Hexa Helix Framework on the Dynamics of the Indonesian Halal Fashion Industry

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***Abstract***

*This qualitative research delves into Indonesia's Halal Fashion industry, employing a descriptive approach and relying on extensive secondary data collected from diverse sources such as scientific articles, publications, reports, and industry papers. Utilizing the Hexa Helix Stakeholder Concept as a guiding framework, the study aims to unravel the industry's nature, challenges, and potential while analyzing the roles and interactions of stakeholders—government institutions, affected communities, NGOs, businesses, mass media, and universities. Employing thematic and content analysis, the research seeks to unearth recurring patterns and stakeholder dynamics, offering insights into the complexities of the Halal Fashion landscape in Indonesia. Ultimately, this study advocates for collaborative stakeholder efforts, emphasizing the interdependence among these sectors for the industry's growth, ethical practices, and innovation within Indonesia's evolving market setting. The study's findings underscore the importance of addressing multifaceted challenges both externally and internally through collective stakeholder efforts* *among government, industry, academia, civil society, media, and culture, essential in navigating the industry towards sustained growth and viability.*

***Keywords****:**Halal Fashion, Hexa Helix*

**INTRODUCTION**

In recent years, the Indonesian government has launched an intensive campaign aimed at pushing the country to become a leader in the global halal industry. President Joko Widodo, better known as Jokowi, has set an ambitious target, envisioning Indonesia becoming the epicenter of the world's halal industry by 2024 (Dahlan & Wildan, 2022). A report from the National Sharia Economic and Financial Committee (KNEKS) reveals the stunning landscape of Indonesia's halal market. The food and beverage sector is the largest segment, controlling 43% of the market, followed by fashion and media/entertainment at 23%, tourism or travel at 8%, pharmaceuticals at 7%, and cosmetics at 5% (Samsul et al., 2022). Although Indonesia is experiencing rapid progress in the global halal industry, with its ranking rising from 10th in 2018 to 4th in 2020—only behind Malaysia, Saudi Arabia, and the UAE—it is evident that the country is not yet a leader in the halal industry, even though the country has the largest Muslim population in the world (Reza, 2020).

Islam, a comprehensive religion that regulates all aspects of life, carefully extends its guidelines even to the areas of clothing and manners (Mohammad & Ryca Maulidiyah, 2021). Within this framework there is 'halal fashion', namely a way of dressing that is in harmony with Islamic principles. Halal fashion is one of the fundamental needs in the halal industry, where the halal aspect needs to be considered by producers and consumers (Tarofder et al., 2022). Supervising halal fashion products is not as easy as supervising halal food where there is halal certification through material testing, considering that the scope of fashion is not only clothing/clothing but also includes other items such as bags, shoes, accessories, and so on. If the clothing material obtained is contaminated with something that is not halal/unclean then it is not halal even though the clothing covers the body (Rizkyana et al., 2022). Halal fashion adheres to a set of criteria outlined by Islamic law, which prohibits certain materials such as gold and silk for men and requires modesty and distinctiveness from the clothing of non-believers (Hasibuan & Hasibuan, 2023). Indonesia's journey in developing halal fashion is intrinsically linked to the great potential that this country has. This includes the large public demand for halal products, the diversity of halal offerings, a strong legal framework, the increasing availability of halal products, and most importantly, the soaring global demand for halal products in the export market (Hashim & Shariff, 2016).

Based on the Muflihin (2019) research, there are four indicators which must be fulfilled within Halal Fashion industry: 1) Halal Supplier: Ensuring a Halal Supplier involves sourcing raw materials that align with Islamic principles, avoiding haram materials such as snake or crocodile skin. Suppliers need to provide valid halal certifications for their products. The emphasis lies not only on the nature of the materials but also on their sources, ensuring ethical and compliant procurement processes; 2) Halal Manufacturing: Halal Manufacturing refers to the adherence to Standard Operating Procedures (SOPs) that comply with halal standards during the production process. This includes meticulous oversight to ensure cleanliness, thereby eliminating unclean or haram substances from being integrated into the manufacturing process. SOPs should detail stringent guidelines for cleanliness and halal compliance at every production stage (Fathoni & Swandari, 2020). 3) Halal Warehouse: In a Halal Warehouse, proper segregation is crucial. This involves clear categorization of good and defective fashion products without any mixing with haram items. Effective labeling and storage practices are essential to prevent contamination, maintaining the integrity of halal products throughout storage and before distribution. 4) Halal Distribution and Transportation: For Halal Distribution and Transportation, maintaining cleanliness and separation of halal and non-halal products during transit is imperative. The transportation process must uphold the same standards of cleanliness and segregation as the manufacturing and warehousing stages. This includes implementing procedures that prevent the mingling of halal and non-halal items during transportation, ensuring the purity and compliance of products until they reach the consumer (Salam, 2023).

The journey of the halal fashion industry in Indonesia, although promising and dynamic, faces many challenges both externally and internally. Externally, this industry faces intense competition, not only between Muslim countries but also with developed countries globally. This intense competition underscores the importance for Indonesia to exploit the great potential and advantages it has in order to remain competitive. Failure to capitalize on that power risks reducing Indonesia's status as the world's largest consumer and not as an important producer in the halal market. In addition, the absence of universally recognized global halal compounds is a challenge. The lack of context between countries, especially within the Organization of Islamic Cooperation (OIC), regarding halal standards, has led to differences in criteria, thereby eroding consumer trust. Therefore, there is an urgent need for standardized global halal certification to guarantee the authenticity of halal products, both domestic and foreign (Adinugraha & Nadhifah, 2020).

Internally, the halal fashion industry faces various obstacles. The incorporation of halal fashion products into broader fashion commodity categories creates challenges in tracking and progressing to effectively display halal fashion exports. Apart from that, halal awareness in Indonesian society also contributes to the misunderstanding that all products on the market are considered halal. To overcome this, comprehensive outreach efforts are needed, which include seminars, training, exhibitions and multimedia campaigns to enlighten the public about halal industry concepts and products (Mefid & EItiveni, 2023).

In addition, problems with internal regulations hinder the progress of this industry, such as delays in the implementation of the Halal Product Guarantee Law (UU JPH) UU. No.33 2014 and the complexity inherent in its clauses in UU JPH article 21 paragraph 1. Lack of raw materials and technological innovation hinders the industry's potential. Even though Indonesia is rich in natural resources, some manufacturers still experience resource shortages, especially impacting traditional clothing manufacturers (Ray & Nayak, 2023). In addition, the weak spirit of domestic competition coupled with the influx of foreign goods perpetuates preferences for international products over local products, thus contributing to the large consumption of halal products in Indonesia. The COVID-19 pandemic presented a dual impact on Indonesia's halal fashion industry, exposing vulnerabilities while also uncovering unforeseen prospects (Mohammad & Maulidiyah, 2022). As the pandemic disrupted production mobility and exacerbated industry challenges, an unexpected transformation emerged. Halal fashion businesses showcased adaptability by pivoting strategies to navigate the crisis, instigating a notable shift within the industry (Adinugraha & Nadhifah, 2020).

Research by Warto and Zainal Arifin (2020) shows that halal business opportunities in Indonesia are very broad. This offers halal product entrepreneurs the opportunity to make huge profits. Meanwhile, the challenge facing the Indonesian halal industry is the attitude of business actors who often do not realize the importance of halal products and lack direction in competing for the world halal industry market. On the other hand, many business actors are more concerned with pursuing profits which means that consumer rights are given less attention. Studies by Ismoyowati (2015) suggest that one pivotal factor impacting consumer behavior is the consideration of halal aspects. This underscores the increasing significance of the halal element in propelling industry growth.

This transformative response is evidence of collaborative efforts among the six main stakeholders summarized in the Hexa Helix Stakeholder Concept: government, affected communities, NGOs, the business world, mass media, and universities. During this period, stakeholders, each leveraging their unique strengths and mandates, played an integral role in driving the industry forward. Government initiatives facilitate adaptation strategies, while NGOs advocate for ethical practices and consumer welfare (Firmansyah et al., 2022). The demands and cultural sensitivities of affected communities are reflected through the industry's response. At the same time, businesses are quickly adapting their approaches, leveraging media outreach and university research to improve branding and consumer engagement. This collective synergy has not only enabled the industry to overcome the challenges of the pandemic but also leverage this crisis as a catalyst for progress (Yaseen & Acharya, 2012). The adaptive measures implemented by halal fashion businesses, under the guidance and collaboration of the Hexa Helix Stakeholder Concept, not only guarantee sustainability but also strengthen the visibility and recognition of local halal fashion brands, symbolizing the resilience and collaborative innovation fostered in the halal fashion industry in Indonesia.

This research endeavors to formulate a comprehensive Hexa Helix strategy for Indonesia's halal fashion industry. By recognizing the intricate interplay among the six key stakeholders—government, affected communities, NGOs, the business world, mass media, and universities—this study aims to develop a cohesive and inclusive strategy. This strategy intends to harness the collective strengths, expertise, and roles of each stakeholder to address the industry's challenges and capitalize on its potential. The goal is to foster collaboration, innovation, and sustainable growth within Indonesia's halal fashion landscape, leveraging the Hexa Helix framework as a blueprint for strategic development and collective advancement.

**METHODOLOGY**

This research uses a qualitative descriptive approach to thoroughly explore the complex landscape of the Halal Fashion industry in Indonesia. The methodology relies on secondary data collection through extensive library research, internet sources, and industry reports. The main focal point of this investigation is to analyze the nature, challenges and potential of diverse industries. In addition, this analysis method integrates the Hexa Helix Stakeholder Concept as a guiding framework for understanding dynamics in the industry (Sugiyono, 2019).

The data collection process requires a thorough examination of various secondary sources. First, this research involved an in-depth review of scientific articles, books, and publications available in the library. This resource offers historical perspectives, industry trends, and cultural insights related to the Halal Fashion industry in Indonesia. Second, leading online platforms, government publications, industry reports and trusted websites serve as important sources for up-to-date information, contemporary insights and market analysis specific to the industry. Additionally, exploring specific industry reports and research papers that focus explicitly on the Halal Fashion sector in Indonesia will provide critical insights and different perspectives necessary for a comprehensive analysis.

This study carefully focuses on various dimensions of the Halal Fashion industry in Indonesia. This includes but is not limited to, analyzing market trends, consumer behavior, regulatory frameworks, technological innovations, and cultural influences. In addition, this research aims to explore the roles, contributions, challenges and interactions between the six main stakeholders summarized in the Hexa Helix Stakeholder Concept. These stakeholders include government institutions, affected communities, NGOs, the business world, mass media, and universities. Understanding the dynamics and collaborative interactions within this industry is fundamental to understanding its complexity and potential.

The data analysis process revolves around using the Hexa Helix Stakeholder Concept as a lens. Thematic analysis involved identifying recurring patterns, themes and insights regarding the interactions and roles of six stakeholders in the Halal Fashion industry. Content analysis focuses on categorizing and summarizing specific information regarding the contributions and challenges of each stakeholder. This approach helps in deriving descriptive narratives and interpretations that align with the Hexa Helix framework, explaining stakeholder dynamics and their implications for the industry (Yaseen & Acharya, 2012).

**RESULT AND DISCUSSION**

**Hexa Helix Framework**

The Hexa Helix model is an extension of the Triple Helix model that broadens the framework to incorporate six key stakeholders in innovation and development processes. It emphasizes the collaboration and interaction among six sectors: government, industry, academia, civil society, media, and culture.

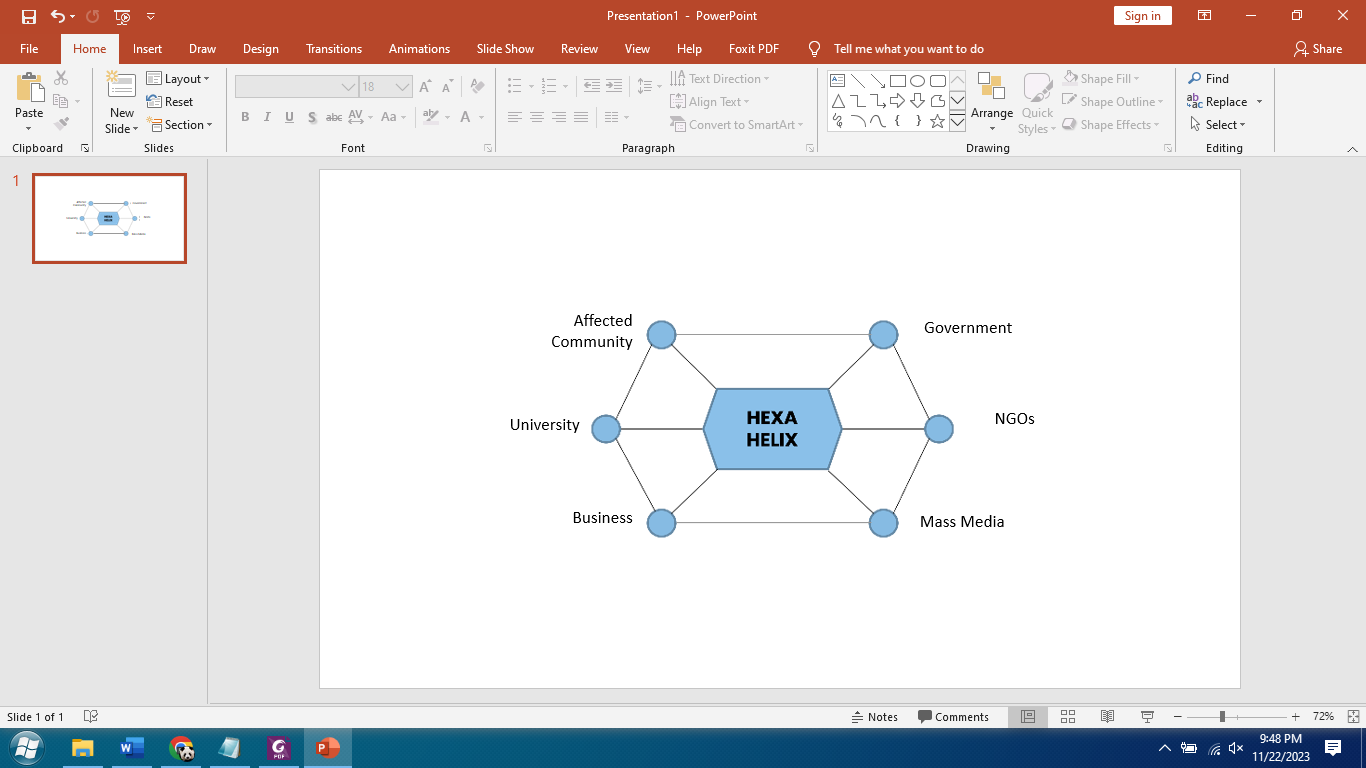


Figure 1. Hexa Helix (Yaseen & Acharya, 2012)

**Government**

Indonesia's pursuit of a competitive edge in the global halal market confronts multifaceted challenges both externally and internally. Externally, the government shoulders the responsibility of fortifying Indonesia's position by instituting standardized global halal certification norms within the Organization of Islamic Cooperation (OIC). This harmonization initiative is pivotal, offering a unified benchmark that fosters consumer confidence and authenticates market products. The establishment of these robust standards not only bolsters trust but also underscores Indonesia's commitment to halal integrity, crucial for gaining a stronger foothold in the global halal marketplace. Furthermore, internal regulatory enhancements, notably the implementation of the Halal Product Guarantee Law (UU JPH), are instrumental. This mandates a stringent framework ensuring halal compliance, thereby fortifying the industry's underlying structure and consumer trust. Internally, navigating regulatory intricacies, resource scarcities, and technological gaps necessitates focused governmental intervention. The complexities within Indonesia's internal regulatory environment demand streamlined measures to facilitate smoother industry operations. Mitigating resource shortages, especially for traditional manufacturers, is pivotal. Supporting these entities with consistent access to essential raw materials empowers them to sustain production and contributes to the industry's overall growth. Moreover, fostering innovation remains pivotal for Indonesia's halal fashion sector. The government can incentivize technological advancement, encouraging research and development initiatives or offering support programs that stimulate innovation. This strategic intervention can catalyze technological progress, bridging existing gaps and positioning Indonesia as a hub for innovative halal fashion practices, thereby propelling the industry forward.

The Halal fashion industry's evolution can profoundly impact governments through economic growth, regulatory frameworks, international relationships, cultural preservation, consumer protection, and innovation. Economic prosperity arising from job creation, exports, and increased revenue contributes to a country's financial health. Governments play a pivotal role in establishing and enforcing standards to authenticate Halal products, ensuring consumer trust and facilitating global trade. Active involvement in international discussions strengthens diplomatic ties among Muslim-majority nations. Preserving cultural identity and national pride through Halal fashion requires government support for local designers and traditional clothing. Protecting consumers from fraudulent practices and promoting innovation through funding and incentives also fall within the government's realm, reflecting the multifaceted influence of the Halal fashion industry on governmental policies and actions.

**Communities**

Navigating the external challenges within Indonesia's halal fashion industry demands a concerted effort by businesses to align with evolving halal standards. Meeting consumer demands necessitates an adherence to stringent halal principles, ensuring products comply with established halal criteria. Bridging the gap between consumer expectations and product offerings mandates a proactive approach by businesses to prioritize halal authenticity. Comprehensive educational programs and campaigns serve as pivotal tools to dispel prevalent misconceptions within society regarding halal products. These initiatives, designed to increase halal awareness, play a crucial role in informing and enlightening consumers. By disseminating accurate information, businesses can debunk myths and clarify the nuances of halal, thereby fostering a more informed and receptive consumer base. Internally, the halal fashion industry grapples with the imperative need for a fundamental shift in business mindsets. Encouraging a paradigm shift from a profit-centric approach to one centered around halal authenticity emerges as a cornerstone for industry progress. Educating and engaging businesses on the intrinsic value of producing and marketing authentic halal products becomes paramount. This educational outreach can illuminate the significance of aligning with halal principles beyond profit-making. By emphasizing the ethical and cultural importance of halal practices, businesses can reshape their operational strategies, redirecting their focus towards holistic adherence to halal standards. Engaging businesses in dialogue, workshops, and educational seminars to highlight the ethical and commercial advantages of embracing halal practices can facilitate this transformative shift, ultimately reshaping industry practices.

The Halal fashion industry significantly impacts communities by fostering cultural identity, shaping social norms, providing economic opportunities, and influencing consumer choices. It enables the preservation and expression of religious and cultural values through modest yet fashionable clothing, empowering individuals to embrace their identity. This industry often creates jobs and supports local artisans and manufacturers, positively influencing community livelihoods and economic empowerment. Additionally, it shapes societal perceptions and preferences, encouraging a shift towards ethical and culturally sensitive consumer behaviors. As communities engage with Halal fashion, it becomes a symbol of identity, fostering unity and solidarity among diverse groups while contributing to the socioeconomic growth of the community.

**Non Government Organizations (NGOs)**

Addressing the external challenges within Indonesia's halal fashion industry necessitates the proactive involvement of Non-Governmental Organizations (NGOs) in advocating for standardized global halal certification. NGOs can play a pivotal role as advocates, leveraging their influence to push for the establishment of universally recognized halal standards within international bodies, such as the Organization of Islamic Cooperation (OIC). Collaborative efforts involving NGOs, businesses, governmental bodies, and international organizations are imperative. By fostering partnerships and alliances, these entities can collectively drive the development and implementation of unified halal standards. Through advocacy, lobbying, and participation in policy dialogues, NGOs can champion the cause of standardized halal certification, thereby bolstering consumer trust and fostering a more cohesive global halal marketplace. Internally, NGOs can deploy robust outreach programs designed to educate and assist businesses in comprehending and adhering to halal regulations. These initiatives serve as crucial support mechanisms, equipping businesses with the necessary knowledge and tools to navigate halal compliance effectively. By organizing workshops, training sessions, and informational seminars, NGOs can empower businesses, fostering a deeper understanding of halal principles and regulations. Simultaneously, advocating for consumer rights remains central to these initiatives. Emphasizing the significance of halal integrity in products while advocating for consumer interests aligns with the core objectives of NGOs. By advocating for transparent and ethical business practices, NGOs can underscore the importance of maintaining halal integrity while ensuring consumer rights are safeguarded within the industry's operations. These efforts collectively contribute to a more informed and ethically driven halal fashion industry landscape in Indonesia.

The Halal fashion industry significantly involves NGOs by necessitating their advocacy for standardized global halal certifications and their role in educating and supporting businesses. NGOs play a crucial role in pushing for universally recognized halal standards, collaborating with businesses, governments, and international organizations to establish these benchmarks. Moreover, their involvement extends to educating and aiding businesses in understanding and adhering to halal regulations. Through workshops, training sessions, and informational seminars, NGOs empower businesses with the knowledge and tools required for effective halal compliance. They also advocate for consumer rights, emphasizing the significance of halal integrity in products, thereby ensuring transparent and ethical business practices within the industry's operations. This engagement contributes to a more informed, ethical, and cohesive halal fashion industry landscape.

**Business World**

Addressing external challenges within Indonesia's halal fashion industry necessitates a strategic adaptation to global competition. Businesses should capitalize on Indonesia's inherent strengths in the halal market by fostering innovation and enhancing supply chain efficiency. Encouraging innovation within the industry can be a transformative strategy, prompting the development of unique and high-quality halal fashion products. Additionally, investing in robust halal supply chains and ensuring access to superior quality raw materials is imperative. By fortifying the supply chain infrastructure, businesses can guarantee the authenticity and integrity of their halal products, thus reinforcing consumer trust. Leveraging Indonesia's abundant resources to secure top-tier raw materials further enhances the competitiveness of the halal fashion industry on a global scale. These strategic maneuvers position businesses to thrive in the competitive landscape while upholding the essence of halal integrity. Internally, fostering a shift in business paradigms is critical to address the challenges encountered within the halal fashion industry. Encouraging businesses to pivot from a profit-centric approach towards a steadfast commitment to halal principles forms the crux of this transformative process. Prioritizing halal integrity and quality over profit margins necessitates a redefinition of industry norms. By redirecting the focus towards authentic halal practices, businesses can reshape industry standards. Cultivating an environment where businesses demonstrate a genuine dedication to halal principles can yield profound impacts. This strategic realignment fosters an industry ethos that prioritizes ethical practices and halal integrity, establishing a foundation for sustained growth and consumer confidence. Encouraging businesses to embrace this paradigm shift ensures a more principled and resilient halal fashion industry within Indonesia's market landscape.

The impact of the Halal fashion industry on the business world is profound, urging adaptation to global competition and a redefinition of operational paradigms. Businesses must leverage Indonesia's inherent strengths in the halal market by encouraging innovation, fortifying supply chains, and investing in quality raw materials. Prioritizing halal authenticity over profit-making reshapes industry norms, positioning businesses for global competitiveness. Aligning with halal principles and investing in robust supply chains ensures product authenticity, fostering consumer trust. However, it necessitates a transformative shift in mindset, where businesses commit to halal integrity and quality, reshaping industry standards and establishing a more principled and resilient market landscape within Indonesia.

**Mass Media**

Addressing external challenges necessitates an active role for mass media in shaping consumer perceptions and advocating for standardized halal certifications. Mass media platforms serve as influential channels for educating consumers about the importance of standardized halal certifications. Initiating robust campaigns that promote domestic halal products while highlighting the intrinsic value of authenticity can significantly influence consumer perceptions. Through compelling storytelling and informative content, mass media outlets can underscore the significance of authentic halal products, fostering trust and credibility among consumers. By championing the virtues of standardized halal certifications, the media can act as catalysts in cultivating a more discerning consumer base that prioritizes halal integrity in their purchasing decisions. Internally, media campaigns play a pivotal role in dispelling misconceptions and reshaping consumer preferences within the halal fashion industry. Targeted campaigns aimed at elucidating the intricacies of halal industry concepts are essential. By addressing misconceptions surrounding halal products and practices, media initiatives can foster a deeper understanding among consumers. Encouraging a narrative that emphasizes the intrinsic value of halal authenticity and ethical production practices can effectively reshape consumer preferences. These campaigns should highlight the ethical and quality aspects of halal fashion, creating a narrative that resonates with consumers' values and preferences. Through consistent and strategic messaging, media campaigns can play a transformative role in steering consumer perceptions towards embracing halal authenticity as a cornerstone of their purchasing behavior. Engaging and informative media campaigns have the potential to cultivate a more informed and discerning consumer base within the halal fashion industry. By leveraging their influence to promote the importance of authenticity and ethical practices, mass media can contribute significantly to shaping a consumer landscape that values and supports halal integrity in Indonesia's fashion market.

The Halal fashion industry profoundly influences mass media by reshaping consumer perceptions and advocating for standardized halal certifications. Mass media platforms play a pivotal role in educating consumers about the importance of standardized halal certifications, fostering trust and credibility among consumers. Through informative content and compelling narratives, media outlets can underscore the significance of authentic halal products, thereby influencing consumer preferences. By championing the virtues of standardized halal certifications, media platforms contribute significantly to cultivating a more discerning consumer base that prioritizes halal integrity in their purchasing decisions. Engaging and informative media campaigns have the potential to shape consumer perceptions, emphasizing the significance of authenticity and ethical practices within the halal fashion industry in Indonesia.

**Universities**

Addressing external challenges involves a strategic collaboration between academia, the industry, and government entities to augment educational curricula. Integrating halal industry concepts into fashion education programs can profoundly impact the workforce's preparedness. By infusing these concepts into curricula, educational institutions can cultivate a talent pool well-versed in halal standards and practices. This integration would equip future professionals with the knowledge and skills essential for contributing to the halal fashion industry's growth and adherence to ethical principles. Collaborative efforts between academia and industry can ensure that educational programs are aligned with the industry's evolving needs, fostering a workforce that embraces halal authenticity and innovation. Internally, academia can play a pivotal role in driving innovation and technological advancements within the halal fashion sector. Encouraging research initiatives within academic institutions can spur innovation and address industry challenges. Engaging students in research projects and practical applications related to halal industry practices fosters a culture of innovation and problem-solving. This hands-on approach not only equips students with practical skills but also prepares them to navigate the complexities of the halal fashion industry upon entering the workforce. By encouraging a research-oriented approach and providing opportunities for experiential learning, academia can nurture a future generation of professionals equipped to contribute meaningfully to the industry's growth and technological advancements.

The emergence and growth of the Halal fashion industry significantly impact universities by influencing educational curricula and fostering innovation. Integration of halal industry concepts into fashion education programs cultivates a workforce aligned with ethical principles and innovation. Collaborative efforts between academia and industry ensure educational programs meet evolving industry needs, equipping future professionals with skills essential for the sector's growth and adherence to ethical practices. Academia's role in driving research initiatives fosters innovation, preparing students to navigate industry complexities upon entering the workforce. This integration and focus on research-oriented approaches nurture a generation of professionals ready to contribute meaningfully to the halal fashion industry's advancement.

**CONCLUSION**

The Hexa Helix model underscores the collaborative synergy among government, industry, academia, civil society, media, and culture in steering Indonesia's halal fashion industry towards growth and sustainability. Addressing the multifaceted challenges both externally and internally demands concerted efforts from each stakeholder. Externally, the government's role in establishing unified global halal standards within the OIC is pivotal for fostering trust and authenticating market products. Streamlining internal regulations, such as implementing the Halal Product Guarantee Law (UU JPH), is instrumental in fortifying industry foundations. Businesses, as vital components of the industry, must adapt to global competition by leveraging innovation and enhancing supply chains. Prioritizing halal authenticity over mere profit-making reshapes industry norms, positioning businesses for global competitiveness. NGOs and mass media play influential roles in advocating for standardized halal certifications and educating consumers. Their initiatives dispel misconceptions and shape consumer perceptions, fostering trust and credibility within the halal fashion landscape. Academic institutions serve as catalysts for change by integrating halal industry concepts into curricula, preparing a workforce aligned with ethical principles and innovation. Engaging in research initiatives nurtures innovation, providing students with practical skills for the industry's advancement. In essence, the Hexa Helix model advocates for collective action, emphasizing the interdependence among stakeholders for a robust, ethical, and innovative halal fashion industry in Indonesia's evolving market landscape.

The suggestion for future researchers looking into Indonesia's halal fashion industry includes avenues for exploring consumer behavior and perception towards halal products, analyzing supply chain dynamics with a focus on transparency and sustainability, assessing policy impacts like the Halal Product Guarantee Law, investigating technology's role in innovation, exploring international market strategies for expansion, and delving into socio-cultural impacts on Indonesian society. Each of these paths offers extensive potential for in-depth research, providing a comprehensive understanding of the halal fashion industry's complexities, growth prospects, and socio-economic impacts within Indonesia's market landscape.

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