not only deeply understand halal principles but are adept at applying them practically in the entire content production process. On the other hand, capacity building and empowerment of Muslim talents is also a key focus, carried out through providing continuous support and adequate platforms to hone and develop their skills across a broad spectrum of media and entertainment fields, so that quality creators are born who can contribute significantly to the progress of this industry.

4) Building an Integrated Industrial Ecosystem

Establishing and strengthening an integrated industry ecosystem is key to holistically advancing the halal media and entertainment industry. This is realized by encouraging close strategic partnerships between various stakeholders in this industry ecosystem, including producers, distributors, media platforms, Islamic financial institutions, halal certification bodies, academics, and creative communities. This partnership will create strong synergies across the value chain. In addition, providing full support for research and development (R&D) activities in halal media and entertainment is critical, aiming to produce innovations and content that is always relevant to the dynamics of the times (Muniarty et al., 2023).

5) Halal Media Education and Literacy

Equipping the public with halal media education and literacy is a fundamental step in creating consumers who are aware and critical of content. This is realized, among others, through the launch of various educational initiatives to increase awareness and understanding of the broader audience about the significance of consuming media and entertainment that aligns with Islamic rules and values (Soehardi et al., 2022). At the same time, strengthening critical media literacy is a top priority. These programs are designed to equip people with essential skills in selecting, analyzing and evaluating the content they encounter, so that they can independently select and sort out impressions or media products that are useful and of high quality and fully comply with halal principles. Thus, creating a discerning and selective audience for media and entertainment content.

With all stakeholders implementing a synergistic and sustainable strategy, Indonesia's halal media and entertainment industry can proliferate. This will provide quality entertainment, strengthen the nation's morals and ethics, and position Indonesia as the centre of the global sharia economy.

5. Conclusion

The global halal media and entertainment sector is showing significant growth in Muslim consumer spending, with Indonesia holding a strategic position thanks to its largest Muslim population and high awareness of the need for Shariah-compliant content. While the market potential is enormous and there are promising early developments through popular Islamic content, the industry faces various challenges. These include the absence of clear standards and regulations for halal media and entertainment, the perception that sharia principles limit creativity, the dominance of non-halal content in the market, the lack of innovation in halal content production, and limitations in digital content filtering and monitoring systems.

A comprehensive strategy is needed to realize Indonesia's potential as the centre of the global halal media and entertainment industry. The strategy includes strengthening the regulatory framework and government policies specific to this sector, improving the quality and diversity of halal content to make it more attractive and relevant to various segments of society, developing professional and innovative human resources in the field of halal media and entertainment, building an integrated industrial ecosystem through collaboration between stakeholders, as well as public education and media literacy to increase awareness and ability to choose halal content. By synergistically implementing this strategy, Indonesia's halal media and entertainment industry can proliferate, positively contribute to the national economy, and strengthen Islamic values.

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