

The Transformation of Zakat in Promoting the Growth of the Halal Industry in Indonesia

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Abstract

Indonesia holds significant potential for developing halal products due to its status as the country with the largest Muslim population in the world. This has driven the availability of halal products as societal awareness of consuming halal goods continues to rise. However, this potential is not fully supported by the community's capability to act as suppliers of halal products due to limited financial support. Zakat, as a source of social finance, can contribute to the growth and sustainability of the halal industry. This study employs a qualitative descriptive method by reviewing articles related to zakat and its contributions to the development of the halal industry. The results show that zakat plays various roles in contributing to the growth and sustainability of the halal industry, including in social welfare and poverty alleviation, consumer trust and confidence, investment in education and skill development, support for micro, small, and medium enterprises (MSMEs), infrastructure development, and the promotion of ethical business practices.

Keywords: *Zakat Contribution, Economic Resilience, Social Issues, Halal Industry.*

Introduction

The halal industry is becoming a global trend today, evidenced by its growing prospects year after year. According to the State of the Global Islamic Economy Report (2019), there are approximately 1.8 billion Muslims who are consumers in the halal industry. The consumer opportunities in the halal industry are increasing by 5.2% annually, with total consumer spending reaching USD 2.2 trillion. This figure is expected to continue rising every year. The Compound Annual Growth Rate (CAGR) of the halal industry is projected to increase by 6.2% during the 2018 to 2024 period. The total expenditure of halal industry consumers will also rise, reaching USD 3.2 trillion by 2024. From this data, it is evident that the halal industry has a very promising outlook (Fathoni, 2020).

Indonesia is one of the countries with significant potential for developing the halal industry. This potential is largely due to the large Muslim population in Indonesia. Indonesia accounts for 12.7% of the global Muslim population. As of 2020, it was estimated that 229 million Muslims resided in Indonesia. With a total population of approximately 273 million, Muslims make up 87.2% of Indonesia's population (World Population Review, 2020). This large Muslim population drives high demand for halal products. Indonesia is regarded as a representation of the global halal industry market. In fact, Indonesia's total spending on halal products reached USD 218.8 billion in 2017 (Ministry of Finance of the Republic of Indonesia, 2019; Fathoni, 2020).

The impact of zakat distribution and the growth of the halal industry on the Human Development Index (HDI) and their effect on unemployment rates in Indonesia are key subjects of study. Research indicates that zakat distribution and the growth of the halal industry do not have a significant effect on unemployment rates in Indonesia (Candra et al., 2023). While the development and distribution of zakat and the halal industry in Indonesia have the potential to positively impact human development and welfare, there are still challenges, such as the need for halal certification and issues related to halal product legislation.

The halal industry, based on micro, small, and medium enterprises (MSMEs), is considered a promising source for maintaining economic resilience, especially during the COVID-19 pandemic (Yudha & Kafabih,

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2021). Strategies to strengthen the halal industry in Indonesia have also been the subject of research, aiming to address the disparities between the halal industry and Islamic finance and to explore solutions for their integration into the Islamic economic system (Amalia, Euis, & Hidayah, 2020). Additionally, public awareness has been identified as a significant issue within the halal industry (Iqbal Irfany, 2022).

The development of the halal industry faces several challenges, including policies, production, socialization, infrastructure, human resources, lack of awareness, certification and uniformity, supply chain integrity, consumer education and awareness, market access and trade barriers, and the need for halal product innovation and research. These challenges encompass various factors, ranging from regulatory and infrastructure issues to consumer education and global trade barriers. Overcoming these obstacles requires coordinated efforts from various stakeholders, including the government, industry players, certification organizations, and consumers. Addressing these challenges is crucial for the sustainable growth of the halal industry, which is expected to grow significantly in the coming years (Widiastuti et al., 2020; Widiastuti, Rusydiana, Robani, Insani, 2020). The transformative role of zakat in promoting growth and sustainability in the halal industry is an increasingly interesting topic. The halal industry has experienced significant global growth, crossing religious boundaries and becoming a competitive market (Mispiyanti & Junaidi, 2016; Meylinda & Matondang, 2023)

Zakat, as a form of Islamic social finance, has been identified as an important innovative financing source for sustainable development in the halal industry, contributing to inclusive growth, village income, and the development of the halal industry's potential in rural areas. Furthermore, the development of the halal industry is viewed as an important agenda in strategic development planning in the current era of globalization, with the potential to contribute to inclusive and sustainable growth. This study aims to explore the contribution of zakat in supporting the growth of the halal industry, considering the development of the halal industry has become a global concern. The results of this study are expected to comprehensively contribute to the development of zakat empowerment strategies in socio-economic development to promote the growth and sustainability of the halal industry, impacting businesses, communities, and the broader ecosystem.

Literature Review

- *Zakat Distribution Program*

The zakat distribution program is implemented by organizations such as BAZNAS (National Zakat Management Agency) to distribute zakat funds to eligible recipients. These programs aim to eradicate poverty, empower the local economy, and improve the material and spiritual welfare of the mustahik (zakat recipients). Zakat funds can be distributed through various sectors such as entrepreneurship, education, health, and social welfare. Productive zakat distribution programs have been proven to have a positive impact on poverty alleviation and the development of the local economy. The approach to zakat distribution is often based on the principles of Maqāshid Syariah, focusing on achieving social welfare and meeting basic needs. The implementation of zakat distribution programs is guided by Islamic principles and aims to achieve financial inclusion and sustainable development.

Zakat is regarded as an effective tool for poverty alleviation. Several studies have highlighted its potential impact on reducing poverty and income inequality. For instance, a panel analysis in Indonesia found that zakat significantly reduces the ratio of the poor population (Kafi, Hikmah, and Indrawan, 2020). Another study emphasizes the role of zakat in alleviating multidimensional poverty, stating that zakat is effective in wealth distribution and ensuring the sustainability of resources. Additionally, research in West Java, Indonesia, shows that zakat distribution programs can significantly alleviate poverty and reduce income inequality (Ayuniyyah et al., 2018). Moreover, a study on the effectiveness of zakat in poverty alleviation in Bangladesh reported encouraging results in terms of income level improvement and overall well-being (Miah, 2017). These findings underscore zakat's potential as a poverty alleviation tool and its significance in the context of Islamic economic principles (Pratama, 2023).

Zakat distribution programs offer several benefits to society, including poverty alleviation, increased social justice, and economic empowerment. Productive zakat distribution can improve the standard of living of poor communities by enabling them to start their own businesses. Additionally, zakat funds can be used to finance projects that help alleviate poverty and stimulate economic growth, such as funding small businesses and providing support to marginalized communities. Furthermore, the effectiveness of zakat community development programs lies in their focus on empowering individuals to meet their needs using their own abilities, thus contributing to long-term economic improvement (Jaya, 2022). Overall, zakat distribution programs play a crucial role in enhancing the economic and social well-being of society.

- *Halal Industry*

The halal industry involves processing or producing halal goods and services through the use of resources, raw materials, equipment, and processing methods that are permitted by Islamic law to create halal products (Indonesian Ministry of Industry, 2022). The halal industry encompasses a wide range of sectors, including food, beverages, cosmetics, pharmaceuticals, and consumer goods. The potential of the halal industry in Indonesia is highly strategic, given that the country has the largest Muslim population in the world. The halal industry in Indonesia is still dominated by the food and cosmetics sectors, but there are several halal industry sectors with great potential for development, such as travel, hotels, hospitals, and others. The strategy for developing the halal industry in Indonesia includes international cooperation, product innovation, the establishment of halal industrial zones, and the strengthening of the halal certification system. The Indonesian Ministry of Industry also developed the Indonesia Halal Industry Awards (IHYA) 2022 to strengthen the sharia economic ecosystem and the halal industry in Indonesia (Indonesian Ministry of Industry, 2022).

The global market potential for halal products and services is immense, and other countries are targeting Indonesia as a key market for their halal products. The national halal industry must become a major player in the industry, not merely a market target for halal products.

- *Potential for Halal Industry Development*

The halal industry has significant potential both in Indonesia and globally. The potential for halal products arises from various types of products used by the community. Additionally, the halal industry's potential also stems from the values associated with halal products, which are perceived as safe, healthy, clean, environmentally friendly, and of high quality. As a result, more consumers are seeking products that align with the halal lifestyle. This situation positions Indonesia with a strong competitive edge in the global halal market. For instance, in the halal food and beverage sector, Indonesia ranks 2nd globally. However, Indonesia still has substantial room for growth in other halal sectors, such as halal tourism, pharmaceuticals, and halal cosmetics.

Several opportunities for developing the halal industry include the food and beverage sector, which is the largest revenue-generating halal industry each year. Indonesia has the potential to become a global leader in the halal market, especially with its large Muslim population and capabilities in various halal industries.

Cosmetics is one of the growing halal industry sectors, and Indonesia has the potential to become a key player in the global halal economy. Additionally, the halal fashion industry is being developed by producing clothing that adheres to Islamic dress codes. Halal fashion brands have seen considerable growth in Indonesia and can continue to expand further with the increasing demand from the global market for fashion trends in Indonesia. Halal tourism is also an attractive sector for development, offering halal accommodation and halal food throughout the travel experience. Given Indonesia's natural beauty, the demand for halal travel services continues to rise. This is because halal tourism packages provide guarantees of cleanliness, safety, and overall quality in delivering travel services.

The pharmaceutical industry is another sector experiencing growth. The halal pharmaceutical industry holds potential, particularly with the increasing demand for halal products and services. Islamic finance also has

the potential to be developed through strengthening the sharia economic sector via the halal industry. Developing the halal economy will help Indonesia boost economic growth and become a key player in the global economy.

The potential for the rapid development of the halal industry in Indonesia is influenced by several factors. First, Indonesia has the largest Muslim population in the world (Maulana & Zulfahmi, 2022; National Sharia Finance Committee, 2023). As a country with a Muslim population of over 230 million (around 87% of the total population), Indonesia represents a large market for halal products. This also means that Indonesia holds significant potential as a source of inclusive and sustainable economic growth through the development and expansion of the halal economy. According to the Indonesia Halal Markets Report 2021/2022, the halal economy could increase Indonesia's gross domestic product (GDP) by USD 5.1 billion (approximately IDR 72.9 trillion) annually through export and investment opportunities.

Second, supportive regulations for the development of the halal industry, such as the Halal Product Assurance Agency (BPJPH) and the Indonesian Council of Ulama's Food, Drug, and Cosmetic Assessment Institute (LPPOM MUI), are in place (Fathoni, 2020). Third, consumer awareness of the importance of halal products is growing (Hasibuan et al., 2019; Gerungan & Karina, 2019), particularly among Muslim consumers (Ibrahim et al., 2023). This provides opportunities for the growth of the halal industry. Consumer awareness of halal products is influenced by factors such as religious beliefs, health concerns, and knowledge of halal products (Khaliqui & Pane, 2021). Awareness rooted in Islamic law is a key factor in determining the intention to purchase halal products (Albra et al., 2023). Consumer awareness of halal products is influenced by religious beliefs, health concerns, and knowledge about halal products. The increasing awareness of halal is likely to boost consumer purchases of halal products, and Muslim consumers who understand the concept, principles, and processes of halal are more likely to prioritize the consumption of halal products.

Fourth, the market potential, where Indonesia has significant market potential both nationally and globally. According to data from the Ministry of Home Affairs, the Muslim population in Indonesia at the end of 2022 was approximately 241.7 million, equivalent to around 87.02% of the total population of 277.75 million (Rizaty, 2023). A report from The Royal Islamic Strategic Studies Centre (RISSC) also noted that the Muslim population in Indonesia accounted for 86.7% of the domestic population (Arwin, 2023). Fifth, the availability of raw materials, particularly for food and beverages, and sixth, technological development, which can enhance the efficiency and quality of halal products through advancements in production technology.

Results and Discussion

Zakat plays a crucial role in the halal ecosystem as it is a religious obligation for Muslims and can drive halal businesses and poverty alleviation. Zakat is one of the obligations for Muslims that can have a significant social impact and is tied to every Muslim individual who meets certain conditions, such as ownership of wealth and having reached the nisab and haul thresholds. The financial potential of zakat can be developed through various funding sources, and zakat collection systems in several Muslim-majority countries have been integrated with modern technology. Islamic social financial institutions have specific instruments for funding and investment that align with sharia principles, such as zakat. The integration of halal industry players within Indonesia's halal ecosystem involves the halal industry itself as business operators, the government as a facilitator and guarantor of halal entities, and infrastructure. Islamic banking also plays a role in managing and distributing zakat, which can be linked to the empowerment of SMEs for poverty alleviation (Mispiyanti and Junaidi, 2016; Riduwan, Ilyas, and Adha, 2023; Maulida et al., 2020).

The contribution of zakat to halal businesses can affect the halal status of the business. One study found that zakat distribution, in the long term, had a negative impact on unemployment rates, while the growth of the halal industry had a positive impact on reducing unemployment (Candra et al., 2023). However, other research shows that the implementation of corporate zakat can enhance business performance and increase entrepreneurial interest, which can drive halal businesses, alleviate poverty, and promote sustainable

development (Riduwan, Ilyas, and Adha, 2023). Furthermore, zakat can be used as an instrument to alleviate poverty and create a flow of wealth from the wealthy to those in need (Febriansyah et al., 2021). Overall, the impact of zakat on halal businesses may depend on various factors, including the specific context and zakat implementation.

Zakat, one form of charity in Islam, plays an important role in contributing to the growth and sustainability of the halal industry. The halal industry encompasses various sectors, including food, finance, cosmetics, and pharmaceuticals, adhering to Islamic principles and practices. Zakat contributes to the growth and sustainability of the halal industry through the following ways:

- *Social Welfare and Poverty Alleviation*

Zakat is fundamentally intended to address social welfare issues and alleviate poverty. By redistributing wealth from the wealthy to the less fortunate, zakat helps create a more just society. Reducing poverty and improving living standards contribute to increasing market demand for halal products and services, thereby driving the growth of the halal industry.

- *Consumer Trust and Confidence*

Zakat is often viewed as a symbol of ethical and responsible business practices in the Islamic world. Companies that actively participate in zakat contributions are likely to gain the trust and confidence of Muslim consumers. Consumer trust is crucial for the success and sustainability of the halal industry, as individuals seek products and services that align with their religious values.

- *Investment in Education and Skill Development*

Zakat funds are not only directed toward emergency aid but also invested in education and skill development programs. This helps create a skilled workforce that can contribute to the growth of the halal industry. Educational initiatives also raise awareness and understanding of halal principles, fostering a culture of compliance with halal standards in business practices.

- *Support for Micro, Small, and Medium Enterprises (MSMEs)*

Zakat funds can be allocated to support small and medium enterprises, especially those operating in the halal industry. This support can come in the form of grants, loans, or business development programs. MSMEs often play a critical role in the halal industry, and zakat can serve as a catalyst for their growth and sustainability.

- *Infrastructure Development*

Zakat can be utilized for infrastructure development projects that benefit the halal industry, such as the establishment of halal certification bodies, research and development facilities, and logistics networks. Improved infrastructure contributes to the efficiency and competitiveness of the halal industry, attracting both domestic and international investment.

- *Promotion of Ethical Business Practices*

Zakat encourages businesses to adopt ethical and responsible practices. Companies that prioritize social responsibility are likely to gain support from the Muslim community, which in turn aids in the sustainable development of the halal industry.

The capability of zakat institutions in managing zakat can maximize its function in alleviating poverty and enhancing the growth and sustainability of the halal industry. If poverty can be reduced through zakat empowerment, societal welfare will improve. With a better standard of living, public demand for halal products will continue to rise. Conversely, zakat aid funds allocated for business capital can be used to support the growth of the halal industry. The community will only produce an market halal goods. A sustainable halal ecosystem enables Indonesia's halal industry to meet both national and global demands. The presence of Islamic financial institutions that integrate zakat as part of community empowerment through business capital also contributes to the development of the halal industry. However, the existence of zakat institutions in Indonesia requires serious attention from the government, both in terms of regulation and implementation, to ensure that these institutions truly contribute to the halal industry.

Conclusion

Zakat plays various roles in contributing to the growth and sustainability of the halal industry. By addressing social issues, building trust, supporting education and MSMEs, and promoting ethical business practices, zakat acts as a positive force driving the development of the halal industry within the framework of Islamic principles.

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