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Sharia Synergy And Sustainability: A Narrative Literature Review Of Indonesia's Green Halal Ecosystem

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Abstract
The global halal industry has transformed into a dynamic economic force, yet studies that comprehensively map its ecosystem remain limited. This study synthesizes Indonesia's green halal ecosystem through a narrative literature review of 48 selected articles from Scopus and Google Scholar (2022–2026) using content analysis. Findings reveal that the green halal ecosystem emerges from the synergy of Islamic values and sustainability principles that transcend mere technical compliance, with Muslim consumer behavior shaped by the values of qana'ah, i'tidal, and the prohibition of israf, while effective business strategies rest on technology-based supply chains and halal certification harmonization through a triple helix approach. The novelty of this study lies in its conceptual framework that simultaneously integrates theological, consumer, business, and policy dimensions into a unified synthesis, with strategic implications for businesses, government, and academics in advancing Indonesia's green halal ecosystem.

Keywords: *green halal, halal ecosystem, sustainability, narrative literature review, Indonesian halal industry*
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INTRODUCTION

The global halal industry is undergoing a transformation that goes beyond merely fulfilling religious needs. Kurniawati (2023), in a comprehensive study on halal supply chains, affirms that the industry has grown into one of the most dynamic economic sectors in the world, spanning food products, cosmetics, pharmaceuticals, tourism, and Islamic finance. With a Muslim population of 1.9 billion—of whom 92% reside in countries along the One Belt One Road (OBOR) corridor—halal principles represent a global market opportunity that neither businesses nor policymakers can afford to ignore (Abbas et al., 2025). In Indonesia, this growth is reflected in the dramatic surge in halal certification applicants, from 11,103 in 2020 to 155,451 in 2023, a leap that underscores the growing awareness of businesses toward the importance of halal standards in the national business ecosystem (Lubis & Syibromalisi, 2023).

At the same time, global awareness of environmental sustainability continues to grow. Anisah (2024) reveals that the halal industry and the green economy share a synergistic relationship that mutually supports human well-being and environmental sustainability. This connection is not coincidental; it is rooted in Islamic values that inherently emphasize balance (mizan), benefit (maslahah), and the prohibition of environmental harm (fasad fil ardh). Abrori and Makki (2024) reinforce this argument by showing that halal industry management grounded in maqashid syariah inherently promotes environmental conservation as part of the collective responsibility of the Muslim community. Furthermore, Thaib (2023) asserts that developing the halal industry based on the principles of justice, benefit, and balance meaningfully contributes to inclusive economic growth and equitable social welfare.

The convergence of halal principles and sustainability has given rise to the concept of green halal, which is attracting increasing academic and practical attention. Mulyawati and Setiawan (2025) identify three main components in the implementation of green practices in MSME halal product development: green action, green food, and green donation. These three components reflect a holistic approach that not only meets halal standards but also embraces environmental responsibility. Similarly, Arifin (2022) empirically demonstrates that green halal packaging, green halal products, and halal green perceived value significantly influence Muslim consumers' green purchase intention, indicating that the market is ready to embrace environmentally friendly halal products. Gunawan and Hendayani (2024) reinforce this finding by proving that halal green awareness serves as an important mediator between consumer religiosity and the intention to purchase sustainable halal products.

From the perspective of supply chains and business strategy, several recent studies reveal both the complexity and opportunities at hand. Harsanto found that the performance of sustainable halal value chains in MSMEs is determined by four key factors: digital technology, research and development, financing, and regulation. Meanwhile, Junejo (2023) affirms that implementing a green halal supply chain in food companies constitutes a theoretical framework that not only improves production efficiency but also strengthens brand legitimacy in global markets. Priyatno and Sayuti (2025) complete this picture by showing that sustainable business models for halal products require the integration of efficient production practices, blockchain-based supply chain transparency, and global market expansion through green marketing. Karudin (2025) adds an important dimension regarding the role of halal logistics providers as incubators capable of enhancing the competitiveness and sustainable performance of halal organizations as a whole.

From the consumer perspective, purchasing behavior for sustainable halal products is shaped by factors more complex than mere religious compliance. Mardianto et al. (2025) reveal a hidden dimension of halal brands that bridges economic and spiritual values in consumer decision-making—essentially a manifestation of the Islamic savings function through the values of qana'ah (contentment), i'tidal (moderation), and the prohibition of israf (wasteful excess). Sholihah et al. (2025) enrich this understanding by identifying that personal and social factors jointly drive eco-halal consumption, where environmental awareness and social norms within Muslim communities mutually reinforce consumers' intent to choose products that are both halal and environmentally friendly. On the other hand, Rahman et al. (2024) found that green sustainability practices have a demonstrably positive effect on the financial performance of halal food companies, indicating that increasingly sustainability-oriented consumer choices also drive the profitability of businesses that adopt green halal standards.

Although both the growth of the halal industry and sustainability awareness are increasing simultaneously, research that comprehensively integrates these two aspects remains very limited. Anisah (2024) notes that academic attention to the halal ecosystem remains uneven—food and tourism sectors dominate the literature, while the pharmaceutical and halal fashion sectors remain vastly underexplored. Beyond this, bibliometric analysis reveals that although the influence of halal industry growth on achieving the Sustainable Development Goals (SDGs) is increasingly recognized, studies that explicitly link halal business strategies to sustainability dimensions remain very scarce. The majority of existing research still addresses halal and sustainability separately, with fragmented focuses on technical production aspects, halal certification, or consumer behavior in isolation. No study has yet simultaneously analyzed the market potential, consumer behavior, business development strategies, and mapping of opportunities and challenges in Indonesia's sustainable halal industry in an integrated way. To understand this ecosystem more thoroughly, this study in grounded in four conceptual frameworks as follows.

1. Concept of Sustainable Halal Products

Sustainable halal products, or green halal, constitute a concept that integrates two main pillars: compliance with Islamic sharia principles and responsibility toward environmental sustainability. Anisah (2024) defines green halal as the synergy between the halal industry and the green economy, which mutually supports human well-being and environmental sustainability. This definition goes beyond the mere fulfillment of technical halal standards to encompass dimensions of production ethics, social responsibility, and the ecological impact of the entire product life cycle.

The theological foundation of this concept is rooted in Islamic teachings that explicitly mandate environmental stewardship. The principle of khalifah fil ardh (stewardship of the earth) positions human beings as guardians and managers of nature, not merely as users. Abrori and Makki (2024) demonstrate that maqashid syariah—encompassing the protection of life (hifzh al-nafs), intellect (hifzh al-'aql), lineage (hifzh al-nasl), wealth (hifzh al-mal), and religion (hifzh al-din)—inherently promotes environmental conservation as part of the comprehensive well-being of the Muslim community. This aligns with the findings of Vidiati et al. (2025), which show that applying maqashid syariah in a sustainable agricultural ecosystem can strengthen food security through active collaboration among farmers, government, academics, and agricultural practitioners, proving that maqashid syariah principles can be concretely implemented in cross-sectoral sustainability practices. Accordingly, sustainable

halal products are not merely a business innovation, but a manifestation of comprehensive Islamic values.

Operationally, Mulyawati and Setiawan (2025) identify three main components of green practices implementation in MSME halal product development: green action (environmentally friendly actions in the production process), green food (food products that meet halal standards while being environmentally friendly), and green donation (social-environmental contributions as part of business responsibility). Together they reflect a holistic approach that makes sustainability not merely an added value, but a core component of halal product identity. Fitriani and Anisah Budiwati (2025) extend this perspective by showing that integrating Islamic values into sustainable business practices creates an authentic competitive advantage that is difficult for non-Muslim competitors to replicate.

2. Muslim Consumer Behavior Theory

Muslim consumer behavior in choosing sustainable halal products cannot be understood solely through conventional economic frameworks that rely purely on price rationality and utility. Mardianto et al. (2025) develop the concept of the hidden dimensions of halal brands, showing that Muslim consumption decisions are influenced by a savings function rooted in Islamic values: qana'ah (the attitude of being content with what one has), i'tidal (moderation in consumption), and the prohibition of israf (excessive waste). These values directly shape the orientation of Muslim consumers, who prioritize efficiency, long-term benefit, and conformity with religious principles in every consumption decision.

Sholihah et al. (2025) enrich the understanding of consumer behavior by identifying that personal and social factors jointly drive eco-halal consumption. Personal factors include environmental awareness, knowledge of sustainable halal products, and religious commitment. Social factors include subjective norms within Muslim communities, the influence of reference groups, and social pressure to engage in responsible consumption behavior. The interaction between these two factors creates a unique dynamic in which choosing sustainable halal products becomes an expression of both religious identity and environmental consciousness.

Arifin (2022) provides empirical evidence that specific product attributes such as green halal packaging, green halal product quality, and halal green perceived value significantly influence green purchase intention among consumers. This finding shows that communicating the sustainability values of halal products to consumers must be done explicitly and measurably, rather than relying solely on a halal label. Gunawan and Hendayani (2024) complete this framework by demonstrating that halal green awareness plays an important mediating role between consumer religiosity and environmental knowledge and the intention to purchase sustainable halal products.

3. Sustainable Halal Supply Chain Framework

The sustainable halal supply chain is one of the critical components that determines the integrity and credibility of halal products in consumers' eyes. Kurniawati (2023), in a comprehensive review, maps the development of halal supply chain research and finds that the greatest challenge lies in ensuring product halal status at every point in the supply chain, from raw materials, production processes, and packaging, through distribution, to the final consumer. This complexity increases further when environmental sustainability dimensions are integrated into supply chain standards.

Harsanto (2024) identifies four determinants of sustainable halal value chain performance in MSMEs: adoption of digital technology, investment in research and development, adequate

access to financing, and a conducive regulatory environment. These four factors interact to form an ecosystem that either supports or hinders the implementation of a sustainable halal supply chain. Karudin (2025) adds the important dimension of the role of halal logistics service providers as strategic incubators capable of holistically enhancing the competitiveness and sustainable performance of halal organizations.

Junejo (2023) develops a theoretical framework for the green halal supply chain, showing that integrating environmentally friendly practices into the halal supply chain not only improves operational efficiency but also strengthens brand legitimacy in global markets. Meanwhile, Febriandika (2025) introduces a circular economy approach in halal supply chain transformation in the food sector using the Analytic Network Process (ANP) method, finding that applying circular economy principles can reduce waste while creating new added value in the halal industry. Nusran (2025) completes this framework by proposing a sustainable development platform for the halal ecosystem as an alternative solution integrating technology, regulation, and community participation.

4. Sustainable Business Models for Halal Products

Sustainable business models for halal products constitute a strategic framework that simultaneously integrates economic, social, and environmental value creation. Priyatno and Sayuti (2025) develop a sustainable business model for halal products in Indonesia, showing that the success of this model rests on three main pillars: environmentally friendly production efficiency, blockchain-based supply chain transparency, and global market expansion through green marketing. This model affirms that developing sustainable halal businesses is not sufficient if it relies solely on sharia compliance, but must also consider the broader social and environmental impact.

Septiyani and Adinugraha (2025) add a creative economy dimension to the analysis of sustainable business models in Indonesia's halal industry, finding that the integration of creative economy and halal standards creates new business opportunities that have not yet been widely explored, particularly in the digital product, Islamic content, and technology-based service sectors. Meanwhile, Ernayani and Firman (2024) reinforce this argument by showing that Indonesia's halal industry transformation requires innovation that is not limited to products, but extends to process, business model, and industry ecosystem innovation as a whole.

Thaib (2023) provides a strong theoretical foundation by asserting that developing the halal industry based on the principles of justice, benefit, and balance contributes meaningfully to inclusive economic growth and equitable social welfare. From a financial perspective, Rahman et al. (2024) demonstrate that green sustainability practices positively affect the financial performance of halal food companies, providing empirical evidence that investing in sustainability is not merely a moral obligation but also a financially rewarding business strategy. Together, this theoretical framework forms a comprehensive analytical foundation for understanding and developing the sustainable halal product industry in Indonesia.

This research gap constitutes a strong imperative for a systematic and comprehensive literature review. Businesses need evidence-based strategic guidance to develop halal products that are also sustainable. Policymakers require a clear mapping of opportunities and challenges in the industry in order to design supportive regulations. Meanwhile, academics need a synthesis of the literature that can serve as a foundation for future empirical research. This literature review aims to bridge that gap by presenting a comprehensive synthesis of 48 relevant

articles, providing strategic guidance for all stakeholders in developing Indonesia's sustainable halal industry.

Based on the foregoing, this study aims to: (1) analyze the concept and development of sustainable halal products; (2) identify market potential and consumer behavior dynamics in the sustainable halal ecosystem; (3) formulate effective and adaptive business development strategies; (4) map the opportunities as well as challenges facing businesses; and (5) formulate practical recommendations for businesses, government, and academics in promoting the growth of the sustainable halal industry in Indonesia.

RESEARCH METHODOLOGY

This study employs a narrative literature review approach, a form of knowledge synthesis that enables researchers to explore topics broadly by incorporating various types of studies from diverse disciplines. The narrative review approach was selected because sustainable halal products involve diverse perspectives, encompassing religious studies, consumer behavior, business management, and environmental sustainability, making an interpretive and flexible approach more appropriate than the rigid protocols of a systematic review. Snyder (2020) explains that the narrative or semi-systematic review approach is designed for topics conceptualized differently and investigated by various groups of researchers across multiple disciplines, which prevents a full systematic review from being conducted. Nevertheless, a high-quality narrative literature review still requires a structured and transparent search process so that readers can evaluate the validity of the arguments presented, both in terms of topic and methodological perspective (Sukhera, 2020).

The literature search was conducted using Publish or Perish software (Harzing, 2020; Hong & Hallock, 2024) via two databases, Scopus and Google Scholar, from February through March 2026. The publication time frame of 2022 to 2026 was chosen to ensure the relevance of findings to the continuously evolving dynamics of the halal industry and sustainability trends. The Scopus database search used the Boolean string: "sustainable halal" OR "green halal" OR "halal sustainability", yielding 56 articles. The Google Scholar search used the Boolean string "halal berkelanjutan" OR "green halal" OR "produk halal" AND "sustainability", yielding 100 articles. The total before deduplication was 156 articles. Inclusion criteria were: (1) publications from 2022 to 2026; (2) peer-reviewed journals or SINTA-indexed journals; (3) focus on the halal industry, sustainability, halal consumer behavior, or halal business strategy; (4) available in Indonesian or English; and (5) full text accessible. Exclusion criteria included: articles irrelevant to the topic, books, book chapters, conference papers, and other non-journal documents.

RESULTS AND DISCUSSION

This section answers the research questions by presenting the results of TCFD coding for each bank, grouped by jurisdiction, followed by a cross-country synthesis that links the findings to the latest literature.

Bagian ini merupakan bagian utama artikel hasil penelitian dan biasanya merupakan bagian terpanjang dari suatu artikel. Hasil penelitian yang disajikan dalam bagian ini adalah hasil "bersih". Proses analisis data seperti perhitungan statistik dan proses pengujian hipotesis tidak perlu disajikan. Hanya hasil analisis dan hasil pengujian hipotesis saja yang perlu

dilaporkan. Tabel dan grafik dapat digunakan untuk memperjelas penyajian hasil penelitian secara verbal. Tabel dan grafik harus diberi komentar atau dibahas.

This section presents a synthesis of findings from the 48 selected articles, organized into four interrelated main themes: the concept and development of sustainable halal products, market potential and consumer behavior, business development strategies, and industry opportunities and challenges. Prior to the thematic discussion, Table. 2 presents a synthesis matrix of all analyzed articles as a comprehensive map of the literature underpinning this discussion.

Table. 2 Article Synthesis Matrix

Author (Year)	Research Focus	Source	Main Findings
Kurniawati (2023)	Halal supply chain: sustainability & operations	Scopus	Halal supply chain covers end-to-end product integrity; greatest challenge is consistency of halal standards across all supply chain nodes
Ab Talib (2023)	Sustainable halal food supply chain	Scopus	Small halal markets require flexible supply chain model adaptations while maintaining halal integrity
M.M. Rahman (2024)	Islamic ethics & sustainability halal meat	Scopus	Islamic ethical choices in halal meat consumption align with environmental sustainability principles
Junejo (2023)	Green halal supply chain Pakistan	Scopus	Green halal supply chain improves operational efficiency and strengthens global brand legitimacy
Harsanto (2024)	Sustainable halal value chain MSME	Scopus	Digital technology, R&D, financing, and regulation as determinants of halal value chain performance for MSMEs
Hasanuddin (2025)	Green halal industry Indonesia	Scopus	Importance of green halal industry in sustainable Islamic economic development in Indonesia
Febriandika (2025)	Halal supply chain circular economy	Scopus	Circular economy approach in halal food supply chain reduces waste and creates added value
Karudin (2025)	Halal logistics sustainable performance	Scopus	Halal logistics providers act as incubators to enhance competitiveness of halal organizations
Nusran (2025)	Sustainable halal ecosystem platform	Scopus	Sustainable halal ecosystem platform as an alternative solution integrating technology and community
Sochimin (2025)	Halal value chain ecosystem Malaysia	Scopus	Halal value chain model in Malaysia's ecosystem as a reference for halal industry development

Ernayani & Firman (2024)	Transformation of halal industry Indonesia	GS	Indonesia's halal industry requires simultaneous innovation in products, processes, business models, and ecosystem
MM Rahman et al. (2024)	Green sustainability halal food Malaysia	GS	Green sustainability practices positively affect financial performance of halal food companies
Arifin (2022)	Green halal packaging purchase intention	GS	Green halal packaging and green halal product significantly influence green purchase intention
T. Rahmat et al. (2024)	HRM green economy halal Indonesia	GS	HR management plays important role in Indonesia's halal industry transition toward green economy
Anisah (2024)	Green halal industry synergy	GS	Green halal is a synergy of halal industry and sustainable development that mutually supports each other
K. Aqbar et al. (2025)	Halal food industry Indonesia global	GS	Integrated strategies needed to strengthen competitiveness and global market penetration of Indonesia's halal food industry
Abrori & Makki (2024)	Halal industry environmental conservation	GS	Halal industry management based on maqashid syariah inherently promotes environmental conservation
Priyatno & Sayuti (2025)	Sustainable business model halal products	GS	Sustainable halal business model requires production efficiency, blockchain, and green marketing
MF Gunawan (2024)	Halal green awareness purchase intention	GS	Halal green awareness mediates relationship between religiosity and halal sustainable product purchase intention
R. Efendi (2025)	Green marketing halal MSME Kediri	GS	Implementation of green marketing with halal certification enhances MSME competitiveness
S. Riadi et al. (2025)	Halal eco-friendly certification SLR	GS	Harmonization of halal and eco-friendly certification as an innovation in Indonesia's sharia industry
AS Ridhzha (2025)	Climate change ecoculture halal industry	GS	Climate change impacts the halal industry ecosystem; Islamic-based adaptation is required
E. Sholihah et al. (2025)	Eco-halal consumption sustainability	GS	Personal and social factors drive eco-halal consumption in ensuring halal industry sustainability

MM Thaib (2023)	Halal industry sustainable economy	GS	Halal industry based on justice and maslahah contributes to sustainable economic growth
H. Hasriani et al. (2025)	Halal product competitive advantage HR	GS	HR management and green transformational leadership make halal products a competitive advantage
RA Marpaung (2025)	Sustainability of MSME halal food	GS	Identification of factors affecting MSME sustainability in the halal food sector
DA Septiyani (2025)	Creative economy halal industry business model	GS	Integration of creative economy and halal standards creates innovative new business model opportunities
W. Warto et al. (2025)	Green halal business Islamic entrepreneurship	GS	Green halal business as a sustainable model for Islamic values-based entrepreneurship
I. Hanifah (2025)	Green economy halal industry case study	GS	Mustika Ratu case study demonstrates integration of green economy and halal industry applicable to MSMEs
K. Amaliyah et al. (2025)	Halal cosmetic trends Gen Z	GS	Generation Z is increasingly selective about halal cosmetics; this trend opens large market opportunities
S. Utami et al. (2025)	Halal certification selling value differentiation	GS	Halal certification increases selling value and creates competitive product differentiation in food
KL Zaliha & Setiawan (2023)	Green practices sustainable halal products	GS	Green practices are a determining factor for halal product sustainability in an increasingly competitive market
RD Utami et al. (2025)	Gen Z green dot label halal cosmetic	GS	Gen Z's perception of green labels on halal cosmetic products determines their purchase preferences
F. Ramadhan et al. (2025)	Islamic HR governance halal product SME	GS	Islamic-based HR governance strengthens halal product management in MSMEs
P. Purnamasari et al. (2023)	Halal guarantee marketing ethics cosmetics	GS	Dilemma faced by global Muslim consumers in choosing vegan and cruelty-free halal cosmetics
M. Akbar et al. (2025)	Halal tourism green economy SLR	GS	Integration of halal tourism and green economy creates strong synergy of sustainability trends
H. Hilman & Aslamah (2026)	Triple helix halal certification MSME	GS	Triple helix strategy among academics, business, and government in innovating MSME halal certification ecosystem

MW Kesuma et al. (2026)	Sustainable compliance halal certification	GS	Internal audit, CAPA, and management review as pillars of sustainable halal certification compliance
AF Saragi (2023)	Halal ecosystem product development	GS	Role of halal ecosystem in supporting development and innovation of sustainable halal products
F. Fitriani & Budiwati (2025)	Islamic values sustainable business	GS	Integration of Islamic values in sustainable business practices creates authentic competitive advantage
RA Dhiya'ulhaq (2025)	Halal supply chain performance TOE	GS	Halal supply chain adoption positively affects performance through the TOE framework
Y. Muharni et al. (2025)	Halal industry SDGs bibliometric	GS	Growth of halal industry significantly contributes to achieving the Sustainable Development Goals
A. Azwar et al. (2025)	Halal economy urban 5.0 Indonesia	GS	Collaborative innovation in urban halal economy 5.0 for sustainable halal industry development
S. Miftah & Manik (2025)	Innovative strategies halal industry	GS	Innovative strategies of the halal industry in driving Indonesia's economic growth transformation
CN Setyani et al. (2025)	Halal zone strategy Islamic economy	GS	Public perception of halal zone development strategies in supporting the Islamic economy 5.0
R. Amalia et al. (2025)	MSME sustainability halal e-commerce	GS	Role of halal certification and e-commerce in promoting MSME sustainability
P. Sari et al. (2025)	Islamic principles digital tech halal SCM	GS	Conceptual framework integrating Islamic principles and digital technology for sustainable halal SCM
Mardianto et al. (2025)	Hidden dimensions of halal brand	Additional ref.	Halal brand contains savings dimensions (qana'ah, i'tidal) that shape Muslim consumer rationality

1. Concept and Development of Sustainable Halal Products

a) Definition and Conceptual Foundation

The literature synthesis shows that the concept of sustainable halal products, or green halal, has evolved from mere compliance with technical standards to a comprehensive business paradigm. Anisah (2024) defines green halal as the synergy of the halal industry and the green economy that simultaneously supports human well-being and environmental sustainability. This definition is expanded by Fitriani and Budiwati (2025), who emphasize that the integration of Islamic values into sustainable business practices creates an authentic product identity, not

merely a marketing strategy. Meanwhile, Abrori and Makki (2024) provide a strong theological foundation by showing that maqashid syariah inherently contains a mandate for environmental conservation as part of the comprehensive well-being of the Muslim community.

Operationally, Mulyawati and Setiawan (2025) identify three components of green practices implementation in MSME halal products: green action, green food, and green donation. Zaliha and Setiawan (2023) reinforce this framework by proving that green practices are a determining factor for halal product sustainability in an increasingly competitive market. Meanwhile, Warto et al. (2025) develop the concept of green halal business as a sustainable model for Islamic values-based entrepreneurship, demonstrating that sustainability and halal status are not opposing forces but mutually reinforcing ones.

b) Development of the Sustainable Halal Industry in Indonesia

The development of the halal industry in Indonesia shows a very positive trajectory. Data compiled from multiple sources indicates a dramatic surge in halal certification applicants from 11,103 in 2020 to 155,451 in 2023, reflecting continuously growing awareness among businesses. Ernayani and Firman (2024) analyze this transformation and find that the innovation required is not limited to the product level but encompasses process, business model, and ecosystem-wide industry innovation. Septiyani and Adinugraha (2025) add that the integration of creative economy and halal standards opens new business opportunities yet to be widely explored, particularly in Islamic digital content and technology-based services.

Thaib (2023) affirms that the halal industry grounded in justice and benefit principles contributes meaningfully to inclusive economic growth. Muharni et al. (2025), through a bibliometric approach, demonstrate that growth in the halal industry correlates positively with the achievement of the Sustainable Development Goals (SDGs), particularly on the dimensions of poverty reduction, decent work, and responsible production and consumption. Miftah and Manik (2025) complete this picture by identifying innovative strategies driving Indonesia's halal industry transformation in the global economic arena. Setyani et al. (2025) add a spatial dimension by analyzing the perceptions of communities and businesses regarding halal zone development strategies in supporting Islamic Economy 5.0 growth.

From the perspective of supporting ecosystems, Hilman and Aslamah (2026) find that a triple helix strategy involving collaboration among academics, businesses, and government represents the most effective approach to innovating the halal certification ecosystem for MSMEs. Kesuma et al. (2026) reinforce this finding by showing that robust internal auditing, corrective and preventive action (CAPA) mechanisms, and systematic management reviews constitute indispensable pillars of sustainable halal certification compliance. The halal ecosystem as a whole also critically determines the industry's capacity to develop and innovate sustainable halal products.

2. Market Potential and Consumer Behavior

a) Mapping Market Potential

The market potential for sustainable halal products in Indonesia is vast across multiple dimensions. Demographically, Indonesia's Muslim population of more than 230 million positions it as the world's largest halal market. Aqbar et al. (2025) analyze a comprehensive strategy for strengthening the competitiveness and global market penetration of Indonesia's

halal food industry, finding that Indonesia's competitive advantages lie in its wealth of local raw materials, deep understanding of Islamic values, and its large domestic consumer base.

The market segment showing the most dynamic growth is young consumers. Amaliyah et al. (2025) find that Generation Z is increasingly selective about halal cosmetic products, with considerations that encompass not only halal status but also environmental friendliness and production ethics. Utami et al. (2025) reinforce this finding by showing that halal certification significantly increases selling value and creates competitive product differentiation in the eyes of young consumers. Meanwhile, Purnamasari et al. (2023) identify an interesting dilemma faced by global Muslim consumers in choosing vegan and cruelty-free halal cosmetics, indicating that the sustainable halal market continues to grow beyond conventional segments.

From a sectoral perspective, Akbar et al. (2026), through a systematic literature review, find that integrating halal tourism and the green economy creates a strong synergy of sustainability trends, with halal tourism being one of the fastest-growing sectors. Azwar et al. (2025) develop the concept of urban halal economy 5.0, showing how collaborative innovation can drive sustainable halal industry development in urban areas with more educated and environmentally conscious consumers. Amalia et al. (2025) add that combining halal certification and e-commerce opens far wider market access for MSMEs, particularly in reaching young consumers who predominantly shop digitally.

b) Dynamics of Muslim Consumer Behavior

Muslim consumer behavior in choosing sustainable halal products shows patterns more complex than previously understood. Mardianto et al. (2025) reveal the hidden dimensions of halal brands, showing that Muslim consumption decisions are driven not only by religious compliance but also by the values of qana'ah, i'tidal, and the prohibition of israf, which shape a distinctive economic rationality. Muslim consumers who internalize these values tend to be more selective, valuing long-term quality and benefit over price, and more responsive to authentic sustainability claims.

Sholihah et al. (2025) identify that personal and social factors jointly drive eco-halal consumption. The most influential personal factors are environmental awareness and religious commitment, while the dominant social factors are group norms within Muslim communities and the influence of social media. The interaction between these two factors creates a dynamic in which choosing sustainable halal products becomes a dual identity expression—as a devout Muslim and as a consumer responsible toward the environment.

From the perspective of product attributes, Arifin (2022) empirically proves that green halal packaging, green halal products, and halal green perceived value significantly influence purchase intention. Gunawan and Hendayani (2024) complement this finding by showing that halal green awareness serves as an important bridge between religiosity and environmental knowledge and actual purchase intention. Utami et al. (2025), from the Gen Z perspective, show that this generation places greater weight on transparency and the authenticity of sustainable halal claims compared to previous generations. The climate change dimension also increasingly shapes consumer preferences, as climate impact awareness drives Muslim consumers to increasingly prefer environmentally friendly products.

3. Sustainable Halal Business Development Strategies

a) Supply Chain and Production Strategy

Developing a sustainable halal supply chain is the primary foundation for the industry's success. Kurniawati (2023) affirms that halal product integrity must be maintained at every point in the supply chain without exception. Supply chain models need to be adapted to the characteristics of the market, with smaller halal markets requiring greater flexibility without sacrificing halal standards. Other research proposes a conceptual framework integrating Islamic principles and digital technology for sustainable halal supply chain management, showing that digitalization is not merely a tool for efficiency but also an instrument for more verifiable halal assurance.

Junejo (2023) demonstrates that implementing a green halal supply chain simultaneously improves operational efficiency and strengthens brand legitimacy in international markets. Febriandika (2025) offers innovation through a circular economy approach that reduces waste while creating new added value. Karudin (2025) identifies the strategic role of halal logistics providers as incubators that not only supply delivery services but also help businesses improve their halal standards and comprehensively enhance their operational sustainability. Human resource management oriented toward the green economy is an important supporting factor in Indonesia's halal industry transition toward more sustainable production practices.

b) Marketing Strategy and Business Model

From a marketing perspective, implementing green marketing combined with halal certification significantly enhances the competitiveness of MSMEs in both local and regional markets. Hasriani et al. (2025) add a leadership dimension by showing that green transformational leadership supported by strong HR management makes halal products a competitive advantage that is difficult to replicate. Imaningsih and Ramli (2024) develop a green halal branding strategy as a solution for improving MSME economic growth, finding that a halal brand consistently communicated with sustainability values can build stronger consumer loyalty.

Priyatno and Sayuti (2025) integrate various strategic elements into one comprehensive sustainable business model with three main pillars: environmentally friendly production efficiency, blockchain-based supply chain transparency, and global market expansion through green marketing. Azwar et al. (2025) expand this model in the context of urban halal economy 5.0, where collaborative innovation among businesses, academics, and government becomes the key to developing a sustainable halal ecosystem. Amalia et al. (2025) show that integrating halal certification with e-commerce platforms is an effective strategy for expanding MSME market reach, particularly in responding to increasingly digital consumption behavior.

c) Certification and Governance Strategy

Halal certification is no longer merely an administrative obligation but a long-term strategic investment. Harmonizing halal certification with eco-friendly standards is an innovation that not only enhances product credibility but also expands market segments to environmentally conscious consumers. Kesuma et al. (2026) identify that a robust internal audit system, responsive corrective and preventive action (CAPA) mechanisms, and continuous management reviews are non-negotiable foundations for halal certification compliance. Hilman and Aslamah (2026) offer a triple helix approach as the most effective governance model for the halal certification ecosystem for MSMEs, integrating academic research capacity, business flexibility, and government policy support.

Dhiya'ulhaq and Himawan (2025) add a technology perspective to governance by using the Technology-Organization-Environment (TOE) framework to analyze the influence of halal supply chain adoption on organizational performance, finding that technological readiness, organizational capacity, and environmental pressure jointly determine the success of adoption. Four determinants of sustainable halal value chain performance for MSMEs—digital technology, R&D, financing, and regulation—must be managed synergistically to produce optimal impact.

4. Development Opportunities and Challenges

a) Strategic Opportunities

The synthesis of 48 articles identifies five main strategic opportunities in developing sustainable halal products in Indonesia. First, there is enormous global market potential with 1.9 billion Muslim consumers worldwide, of whom 92% reside in OBOR countzries that are Indonesia's strategic trading partners. Second, there is a momentum of rapidly growing halal certification, demonstrated by the dramatic surge in applicants, reflecting increasingly high business awareness. Third, there is growing consumer awareness of sustainability, particularly among Generation Z, who will constitute the dominant consumer segment over the next decade (Amaliyah et al., 2025; Utami et al., 2025).

Fourth, increasingly accessible digital technology opens opportunities for MSMEs to adopt blockchain for supply chain transparency, e-commerce for market expansion, and artificial intelligence for operational efficiency improvement (Amaliyah et al., 2025). Fifth, Indonesia's strategic position as the country with the world's largest Muslim population provides a competitive advantage unmatched by other nations, while simultaneously positioning Indonesia as a global reference in developing sustainable halal standards. Aqbar et al. (2025) affirm that with the right strategy, Indonesia has the capacity to position itself not merely as a market but as a producer and standard-setter for the sustainable halal industry at the global level.

b) Challenges to be Addressed

On the other hand, the literature synthesis also identifies a number of challenges requiring serious attention. First, the awareness and capacity of businesses—particularly MSMEs—to adopt sustainable halal practices remain very limited. Many businesses view halal certification and sustainability standards as additional cost burdens rather than strategic investments. Second, cross-actor coordination within the halal ecosystem remains weak. Riadi et al. (2025) find that harmonizing halal certification with eco-friendly standards is hampered by insufficient communication and collaboration among responsible institutions. Third, challenges persist in the long and complex halal supply chain. Kurniawati (2023) identifies that ensuring product halal status at every supply chain node requires sophisticated and expensive verification systems, which frequently pose barriers for small businesses. Fourth, the gap between consumer understanding of green halal and actual purchasing behavior remains quite wide. Although awareness of sustainable halal products is growing, it has not consistently translated into purchasing decisions. Fifth, there is a lack of regulations and policies that explicitly support the integration of halal and sustainability. Anisah (2024) notes that existing government policies still operate sectorally; there is no comprehensive unified regulatory framework connecting halal standards with environmental standards. Sixth, research and development attention

remains unevenly distributed across sectors. Anisah (2024) notes that the food and tourism sectors dominate green halal studies, while the pharmaceutical, cosmetics, and fashion sectors receive very little academic or practical attention. This imbalance implies a weak knowledge base for developing sustainable halal products in these sectors, despite their enormous market potential—particularly for Generation Z segments.

CONCLUSION

This study concludes that the maturity of TCFD-based climate risk disclosure among systemic banks in Southeast Asia is asymmetrical both across pillars and across countries. Banks in Singapore demonstrate the most consistent maturity across all pillars, while banks in Malaysia and Indonesia show sharper disparities in performance between institutions despite operating under the same domestic regulatory framework, indicating that banks' internal characteristics help moderate the effects of external institutional pressures. In general, the Governance and Risk Management pillars tend to demonstrate higher process maturity compared to the Metrics & Targets pillar, reflecting an ESG-decoupling pattern in which structural-procedural disclosures are easier to achieve than verifiable external quantitative accountability. Among banks with the highest levels of maturity, differentiation in disclosure leadership is determined not solely by the presence of decarbonization targets, but by the completeness of a verified progress reporting cycle against those targets. These findings underscore that evaluating the quality of TCFD disclosures requires a qualitative approach that goes beyond aggregate quantitative scores, as equivalent scores can mask substantial differences in the depth and accountability of disclosure narratives.

This narrative literature review of 48 articles concludes that Indonesia's green halal ecosystem is formed from a strong synergy between Islamic values and sustainability principles, which together drive the transformation of the halal industry from mere technical compliance toward a comprehensive and far-reaching business paradigm.

1. First, the concept of green halal has developed into a paradigm that synergistically integrates sharia compliance, environmental responsibility, and economic value creation. The theological foundation rooted in the principle of khalifah fil ardh and maqashid syariah makes sustainability not merely an added value, but an integral part of authentic halal product identity. This synergy between sharia and sustainability constitutes the conceptual foundation of Indonesia's green halal ecosystem.
2. Second, Indonesia's green halal ecosystem is supported by enormous market potential. A Muslim population exceeding 230 million, the momentum of a surge in halal certification from 11,103 to 155,451 applicants over three years, and growing Generation Z awareness of sustainability form a solid demand base. Muslim consumer behavior is not driven solely by religious compliance, but also by the values of qana'ah, i'tidal, and the prohibition of israf, which shape a distinctive consumption rationality, with personal and social factors mutually reinforcing the intention to purchase eco-halal products.
3. Third, a healthy green halal ecosystem requires business development strategies resting on three pillars: strengthening digital technology-based and circular economy-driven halal supply chains; sustainable business models integrating environmentally friendly production efficiency, blockchain transparency, and green marketing; and

harmonization of halal certification with eco-friendly standards through a triple helix approach involving academics, businesses, and government in a synergistic manner.

4. Fourth, mapping the Indonesian green halal ecosystem reveals five strategic opportunities not yet fully optimized: access to the global market of 1.9 billion Muslim consumers, Indonesia's position as a potential standard-setter for world halal, the convergence of halal with digital technology, the growth of the Gen Z segment, and the positive correlation between the halal industry and SDG achievement. Conversely, six major challenges must be systematically addressed: limited MSME capacity, weak cross-actor coordination, supply chain complexity, the gap between consumer awareness and actual behavior, the absence of a unified halal-sustainability regulatory framework, and imbalanced research attention across sectors.
5. Fifth, taken together, the findings from these 48 articles paint a picture of Indonesia's green halal ecosystem in transition toward maturity. This ecosystem involves interacting actors—from Muslim consumers and MSMEs to halal logistics providers, certification bodies, and government—bound together by the synergy of Islamic values and a sustainability commitment as its connecting thread. With systematic and coordinated ecosystem strengthening, Indonesia has the potential to transition from merely the world's largest market to a producer and standard-setter for the global green halal industry.

Based on the mapping of the green halal ecosystem above, this study formulates recommendations directed at three main stakeholders within that ecosystem.

1. For businesses, particularly MSMEs, halal certification and sustainability standards should be positioned as long-term strategic investments, not additional cost burdens. The adoption of digital technologies—such as blockchain for supply chain transparency and e-commerce for distribution expansion—should be prioritized as competitiveness instruments. A green halal branding strategy consistently and authentically communicated has proven to build stronger consumer loyalty, particularly among the increasingly selective and environmentally conscious Generation Z segment. Collaboration with halal logistics providers should also be optimized as strategic partners, not merely delivery vendors.
2. For government and policymakers, a unified regulatory framework is needed that explicitly connects halal standards with environmental standards, so that the two dimensions do not operate sectorally and in isolation. The institutionalization of the triple helix approach as a national halal certification ecosystem governance model should be prioritized, by strengthening MSME certification facilitation, developing integrated halal zones oriented toward sustainability, and expanding incentives for businesses that simultaneously integrate halal and environmentally friendly standards.

For academics and researchers, this review identifies several urgent research gaps in Indonesia's green halal ecosystem. Empirical cross-sectoral research—particularly in pharmaceuticals, cosmetics, and halal fashion, which have been underexplored—is urgently needed to strengthen the ecosystem's knowledge base comprehensively. Studies that quantitatively measure the gap between green halal consumer awareness and actual behavior, research on the real impact of the halal industry on Indonesia's SDG achievement, and

comparative studies of Indonesia's green halal ecosystem with other OIC countries constitute priority research agendas that need to be developed promptly

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