



Halal Maritime Industry and the Blue Economy: Integrating Legal and Fatwa-Based Strategies for Sectoral Transformation

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Abstract

This study examines the repositioning strategies of Indonesia's halal maritime industry within the framework of the blue economy, employing positive law and fatwas issued by the Indonesian Ulama Council (MUI). Despite Indonesia's considerable maritime potential, the halal maritime sector remains underdeveloped, thereby necessitating strategic repositioning. Utilizing a qualitative, descriptive-analytical, and normative juridical methodology, the research reveals that the proposed strategies correspond with Elkington's Triple Bottom Line Theory across five key pillars: (1) cross-sectoral regulatory harmonization that integrates public policy, legislation, and halal fatwas; (2) development of halal maritime infrastructure, encompassing ports, cold chain logistics, transportation, certification processes, and blockchain-based traceability; (3) institutional collaboration among government agencies, BPJPH, BPOM, and MUI concerning derivative products; (4) establishment of a comprehensive halal maritime ecosystem; and (5) enhancement of halal seafood export competitiveness to support halal diplomacy. The study contributes theoretically by bridging the blue economy concept with legal frameworks and fatwas, and offers a practical, sustainable model for industry repositioning. Policy implications underscore that, without the integration of regulatory measures and fatwas, the halal maritime industry will remain marginal and fail to serve as a catalyst for Indonesia's Islamic economic development.

Keywords

Halal Maritime Industry; Blue Economy; Sectoral Transformation; Positive Law; Fatwa

Introduction

Geographically, Indonesia is the world's largest archipelagic state, encompassing a marine area of 5.9 million km², which includes of 3.2 million km² of territorial waters and 2.7 million km² of Exclusive Economic Zone (EEZ) waters, representing approximately 70% of its total territory.¹ Indonesia is recognized as a maritime nation, consisting of 17,504 islands and an extensive coastline.² According to data from the Ministry of Marine Affairs and Fisheries (2023), Indonesia's maritime economy has the potential to generate up to USD 1.5 trillion annually if managed optimally. This potential span various sectors, including fisheries, marine aquaculture, marine

¹ Geografi Pengajarannya and Mukhamad Fredy Arianto, "Potensi Wilayah Pesisir Di Negara Indonesia," *Jurnal Wilayah Dan Lingkungan*, November 12, 2020.

² Muhammad Sabir and Eliyanti Mokodompit, "Analisis Potensi Maritim Indonesia," preprint, OSF, July 15, 2023, <https://doi.org/10.31219/osf.io/dnrt3>.



biotechnology, renewable energy sources (such as wave, wind, and ocean thermal energy conversion), mineral resources, and maritime services, including ports and sea transportation.³

According to Pauli, the blue economy extends beyond the mere exploitation of marine resources, emphasizing the potential of ecosystems to serve as models for sustainable production.⁴ In their study titled *The Role of Blue Economy Towards Golden Indonesia 2045*, Maqfirah and Abdul Rakhman Laba contend that the blue economy represents an economic paradigm focused on the utilization of marine resources, fisheries, maritime tourism, ocean energy, and marine biotechnology industries as emerging drivers of Indonesia's economic development.⁵ Within the Indonesian context, the blue economy not only addresses the exploitation of marine resources but also seeks to mitigate overfishing, coastal ecosystem degradation, and spatial conflicts in marine areas. Therefore, the blue economy is considered as a viable model for sustainable development.

One of the strategies delineated in Indonesia's Blue Economy Roadmap for 2025–2029 involves the development of the blue economy as a new source of national growth.⁶ This underscores the government's emphasis, commencing in 2025, on leveraging maritime potential as a critical driver capable of fostering both national and global economic advancement. The Roadmap defines the blue economy as the sustainable utilization of marine, coastal, and aquatic ecosystem resources to promote economic growth, generate employment opportunities, and ensure sustainability, explicitly avoiding the exploitation of the marine ecosystems.

To date, Indonesia's economic growth has primarily depended on land-based sectors, including mining, manufacturing, plantations, agriculture, and others to drive its economic growth. However, these terrestrial economic resources are anticipated to be rapidly depleted and are highly susceptible to volatility in global commodity prices. Mohammad Faisal, Executive Director of the Center of Reform on Economics (CORE), estimates that coal, petroleum, and natural gas reserves will be exhausted within approximately 19 to 28 years.⁷ Similarly, the Ministry of Energy and Mineral Resources (ESDM), citing a report from PT Amman Mineral Nusa Tenggara (AMNT), has projected that gold and copper reserves in West Sumbawa will be depleted by 2030.⁸

In response to the depletion and eventual exhaustion of terrestrial natural resources, the Indonesian government has formulated plans to reduce its reliance on extractive industries such as coal, oil, palm oil, gold, nickel and tin by harnessing marine resources, commonly referred to as the blue economy, as a new source of economic growth. According to Agus Kiswantonono, the maritime economy holds significant potential for generating Ocean Thermal Energy Conversion (OTEC), a promising and sustainable form of renewable energy.⁹ Within the ASEAN framework,

³ Azzahra Alifa Ramadhani, "Potensi Keunggulan Kompetitif Sumber Daya Kelautan Indonesia," *Jurnal Ekonomi Sakti (JES)* 12, no. 3 (2023): 291–96, <https://doi.org/10.36272/jes.v12i3.296>.

⁴ Gunter A. Pauli, *The Blue Economy: 10 Years, 100 Innovations, 100 Million Jobs* (Paradigm Publications, 2010).

⁵ Maqfirah Maqfirah and Abdul Rakhman Laba, "The Role of Blue Economy Towards Golden Indonesia 2045," Atlantis Press, July 30, 2025, 2010–18, https://doi.org/10.2991/978-94-6463-758-8_161.

⁶ Leonardo A. A. Teguh Sambodo et al., *Indonesia's Blue Economy Roadmap* (Ministry of National Development Planning/National Development Planning Agency (BAPPENAS), 2023), https://aipalync.org/storage/documents/main/eng-indonesia-blue-economy-roadmap-ebook-1714456651_1723718648.pdf.

⁷ Idxchannel, "Cadangan Energi Fosil Kian Menipis, Diperkirakan Habis sebelum 2045," <https://www.idxchannel.com/>, accessed November 25, 2025, <https://www.idxchannel.com/economics/cadangan-energi-fosil-kian-menipis-diperkirakan-habis-sebelum-2045>.

⁸ Didin hawari, "Tambang Habis, Investasi ke NTB Dikhawatirkan Menipis," *Portal Berita Harian Radar Lombok*, November 25, 2024, <https://radarlombok.co.id/tambang-habis-investasi-ke-ntb-dikhawatirkan-menipis.html>.

⁹ Agus Kiswantonono et al., *Indonesia's Energy Transition Preparedness Framework Towards 2045*, in *Penerbit BRIN* (Penerbit BRIN, 2023), <https://doi.org/10.55981/brin.892>.

the blue economy is not merely associated with the exploitation of marine resources (e.g., capture fisheries) but also the creation of added value through downstream processing, technological innovation, and the development of value chains.¹⁰ This multifaceted approach provides greater assurance that the blue economy represents a new engine of growth capable of enhancing both national and global economic development.

Indonesia possesses extensive maritime potential, which serves as the foundation for the expectation that the blue economy can develop into a sustainable and inclusive pathway for national development. However, the country currently faces a strategic juncture, balancing its considerable maritime resources with the growing prominence of the global halal economy. Despite Indonesia's identity as a maritime nation, this potential has yet to be fully realized as a leading sector within the nation's Islamic economic framework. Notably, the fisheries sector demonstrates significant economic importance, with fishery exports valued at USD 5.9 billion, underscoring its strategic contribution to the national economy.¹¹ Moreover, Tornanda Syaifullah, Director General of Strengthening the Competitiveness of Marine and Fishery Products at the Ministry of Marine Affairs and Fisheries, reported a total export volume of 1.43 million tons, accompanied by a 5.7 percent increase in export value compared to the same period in the previous year.¹² These data highlight that the maritime sector, particularly fisheries, not only plays a crucial role in ensuring food security but also represents a vital source of foreign exchange for Indonesia. Consequently, the blue economy within the halal maritime industry transcends rhetorical discourse and constitutes a concrete opportunity to generate substantial added value.

In 2023, Muslim consumption within key halal sectors reached USD 2.43 trillion and is projected to increase to USD 3.36 trillion by 2028.¹³ This figure is not only substantial in absolute terms but also indicative of a significant growth trajectory. This achievement demonstrates the resurgence of the halal economy, which is closely connected to the maritime sector. Halal-based marine products—such as fish, seaweed, processed seafood, and others—make a considerable contribution to the global halal supply chain. The integration of the blue economy with the halal economy presents Indonesia with strategic opportunities to establish itself as a halal maritime hub, particularly in halal food, coastal halal tourism, and halal logistics.

Several challenges contribute to strategic discrepancies between Indonesia's maritime potential and the expansion of the global halal economy. Firstly, the existing fatwas issued by the Indonesian Ulama Council (Majelis Ulama Indonesia, MUI) concerning marine products are limited in scope. This limitation arises because MUI fatwas are typically formulated in response to specific inquiries (*istiftā'*) from individuals, industries, or institutions, rather than being developed as a comprehensive framework encompassing the entire maritime sector. Secondly, the regulatory environment governing the maritime halal industry remains fragmented. Regulations pertaining to halal products are established independently, halal logistics regulations across ports are underdeveloped, and Indonesia's "maritime halal" branding has yet to be effectively integrated

¹⁰ Ahmad Yani Andi and Ismail Nuralamsyah, *Proceedings of the 2nd International Conference on Administrative Science (ICAS 2024)* (Springer Nature, 2025).

¹¹ "Ekspor Perikanan RI Tembus US\$ 5,9 Miliar pada 2024, ASEAN Jadi Pasar Utama | tempo.co," Tempo, Mei | 12.43 WIB 2025, <https://www.tempo.co/ekonomi/ekspor-perikanan-ri-tembus-us-5-9-miliar-pada-2024-asean-jadi-pasar-utama-1513807>.

¹² "KKP | Kementerian Kelautan dan Perikanan," accessed August 26, 2025, <https://www.kkp.go.id/news/news-detail/ekspor-naik-surplus-neraca-perdagangan-perikanan-2024-naik-91-08EG.html>.

¹³ Najmul Haque Kawsar, "State of the Global Islamic Economy 2025," DinarStandard, July 7, 2025, <https://www.dinarstandard.com/post/sgier-2024-25>.



into global economic diplomacy. The prevailing regulatory foundation—Law No. 33 of 2014 on Halal Product Assurance—is oriented towards products and processes rather than sectors, resulting in the absence of a holistic regulatory framework that addresses the maritime halal industrial ecosystem in its entirety.

To achieve an inclusive blue economy that is integrated with the global halal economy, it is essential to implement reforms in maritime governance, harmonize halal regulations, and strengthen research and innovation. Such efforts should ensure that development prioritizes not only economic growth but also social justice and environmental sustainability. This study is significant as it seeks to analyze strategies for repositioning Indonesia's halal maritime industry within the blue economy framework through an integrative approach that combines governmental regulations, in the form of positive law, with the fatwas issued by the MUI. The research is particularly important given the substantial potential of the halal maritime industry to support sustainable and inclusive blue economic growth in Indonesia, considering the country's extensive marine territory and abundant resources. Integrating state regulations with MUI fatwas is critical to ensure that industry development complies with both legal and Shariah standards while maximizing social, economic, and environmental benefits. Moreover, the findings of this study are expected to assist policymakers in formulating effective strategies to reposition the halal maritime industry, thereby enhancing national competitiveness and safeguarding the sustainability of Indonesia's marine resources.

Literature Review

The Concept of the Blue Economy and Its Significance in the Maritime Industry

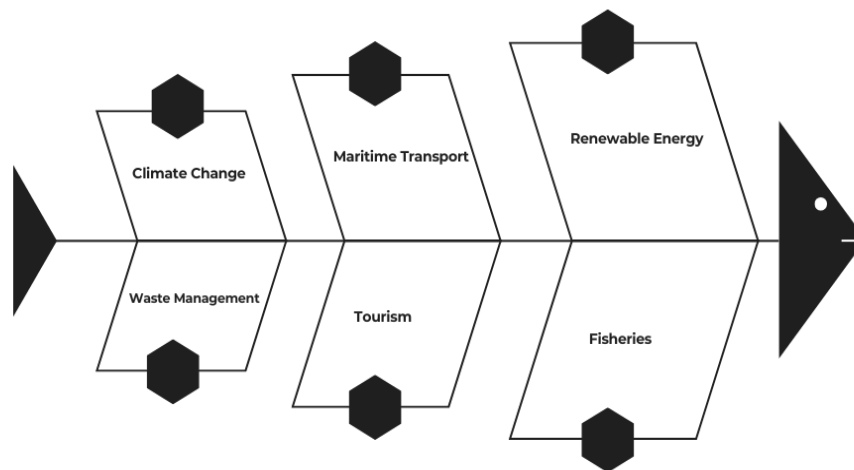
Gunter Pauli, in his book *The Blue Economy: 10 Years, 100 Innovations, 100 Million Jobs*, introduces the concept of the blue economy as an economic model that transitions from a paradigm of scarcity to one of abundance by leveraging the potential of the oceans.¹⁴ Pauli critiques the green economy model for its continued reliance on subsidies and additional costs, and instead advocates for the blue economy, which prioritizes resource efficiency, innovation, and job creation without causing environmental degradation.¹⁵ According to the World Bank, the blue economy is defined as the sustainable use of ocean resources to promote economic growth, enhance livelihoods and employment, and maintain the health of marine ecosystems.¹⁶

The World Bank further contends that the blue economy encompasses not only the utilization of marine resources for economic development but also prioritizes ecological sustainability. Six principal dimensions are identified as central to blue economy activities and warrant focused attention (see Figure 1). The first dimension is renewable energy, with the ocean serving as a source of environmentally sustainable power. The second dimension pertains to the fisheries sector, which involves balancing economic exploitation with the conservation of fish stocks. The third dimension includes seaports and maritime transportation, which are vital to international trade. The fourth-dimension concerns island-based marine tourism. The fifth-dimension addresses climate change. The sixth dimension involves waste management.

¹⁴ Gunter A. Pauli, *The Blue Economy: 10 Years, 100 Innovations, 100 Million Jobs* (Paradigm Publications, 2010).

¹⁵ Angelina Munthe and Inge Lengga Sari Munthe, "Blue Economy as Economic Recovery and Sustainable Development in Indonesia," *Cakrawala: Management Science Journal* 1, no. 2 (2024): 60–67, <https://doi.org/10.63541/9kqktv53>.

¹⁶ "What Is the Blue Economy?," Text/HTML, World Bank, accessed August 27, 2025, <https://www.worldbank.org/en/news/infographic/2017/06/06/blue-economy>.

Figure 1. Scope of the Blue Economy.

Source: World Bank, 2017

The figure above delineates the scope of the blue economy as defined by the World Bank, encompassing six key dimensions. It underscores the sustainable utilization of marine resources to promote economic growth, enhance societal well-being, and preserve marine ecosystems. Furthermore, the figure highlights the critical importance of aligning economic activities within marine environments with sustainability principles to ensure beneficial outcomes for both communities and the natural environment.

Indonesia possesses significant potential for the blue economy, attributable to its status as the world's largest archipelagic state, comprising 17,504 islands extending from Sabang to Merauke. The scope of the blue economy extends beyond capture fisheries and aquaculture to include marine minerals, renewable energy sources such as Ocean Thermal Energy Conversion (OTEC), maritime transportation, logistics, marine ecotourism, and other related sectors.¹⁷ However, the development of Indonesia's blue economy faces several challenges, including overfishing, illegal, unreported, and unregulated (IUU) fishing, coral reef degradation threatening the sustainability of fish stocks, plastic waste pollution, limited competitiveness in global markets due to inadequate infrastructure and certification, weak enforcement of maritime laws, and overlapping regulations among government institutions. These challenges impede the optimal advancement of the blue economy.¹⁸

The Blue Economy paradigm prioritizes the sustainable and efficient utilization of marine resources, driven by innovation, ecosystem conservation, and environmental stewardship. It encompasses various sectors, including fisheries, coastal communities, marine energy, ecotourism, marine biotechnology, and maritime logistics. In contrast, the Halal Industry emphasizes principles of legality (*ḥalāl*), wholesomeness (*ṭayyib*), hygiene, ethics, transparency, and environmental responsibility. Both frameworks converge on the premise that production should not be solely profit-driven but must also incorporate ecological and moral accountability. Within this context, ecological sustainability—central to the Blue Economy—and moral-ethical sustainability, as emphasized by the halal and *ṭayyib* perspectives, should constitute the foundational principles of

¹⁷ Taufiq Marwa et al., "Determinants of the Blue Economy Growth in the Era of Sustainability: A Case Study of Indonesia," *Economics* 12, no. 11 (2024): 299, <https://doi.org/10.3390/economics12110299>.

¹⁸ Poppy Wulandari et al., "Challenges, Opportunities, and the Future of the Blue Economy in Indonesia," *Jurnal Ekonomi Manajemen Bisnis dan Akuntansi* 2, no. 1 (2025): 78–90, <https://doi.org/10.70895/jemba.v2i1.18>.

national economic development. Consequently, repositioning is conceptualized as a mechanism for transitioning institutional orientations from conventional economic models toward ethical and sustainable economic frameworks.

The Halal Industry and Its Relevance within the Maritime Context of Indonesia

Yusuf al-Qaradhwawi posits that the term “halal” denotes that which alleviates harmful restrictions and is permitted by Allah.¹⁹ In contrast, Ali Mustofa Ya’qub contends that food and beverage products qualify as halal if they are *ṭayyib* (wholesome) and free from harm (*ḍarar*).²⁰ Furthermore, Amidhan, Chairman of the MUI, conceptualizes halal not solely as a regulation applicable to Muslims but as a universal imperative for all humanity. This perspective underscores the understanding that halal signifies permissibility not only for Muslims but also for non-Muslims, given that halal products are healthful and appropriate for consumption.

Abdul Rachman posits that the concept of halal can be interpreted from two distinct perspectives: the religious dimension and the commodity dimension.²¹ From the standpoint of Islamic teachings, halal constitutes a mandatory obligation that Muslims are required to observe and practice. Conversely, from the commodity perspective, halal confers added value across various industries, including food, beverages, fashion, pharmaceuticals, and others.²² Consequently, the concept of halal is applicable to all sectors, including the maritime industry. Notably, the Indonesian Halal Industry Masterplan 2023–2029, issued by the National Committee for Sharia Economy and Finance (KNEKS), aims to position Indonesia as a global hub for the halal industry. This initiative highlights the significance of the halal industry across diverse sectors, particularly maritime industries, given Indonesia’s status as the world’s largest archipelagic state endowed with extensive marine resources.

Indonesia possesses the world’s largest Muslim-majority population, estimated at approximately 230 million individuals, thereby constituting the largest global market for halal products due to increasing demand.²³ The Indonesian government has implemented regulatory measures, notably Law No. 33 of 2014 concerning Halal Product Assurance and Government Regulation No. 42 of 2024, which establish the legal framework for the development of the halal industry, including its application within the maritime sector.²⁴ The maritime sector in Indonesia plays a vital role in the national economy, particularly through fisheries, marine tourism, and sea transportation. Fisheries and marine products represent key commodities that necessitate rigorous halal certification for both export and domestic consumption. Halal regulations within the maritime industry ensure that marine products are processed and distributed in compliance with halal principles, which is crucial for maintaining the trust of Muslim consumers in both domestic and international markets.

¹⁹ Yusuf Al-Qaradhwawi Ph D. Daud Mohd Hafiz bin, *Halal dan Haram dalam Islam* (PTS Publishing House Sdn. Bhd., 2016).

²⁰ Bintan Dzumirroh Ariny, *Dampak Positif Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal dalam Menciptakan Sistem Jaminan Produk Halal di Indonesia*, 3, no. 2 (2020): 21.

²¹ Abdul Rachman, “Halal Branding: A Religious Doctrine in the Development of Islamic Da’wah,” *Journal of Digital Marketing and Halal Industry* 2, no. 2 (2020): 2, <https://doi.org/10.21580/jdmhi.2020.2.2.6149>.

²² Abdul Rachman Abdul and Ashar Johnsan Khokhar, “Role of Indonesian Council of Ulama in Halāl Certification and Product Guarantee,” *Journal of Islamic Thought and Civilization* 13, no. 1 (2023): 1, <https://journals.umt.edu.pk/index.php/JITC/article/view/2444>.

²³ Kompas Cyber Media, “Jumlah Penduduk Indonesia 2022,” KOMPAS.com, April 26, 2022, <https://nasional.kompas.com/read/2022/04/27/03000051/jumlah-penduduk-indonesia-2022>.

²⁴ Lukman Santoso and Abdul Rachman, “Digitalising Halal Certification: The Dynamic of Regulations and Policies Concerning Halal Certification in Indonesia,” *Jurisdictie: Jurnal Hukum Dan Syariah* 14, no. 2 (2023): 2, <https://doi.org/10.18860/j.v14i2.24115>.

Indonesia possesses significant potential for the development of the halal industry within the maritime sector, which extends beyond enhancing economic value to include the assurance of halal quality for international Muslim consumers. To fully realize this potential, it is imperative to strengthen halal certification mechanisms, promote the self-sufficiency of local raw materials, and implement integrative policies that align halal compliance with sustainable maritime governance. The active involvement of the government, support from industry stakeholders, and public participation are essential factors in fostering competitive growth of this industry in the global market. The halal maritime industry encompasses not only fishery commodities but also a broad array of supporting services within the value chain, such as transportation, waste management, and marine tourism. All these components must comprehensively adhere to halal standards to qualify for certification. These efforts are vital not only to sustain the confidence of Muslim consumers in both domestic and international markets but also to strengthen the synergy between the development of the halal economy and Indonesia's maritime sector.

Method

This study utilizes a descriptive-analytical qualitative methodology to examine the current state of positive law (regulations) and the fatwas issued by the MUI concerning the halal maritime industry. Additionally, a normative juridical approach is employed to systematically analyze the legislation governing the halal maritime sector alongside pertinent MUI fatwas. This approach entails a comprehensive review of Law No. 32 of 2014 on Marine Affairs and Law No. 33 of 2014 on Halal Product Assurance, as well as several MUI fatwas, including Fatwa No. 10 of 2018 on Food and Beverages Containing Alcohol/Ethanol; Fatwa No. 26 of 2013 on Standards for Halal Cosmetic Products and Their Use; Fatwa No. 82 of 2022 on Standards and Guidelines for Halal Product Determination Sessions; Fatwa No. 80 of 2022 on Products and/or Materials Requiring Laboratory Testing; and Fatwa No. 43 of 2012 on the Misuse of Formalin and Other Hazardous Substances in the Handling and Processing of Fish. Furthermore, the study incorporates document analysis and literature review to explore additional sources relevant to the halal maritime industry in Indonesia.

Result

The Regulatory Framework of the Halal Maritime Industry in Indonesia

Regulation within the halal industry holds considerable importance, as it addresses three primary dimensions: ensuring halal compliance, safeguarding consumer safety, and promoting industrial competitiveness. Abdul Rachman underscores that halal constitutes a fundamental human right for Muslims. Nevertheless, halal products and practices are not exclusively intended for Muslim consumers; they are also accessible to non-Muslims, contributing to the emergence of the halal lifestyle as a growing trend both nationally and internationally.²⁵ Numerous countries, including South Korea, Thailand, Brazil, Australia, and the United States, have incorporated the concept of halal across various sectors such as food, beverages, and tourism.²⁶

²⁵ Abdul Rachman et al., "The Urgency of Halal Tourism Literacy in Responding to Rejection of Halal Tourism in Indonesia," *Afkaruna: Indonesian Interdisciplinary Journal of Islamic Studies* 18, no. 1 (2022): 1, <https://doi.org/10.18196/afkaruna.v18i1.12770>.

²⁶ Mohamed Battour et al., "Halal Tourism: Exploring Innovative Marketing Opportunities for Entrepreneurs," *Journal of Islamic Marketing* 13, no. 4 (2021): 887–97, <https://doi.org/10.1108/JIMA-06-2020-0191>.



Indonesia has demonstrated a strong commitment to implementing the halal concept across various sectors, including the maritime industry. Although its efforts commenced later than those of Malaysia, Indonesia's initiatives are noteworthy. These include the enactment of Law No. 33 of 2014 on Halal Product Assurance, the establishment of the Halal Product Assurance Organizing Body (BPJPH), the formation of the Halal Task Force and Halal Committee, and collaboration with multiple stakeholders to develop a comprehensive halal ecosystem. This ecosystem encompasses Halal Inspection Agencies (LPH), Halal Training Institutions (LP3H), Halal Supervisors, Halal Auditors, among others. The government's dedication to strengthening the halal economy is further evidenced by a series of regulations, such as Law No. 33 of 2014 on Halal Product Assurance, subsequently amended by Law No. 11 of 2020 (Job Creation Law), Government Regulation (PP) No. 31 of 2019 concerning the Implementation of Law No. 33 of 2014, and Government Regulation (PP) No. 39 of 2021 on the Implementation of Halal Product Assurance.²⁷

The regulatory frameworks mandate that all products circulated, imported, and traded within Indonesia must obtain halal certification. This requirement extends to marine-based products, including fish, processed seafood, seaweed, marine-derived cosmetics, seafood transportation, and marine tourism services where food provision necessitates halal assurance. However, certain regulations do not explicitly address issues pertaining to renewable energy, mineral resources, or the conservation of marine biodiversity. This situation highlights a challenge in reconciling the economic potential of the maritime sector with the imperative of maritime conservation. Nonetheless, the halal product assurance regulations in Indonesia remain significantly relevant to the maritime industry. The subsequent section delineates the substantive provisions of Law No. 33 of 2014 as they pertain to the halal maritime sector (see Table 1).

Table 1. Key Provisions of Law No. 33 of 2014 Pertaining to the Halal Maritime Industry.

No.	Substance	Relevance to the Halal Maritime Industry
1	Definition of halal products encompasses goods and/or services related to food, beverages, pharmaceuticals, cosmetics, chemical products, biological products, genetically engineered products, and consumer goods. (Chapter I, Article 1)	Maritime products (such as fish, seafood, processed goods, marine-based cosmetics, and ship logistics) fall under categories that are required to comply with halal standards when traded.
2	All products entering, circulating, and traded in Indonesia are required to be halal-certified. (Chapter II, Article 4)	Fishery products, processed seafood, and catering services on cruise ships must obtain halal certification for Muslim consumers.
3	The authority for administering Halal Product Assurance (JPH) lies with the Halal Product Assurance Agency (BPJPH), in collaboration with the MUI and Halal Inspection Bodies (LPH). (Chapter III, Articles 6–12)	Maritime industries (e.g., seaports, maritime logistics, cold storage) must undergo halal audits by Halal Inspection Bodies (LPH) in relation to the seafood supply chain to ensure compliance with halal standards.
4	The halal certification process includes application, inspection, issuance of a halal ruling (fatwa) by MUI, and the issuance of certificates by BPJPH. (Chapter IV, Articles 13–33)	Maritime MSMEs (e.g., dried fish, seaweed, packaged seafood) are obliged to follow this process in order to access both domestic and export halal markets.

²⁷ Mohd Heikal et al., "Digitalization of Halal Food Supply Chain Management Based on Blockchain Technology," *Springer Proceedings in Business and Economics*, Springer, 2024, 103–21.

No.	Substance	Relevance to the Halal Maritime Industry
5	The halal label must be affixed in a clear, legible, and non-removable manner. (Chapter V, Articles 34–38)	Packaged seafood products (such as shredded fish, fish crackers, and fish oil) are required to display halal labels.
6	Non-halal products must be explicitly labeled as such. (Chapter VI, Articles 39–42)	Restaurants and tourist vessels serving non-halal seafood (for example, crab or shrimp prepared with alcohol) must clearly display non-halal labeling.
7	BPJPH is mandated to supervise halal products. (Chapter VII, Articles 43–44)	Seafood processing industries within maritime industrial zones are subject to compliance monitoring by relevant authorities, including BPJPH, BPOM, the Ministry of Marine Affairs and Fisheries (KKP), and others.
8	Funding for JPH is sourced from the state budget (APBN), regional budgets (APBD), certification fees, and other legitimate sources. (Chapter VIII, Articles 45–47)	Support for financing halal certification of maritime MSMEs is crucial to enable their access to global markets. MSMEs producing seafood products may participate in the free halal certification program (SEHATI) under the Self-Declare scheme.
9	Public participation is encouraged in relation to advocacy, dissemination, and halal education. (Chapter IX, Articles 48–51)	Fishermen, marine tourism operators, and seafood exporters must be educated on the importance of halal certification through enhanced halal literacy.
10	Administrative and criminal sanctions are imposed for violations (e.g., failure to display halal labeling). (Chapter X, Articles 52–56)	Seafood entrepreneurs and exporters who claim halal status without obtaining certification issued by BPJPH may be subject to sanctions in accordance with the law.

Source: Law No. 33 of 2014

Law No. 33 of 2014, as previously described, primarily governs Halal Product Assurance. Conversely, Law No. 32 of 2014 pertains to maritime affairs, focusing on sustainable ocean management, the maritime economy, industry, and marine tourism. With respect to the halal maritime industry, this legislation provides a foundational framework for halal-certified marine-based products—including food, cosmetics, pharmaceuticals, and nutraceuticals—halal marine tourism services such as halal food provision and worship facilities on ships and beaches, halal logistics encompassing cold chain management and distribution at ports, as well as marine-based halal innovations like biopharmaceuticals, halal energy, and seaweed-derived cosmetics. The following section outlines the substantive provisions of Law No. 32 of 2014 on Maritime Affairs as they relate to the halal maritime industry (see Table 2).

Table 2. Key Provisions of Law No. 32 of 2014 Concerning Maritime Affairs in Relation to the Halal Maritime Industry.

No.	Substance	Relevance to the Halal Maritime Industry
1	The definition of the maritime scope encompasses space, resources, and activities related to the sea (Chapter I, Article 1)	The halal maritime industry (halal marine products, halal marine tourism, and halal logistics) is encompassed within the scope of maritime activities
2	The principles of maritime management emphasize sustainability, environmental stewardship, and benefits for public welfare (Chapter II, Articles 5–7)	Halal maritime can be positioned as an instrument of sustainability, integrating halal and environmentally friendly products within the framework of a sharia-based blue economy

No.	Substance	Relevance to the Halal Maritime Industry
3	Maritime sovereignty and security entail the protection of the sea from pollution, illegal fishing, and other threats (Chapter III, Articles 11–13)	Halal marine products must be safeguarded from contamination (impurities or hazardous substances), in accordance with the principle of <i>tayyib</i>
4	The management of marine resources is directed toward strengthening the national economy through industry, services, and energy (Chapter V, Articles 14–17)	This is relevant to the development of halal industries derived from marine resources (halal food, halal marine-based cosmetics, and others)
5	The governance of marine space covers tourism, transportation, and logistics (Chapter VI, Articles 18–21)	Halal marine tourism and halal logistics (halal supply chains for marine products), halal transportation, and halal cruise ships are integral components
6	The maritime industry includes fisheries, shipbuilding, ports, marine tourism, and marine-related services (Chapter VII, Articles 22–25)	All subsectors can be aligned with halal standards, for instance, halal catering on ships, halal logistics hubs in ports, and similar services
7	The development of human resources in maritime affairs, alongside research, technology, and innovation, is emphasized (Chapter VIII, Articles 26–30)	The industry can be directed toward innovations in halal marine products (halal fish oil, nutraceuticals, halal seaweed-based cosmetics, renewable energy)
8	Marine governance includes inter-institutional coordination as well as the roles of central and regional governments (Chapter IX, Articles 31–34)	This supports the integration of halal certification within maritime industrial zones by providing both free and regular halal certification programs
9	Marine environmental protection involves, among other measures, the prevention of pollution (Chapter XI, Articles 41–44)	It aligns with the halal- <i>tayyib</i> principles: free from impurities, safe, environmentally friendly, and ensuring sustainable waste management
10	Funding for maritime management is sourced from the State Budget (APBN), Regional Budgets (APBD), and investments (Chapter XII, Articles 45–49)	It can also support financing for halal certification of maritime MSMEs and the development of halal hub infrastructure in ports
11	Community and business sector participation is encouraged in maritime management (Chapter XIII, Articles 50–53)	Fishermen, maritime MSMEs, and marine tourism actors may be incorporated into the halal value chain
12	Administrative and criminal sanctions are imposed for violations in the maritime sector (Chapter XIV, Articles 54–57)	Furthermore, it can be expanded to address non-halal practices (e.g., contamination of the marine supply chain with pork waste or alcohol)

Source: Law No. 32 of 2014

The halal maritime industry is fundamentally governed by specific regulations, notably Law No. 33 of 2014 concerning Halal Product Assurance and Law No. 32 of 2014 concerning Maritime Affairs. These regulations play a critical role in supporting the blue economy and ensuring the sustainability of the halal maritime sector. They serve as essential instruments for consumer protection, provide legal certainty for investors, entrepreneurs, associations, and other relevant stakeholders, facilitate access to global markets, and contribute to the development of a global halal economic ecosystem.²⁸ The regulatory framework establishes governance mechanisms,

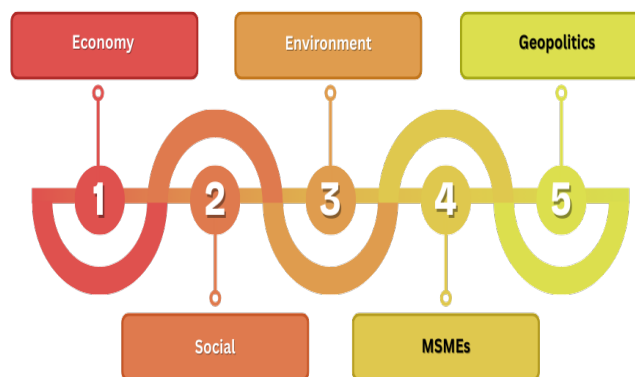
²⁸ Robi Krisna and Mohammad Yusuf, “Halal Ecosystem Improvement Study Reviewed of Halal Product Regulations Halal,” *International Journal of Research and Review* 10, no. 2 (2023): 339–59, <https://doi.org/10.52403/ijrr.20230243>.

control measures, and incentives aimed at transforming marine resources into sustainable economic benefits by safeguarding ecosystems, promoting equitable value distribution, and mitigating negative externalities such as pollution and overfishing.²⁹ In the absence of such regulations, the halal maritime industry would be vulnerable to label manipulation and would encounter substantial difficulties in maintaining competitiveness at the international level.

The integration of Maritime Law No. 32 of 2014 and the Halal Product Assurance Law No. 33 of 2014 establishes a comprehensive framework for the Halal Maritime Industry (see Table 3). This framework is founded upon the optimization of marine potential—including fisheries, marine tourism, logistics, and maritime industries—legal certainty in halal assurance through certification, labeling, and supervision, as well as environmental sustainability that encompasses both halal and *tayyib* (wholesome and beneficial) principles. By uniting these two regulations, a legal structure is created that not only maximizes marine resources but also ensures that marine-based products and services adhere to the principles of *halālan tayyiban* (halal and wholesome).

The integration of these regulations yields multiple benefits (see Figure 2). Firstly, it provides economic advantages by expanding access to the global halal market, particularly within OIC member countries, the Middle East, and ASEAN.³⁰ Secondly, it offers social benefits by enhancing Muslim consumer trust in Indonesian marine products and their derivatives.³¹ Thirdly, it contributes environmental benefits by reinforcing the concept of the halal blue economy.³² Fourthly, it improves the quality of halal marine-based micro, small, and medium enterprises (MSMEs), enabling them to compete globally and access export markets.³³ Finally, it delivers strategic benefits by strengthening Indonesia's branding as a Global Halal Maritime Hub.

Figure 2. Advantages of Regulatory Integration within the Halal Maritime Industry.



Source: Author's elaboration

²⁹ Nurjaya et al., "Halal Tourism in Indonesia: Regional Regulation and Indonesian Ulama Council Perspective," *International Journal of Criminology and Sociology* 10 (February 2021): 497–505, <https://doi.org/10.6000/1929-4409.2021.10.58>.

³⁰ Nainatul Farzuha Nor et al., "Potencies and Opportunities of Halal Market in Global Industry: An Empirical Analysis of Malaysia and Indonesia.," *Halal Reviews* 3, no. 1 (2023): 1–24, <https://doi.org/10.55265/halalreviews.v3i1.14>.

³¹ Siti Atieqoh et al., "Halal Certificate and Public Trust Local Food and Beverage Business Development," *Proceedings of the 3rd International Conference on Halal Development (ICHaD 2022)*, no. Query date: 2024-07-05 16:40:08 (2023): 74–89, https://doi.org/10.2991/978-94-6463-188-3_9.

³² Labeeb Bsoul et al., "Islam's Perspective on Environmental Sustainability: A Conceptual Analysis," *Social Sciences* 11, no. 6 (2022): 228, <https://doi.org/10.3390/socsci11060228>.

³³ N Masruroh, "Study of Halal Food Export Policy in Indonesia," *Proceedings of the Proceedings of the 19th Annual International Conference on Islamic Studies, AICIS 2019, 1-4 October 2019, Jakarta, Indonesia*, no. Query date: 2024-07-05 16:40:08 (2020), <https://doi.org/10.4108/eai.1-10-2019.2291748>.

Table 3.

Integration of Law No. 32 of 2014 on Maritime Affairs and Law No. 33 of 2014 on Halal Product Assurance in the Context of Halal Maritime Practices

No.	Aspects	Law No. 32 of 2014 (Maritime Affairs)	Law No. 33 of 2014 (Halal Product Assurance)	Integration for the Halal Maritime Industry
1	Management of Marine Resources	Articles 14–17. Utilization of marine resources for fisheries, energy, tourism, and the maritime industry	Article 4. All products entering, circulating, and traded must be halal-certified	Marine products (fish, processed seafood, seaweed, and marine biopharmaceuticals) must comply with halal standards before being marketed
2	Marine and Maritime Industry	Articles 25–27. Biotechnology industry, maritime industry (shipyards, spare parts, equipment, maritime services)	Article 33. Halal certification involves BPJPH, MUI, and LPH	Sea-based industrial products (pharmaceuticals, cosmetics, food, and supplements) are required to undergo halal certification, thereby creating opportunities for the halal marine industry
3	Marine Tourism	Article 28. The government facilitates marine tourism with due regard to local wisdom and conservation	Articles 34–38. Halal labeling is mandatory for food and beverages	Halal marine tourism includes halal cuisine on cruise ships and beach tourism destinations equipped with halal-friendly facilities
4	Logistics and Distribution	Article 18. The government regulates the national fish logistics system. Articles 29–31. Maritime transport and ports	Articles 5–7. Halal products must undergo audit, certification, and labeling processes	The halal maritime supply chain encompasses halal cold storage, halal port hubs, and halal-certified fishery distribution
5	Environment and Sustainability	Articles 42–57. Protection of the marine environment, conservation, and pollution prevention	Articles 1 & 4. The concept of halal encompasses <i>halālan ṭayyiban</i> (safe, clean, and healthy)	The halal maritime industry must ensure the preservation of marine cleanliness to prevent contamination by <i>najis</i> or prohibited waste
6	Financing and Micro, Small, and Medium Enterprises (MSMEs)	Articles 19 & 25. Financing support for fisheries and maritime industries	Article 45. Funding for JPH is sourced from the state budget (APBN), regional budget (APBD), and certification fees	Maritime MSMEs (such as salted fish, fish crackers, and shredded fish products) can be supported through halal certification financing schemes
7	Community Participation	Article 70. Public participation in maritime development (fishermen, MSMEs, organizations)	Articles 48–51. The role of society in halal advocacy and education	Educating fishermen and marine tourism actors on the importance of halal certification can strengthen the halal maritime value chain
8	Sanctions and Law Enforcement	Article 49. Criminal sanctions for violations in the utilization of marine space	Articles 52–56. Administrative and criminal sanctions for violations of halal labeling	The enforcement of maritime and halal regulations can prevent the falsification of halal labels on marine products



The Fatwas of the MUI and Their Implications for the Halal Maritime Industry

The Indonesian Ulama Council (MUI) is a religious institution founded by Islamic scholars in Indonesia. Its principal function is to offer guidance and issue fatwas that serve as legal references for Muslims in the implementation of government policies and measures.³⁴ Accordingly, the MUI has consistently responded promptly to national needs by supporting the government in addressing various societal issues, particularly those pertaining to the Islamic economy.³⁵ Therefore, the MUI operates as a guiding body that ensures governmental policies conform to Islamic principles.

The enactment of Law No. 33 of 2014 concerning Halal Product Assurance (Jaminan Produk Halal, JPH) established the Halal Product Assurance Agency (BPJPH) as the official authority responsible for issuing halal certificates. However, the determination of whether a product is halal or haram remains under the jurisdiction of the MUI, which serves as the body of Islamic scholars.³⁶ This arrangement highlights that halal certification in Indonesia embodies a dual authority system, combining state regulatory power with religious scholarly authority. Even in the context of the free halal certification program (SEHATI), the final halal determination is made by the Halal Product Fatwa Committee, an entity established by the Ministry of Religious Affairs. As emphasized by Ibnu Elmi Achmad Slamet Pelu and Jefry Tarantang in their article, *Fatwa of the Indonesian Ulama Council as a Solution to the Problems of Muslims in Indonesia*, MUI plays a pivotal role in addressing the increasingly complex issues faced by Muslims through the issuance of fatwas. Moreover, fatwas hold a significant position in the development of Islamic law, as they offer solutions to contemporary issues that are not explicitly addressed in foundational religious texts.³⁷

The Fatwa Commission of the MUI holds the responsibility for issuing halal fatwas on products through deliberative processes grounded in halal audit results submitted by Halal Inspection Bodies (LPH). These fatwas constitute the legal basis for the Halal Product Assurance Organizing Agency (BPJPH) to issue halal certificates. Furthermore, MUI fatwas provide religious legal certainty concerning emerging issues, including new products, biotechnology, genetic engineering, and sensitive materials. In the absence of MUI fatwa, halal auditors are unable to render a final determination. Consequently, MUI serves as the authoritative institution for ascertaining the halal or haram status of products in accordance with the Qur'an, Hadith, and principles of Islamic jurisprudence. Fatwas thus function as an intermediary between scientific evaluations—such as those in chemistry, biology, and food technology—and Islamic law.

Several concrete examples demonstrate the role of MUI fatwas within the maritime industry. Fatwa No. 43 of 2012 addresses the misuse of formalin and other hazardous substances in the handling and processing of fish, explicitly prohibiting the use of formalin and borax in seafood products. This fatwa aims to protect consumers and uphold the *tayyib* (wholesomeness) principle

³⁴ Tim Lindsey, "Monopolising Islam: The Indonesian Ulama Council and State Regulation of the 'Islamic Economy,'" *Bulletin of Indonesian Economic Studies* 48, no. 2 (2012): 253–74, <https://doi.org/10.1080/00074918.2012.694157>.

³⁵ La Jamaa, "Fatwas of the Indonesian Council of Ulama and Its Contributions to the Development of Contemporary Islamic Law in Indonesia," *Indonesian Journal of Islam and Muslim Societies* 8, no. 1 (2018): 29, <https://doi.org/10.18326/ijims.v8i1.29-56>.

³⁶ Abdul Rachman et al., "Pendampingan Proses Produk Halal Dalam Program Sertifikasi Halal Gratis (SEHATI) Bagi Pelaku UMKM Kedu Emas Tangerang," *JAPI (Jurnal Akses Pengabdian Indonesia)* 8, no. 1 (2023): 1–8, <https://doi.org/10.33366/japi.v8i1.4558>.

³⁷ Ibnu Elmi Achmat Slamet Pelu and Jefry Tarantang, "Fatwa Majelis Ulama Indonesia Sebagai Solusi Permasalahan Umat Islam di Indonesia," *Al-Manahij: Jurnal Kajian Hukum Islam* 14, no. 2 (2020): 307–16, <https://doi.org/10.24090/mnh.v14i2.3927>.



concerning seafood such as fish, squid, shrimp, and lobster. Additionally, Fatwa No. 80 of 2022 pertains to products and materials requiring laboratory testing to ensure that foods, beverages, pharmaceuticals, cosmetics, and other items consumed or used by Muslims are genuinely pure and halal. Laboratory testing is crucial for detecting potential contamination by prohibited substances, including porcine derivatives, alcohol, or physical properties indicative of impurity.³⁸

Fatwa No. 10 of 2018 governs food and beverage products containing alcohol or ethanol. It specifies that alcohol or ethanol naturally produced through non-intoxicating fermentation processes—such as those involved in the production of soy sauce, tape, bread, or non-intoxicating fermented beverages—at concentrations below 0.5% is permissible (halal), provided it does not pose any harm. This fatwa provides legal clarity regarding processed seafood products that may contain trace amounts of alcohol or ethanol. Additionally, Fatwa No. 26 of 2013 pertains to halal standards for cosmetics and their usage, encompassing ingredients derived from marine sources, including collagen, gelatin, stearic acid, dyes, and other substances obtained from animals, plants, microbes, synthetic chemicals, or various maritime origins. The MUI has issued Fatwa No. 82 of 2022, which establishes the standards and guidelines for the halal determination session (*ithbat halāl*). This session must be conducted by the MUI Fatwa Commission in accordance with structured standards and procedures. The fatwa emphasizes the necessity of a systematic and standardized deliberation process to ascertain the halal status of a product. The results of these sessions constitute the official basis for the Indonesian Halal Product Assurance Organizing Agency (BPJPH) to issue halal certification.

In principle, MUI fatwas constitute Islamic legal rulings derived from the collective ijtihad of scholars and are not inherently binding under state law.³⁹ However, following the enactment of Law No. 33 of 2014 concerning Halal Product Assurance and its implementing regulations, MUI fatwas have been established as an official reference within Indonesia's halal certification framework.⁴⁰ These fatwas have been incorporated into technical regulations, exemplified by Fatwa No. 80 of 2022 on laboratory testing and Fatwa No. 82 of 2022, which provides guidelines for halal determination sessions. Furthermore, the Ministry of Industry, Trade, Marine Affairs and Fisheries, Tourism, and other governmental agencies utilize MUI fatwas as the foundational basis for policy formulation in the halal sector, encompassing food, pharmaceuticals, cosmetics, and halal tourism.

Discussion

Data from the World Economic Forum (2023) indicate that a nation's global competitiveness is influenced not only by its production capacity but also by the ability of its industries to adapt to emerging trends such as the green economy, circular economy, and halal industry.⁴¹ Indonesia possesses significant domestic market potential; however, its national industrialization continues

³⁸ Muna Saad M. S. Al Olan and Aneez Ahamad Padippurathundil Yossouf, "Laboratory Methods for Authenticating the Conformity of Halal Foods," *Halal and Kosher Food*, no. Query date: 2024-07-05 16:40:08 (2023): 77–92, https://doi.org/10.1007/978-3-031-41459-6_7.

³⁹ Eja Armaz Hardi, *Fatwa DSN-MUI Dan Perkembangan Produk Perbankan Syariah Di Indonesia*, 6 (January 2019): 82–105, <https://doi.org/10.21274/an.2019.6.1.82-105>.

⁴⁰ Abdul Rachman et al., "Desain Baru Logo Halal Badan Penyelenggara Jaminan Produk Halal; Antara Urgensi, Seni, dan Esensi," *El-Buhuth: Borneo Journal of Islamic Studies*, June 29, 2022, 245–62, <https://doi.org/10.21093/el-buhuth.v0i0.4700>.

⁴¹ "Annual Report 2023-2024," World Economic Forum, accessed August 28, 2025, <https://www.weforum.org/publications/annual-report-2023-2024/in-full/our-centres-33ebb5a013/>.

to encounter structural challenges, including regulatory fragmentation, inadequate infrastructure, low innovation levels, and weak cross-sectoral integration. Consequently, repositioning the halal industry within the maritime sector is essential to generate added value, enhance export competitiveness, stimulate new economic growth, and strengthen national economic sovereignty.

The strategy for repositioning Indonesia's halal maritime industry is aligned with John Elkington's Triple Bottom Line Theory, as articulated in *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*. This theory emphasizes the three pillars—profit, people, and planet—highlighting not only economic growth but also the significance of human stakeholders, including fisherfolk and consumers, as well as marine ecosystems and biodiversity. The approach advocates for the prevention of overexploitation to protect marine environments. Furthermore, the environmental dimension is accorded equal importance to ensure the sustainability and conservation of marine resources while harnessing the economic potential of the maritime sector. This theoretical framework is directly relevant to the concept of a halal maritime industry.⁴² Nonetheless, although the Triple Bottom Line theory is ideologically persuasive, its practical effectiveness is limited unless it is operationalized through specific maritime-halal indicators, such as marine halal standards, eco-halal seafood guidelines, or blue halal certification.

Figure 3. Strategies for Repositioning the Halal Maritime Industry.



Source: Author's elaboration

Indonesia's halal maritime industry possesses considerable potential to contribute to the global Islamic economy, owing to its strategic geographical position, extensive marine territory, and numerous islands. These features offer abundant resources, including fisheries, aquaculture, renewable energy, minerals, marine tourism, maritime transportation, and ports.⁴³ Consequently, the repositioning of the maritime industry should be conceptualized within the framework of the halal industry, which has emerged as a globally significant sector. The global halal market is projected to reach USD 3.36 trillion by 2028,⁴⁴ with food, beverages, pharmaceuticals, cosmetics, and fashion among the fastest-growing segments. Importantly, many of these sectors—particularly food, cosmetics, and pharmaceuticals—are heavily reliant on marine-based resources. Therefore,

⁴² John Elkington, *Cannibals with Forks: The Triple Bottom Line of 21st Century Business* (Capstone, 1999).

⁴³ Sabir and Mokodompit, "Analisis Potensi Maritim Indonesia."

⁴⁴ Najmul Haque Kawsar, "State of the Global Islamic Economy 2025," *DinarStandard*, July 7, 2025, <https://www.dinarstandard.com/post/sgier-2024-25>.

the repositioning of Indonesia's halal maritime industry represents not only a domestic imperative but also a strategic approach to capitalize on opportunities within the international trade arena and to advance Indonesia's aspiration to become a global halal economic hub.

Several strategies can be proposed to reposition the halal maritime industry within the framework of the blue economy by employing both regulatory (positive law) measures and fatwas issued by the MUI (see Figure 3). The primary strategy involves harmonizing cross-sectoral regulations grounded in positive law alongside MUI halal fatwas. This approach requires establishing regulatory convergence among public policies promulgated by the BPJPH, the Ministry of Marine Affairs and Fisheries (KKP), and the National Agency of Drug and Food Control (BPOM), in conjunction with the religious fatwa authority of the MUI. Such harmonization aims to ensure legal certainty and enhance the confidence of global Muslim consumers.

The second strategy involves the development of halal maritime infrastructure, including halal ports and halal supply chains. The purpose of constructing such infrastructure is to facilitate the distribution of halal products derived from marine sources while preventing contamination with non-halal products.⁴⁵ Furthermore, this infrastructure extends beyond physical facilities, such as ports and cold storage, to include digital systems, exemplified by blockchain-based halal traceability. The third strategy entails the implementation of MUI fatwas not only for fisheries products but also for high-value maritime derivatives, such as fish gelatin, marine collagen, omega-3, fish oil, bioactive peptides and enzymes, seaweed for hydrocolloids, marine biopharmaceuticals, and other related products. The integration of MUI fatwas to ensure the halal status of innovative maritime industry products can enhance consumer confidence, as these fatwas function as authoritative guidelines.

The fourth strategy involves the establishment and development of a halal maritime industry ecosystem by integrating Sharia principles with the concepts of sustainability, food safety, and equitable distribution. This ecosystem emphasizes several critical components. First, the formulation of comprehensive regulations and specific Halal Standard Operating Procedures (SOPs) tailored to the maritime sector, which encompass humane and non-destructive fishing techniques (Halal Catch Practices), contamination-free handling methods during onboard operations, landing, transportation, and processing (Halal Handling Processes), as well as cold chain protocols and logistics systems that maintain cleanliness (Halal Logistics). Second, the reinforcement of supply chains across upstream and downstream activities. Third, the promotion of innovation and technology, including traceability systems, processing technologies, and digital platforms.⁴⁶ Fourth, the facilitation of financing and investment. Fifth, the enhancement of marketing and branding efforts. Finally, the preparation and development of human capital.

The fifth strategy involves enhancing the export competitiveness of halal seafood products through the implementation of halal maritime economic diplomacy. This approach seeks to secure a more advantageous position in the global market by capitalizing on maritime capabilities and halal certification. It can be advanced through targeted and mutually beneficial bilateral diplomacy (The Partnership) or by participating in multilateral diplomacy and international forums within

⁴⁵ K. P. Suharyono S.Hadiningrat et al., "Transformation Of Indonesian Sea Transportation And Maritime Logistics To Realize The Vision Of Golden Indonesia 2045," *JIPOW: Journal of Intellectual Power* 1, no. 1 (2024): 89–107, <https://doi.org/10.63786/jipower.v1i1.6>.

⁴⁶ Deviana Yunitasari et al., "Digitalization of Halal Certification for Smes: Between Hope and Reality," *Jurnal Bina Mulia Hukum* 9, no. 2 (2025): 179–96, <https://doi.org/10.23920/jbmh.v9i2.1542>.

organizations such as the Organization of Islamic Cooperation (OIC), the Association of Southeast Asian Nations (ASEAN), the G20, the World Trade Organization (WTO), and other global platforms.⁴⁷ The objective is to promote Indonesian halal-certified seafood and processed marine products, thereby positioning them as an instrument of Indonesia's soft power diplomacy to reinforce its role in the global halal market as a Global Halal Maritime Hub or under the brand Indonesia Halal Seafood.

Conclusion

This study underscores that the development of the blue economy within maritime policy should not rely exclusively on a technocratic approach; rather, it must also incorporate religious values and norms. The integration of these dimensions is crucial to ensure that the advancement of the halal maritime industry is directed not only toward economic growth but also toward social justice and sustainability. Absent a robust synthesis of public policy and religious principles, Indonesia's extensive maritime potential risks marginalization within the Islamic economic framework, thereby impeding the maritime sector's optimal contribution to national economic development. Consequently, embedding halal values in the management of marine resources—such as fisheries, halal tourism, halal logistics, and halal ocean-based energy—has the potential to transform the halal maritime sector into a novel source of economic strength with global competitiveness.

This study makes a theoretical contribution by developing a repositioning model for the maritime halal industry grounded in the Triple Bottom Line Theory (People, Planet, Profit), a framework that has been infrequently applied within the halal industry, particularly in the marine sector. The proposed model integrates five strategic pillars: regulatory harmonization, strengthening of maritime halal infrastructure, inter-institutional collaboration, industrial ecosystem development, and enhancement of export competitiveness. This integration establishes a novel framework that advances the literature on halal industry development based on marine resources. Furthermore, the approach, which combines positive law (regulation) with MUI fatwas, not only enhances the legitimacy and sustainability of the maritime halal industry but also reinforces the sector's position within the national Islamic economy.

The practical implication of this study lies in its contribution to central and regional governments, the Ministry of Marine Affairs and Fisheries (KKP), the Halal Product Assurance Organizing Agency (BPJPH), the National Agency of Drug and Food Control (BPOM), and other pertinent institutions, enhancing their responsiveness to the necessity for multidimensional integration. This integration is essential to facilitate the development of the halal maritime industry into a leading sector characterized by economic and social sustainability and inclusivity. Consequently, the success of this repositioning strategy is largely contingent upon the consistent enforcement of supportive regulations and the adaptive application of MUI fatwas. In the absence of such integrated efforts, the sector risks remaining marginal and underutilized, thereby limiting its contribution to the realization of the blue economy and the national Islamic economy vision.

⁴⁷ Syelda Titania Ermylina Hardi Alunaza, Siska Silmi, Annisa Ernianda, Dr Cindy May, Adrian, Eva Ermylina, Mohamad Rayyan, Muhammad Zaki Nadhiransyah, Anggi Putri, Karyati, Sulistia Wargi, Himahi, PPI Lancaster, Sultan Syafiq, Anisa Fahri, Talabul Amal, Raynor Argaditya, FPCI UPN Veteran Jakarta, Rifda Quthrun Nada Grandis, Hafizh Nabiyin, Ahmad Chabib Muzaki, Radina Safira, Gloria Nathalia Hana Dhena, Adinda Salsabila, Elisabet Ardiningsih, Bimo Adi, Renaldi Christian, Timothy Rompies, Riska Maharani, Evita Puspitasari, Anisa Sopiah, Muhammad Rizky Pratama, M. Gilang Ramadhan, Shafa Fakhira, Eva, *Jurnal Satu Tahun Reviewnesia: Menelisik Dunia dari Perspektif Hubungan Internasional* (Scopindo Media Pustaka, 2021).



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Disclosure Statement

This article represents a collaborative academic endeavor undertaken by Abdul Rachman, Lukman Santoso, and Imamuddin, each contributing distinct roles. Abdul Rachman developed the theoretical framework and research methodology, prepared the research findings and policy implications, and analyzed secondary legal materials, including Law No. 32 of 2014 on Maritime Affairs, Law No. 33 of 2014 on Halal Product Assurance, and several fatwas issued by the Indonesian Ulama Council (MUI) related to the halal maritime industry. Lukman Santoso conducted the literature review and drafted the abstract, introduction, and conclusion. Imamuddin provided detailed analytical refinement, editorial review, and translation of the manuscript. The authors confirm that this article constitutes original work and has not been previously published in any other journal. The research was conducted solely for academic purposes and did not receive funding or external sponsorship from governmental or private entities.

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