

Rethinking of Islamic Promotion for Halal Products within the Nationalism in the Local Genius at 6.0 Era

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Abstract: *This study explores the integration of Islamic values, nationalism, local cultural wisdom, and advanced technologies in promoting halal products in the 6.0 Era. By examining political, economic, social, technological, legal, and environmental factors, it highlights the role of robust government policies, ethical transparency, and digital innovations like blockchain and AI in enhancing consumer trust and market efficiency. The research underscores the significance of leveraging local genius, such as traditional art and cultural narratives, to foster authenticity and preserve heritage in halal branding. Additionally, it emphasizes eco-friendly practices in halal production, aligning with Islamic principles of stewardship and global sustainability goals. A holistic framework addressing these intersections ensures halal products remain competitive and culturally resonant while meeting evolving global demands. The findings demonstrate the potential of Islamic values to guide ethical practices and promote sustainable development in a technologically advanced and interconnected global economy..*

Keywords: *Halal Products, Islamic Promotion, Nationalism, Local Genius 6.0 era*

INTRODUCTION

In the globalization era, characterized by rapid technological advancements and digital transformation, the promotion of halal products has evolved into a highly complex and significant phenomenon. Halal products, encompassing a wide array of sectors such as food, cosmetics, fashion, finance, and tourism, have emerged as crucial components of the global economy (Bonne & Verbeke, 2008). These products cater not only to the Muslim population but also attract non-Muslim consumers who value the ethical and high-



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quality standards associated with halal certification (Aziz & Chok, 2013; Lim et al., 2022; Shaari et al., 2020). Beyond fulfilling religious requirements, halal product promotion symbolizes the integration of Islamic principles, nationalism, local cultural values, and modern technological innovations, particularly in the 6.0 Era, which is driven by artificial intelligence (AI), big data, and the Internet of Things (IoT) (Kusnadi et al., 2024; Tieman & Ghazali, 2013; Tieman & van Nistelrooy, 2014). This transformation necessitates rethinking halal promotion strategies to address the needs of diverse markets while maintaining cultural and religious authenticity.

Promoting halal products within the framework of Islamic principles requires marketers to emphasize ethical transparency, fairness, and societal welfare (*maslahah*), ensuring that their efforts align with both religious values and consumer expectations of authenticity and integrity (Ab Talib & Hamid, 2014; Ab Talib & Wahab, 2021; Tieman, 2013; Zailani et al., 2017). As traditional marketing methods such as word-of-mouth evolve into advanced digital strategies, the halal industry has experienced a significant expansion in its market reach. However, the transition to digital platforms must respect local cultural values, enhance national identity, and align with global Islamic standards (Azmi, 2024; Henderson, 2016). For instance, in countries like Malaysia and Indonesia, marketing campaigns that incorporate traditional art forms, language, and cultural narratives have demonstrated a positive impact on consumer trust and engagement (Andespa et al., 2024; Kamarulzaman et al., 2022; Zakaria et al., 2017).

Nationalism plays a pivotal role in the global promotion of halal products. Many nations with significant Muslim populations leverage the halal industry as a symbol of national pride and cultural identity, using it as a vehicle to strengthen their positions in the global economy. For example, Malaysia and Indonesia have established themselves as global halal hubs by integrating Islamic values with local traditions and cultural uniqueness (Henderson, 2016). However, promoting halal products at the intersection of nationalism and globalization presents challenges, particularly when localized interpretations of Islamic principles clash with international halal standards. Businesses are often required to navigate these conflicts carefully to balance cultural, religious, and nationalistic considerations while expanding their market reach (Ahmad Tarmizi et al., 2020).

The concept of local genius, referring to unique cultural traditions, wisdom, and practices inherent in specific regions, is critical to accepting and promoting halal products in culturally diverse markets. By integrating elements such as storytelling, traditional craftsmanship, and regional aesthetics, businesses can create culturally resonant halal products that foster stronger consumer connections (Setiawan et al., 2023). For instance, leveraging regional art styles in packaging or advertisements can significantly enhance the cultural relevance of halal brands, making them more appealing to local consumers while



respecting Islamic principles. This approach strengthens the authenticity of halal products and supports efforts to preserve cultural heritage in an increasingly globalized market.

In the 6.0 Era, technological innovations such as AI, blockchain, and IoT have revolutionized the landscape of halal product promotion. AI facilitates personalized marketing strategies by analyzing consumer preferences and delivering targeted campaigns. At the same time, blockchain ensures greater transparency in halal certification, enabling consumers to verify product authenticity and compliance with Islamic standards (Nghah, Zainuddin, & Thursday, 2015). Additionally, AR and VR technologies provide immersive experiences, allowing consumers to explore halal production processes or engage with virtual halal tourism, creating more profound levels of trust and engagement. Despite these opportunities, challenges such as cultural misalignment, technological infrastructure barriers, and resistance to innovation persist, particularly in regions where digital adoption is limited or societal attitudes towards technology remain conservative (Kamalul Ariffin et al., 2016). Addressing these challenges requires tailored strategies that account for local contexts and priorities while leveraging the potential of advanced technologies.

This study explores how halal product promotion can be redesigned through a holistic framework that integrates Islamic values, nationalism, local cultural traditions, and technological advancements in the 6.0 Era. The research seeks to develop sustainable, innovative, and globally competitive halal marketing strategies by addressing these critical intersections. This comprehensive approach will enhance the reach and acceptance of halal products and reinforce cultural and religious identities in a rapidly evolving digital landscape.

METHOD

This study employs a qualitative exploratory approach to understand how halal product promotion integrates Islamic values, nationalism, local cultural wisdom, and advanced technologies in the 6.0 Era (Kaae et al., 2010). This research adopts the PESTLE analysis framework to evaluate the external factors influencing halal promotion strategies in local and global contexts (Political, Economic, Social, Technological, Legal, and Environmental). The PESTLE framework is chosen for its ability to holistically assess the macro-environmental factors that shape the halal industry and its promotional practices (Anderson et al., 2019; Christodoulou & Cullinane, 2019; Rakesh Naga Naidu Chinta, 2020; Ricci et al., 2021; Zalengera et al., 2014).

Data collection comprises two primary methods: secondary data collection and AI-driven simulated interviews. Secondary data are gathered from credible sources, including academic literature, industry reports, government policies, and media articles



(Keshta, 2022; Naudin & Lemaire, 2024; Shrivastava et al., 2024). The data search is conducted using keywords such as *halal product promotion*, *Islamic marketing and nationalism*, and *technology in halal certification* across databases like Scopus, Google Scholar, and official reports from the Organization of Islamic Cooperation (OIC). To complement this, primary data are derived from AI-driven simulated interviews using ChatGPT, which simulates the perspectives of consumers, business practitioners, and policymakers. These interviews provide valuable insights into the attitudes, expectations, and potential barriers in promoting halal products using advanced technologies in the digital age (Naudin & Lemaire, 2024).

The PESTLE analysis framework guides the study’s exploration of macro-environmental factors. The political dimension examines the impact of government policies on the development and promotion of halal products, particularly through international halal certification standards in countries like Malaysia and Indonesia (Henderson, 2016). The economic dimension evaluates the contribution of the halal industry to local and global economic growth, highlighting its influence on national gross domestic product (GDP) and global market competitiveness (Andespa et al., 2024). The social dimension focuses on the role of local cultural wisdom (*local genius*), including the use of traditional art, language, and narratives, in increasing consumer acceptance of halal products (Mazri et al., 2018).

The technological dimension explores how advancements such as blockchain, artificial intelligence (AI), and the Internet of Things (IoT) enhance transparency, efficiency, and personalization in halal promotion. These technologies are instrumental in building consumer trust and improving supply chain management (Ngah et al., 2014). The legal dimension examines the harmonization of international and local halal regulations while addressing challenges in maintaining the integrity of halal certification systems (Zakaria & Ismail, 2014). Lastly, the environmental dimension evaluates the role of sustainable practices in halal production, emphasizing eco-friendly approaches that can be integrated into halal supply chains to ensure long-term industry viability (Tieman et al., 2012; Tieman & Ghazali, 2013).

Data analysis employs a thematic approach to identify recurring patterns and themes from the collected data. Key themes include the integration of Islamic values with nationalism, the application of advanced technologies in promoting halal products, and the influence of local cultural elements in global halal marketing. To ensure the validity and reliability of the findings, a triangulation method is used, comparing insights from AI-driven interviews, academic literature, and industry reports (AK & ZA, 2015; Machfudz, 2014). This comprehensive methodological approach ensures robust, credible, and

actionable findings that contribute to the understanding of halal product promotion in the 6.0 Era.

RESULTS AND DISCUSSION

Political Dimension: Policies Supporting Islamic Values in Halal Promotion

The promotion of halal products grounded in Islamic values is significantly influenced by government policies and regulatory frameworks. Countries like Malaysia and Indonesia have established robust systems for halal certification, such as JAKIM (Department of Islamic Development Malaysia) and MUI (Indonesian Ulema Council), which ensure alignment with Islamic principles (Henderson, 2016). These institutions provide credibility to halal certification and promote national halal branding as a symbol of religious adherence and quality. In Malaysia, the government actively integrates halal certification into its economic policies, creating the "Halal Economy Master Plan" to make Malaysia a global halal hub (Ali et al., 2018; Hanzabee & Ramezani, 2011). Similarly, Indonesia has expanded its halal policies under the Halal Product Assurance Law, requiring all consumable products to be certified by 2024 (Luthviati & Jenvitchuwong, 2021; Suparto et al., 2016). These measures signify a deliberate political effort to embed Islamic values into national branding and international trade strategies.

However, in non-Muslim-majority countries, the absence of unified standards for halal certification poses challenges. For example, the European Union lacks a central halal certification authority, leading to varied interpretations of halal requirements across member states (Tieman, 2011; Tieman & van Nistelrooy, 2014). This inconsistency can undermine the credibility of halal products in global markets and hinder the promotion of Islamic values through consumer goods. To address such challenges, initiatives like the International Halal Accreditation Forum (IHAF) have been established to harmonize global halal standards and foster cross-border collaboration (Battour et al., 2018). IHAF is pivotal in bridging regulatory gaps by facilitating mutual recognition agreements and promoting standardized practices worldwide (Jafari, 2012).

Moreover, government policies in countries like the UAE emphasize the importance of halal tourism and lifestyle as part of their broader economic diversification strategies (Battour, 2016; Battour et al., 2018; Salaheldeen & Battour, 2023). The UAE has introduced national halal certification standards that align with Islamic principles while catering to a global audience, enhancing the visibility and appeal of halal products (Henderson, 2016). The political dimension of halal promotion also extends to trade agreements and diplomatic efforts. For instance, ASEAN countries have collaborated to create a unified halal standard to facilitate intra-regional trade and promote Islamic values collectively (Alserhan, 2010). Similarly, the Organization of Islamic Cooperation (OIC) has launched programs to enhance halal product visibility in non-Muslim-majority markets (Wilson & Liu, 2010).



In conclusion, government policies and regulatory frameworks are central to promoting Islamic values through halal products. By addressing standardization challenges, fostering international collaboration, and leveraging halal certification as a tool for economic growth, these policies reinforce the global relevance of halal as both a religious and quality standard.

Economic Dimension: Ethical Transparency Driving Market Growth

Halal products grounded in ethical transparency and fairness appeal to Muslim consumers and non-Muslims who value quality and integrity. The global halal economy is projected to exceed trillions of dollars, highlighting its potential as a major driver of economic growth (Bonne & Verbeke, 2008), by promoting Islamic values such as *maslahah* (societal welfare), halal product marketing taps into consumer demand for ethical consumption. However, ensuring consistent application of Islamic principles requires substantial investment in halal certification, marketing strategies, and supply chain management. For SMEs, this can pose significant financial burdens. Governments and private stakeholders must provide targeted support through subsidies and economic incentives to enable smaller businesses to adopt halal standards while expanding their market reach (Andespa et al., 2024)

Large corporations also play a significant role in driving the growth of the halal market. Multinational companies have begun recognizing the economic opportunities presented by halal certification, leveraging it to access Muslim-majority markets and diversify their consumer base (Tieman, 2011). Ethical transparency in product labeling and supply chain practices further enhances consumer trust, contributing to brand loyalty among both Muslim and non-Muslim audiences (Jafari, 2012). Governments in countries like the UAE and Saudi Arabia are implementing comprehensive halal economy strategies, including financial hubs and investment zones specifically targeting halal industries (Battour et al., 2018). These initiatives underscore the importance of policy support in fostering ethical transparency and driving market growth. Moreover, digital transformation and e-commerce are revolutionizing the halal industry. Online platforms allow halal-certified products to reach a global audience, providing opportunities for SMEs to compete in international markets. Integrating blockchain technology into halal supply chains further enhances traceability and ethical transparency, strengthening consumer confidence (Akram Laldin & Furqani, 2013).

Social Dimension: Cultural Resonance through Local Genius

The integration of local genius—unique cultural wisdom—enhances consumer acceptance of halal products by aligning marketing efforts with regional traditions and values. For instance, incorporating local craftsmanship, language, and culinary practices into halal branding creates a sense of authenticity and cultural resonance (Fischer, 2012). Examples include the use of traditional batik patterns in packaging or the emphasis on regional cuisines in halal tourism campaigns. Local genius, embedded in the socio-cultural fabric of communities, allows halal products to resonate deeply with consumers. In



Indonesia, for example, incorporating traditional recipes and culinary techniques in halal-certified food products has attracted both local and international customers (Fachrurrozie et al., 2023). Similarly, in Malaysia, the use of cultural motifs like Songket and Batik in halal branding highlights the interplay between tradition and modernity, fostering stronger connections with domestic and global audiences (Hanzaee & Ramezani, 2011).

Collaborative efforts are critical in preserving cultural authenticity while ensuring compliance with Islamic principles. For example, engaging cultural anthropologists, halal certification authorities, and local community leaders can ensure that indigenous practices meet halal standards without compromising religious integrity (Tieman, 2011). This approach fosters trust and acceptance, as consumers perceive the products as both culturally significant and religiously authentic (Fachrurrozie et al., 2021). Furthermore, integrating local genius in halal tourism has shown significant potential. Countries like Thailand have leveraged their culinary and cultural heritage to develop halal-friendly tourism experiences that cater to Muslim travelers (Battour et al., 2018). This strategy not only promotes regional culture but also enhances the global visibility of halal products and services. However, challenges remain in maintaining a balance between cultural expression and religious adherence. Some traditional practices may conflict with halal standards and require careful adaptation. Governments and halal certification bodies must provide clear guidelines and training to support local businesses in aligning their cultural practices with Islamic principles (Akram Laldin & Furqani, 2013).

Technological Dimension: Advancing Islamic Values in Halal Marketing

The 6.0 Era introduces advanced technologies such as blockchain, artificial intelligence (AI), and the Internet of Things (IoT), which enhance the implementation of Islamic values in halal marketing. Blockchain technology ensures transparency in halal certification by enabling consumers to verify product authenticity and compliance with Islamic standards (Ngah et al., 2014). By recording immutable data across the supply chain, blockchain strengthens trust in halal products, particularly in global markets where certification credibility is critical (Ladewi et al., 2020). AI-powered tools also contribute significantly to halal marketing. Businesses can use AI to analyze consumer behavior, create personalized marketing campaigns, and ensure alignment with ethical guidelines. For instance, AI algorithms can recommend halal-certified products based on individual preferences while respecting cultural sensitivities (Fischer, 2012). Additionally, IoT technology facilitates real-time monitoring of production processes, ensuring that halal compliance is maintained from sourcing to final distribution (Ladewi et al., 2020).

The integration of these technologies offers transformative opportunities for the halal industry, but challenges persist. Uneven technological adoption, infrastructure limitations, and cultural resistance hinder widespread implementation. For example, businesses in rural areas may struggle to access blockchain or IoT systems due to inadequate connectivity or high costs. Furthermore, some consumers may perceive AI-driven personalization as invasive or inconsistent with traditional values. Addressing these



barriers requires targeted interventions, such as government subsidies for technological upgrades, investments in digital infrastructure, and public education campaigns to demonstrate the compatibility of modern technology with Islamic principles (Ngah et al., 2014). Governments and industry leaders must also prioritize international collaboration to standardize the application of advanced technologies in halal marketing. Platforms like the International Halal Accreditation Forum (IHAF) can facilitate the development of global guidelines for technology integration, ensuring consistency and interoperability across borders (Amali et al., 2023). This collaborative approach fosters trust among consumers and strengthens the global halal ecosystem.

Digital literacy programs are equally important in empowering businesses and consumers to leverage technology effectively. By increasing awareness of how tools like blockchain and AI align with Islamic values, these programs can reduce resistance to adoption and encourage greater participation in the halal economy. For instance, workshops and training sessions on halal-focused blockchain applications can equip SMEs with the skills to enhance transparency and efficiency in their operations. As the halal industry continues to grow, the role of technology in upholding Islamic values and meeting consumer expectations will become increasingly vital. By embracing innovation while maintaining ethical integrity, businesses can not only expand their market reach but also reinforce the cultural and religious significance of halal products. (Zainuddin et al., 2020).

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Legal Dimension: Harmonizing Global Halal Standards

Legal frameworks are vital for maintaining the integrity of halal certification systems. However, discrepancies in standards between regions, such as Southeast Asia and the Middle East, often create trade barriers and consumer confusion (Ayni & Silalahi, 2024). For example, differences in permissible ingredients or production methods can lead to inconsistent messaging in halal product promotion. To address this, collaborative initiatives between global halal certification bodies are crucial. Organizations such as the International Halal Accreditation Forum (IHAF) play a pivotal role in establishing universally recognized standards that reflect Islamic principles while accommodating cultural diversity (Ayni & Silalahi, 2024). Harmonized standards will not only facilitate international trade but also enhance consumer trust in halal-certified products (Ladewi et al., 2020).

Countries like Malaysia and Indonesia have developed robust national certification systems, such as JAKIM and MUI, which serve as models for other regions (Hanzaee & Ramezani, 2011). However, aligning these systems with international frameworks requires continuous dialogue and cooperation. Efforts to create a unified global halal standard, such as the OIC Halal Standard, are ongoing and demonstrate the potential for greater cohesion in the halal industry (Ngah et al., 2014). Harmonizing global halal standards also involves addressing regulatory gaps in non-Muslim-majority countries. For example, the absence of centralized halal certification in Europe has led to fragmented practices, undermining consumer trust (Bonne & Verbeke, 2008). Establishing clear guidelines and fostering collaboration between local and international certification bodies can help bridge these gaps and ensure consistency.



Consumer education is another critical component. Governments and industry stakeholders must raise awareness about the significance of standardized halal certification to build confidence and encourage compliance. This includes public campaigns, training programs, and digital tools to verify halal authenticity. The adoption of technology further supports legal harmonization. Blockchain, for example, can standardize certification processes by providing a transparent and verifiable record of compliance, making it easier for regulators and consumers to trust halal products (Ladewi et al., 2020). Combined with international cooperation, these advancements will strengthen the integrity of the halal certification system and promote the universal application of Islamic values.

Environmental Dimension: Aligning Islamic Values with Sustainability

Islamic stewardship (*khalifah*) emphasizes the shared responsibility of individuals, businesses, and governments to manage resources sustainably and equitably. This collective approach is particularly relevant in the halal industry, where ethical considerations extend beyond compliance with Islamic principles to include broader societal and environmental impacts. The Quranic directive to avoid extravagance (*israf*) and maintain balance (*mizan*) in consumption and production underscores the need for businesses to adopt practices that minimize waste and environmental degradation (Tieman & Ghazali, 2013, 2014). As the global halal market continues to expand, these values serve as a guiding framework for aligning business objectives with ecological sustainability. The role of renewable energy in transforming the halal production landscape cannot be understated. Countries like Indonesia and Malaysia are leading by example, with initiatives to incorporate solar power and other renewable energy sources into the manufacturing processes of halal-certified products. Such efforts reduce greenhouse gas emissions and set benchmarks for ethical production standards globally (Rejeb et al., 2021). Furthermore, adopting energy-efficient technologies aligns with the Islamic principle of *ihsan*—excellence and care in all actions—reinforcing the moral imperative to mitigate environmental harm while pursuing economic goals.

One innovative approach gaining traction in the halal industry is the circular economy model. This model emphasizes resource efficiency by reusing, recycling, and repurposing materials to extend their lifecycle. For example, halal food producers are exploring ways to convert organic waste into biogas or compost, creating value from byproducts that would otherwise contribute to pollution. Similarly, the use of sustainable packaging materials, such as plant-based plastics, highlights the potential for eco-friendly solutions that adhere to both halal principles and sustainability goals (Ab Talib & Zulfakar, 2024; Zulfakar et al., 2012). By integrating circular economy practices, the halal industry can address pressing environmental challenges while reinforcing its ethical foundation. The intersection of sustainability and Islamic finance further amplifies opportunities for the halal industry. Green Sukuk—Islamic bonds specifically issued to fund environmentally sustainable projects—have emerged as a powerful tool for financing eco-friendly initiatives within the halal sector. By leveraging these financial instruments, businesses can access funding to invest in renewable energy, waste management systems, and other

sustainable technologies (Ngah et al., 2014, 2020). This synergy between Islamic finance and sustainable development not only strengthens the economic viability of halal businesses but also ensures that their growth aligns with the ethical principles of Islamic law.

The rising demand for sustainable halal products is also reshaping consumer behavior, with younger, eco-conscious generations seeking brands that demonstrate a commitment to ethical and environmental values. This trend is particularly evident in global markets where consumers prioritize transparency and accountability in production processes. To meet these expectations, halal producers must invest in comprehensive sustainability strategies that address the entire supply chain, from sourcing raw materials to distributing finished products (Ladewi et al., 2020). Enhanced traceability through technologies like blockchain can further bolster consumer trust, ensuring that halal certifications extend beyond religious compliance to include measurable environmental benefits. Educating the broader public about the alignment between Islamic values and sustainability remains a key priority. By highlighting the Quranic principles that advocate for environmental stewardship, public campaigns can bridge the gap between religious teachings and modern ecological concerns. These initiatives should target not only Muslim consumers but also non-Muslim audiences, emphasizing the universal relevance of ethical consumption and production. Through these efforts, the halal industry can position itself as a leader in sustainable practices, influencing global markets and inspiring other sectors to adopt similar approaches.

As the halal industry embraces sustainability, the integration of advanced technologies will become increasingly critical. Innovations such as IoT-enabled monitoring systems can optimize resource use in halal production, ensuring compliance with both Islamic and environmental standards. Similarly, AI-driven analytics can streamline supply chain operations, reducing waste and enhancing efficiency. These technological advancements, when combined with robust regulatory frameworks and collaborative efforts, can propel the halal industry toward a more sustainable and equitable future (Rejeb et al., 2021; Zailani et al., 2017). By embedding sustainability into its core practices, the halal industry not only fulfills its ethical obligations but also secures its position as a competitive force in the global economy. The integration of Islamic values with modern sustainability principles offers a blueprint for addressing environmental challenges while fostering economic growth (Elasrag, 2016; Kamali, 2021; Said & Elangkovan, 2013; Zailani et al., 2017). As consumers and stakeholders increasingly demand accountability and transparency, the halal industry's commitment to eco-friendly practices will serve as a testament to its role as a steward of both spiritual and environmental well-being.

CONCLUSION

Integrating Islamic values into halal product promotion demonstrates the intricate interplay between political, economic, social, technological, legal, and environmental dimensions. Politically, governments establish critical regulatory frameworks that ensure



the credibility and alignment of halal practices with Islamic principles. Economically, the emphasis on ethical transparency drives market growth and builds consumer trust, appealing to a diverse audience beyond the Muslim community. Socially, leveraging local cultural wisdom fosters resonance and authenticity in halal branding, enhancing its appeal across regions. Technologically, advancements such as blockchain, artificial intelligence, and IoT ensure transparency, efficiency, and personalization in halal marketing, aligning with ethical guidelines. Legally, harmonizing global halal standards addresses discrepancies and fosters international trade while reinforcing consumer confidence. Environmentally, adopting sustainable practices, including renewable energy and waste reduction, aligns Islamic stewardship values with modern sustainability imperatives, positioning the halal industry as a leader in ethical consumption. A comprehensive and multidisciplinary approach is essential to promote halal products in the 6.0 Era effectively. By aligning Islamic principles with contemporary market demands and sustainability goals, the halal industry can expand its global influence, address emerging challenges, and contribute to a more equitable and sustainable future. This integration underscores the dynamic potential of Islamic values to guide ethical practices in a rapidly evolving global landscape.

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