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# Digitalization and *Maqāṣid al-Sharī'ah*: Navigating Halal Lifestyle in Indonesia

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## Abstract

**Background:** In the digital era, the relevance of *maqāṣid al-sharī'ah* (the objectives of Islamic law) within a halal lifestyle has become increasingly significant for Muslims worldwide, especially in Indonesia. This study aims to explore the application of *maqāṣid al-sharī'ah* principles in the context of digital technology, focusing on how these principles influence the halal lifestyle.

**Methods:** A qualitative approach was used, including a comprehensive literature review and case studies. The research examines how digital tools, such as halal e-commerce platforms and digital halal certification applications, are integrated into the halal lifestyle and their alignment with *maqāṣid al-sharī'ah*.

**Results:** The study found that digital tools, such as halal e-commerce platforms and halal certification apps, significantly improve access to halal products and enhance the transparency of the halal industry. However, several challenges persist, including issues related to unverified information, the need for more stringent regulations, and the potential for deviations from sharia principles in digital platforms.

**Discussion:** Overcoming these challenges requires effective collaboration among government, industry, and society. Furthermore, educating the public on the principles of *maqāṣid al-sharī'ah* and the responsible use of technology is crucial to ensuring that halal lifestyles remain aligned with technological advancements in Indonesia.

**Conclusion:** This study highlights the importance of aligning *maqāṣid al-sharī'ah* principles with digital tools in promoting a halal lifestyle. To ensure sustainability and authenticity, it is essential to implement stricter regulations and increase public education on both Islamic law principles and the ethical use of technology.

**Novelty:** This research contributes to the understanding of how digital technology can support the halal lifestyle while adhering to the values of *maqāṣid al-sharī'ah*. It offers practical insights into the challenges and opportunities for integrating Islamic principles with digital advancements, particularly in Indonesia.

**Keywords:** *Maqāṣid al-Sharī'ah*, halal lifestyle, digitalization, halal e-commerce, technology and sharia.



## INTRODUCTION

The rapid advancement of information technology and digitalization has fundamentally transformed human lifestyles, including the way religious and ethical values are practiced in daily life. In predominantly Muslim societies such as Indonesia, the concept of a *halal* lifestyle has become increasingly relevant, reflecting not only religious adherence but also broader socio-cultural and economic aspirations (Hannan & Mursyidi, 2023). Within this context, *Maqāṣid al-Sharī'ah*—the overarching objectives of Islamic law that seek to preserve religion, life, intellect, progeny, and property—offers a normative framework (*das Sollen*) to guide the adaptation of halal practices in the digital era.

A halal lifestyle today goes beyond the domain of food and beverages. It encompasses decisions in areas such as fashion, finance, tourism, entertainment, and digital services (Ahyani et al., 2021; Naisabur et al., 2024; Solehudin et al., 2024; Solehudin & Ahyani, 2024). However, the digitization of everyday life presents both opportunities and challenges. While technology can support the goals of *maqāṣid*, it also carries risks of misinformation, commodification of religion, and deviation from shariah compliance (Ammerman & Smith, 2023).

This study seeks to explore how a halal lifestyle can be harmonized with digital technologies in Indonesia. It aims to identify transformative innovations that align with Islamic values while critically analyzing the challenges involved. The research contributes to a growing discourse by addressing how digital solutions can be designed and implemented in ways that reinforce *maqāṣid al-sharī'ah* rather than compromise them. A key motivation behind this inquiry is the identification of critical research gaps. One such gap is the lack of quantitative data on the adoption and use of digital halal platforms across demographic segments—such as age, income level, and geographic location—which limits nuanced understanding of user behavior and needs (Slamet et al., 2022; Yichen & Chuntian, 2024). Additionally, while technology has enabled innovations in halal certification, there is a shortage of empirical research examining its effectiveness, public trust, and international recognition (Jubaedah et al., 2023; Sun et al., 2024).

Another underexplored dimension is consumer behavior within digital ecosystems. A deeper understanding is needed regarding how consumers assess the halalness of online products, what influences their trust, and how digital media shapes purchasing decisions (Tedjakusuma et al., 2023; Sandikci et al., 2024; Di Novi et al., 2024; Pietrasik et al., 2024). At the same time, there is limited investigation into the potential of advanced technologies such as blockchain and artificial intelligence to improve the traceability and integrity of halal supply chains (Novita et al., 2022; Wahyuni et al., 2024). Moreover, regulatory frameworks have not kept pace with technological innovation. The development of adaptive, inclusive, and enforceable digital halal regulations remains a pressing concern (Cheung et al., 2023; Qian et al., 2024). Comparative



studies with countries that have successfully implemented digital halal governance could provide valuable lessons for Indonesia. Equally important is understanding the socio-cultural impact of digital halal initiatives. Platforms that promote halal lifestyles can influence public values, identity construction, and community dynamics (Moshin et al., 2020; Lombardozzi, 2023; Salaheldeen et al., 2024; Abd Halim et al., 2024). However, there is a need for more holistic research that integrates technological, religious, legal, and social perspectives under the umbrella of *maqāṣid al-sharī'ah*.

Unlike existing studies that often focus on either theoretical frameworks or isolated case studies, this research adopts a comprehensive approach. It aims to provide both conceptual clarity and actionable recommendations for individuals, industries, and policymakers. In doing so, it seeks to bridge the gap between shariah theory and digital-era realities. This study is particularly urgent given Indonesia's aspirations to become a global leader in the halal economy. As digitalization continues to reshape societal norms, ensuring that technological advancement aligns with Islamic values is not only a matter of religious concern but also of economic competitiveness and social sustainability. The chosen title, "*Digitalization and Maqāṣid al-Sharī'ah: Navigating Halal Lifestyle in Indonesia*," reflects this dual focus on religious principles and digital innovation. Through this work, the authors hope to contribute meaningfully to the evolving discourse on how Muslims can faithfully navigate the digital world without compromising on core ethical and spiritual commitments.

## METHOD

This study utilizes a qualitative approach to examine the application of Maqāṣid al-Sharī'ah within Indonesia's digital halal lifestyle. The primary data collection method is document analysis, focusing on halal digital platform reports, certification policies, and institutional research to understand existing regulations and technological innovations (Hannan & Mursyidi, 2023; Jubaedah et al., 2023). In addition, direct observations of halal digital platforms are conducted to analyze technological features such as product filtering, digital certification, and user interaction that facilitate adherence to halal principles (Ahyani et al., 2021; Solehudin & Ahyani, 2024). Complementing these methods, a thorough literature review is performed to contextualize the theoretical relationship between Maqāṣid al-Sharī'ah and digital technology (Ammerman & Smith, 2023). Furthermore, social media analysis is employed to capture public perceptions and discourse regarding halal lifestyles and digital transformation. Using tools like Hootsuite and Google Trends, key themes from platforms such as Instagram and Twitter are identified (Tedjakusuma et al., 2023). Case studies of selected halal digital platforms are also included to illustrate practical challenges and solutions, providing a comprehensive view of digital halal integration in Indonesia (Novita et al., 2022).



## **RESULTS AND DISCUSSION**

### **Transformation of Halal Lifestyle in Indonesia in the Digital Era**

The digital era has fundamentally reshaped halal lifestyles in Indonesia, profoundly influencing how Muslims engage with and implement the principles of Maqāṣid al-Sharīʿah in their daily lives. The integration of digital technologies into everyday activities has expanded access to halal products and services beyond traditional marketplaces. E-commerce platforms such as Zilzar and Muslimarket have emerged as prominent players, offering a wide range of halal-certified products that include not only food but also fashion, cosmetics, and personal care items. These platforms provide detailed, transparent information regarding the halal status of products, which is critical for consumers striving to uphold sharia-compliant lifestyles (Hannan & Mursyidi, 2023; Ahyani et al., 2021). This transparency aligns with the Maqāṣid al-Sharīʿah goals by promoting fairness, protecting consumer rights, and fostering trust in halal certification processes.

Mobile applications have further revolutionized the halal lifestyle by enhancing convenience and accessibility. Apps such as HalalTrip assist Muslim consumers in finding halal restaurants and travel options, while food delivery services like GrabFood incorporate filters that help users locate halal food quickly and efficiently. These technological innovations simplify adherence to halal dietary requirements, especially for urban populations with busy lifestyles (Tedjakusuma et al., 2023). By streamlining access to halal options, digital tools support the Maqāṣid al-Sharīʿah's objective of safeguarding the well-being and dignity of individuals through ethical consumption, while also promoting inclusivity for Muslims in increasingly globalized urban settings.

Social media platforms have played a transformative role in promoting halal lifestyles by providing spaces for information exchange, education, and community building. Influencers and content creators on Instagram, YouTube, and TikTok actively review halal products, share lifestyle tips, and advocate for greater awareness of sharia-compliant living. This dynamic digital engagement facilitates a deeper understanding of halal principles among younger generations, creating virtual communities that reinforce religious identity and values (Tedjakusuma et al., 2023). Such interactions contribute to the diffusion of Maqāṣid al-Sharīʿah goals by integrating religious observance with contemporary digital culture, fostering a socially connected yet principled Muslim consumer base.

Despite these advancements, significant challenges remain in fully realizing the potential of digital transformation for halal lifestyles. One of the primary obstacles is the inconsistency of halal standards and certification processes across different countries, which complicates international trade and consumer confidence in imported products. Indonesia's halal certification system, while robust domestically, faces difficulties ensuring global recognition



and combating counterfeit halal labels, which erode consumer trust and undermine the integrity of halal markets (Jubaedah et al., 2023). These challenges highlight the need for stronger regulatory harmonization and international cooperation to protect the Maqāṣid al-Sharīʿah objectives of preserving religion and safeguarding public trust.

Nevertheless, the digital transformation of halal lifestyles in Indonesia reflects a broader cultural and religious evolution in consumption patterns and identity formation. By embracing digitalization, Indonesian society is fostering a hybrid space where local religious values coexist and interact with global technological trends. This synergy opens new avenues for innovation in halal products and services, encouraging collaboration among government agencies, industry players, and consumers to build a resilient halal ecosystem that meets contemporary demands without compromising Islamic principles. Ultimately, this transformation not only reaffirms Indonesia's position as a global halal hub but also exemplifies how technology can serve as a catalyst for religious and cultural continuity in a rapidly changing world.

Table 1. Digital Innovations and Their Role in Transforming Halal Lifestyles in Indonesia

Aspect	Description	Examples/ Implementation	Benefits	Challenges
<b>Digital Marketplaces</b>	E-commerce platforms providing diverse halal-certified products with transparent halal status information.	Platforms like Zilzar and Muslimarket	Easier access to halal products; promotes transparency and trust.	Need for standardization of halal certification internationally.
<b>Mobile Applications</b>	Apps facilitating halal dining, travel, and shopping convenience through features like halal filters.	HalalTrip, GrabFood	Simplifies halal lifestyle adherence; enhances consumer convenience.	Limited access in rural areas; reliance on smartphone and internet.
<b>Social Media and Influencers</b>	Digital platforms used for halal lifestyle promotion, education, and community building.	Instagram, YouTube, TikTok influencers	Fosters religious identity; raises awareness among younger generations.	Risk of misinformation; requires active moderation.
<b>Regulatory and</b>	Disparity in halal standards globally; risk of counterfeit products	Issues with international halal	Highlights need for harmonized	Inconsistent standards; counterfeit



Aspect	Description	Examples/ Implementation	Benefits	Challenges
<b>Certification Challenges</b>	affecting consumer trust.	recognition and labeling	regulations and consumer protection.	products undermine trust.
<b>Cultural and Religious Evolution</b>	Integration of digital technology with local religious values creating new consumption patterns and identity.	Hybrid space combining tradition and innovation	Encourages innovation; strengthens Indonesia's role in global halal economy.	Requires collaboration among government, industry, and society.

The transformation of the halal lifestyle in Indonesia has undergone significant changes with the presence of various digital platforms that facilitate consumer access to halal products. E-commerce such as Zilzar and Muslimarket are real examples of how digital markets are able to provide a variety of halal products ranging from food to fashion and cosmetics with transparent halal status information. This transparency is very important because it is in line with the principles of Maqāṣid al-Sharī'ah which emphasize justice and protection of consumer rights, while building trust in halal certification (Hannan & Mursyidi, 2023; Ahyani et al., 2021). However, even though access has become easier, different certification standards at the international level are a major challenge that needs to be resolved so that Indonesian halal products can be accepted globally.

In addition, mobile applications have revolutionized the way people live a halal lifestyle by making it easier to find halal restaurants and products. For example, the HalalTrip application and food delivery services such as GrabFood provide a halal filter feature that helps users quickly find options that comply with Islamic law. This innovation not only simplifies the daily needs of Muslims, especially in densely populated urban areas, but also strengthens the principle of maqāṣid in protecting the welfare and honor of consumers through ethical consumption (Tedjakusuma et al., 2023). The main obstacles that still exist are limited internet access and smartphone use in some areas.

The role of social media cannot be ignored in this transformation process. Influencers and content creators on platforms such as Instagram, YouTube, and TikTok play an active role in educating the public about halal products and the sharia lifestyle. Their activities help spread understanding of maqāṣid more widely, especially to the younger generation who are highly dependent on digital media. In addition, virtual communities formed on social media strengthen religious identity while strengthening social relationships among Muslim consumers (Tedjakusuma et al., 2023). However, it is necessary to be vigilant against the potential for inaccurate information that can spread uncontrollably.





On the regulatory side, major challenges arise from the inconsistency of halal standards and certification processes across countries. Indonesia's halal certification system is indeed quite mature domestically, but uneven global recognition and the existence of fake products labeled halal pose a serious threat to consumer trust and the integrity of the halal market. This condition requires harmonization of international regulations and cross-country collaboration to protect the objectives of maqāṣid in maintaining religion and public trust (Jubaedah et al., 2023). This regulatory improvement will strengthen Indonesia's position as a major player in the world's halal economy. Overall, the transformation of halal lifestyles in the digital era is a reflection of the evolution of culture and religion that unites local values with global technological developments. Indonesia is now in a strategic position to develop a robust halal ecosystem through synergy between the government, industry players, and the community. This collaboration opens up space for innovation in halal products and services that not only meet the demands of modern consumers but also maintain Islamic principles. Thus, digitalization not only expands access but also strengthens the continuity of religious values in a dynamic global context (Hannan & Mursyidi, 2023; Tedjakusuma et al., 2023).

### **Technological Innovation in Ensuring Compliance with Halal Principles**

Technological advancements have become pivotal in enhancing the assurance of halal compliance throughout Indonesia's food and product industries. One of the most widely adopted innovations is the use of QR code-based halal certification applications. These applications allow consumers to instantly scan products and verify their halal status, including details on certification authority, production date, and ingredient sourcing. This instant verification mechanism not only facilitates consumer empowerment but also aligns with the Maqāṣid al-Sharī'ah's principles of fairness, transparency, and protection against fraud (Novita et al., 2022). By enabling end-users to access certification information easily, QR codes help build trust and reduce the circulation of counterfeit products in the market.

Alongside QR codes, blockchain technology has emerged as a revolutionary tool for guaranteeing supply chain integrity. Blockchain provides an immutable ledger that records every transaction and movement of halal products from farm to table. This decentralized and tamper-proof system ensures traceability, making it possible to verify the authenticity and halal compliance at every stage of the supply chain (Ali et al., 2021). Such transparency supports the Maqāṣid al-Sharī'ah objectives of safeguarding public trust and preventing harm caused by fraudulent or non-compliant products. Furthermore, blockchain can streamline audits and reduce human error, contributing to more efficient halal certification processes.

Despite these promising innovations, the widespread adoption of such technologies in Indonesia faces several challenges. Infrastructure limitations, especially in rural and remote areas, restrict reliable internet access and the availability of digital tools necessary to utilize these technologies effectively (Slamet et al., 2022). Additionally, public knowledge and



awareness about how to use QR codes or understand blockchain's benefits remain relatively low. This knowledge gap limits consumer engagement and the broader impact of these technological solutions. To overcome these barriers, coordinated efforts involving government policy support, industry investment, and educational campaigns are critical. Government-led initiatives could focus on improving digital infrastructure and establishing regulatory frameworks that encourage technology adoption and innovation within halal certification bodies.

Collaboration among stakeholders is essential to optimize the deployment and effectiveness of technological solutions for halal compliance. Public-private partnerships can foster the development of user-friendly digital platforms and training programs aimed at halal producers, distributors, and consumers alike (Cheung et al., 2023). By aligning incentives and sharing knowledge, the halal industry can leverage technology to build a transparent, trustworthy, and efficient ecosystem. Ultimately, such collaboration ensures that digital innovations not only uphold the technical standards of halal certification but also strengthen the ethical and spiritual foundations of halal consumption in line with Maqāṣid al-Sharīʿah.

Table 2. Overview of Technological Innovations in Halal Compliance

Technology	Description	Benefits	Challenges
<b>QR Code Halal Apps</b>	Mobile apps that scan product QR codes to verify halal certification details.	Instant product authentication; consumer empowerment; transparency.	Limited public awareness; requires smartphone and internet access.
<b>Blockchain</b>	Distributed ledger recording every transaction in the halal supply chain.	Immutable records; supply chain transparency; fraud prevention.	Infrastructure limitations; high implementation costs; technical complexity.
<b>IoT Sensors</b>	Devices monitoring environmental conditions during production and transportation.	Ensures compliance with halal storage and handling; real-time data monitoring.	High setup cost; requires technical expertise.
<b>Digital Certification Platforms</b>	Centralized online systems for managing halal certification processes.	Streamlines certification workflow; reduces human error; increases efficiency.	Resistance to change; need for training stakeholders.

Table 1 highlights several key technological innovations that are transforming halal compliance in Indonesia. QR Code Halal Apps, for example, provide consumers with instant verification of halal certification by scanning product QR codes. This technology empowers consumers through transparency and quick access to product information, aligning well with Maqāṣid al-





Shari'ah principles of fairness and trust (Novita et al., 2022). However, its effectiveness is limited by factors such as public awareness, the necessity of smartphone ownership, and reliable internet connectivity, which may restrict access for some user groups.

Blockchain technology offers a robust solution by maintaining an immutable and transparent ledger for every transaction within the halal supply chain. This ensures greater integrity and helps prevent fraud, thereby enhancing consumer confidence in halal products (Ali et al., 2021). Despite its advantages, blockchain adoption faces challenges related to infrastructure constraints, the high costs of implementation, and the technical complexities involved, which can hinder widespread use, especially among smaller enterprises and in less developed regions. Other innovations such as IoT Sensors and Digital Certification Platforms further support halal compliance by monitoring environmental conditions and streamlining certification processes. IoT devices provide real-time data to ensure halal standards are maintained during production and transportation, although their high setup costs and need for specialized knowledge pose barriers (Rejeb et al., 2021). Similarly, centralized digital certification platforms improve workflow efficiency and reduce human error but require stakeholder training and overcoming resistance to change (Cheung et al., 2023). Together, these technologies present promising advances for the halal industry, though coordinated efforts are necessary to address implementation challenges and maximize their benefits.

### **Collaboration as a Solution to Challenges in Implementing a Halal Lifestyle**

The successful implementation of a halal lifestyle in Indonesia's digital era is contingent upon addressing multiple complex challenges, such as inconsistent regulations, limited technological adoption, and low public awareness regarding halal digital products. These challenges necessitate a comprehensive, cross-sector collaboration approach that integrates government, industry, and society. Such collaboration is essential to harmonize religious values with rapid digital innovation and to foster a sustainable halal ecosystem.

First and foremost, the government plays a pivotal role in establishing clear and comprehensive regulations that align with international halal standards. A well-defined regulatory framework provides legal certainty and enhances the credibility of Indonesian halal products on the global stage. This involves not only standardizing halal certification procedures but also adapting these procedures to the digital context, such as certifying e-commerce platforms and digital food delivery services (Jubaedah et al., 2023).

Furthermore, the government must actively engage in enforcing these regulations to combat challenges such as counterfeit halal products that threaten consumer trust. Strengthening oversight mechanisms, increasing transparency, and fostering cooperation with international halal regulatory bodies are vital strategies that can improve regulatory effectiveness and market confidence.



In parallel, the industry, particularly startups and technology companies, is tasked with driving innovation in digital platforms that facilitate halal compliance. These platforms include halal verification apps using QR codes, blockchain-based supply chain tracking, and specialized e-commerce marketplaces dedicated to halal products. By offering accessible and user-friendly technological solutions, the industry can empower both producers and consumers to adhere to halal principles more effectively (Novita et al., 2022).

Moreover, industry players must invest in capacity-building programs to help small and medium enterprises (SMEs) understand and comply with halal standards in the digital era. These training programs can include digital literacy, halal certification processes, and how to use technology to enhance transparency and consumer engagement. Public education also constitutes a crucial pillar of this collaborative effort. Raising awareness among consumers about halal products and digital tools available for verification is key to fostering informed decision-making and building trust in halal brands. Public campaigns, social media influencers, online seminars, and community workshops are effective means to educate consumers about the importance of halal lifestyle and the benefits of digital compliance (Tedjakusuma et al., 2023).

Collaboration among government, industry, and society must be integrated and continuous. Stakeholders need to communicate regularly to ensure that regulations stay up-to-date with technological advances and that innovations meet the practical needs of the halal market. This ongoing dialogue will help synchronize efforts, avoid duplication, and maximize the impact of initiatives. An example of successful collaboration can be seen in coordinated efforts to develop halal e-commerce platforms that provide certified halal products, transparent halal status via QR codes, and blockchain-backed supply chains, while simultaneously conducting public education campaigns to boost consumer confidence. The synergy created through this collaborative approach not only addresses existing challenges but also positions Indonesia as a global leader in the halal digital economy. By combining tradition with technology, Indonesia can set an example for other Muslim-majority countries striving to modernize their halal sectors while preserving religious values. Ultimately, cross-sector collaboration is indispensable to building a resilient, innovative, and inclusive halal ecosystem that meets the evolving needs of consumers in the digital age, while remaining firmly rooted in the Maqāṣid al-Sharīʿah principles.

Table 3. Roles of Key Sectors in Collaborative Implementation of Digital Halal Lifestyle in Indonesia

<i>Sector</i>	<i>Main Role</i>	<i>Examples of Implementation</i>	<i>Expected Benefits</i>
<i>Government</i>	Develop and enforce regulations aligned with global standards	Digital halal certification, combating counterfeit products	Legal certainty, global market credibility



<i>Sector</i>	<i>Main Role</i>	<i>Examples of Implementation</i>	<i>Expected Benefits</i>
<i>Industry</i>	Innovate digital solutions and provide capacity-building	QR code halal apps, blockchain supply chains, halal e-commerce platforms	Improved transparency, easier compliance, market access
<i>Society</i>	Raise public awareness and trust through education	Social media campaigns, influencer marketing, online seminars	Informed consumers, increased trust in halal products

The government's role in regulating the halal digital ecosystem is fundamental for establishing legal certainty and ensuring compliance with international halal standards. By developing and enforcing clear regulations, the government provides the necessary framework to protect consumers from counterfeit halal products, thereby enhancing Indonesia's credibility in the global halal market (Jubaedah et al., 2023; Abdul Halim et al., 2024). Digital certification tools supported by these regulations streamline verification processes and build consumer confidence. Industry's contribution through technological innovation is critical for improving transparency and facilitating halal compliance. The adoption of QR code halal certification apps and blockchain for supply chain traceability exemplifies how digital solutions can empower consumers to verify product authenticity efficiently (Ali et al., 2021; Novita et al., 2022). Furthermore, capacity-building initiatives within the industry are essential to enable broader technology adoption, especially among SMEs, ensuring inclusiveness and strengthening the overall halal supply chain (Ahmad et al., 2017).

Public awareness and trust, driven by society's engagement, are equally vital for the success of the halal digital lifestyle. Social media campaigns and influencer marketing effectively educate consumers about halal principles and the importance of verifying halal products through digital tools (Tedjakusuma et al., 2023; Slamet et al., 2022). An informed consumer base fosters demand for certified halal products, reinforcing market integrity and encouraging industry compliance. The synergistic collaboration between government, industry, and society creates a comprehensive ecosystem that addresses the challenges of halal digital transformation. Each sector's role complements the others: regulation establishes standards, industry provides technological solutions, and society ensures informed demand. This integrated approach supports sustainable halal industry growth aligned with Maqāṣid al-Sharī'ah's values (Hannan & Mursyidi, 2023). In conclusion, optimizing collaboration across these sectors is crucial for Indonesia to maintain its leadership in the halal economy. Effective regulation, innovation, and education collectively build consumer trust and market transparency, enabling the country to navigate challenges such as counterfeit products and technological gaps while capitalizing on digital opportunities (Jubaedah et al., 2023; Ali et al., 2021; Tedjakusuma et al., 2023).



In summary, the successful digital transformation of Indonesia's halal lifestyle hinges on the strong and coordinated collaboration between government, industry, and society. Each sector's unique contributions—regulatory frameworks, technological innovation, and consumer education—are essential to building a trustworthy, transparent, and globally competitive halal ecosystem. By reinforcing these partnerships, Indonesia can effectively uphold the principles of Maqāṣid al-Sharī'ah while embracing modern technology, positioning itself as a pioneering leader in the global halal market. This integrated approach not only addresses current challenges but also paves the way for sustainable growth and innovation in the halal sector.

## CONCLUSION

This study demonstrates that digital technologies have brought profound changes to halal lifestyles in Indonesia, fundamentally enhancing how Muslims access and engage with halal products and services. The integration of e-commerce platforms, mobile applications, and digital certification systems has significantly improved consumer convenience and transparency. These digital tools allow users to verify halal status easily and make informed choices that align with the ethical and religious principles encapsulated by Maqāṣid al-Sharī'ah. By facilitating access to a broader range of halal products—from food to fashion—these innovations support fairness and protection for consumers, which are central tenets of Maqāṣid al-Sharī'ah.

Technological innovations such as QR code halal certification and blockchain supply chain tracking have become essential mechanisms for guaranteeing the authenticity and integrity of halal products. QR codes empower consumers to verify certification information instantly, while blockchain provides an immutable, transparent ledger of every stage in the supply chain, deterring fraud and enhancing trust. These advancements not only uphold the Maqāṣid al-Sharī'ah principles of transparency and justice but also help the industry adapt to global market demands. Nonetheless, the wider adoption of these technologies faces obstacles, including uneven technological infrastructure across regions and a general lack of public awareness and understanding of these digital tools. Addressing these challenges requires concerted efforts to improve digital literacy and expand technological infrastructure nationwide. Educational initiatives aimed at both consumers and producers can demystify the use of digital halal technologies and highlight their benefits. Simultaneously, investment in robust internet connectivity and affordable access to digital devices is crucial, especially in rural and underserved areas. These measures will ensure that the benefits of digital transformation in the halal sector are inclusive and equitable, thereby supporting the Maqāṣid al-Sharī'ah's objective of promoting social welfare.

Crucially, the study emphasizes that sustainable progress depends on strong collaboration among the government, industry players, and civil society. The government must lead in



formulating clear, consistent halal regulations aligned with international standards, fostering an environment conducive to innovation and market growth. Meanwhile, the industry must focus on developing user-friendly digital platforms and investing in capacity building to ensure compliance and transparency. Public education and awareness campaigns are equally important to build consumer trust and encourage ethical consumption habits. Such integrated efforts create a holistic halal ecosystem that balances tradition with modernity. In conclusion, Indonesia stands at the forefront of harmonizing halal values with digital innovation, offering a model for other Muslim-majority countries and the global halal market. By embracing technological advancements and fostering multi-sector collaboration, Indonesia can safeguard the core principles of Maqāṣid al-Sharī'ah while enhancing economic opportunities and consumer empowerment. This dual achievement positions the nation not only as a hub for halal products but also as a pioneer in digital halal lifestyle promotion, contributing to the global discourse on ethical consumption in the digital age.

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