



## SHARIA-COMPLIANT BUSINESS MODELS AND HALAL CERTIFICATION IN THE CREATIVE ECONOMY: ETHICAL AND SUSTAINABLE PERSPECTIVES

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### Abstrack

*This study aims to analyze the relationship between the sharia business model and halal certification in the development of the creative economy from the perspective of ethics and sustainability. The rapid growth of the creative economy in Indonesia shows great potential in driving innovation and improving community welfare. However, on the other hand, there are still challenges in ensuring that all production and distribution activities are in accordance with sharia principles that emphasize justice, honesty, and social responsibility. Therefore, the application of the sharia business model is needed to bridge economic innovation with Islamic values, while halal certification is an important instrument in maintaining integrity and consumer trust. The research method used was descriptive qualitative with a literature analysis approach and a review of relevant policy documents. Data was obtained from academic sources and national regulations discussing the implementation of sharia principles and the role of halal certification in the creative sector. The results show that the integration of the sharia business model with halal certification can increase competitive advantage, expand global market access, and strengthen the ethical commitment of creative business actors. Halal certification not only functions as a religious marker but also as a guarantee of quality and a symbol of business sustainability oriented towards halalan tayyiban. This study concludes that the application of sharia values in the creative economy can create a balance between economic, social, and environmental aspects. Thus, sharia business models and halal certification can serve as an ethical and strategic foundation in building a creative*

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*economic ecosystem that is inclusive, globally competitive, and sustainable in accordance with the principles of Maqashid al-Shariah.*

**Keywords:** Sharia business model, halal certification, creative economy, ethics, sustainability



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## Introduction

In recent years, the creative economy has become one of the fastest growing sectors in the world. This sector relies on ideas, creativity, and digital technology to create economic value and open up new job opportunities. The integration of Islamic economic principles such as justice, transparency, and the prohibition of usury and gharar is believed to provide a more ethical and sustainable business framework for creative economy players (Jahra et al., 2024).

On the other hand, the halal industry is experiencing significant growth at the global level. The value of global halal market consumption has reached approximately USD 2.29 trillion and is estimated to increase to USD 3 trillion by the end of 2023, indicating an increase in demand not only in Muslim-majority countries but also in non-Muslim countries (Musaada & Muttaqin, 2025). This growth proves that halal values are now a global trend that is not only related to religion, but also to trust, quality, and social responsibility.

In Indonesia as the country with the largest Muslim population in the world, the potential for the halal creative economy is enormous because it combines three major forces: the halal industry, the digital economy, and creative innovation. Adinugraha, Fikri, and Andrean (2024) explain that micro, small, and medium enterprises (MSMEs) engaged in the halal creative sector are able to increase the added value of their products through sharia-based innovation. However, businesses still face challenges such as low digital literacy, complex halal certification procedures, and limited access to global markets (Adinugraha et al., 2024).

Although the development of the halal creative economy shows promising prospects, academic studies examining the integration between sharia business models and halal certification in the context of the creative economy are still very limited. Jabeen (2025) found that there is still a research gap regarding how digital technology can support the halal certification process and how Islamic business ethics principles are applied concretely in the creative sector (Jabeen et al., 2025).



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In addition, research by Puspitasari and Urumsah (2021) shows that halal certification has a positive effect on innovation and financial performance in the food and beverage sector. However, similar findings have not been widely found in creative industries with different business characteristics, such as fashion, design, digital content, and art (Puspitasari & Urumsah, 2021).

Based on this background, this study aims to analyze how sharia business models and halal certification can be strategically integrated into the creative economy sector by highlighting the dimensions of ethics and sustainability. Specifically, this study focuses on:

1. Identifying the basic principles of sharia business models in the creative economy sector;
2. Explaining the role of halal certification in enhancing trust and business ethics;
3. Assessing the contribution of these two aspects to sustainable development in the creative economy sector.

This research uses a library research approach by examining various scientific journals, industry reports, and other reliable sources. The results of this study are expected to provide theoretical contributions to the development of Islamic business ethics literature as well as practical implications for creative industry players and policy makers in building a sustainable and competitive halal creative economy ecosystem.

## **Literature Review**

Research on the creative economy within the framework of sharia has shown that this sector has great potential as an engine of economic growth and a medium for utilizing Islamic values such as justice, transparency, and social responsibility. One study states that digital technology can be used to promote halal products and sharia-based services that are accessible to the global market, as well as to create a sharing



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economy business model that is in line with Islamic economic principles (Jahra et al., 2024).

However, despite this great potential, the implementation of creative business models that are fully Sharia-compliant is still limited. For example, a study in the Cirebon region noted that creative economy businesses that want to be Sharia-compliant face obstacles in terms of market sensitivity, access to capital, and the characteristics of creative businesses that have not been fully adapted to the Sharia framework (Ayus Ahmad Yusuf et al., 2025).

In the context of halal certification, empirical research shows that the existence of halal certification has a positive relationship with consumer trust in products for example, a scenario-based experiment shows that products with halal certification and originating from Muslim countries generate higher levels of trust and purchase intent than products without halal certification (Yener, 2022).

Similar findings appear in other studies that highlight the role of trust (consumer trust) as a mediator between halal certification and outcomes such as loyalty or purchase intent. For example, one study found that halal certification does not necessarily increase consumption levels without consumer trust; however, certification has a significant influence on trust as an intervening variable (Iffat et al., 2024).

From a methodological perspective, most studies related to halal certification and trust adopt a quantitative survey approach and SEM/PLS analysis to test the relationship between variables, while studies examining sharia creative businesses are still limited empirically. For example, a study in West Sumatra (sharia framework and creative economy) used Smart PLS to test the role of public acceptance of creative sharia businesses.

However, there are several contradictions in the literature. Some studies show that the integration of sharia in the creative economy and halal certification brings competitive advantages through consumer trust and broader market access, but other



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studies indicate that the direct impact on creative economic growth is still limited if policy support, digital literacy, and infrastructure are inadequate (Yakin, 2021).

Based on a review of the literature, several key research gaps can be identified:

- a. There is still a limited amount of empirical research that specifically examines sharia-compliant creative business models (rather than just general creative economy concepts) in creative contexts such as digital content, design, or fashion.
- b. few studies directly link halal certification with the performance and sustainability of creative businesses
- c. a lack of research that integrates aspects of digital innovation, creativity, and sharia principles into a holistic conceptual and empirical framework.

Thus, this study aims to fill these gaps by comprehensively examining how sharia-compliant business models and halal certification can be applied in the creative economy, with a focus on the dimensions of ethics and sustainability. It is hoped that this study will contribute theoretically through the development of creative sharia business literature and practically to creative industry players and policymakers in building a sustainable halal creative economy ecosystem.

## **Methods**

This study uses a qualitative approach with a descriptive-analytical method, which aims to describe and analyze the relationship between the sharia business model and halal certification in the creative economy sector from the perspective of ethics and sustainability. The research data is sourced from secondary literature such as scientific journals, academic books, and national policy documents relevant to the research topic. Data collection techniques were carried out through systematic literature review using online databases and scientific portals such as NCBI, BMC, and SAGE Journals. This approach was chosen because it provides flexibility in



understanding social phenomena in depth and is able to explain the meaning and value behind Islamic business practices and the application of halal certification in the creative sector.

Data analysis was carried out in three stages, namely (1) thematic grouping, by organizing data based on main issues such as sharia models, halal certification, ethics, and sustainability; (2) deductive analysis, to connect literature findings with the Maqashid al-Shariah theoretical framework and sustainable development goals; and (3) interpretation of results, to interpret the contribution of sharia values in modern creative economic practices. The validity of the research is maintained through the use of credible scientific sources and the comparison of various perspectives to reduce interpretive bias. With this approach, the research is expected to provide a comprehensive understanding of how the application of sharia principles and halal certification can strengthen the foundations of ethics and sustainability in Indonesia's creative economy ecosystem.

## **Result and Discussion**

### **Overview of the Creative Economy from an Islamic Perspective**

From an Islamic perspective, the creative economy does not merely refer to the production and innovation of goods or services that have aesthetic and intellectual value, but must also be based on sharia values that include justice ('adl), benefit (maslahah), and social responsibility towards the environment and the community. A study by Creative Economy Development Strategy in the Digital Age According to Islamic Economic Principles: Literature Review and Theoretical Analysis shows that creative economic development in the digital age must be in line with the principles of justice and transparency, which are the cornerstones of Islamic economics (Jahra et al., 2024). The creative sector enables the optimization of creative and innovative human resources and the growth of economic added value but without ethical and spiritual values, this potential can stray from the Sharia framework.



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Furthermore, the creative economy from an Islamic perspective views creative activities as part of human efforts to be of service (khidmah) and obtain blessings (barakah), not merely to seek maximum profit without considering the social or environmental impact. For example, research in Indonesia on the development of a creative economy based on local culture shows that the implementation of creativity must consider social and environmental sustainability (Rahman & Hakim, 2024). This is in line with the concept of thayyib (good, halal, and beneficial) in products and services consumed by Muslim communities.

The creative economy sector within the Islamic framework also provides space for the incubation of community values such as mutual cooperation, community empowerment, and local wisdom. For example, through mosque-based economic empowerment as a center for the sharia creative economy findings in the study Building a Sharia Creative Economy from the Mosque Environment show how the mosque environment is used as a creative economic ecosystem that upholds the principles of halal, integrity, and sustainability (Mohklas & Mahfud, 2025). In this context, creative entrepreneurs and practitioners are positioned not only as economic actors but also as agents of socio-religious change that bring communal benefits.

Ultimately, when the creative economy is operated within a sharia framework, its products and processes must not only meet technical halal requirements but also address global challenges such as international competitiveness, digitalization, and sustainability. Case studies on the halal industry and creative economy in Indonesia confirm that the integration of the halal industry, creative economy, and digital economy presents both challenges and opportunities in strengthening the sharia business ecosystem. Thus, the general description of the creative economy from an Islamic perspective must include: sharia value orientation, social inclusiveness, and relevance to modern and global economic dynamics.

## **The Foundation of Sharia Business Models in the Creative Sector**



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Sharia business models are economic systems that prioritize fairness, balance, and social responsibility in all economic activities. These principles originate from Islam, which opposes usury, gharar (uncertainty), and maysir (gambling), and promotes transparency and honesty in all transactions. In the creative economy, the sharia business model serves as an ethical reference for business actors to integrate innovation with the moral values established by Islam. Research in the *Oikonomia Law Journal* reveals that the application of the sharia business model in the technology and digital creative industries is very important for creating a fair and transparent business system, while strengthening the social responsibility of economic actors (Arifin et al., 2024).

The rationale behind the sharia business model in the creative economy focuses on the principle of al-maslahah al-‘ammah (public interest), which aims to ensure that economic activities benefit society and the environment. This principle rejects exploitative practices and encourages a balance between profit and moral responsibility. In practice, creative industry players can use Islamic contracts such as mudharabah (profit sharing) and musyarakah (capital partnership) as fair financing options. Research published in the *Journal of Social and Humanities Sciences* shows that the application of these two contracts in creative MSMEs can increase trust among business partners and promote equitable prosperity without relying on an interest-based system (Afkar et al., 2021).

In operational terms, the sharia business model emphasizes honesty (shidq) and transparency of information at all stages of the business—from design and production to marketing. This principle is particularly important for creative sectors such as fashion, culinary, and digital design, which are highly dependent on consumer trust. An article in the *Journal of Islamic Economics and Philanthropy* reveals that Business to Business (B2B) practices in Islamic economics will only be effective if business actors maintain contract transparency, work ethics, and integrity in every business agreement. In other words, ethics in sharia business is the main foundation for business sustainability in the creative sector.



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Furthermore, the sharia business model also plays a crucial role in strengthening the concept of sustainability in the creative industry. The principle of khalifah fil ardh (humans as stewards of the earth) requires that economic activities not only focus on profit, but also consider environmental sustainability and social welfare. A study in the Applied Business and Administration Journal shows that collaboration between the sharia economy, the digital economy, and the creative economy can increase the competitiveness of MSMEs and instill ecological awareness among business actors. Thus, the application of the sharia business model in the creative sector not only encourages economic growth but also creates an ethical, fair, and sustainable business system.

## **The Role of Halal Certification in the Creative Sector**

Halal certification plays an important role in increasing consumer confidence, especially at a time when awareness of halal products and ethics in business is growing. In the creative economy, halal certification not only serves as a religious mark, but also as a tool that guarantees quality and ethics, ensuring that products and services meet halal criteria throughout all stages of production. With this certification, creative industry players can reach a wider market, especially Muslim consumers around the world who are increasingly critical of halal aspects. A study published in the Journal of Halal Industry and Services shows that halal certification contributes significantly to increasing the competitiveness and brand image of creative MSMEs in Indonesia, especially those engaged in the culinary, fashion, and cosmetics sectors.

In addition to strengthening consumer trust, halal certification also serves as a form of moral responsibility for businesses towards society and the environment. From an Islamic perspective, halal products must fulfill the element of thayyib (good and beneficial), so that they are not only free from haram elements, but also healthy, safe, and sustainable. An article published in the International Journal of Halal Research shows that creative industry players who apply the principles of halalan tayyiban gain higher consumer loyalty due to positive perceptions of their brand's



integrity and social responsibility. Thus, halal certification plays a dual role: as a quality control mechanism and as a tool for strengthening business ethics.

Furthermore, halal certification also plays a role in macroeconomic aspects that encourage the growth of the creative industry in the country. As the country with the largest Muslim population in the world, Indonesia has a great opportunity to become a center for the halal industry at the international level. Research published in the Journal of Islamic Marketing shows that combining halal certification with creative innovation can produce high-quality products that meet global standards and enhance Indonesia's reputation as a leading halal producer in the world. This collaboration requires cooperation between the government, certification agencies, and creative industry players to ensure that halal standards are integrated into product design and innovation.

On the social side, halal certification encourages more responsible and conscious consumption behavior. With increasing knowledge about halal in society, consumers have become more selective in choosing products that are not only halal in terms of ingredients but also ethical in their production methods. Research published in the Journal of Islamic Consumer Behavior reveals that young Muslims are now more likely to choose creative products that are halal certified, as they are considered to reflect religious identity and concern for the environment and social justice. This indicates a shift in consumption culture, from a mere lifestyle to a form of spiritual and moral expression.

Therefore, halal certification does not only serve as an administrative tool, but also as an ethical and strategic foundation in building a sustainable creative economy ecosystem. By implementing halal certification, creative industry players can integrate the values of spirituality, social responsibility, and environmental sustainability into their business practices. Research published in the Journal of Islamic Economics, Management, and Business confirms that cooperation between halal certification institutions and the digital creative industry has great potential to



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increase innovation, open up export opportunities, and strengthen Indonesia's position as a center for the halal creative economy in the world.

## **Ethical Aspects in Sharia Creative Business**

In the context of creative economy, Islamic business ethics requires businesspeople to not only pursue financial profit, but also to uphold values such as honesty (ṣidq), trustworthiness (amanah), justice (‘adl) and social responsibility (mas’ūliyyah), because according to the Islamic ethical framework, business activities are part of the human responsibility as khalīfah fi’l-ardh and must be carried out with integrity.

In a study entitled "Toward applied Islamic business ethics': Responsible Halal Business, it was found that halal regulations and certifications can be a tangible mechanism for the implementation of Islamic business ethics, including in creative businesses, for example through the establishment of social responsibility standards and equitable distribution (Ismaeel & Blaim, 2012). This shows that sharia business ethics is not only a normative concept, but must also be operationalized in business management practices.

Furthermore, research in the context of traditional markets in Indonesia by Halal Business and Sustainability: Synergy of Islamic Business Ethics and Culture confirms that the sustainability of creative businesses can be achieved when Islamic ethical values and local culture collaborate synergistically that is, when actors conduct transactions honestly, help each other, and respect the community, which then strengthens the sharia creative business ecosystem (Muhammad, 2022).

In creative aspects, such as the Muslim fashion industry, graphic design, or Islamic digital content, Sharia business ethics imply that products are not only technically “halal” (e.g., materials and production processes) but also morally “good” for example, respecting copyright, not exploiting workers, and maintaining the authenticity of the work. This statement is supported by reviews showing that the concept of Islamic ethics in business includes honesty, fairness, balance, and social responsibility.



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However, ethical challenges in the sharia creative business remain real. The study *The Effectiveness of Halal Certification in Improving Business Ethics for MSME Business Actors in the Food and Beverage Sector in East Java* shows that even though halal certification has been implemented, some business actors still face obstacles in ethical practices such as transparency of raw materials or production processes meaning that simply having a halal label does not ensure comprehensive business ethics practices (Suryaningsih et al., 2023).

This discussion has implications for your research: that ethical aspects in sharia creative businesses should be interpreted not only as “meeting halal requirements” but also as “meeting broader moral and social standards.” Thus, this study proposes that the sharia creative business model needs to include internal ethical variables (honesty, trustworthiness, fairness) and external ethical variables (responsibility towards the environment, creative community, workers' rights) as an integral part, not just an addition.

Theoretically, this enriches the literature by adding a more comprehensive ethical framework in the realm of sharia creative economy, which has so far focused on technical aspects of halal and business models, but has not emphasized ethical aspects in depth. Practically, this research provides insight that sharia creative industry players must implement a code of ethics and internal governance mechanisms that are in accordance with sharia and ethics, so that their businesses are not only halal but also morally and socially sustainable.

## **Connection with sustainable development**

Sharia-based creative businesses have strong potential to support sustainable development goals (SDGs) because their core values include community welfare, social justice, and the appropriate use of resources. Research examining Islamic economics shows that there is a close correlation between maqâsid al-syarī'ah and SDG goals; specifically, welfare (maslahah), justice ('adl), and environmental preservation as part of human stewardship (Rohim & Yetty, 2025).



In the context of sharia creative business operations, empirical studies have confirmed that Islamic business ethics play a moderating role in increasing organizational awareness of sustainability and subsequently strengthening sustainable business performance, namely businesses that not only seek short-term profits but also fulfill their social and ecological responsibilities (Ghonyiah et al., 2024).

Furthermore, research on the halal industry and sustainability shows that the integration of sharia principles, halal business practices, and socio-economic environmental aspects results in a business model that is more adaptive to global challenges such as climate change, resource constraints, and social inclusion — so that sharia-based creative businesses can become one of the drivers of transformation towards a circular economy and responsible production (Iqbal et al., 2025).

However, there is still a lack of research that specifically focuses on the Islamic creative economy sector as an object within the framework of sustainability: many studies focus on the financial sector or traditional halal industries, while few examine digital creativity, design, content, and Muslim fashion from a comprehensive sustainability perspective. This confirms that this study aims to strengthen the literature by presenting a creative business model that is both Sharia-based and environmentally and socially friendly.

Through these findings, the discussion shows that sharia creative businesses not only fulfill halal and ethical aspects, but can also be oriented towards sustainability. Therefore, this study contributes by proposing that sustainability variables (triple bottom line: economic, social, environmental) should be an integral part of the sharia creative business model being studied, not just an addition.

### **Challenges and Opportunities in Implementing Sharia Business Models in the Creative Economy**

The implementation of sharia business models in the creative economy sector faces a number of significant structural challenges, including low digital literacy among creative entrepreneurs, complicated and bureaucratic halal certification



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procedures, and limited access to global markets for small and medium-sized creative enterprises (SMEs) (Adinugraha et al., 2024).

In addition, regulations that are not yet fully adaptive to the nature of creative businesses and the lack of certification standards for halal creative content are also major obstacles. Studies on the halal media and entertainment industry show that the absence of regulations and standards for halal content limits creative innovation, as practitioners must balance sharia values with modern market appeal (Tsaqyfa & Sha'ari, 2024).

On the opportunity side, the integration of the creative economy, digitalization, and the halal industry opens up enormous space for innovation in products and services that are in line with the modern lifestyle of the global Muslim community. Research shows that digitalization enables sharia-compliant creative economy players to expand their markets through e-commerce, digital platforms, and more efficient global marketing (Zahra et al., 2025).

Another opportunity is the increasing awareness of Muslim consumers towards products that are not only technically “halal,” but also “halal” in terms of business values and practices, which opens up opportunities for creative brands that position themselves with sharia ethical values and creative storytelling (Adinugraha et al., 2024).

Despite the significant opportunities, sharia creative entrepreneurs need adaptive strategies to address these challenges, such as improving digital literacy, strengthening collaboration with the government or certification agencies, and building creative product differentiation based on sharia values. This study proposes that integrating the sharia business model with creative innovation and digital technology can be a solution to optimize opportunities while reducing obstacles.

Thus, this study emphasizes that the sharia business model in the creative economy is not only about adapting religious values, but also about adapting modern business strategies so that it can become a competitive and sustainable advantage for sharia creative actors in the global market.



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## Conclusion

This study concludes that the integration of sharia-based business models and halal certification in the creative economy is an important step towards building an ethical, transparent, and sustainable economic ecosystem. By aligning creative innovation with Islamic ethical principles such as justice, trustworthiness, and social responsibility, businesses not only gain economic value but also spiritual value in line with the objectives of Maqashid al-Shariah. Halal certification plays a role not only as a religious requirement, but also as a strategic tool to build consumer trust, increase market competitiveness, and encourage responsible production practices in accordance with the concept of halalan tayyiban.

Furthermore, the synergy between Islamic business ethics, halal certification, and the digital creative economy sector supports Indonesia's vision as a global halal industry center. This integration encourages the creation of sustainable business practices and contributes to the achievement of the Sustainable Development Goals (SDGs), especially in terms of social welfare, economic equality, and environmental preservation.

However, the application of sharia business models in the creative economy still faces a number of challenges, such as low digital literacy, the complexity of the certification process, and weak regulatory and infrastructure support. Therefore, strong institutional collaboration, policy consistency, and increased ethical awareness among creative economy actors are key factors in strengthening an inclusive and competitive halal creative economy ecosystem.

This study also recommends that further research focus on developing empirical models that combine digital innovation, ethical governance, and Sharia-based sustainability frameworks in various creative industry sub-sectors. Thus, the Sharia-based creative economy will not only be a means of economic growth, but also a means of social transformation towards equitable and sustainable prosperity.



## Author Contributions

Maulidya Natasya and Khabir Ridha contributed equally to all stages of the research, from conceptualization, data collection and analysis, to writing and revising the final manuscript. The supervising lecturer provided academic guidance, methodological direction, and reviewed the entire manuscript to ensure its substance and scientific quality. All authors read and approved the final version of this manuscript before submission for publication.

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