



ABSTRACT

THE ROLE OF HALAL CERTIFICATION IN BUILDING THE IDENTITY OF SHARIA BUSINESSES IN THE CREATIVE INDUSTRY: A CASE STUDY OF WARDAH

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The expansion of Indonesia's creative sector demonstrates the importance of moral and spiritual principles in contemporary branding tactics. A company's identity and moral reputation can be shaped by its halal certification, which also indicates adherence to sharia law. Using the cosmetics company Wardah as a case study, this research attempts to examine how halal certification contributes to the development of a sharia business identity in the creative sector. Through literature analysis from scholarly publications, government agency papers, and official company sources, an exploratory qualitative research methodology is employed. The findings demonstrate that halal certification has a strategic role in boosting brand loyalty, bolstering consumer trust, and promoting spiritual values in the marketing and production processes. Wardah has successfully combined the concepts of halal and thayyiban into creative inventions without disregarding current aesthetics, so striking a balance between piety and creativity. These results demonstrate that in the Islamic value-based creative economy, halal certification has a dual function as a legal requirement and a representation of sustainable corporate identity and moral capital.

Keywords: *creative industry, branding strategy, sharia business identity, halal certification, and wardah.*



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Introduction

With the growth of Indonesia's creative industry, moral and ethical principles have become an important component of branding strategies. Halal certification is used in the Islamic economy to demonstrate sharia compliance and the moral image of a business. Halal strengthens public trust in a brand, according to Fitria and Rahman (2021). Indonesia has great potential to develop a competitive halal-based creative industry worldwide because it has the largest Muslim population in the world. Economically, a 2023 report from the Ministry of Tourism and Creative Economy shows that the Muslim fashion and cosmetics sub-sector contributes a large portion of the national creative industry's Gross Domestic Product (GDP). Growing public awareness of products that are not only aesthetically pleasing but also halal and thayyib is a factor driving this trend. Therefore, halal products are now part of the identity of contemporary Muslim lifestyles that demand a balance between faith and beauty, and are no longer merely a necessity for consumption.

Previous studies provide an important theoretical basis for this research. Hidayat and Firmansyah (2021) found that halal certification can increase customer trust in local cosmetic products by up to 47%. Meanwhile, Zainuddin et al. (2022) found a positive correlation between halal certification and brand loyalty in the sharia food and beverage industry. Putri and Nugroho (2023) stated that halal certification is currently a key bargaining chip for enhancing brand excellence in the global market. However, most studies still focus on consumer behavior, and few studies examine how halal certification contributes to corporate identity in the creative industry. From a sharia branding perspective, halal certification serves as an identity marker that combines religious values with business professionalism. Rahman and Fadhilah (2021) say that companies that incorporate halal principles into their brand strategies will find it easier to build emotional connections with Muslim customers. This is because it is considered to be in line with their faith. This is where the importance of understanding halal certification as a rule and moral code that drives the entire business lies.



Wardah is a great example of how halal values can be applied in the creative industry. Since its establishment in 1995, Wardah has carried the slogan “Inspiring Beauty,” which refers to physical beauty and the beliefs of Muslim women. Wardah's brand strategy is based on halal certification from the Indonesian Ulema Council (MUI). This strategy was then reinforced with educational campaigns and collaborations in fields such as fashion, film, and digital art (Rohimah, 2023). This method shows that halal can be used to encourage creativity and innovation without sacrificing sharia values. Furthermore, this phenomenon reflects a new dynamic in the Islamic economy, where halal certification has become a tool for building a sustainable business ecosystem. According to Sari and Anwar (2024), the concept of “halal lifestyle” is now a global trend that encourages industry players to adjust their strategies to the spiritual needs of consumers. In the context of the creative industry, halal values can inspire design, product innovation, and brand communication that touch on ethical and cultural dimensions.

Therefore, the purpose of this study is to examine how halal certification helps sharia business identity in Indonesia's creative industry. The Wardah case study is considered a concrete example of collaboration between religious values and contemporary innovation. It is hoped that this study will help develop the concept of halal branding and teach creative entrepreneurs how Islamic values can be strategically integrated to build competitive and sustainable brands. This study aims to answer how halal certification shapes Wardah's sharia business identity in Indonesia's creative industry.

Literature Review

Halal Sharia Business Certification and Identity, Law No. 33 of 2014 concerning Halal Product Guarantees, which emphasizes legal certainty for products circulating in society, regulates halal certification. Halal certification is useful in sharia business because it demonstrates a commitment to thayyib, ethics, and honesty (Rahman & Fadhilah, 2021). According to Mulyadi (2022), sharia business identity



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stems from the integration of spiritual values and contemporary economic professionalism.

Creative Industry and Moral Value Changes, Innovation, aesthetic value, and cultural stories are the pillars of the creative industry. “Sharia creativity,” the process of creating products and brands that are not only aesthetically pleasing but also moral, emerges when linked to Islamic values (Sari & Anwar, 2024). As a pioneer of halal cosmetics in Indonesia, Wardah changed the beauty industry paradigm by bringing the value of da'wah through product innovation.

Previous Research Hidayat & Firmansyah (2021) examined the influence of halal certification on trust in local cosmetic brands. Zainuddin et al. (2022) showed an increase in customer loyalty towards halal-certified F&B products. Putri & Nugroho (2023) emphasized halal certification as a branding tool for wealth. Sari & Anwar (2024) investigated how sharia identity and religious values can influence the creative economy. By combining branding approaches, Islamic business ethics, and creative industry dynamics, this research fills a gap.

Methods

This study examines the Wardah cosmetics brand using a qualitative exploratory approach. Data were collected through literature analysis from scientific journals, government agency reports, official media, and the Wardah company website (2020–2025). This analysis used descriptive-analytical methods and investigated the relationship between halal certification and the construction of sharia identity in Wardah's creative strategies. In addition, data validity was ensured by comparing academic study findings and industry reports.

Result and Discussion

Halal Certification as a Branding Strategy



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Halal certification is a powerful distinction in both domestic and international markets when it comes to positioning. Placing halal labels at brand touchpoints (packaging, advertising, endorsements, digital platforms) speeds up brand association ("halal = safe/trustworthy") and enables segmentation in the Indonesian market, which has the largest Muslim consumer base in the world. Purchase intent and loyalty are positively correlated with halal labels, according to empirical research on consumer goods, including cosmetics. A brand narrative that stresses Islamic ideals in addition to contemporary aesthetics supports Wardah's continuous use of halal labels, producing a halo effect in which halal features enhance the company's overall image rather than simply its halal component. Because of this, halal is a type of brand equity capital that can be gauged by customer satisfaction and repeat business.

Wardah has made MUI halal certification part of its core identity. The halal logo is always displayed on packaging, advertisements, and promotional activities. According to Rohimah (2023), this step has increased brand trust among Muslim female consumers. Wardah also combines religious narratives with a modern image through the slogan "Inspiring Beauty," which represents beauty based on faith.

Dimensions of Sharia Business Identity

Halal certification not only demonstrates compliance but also strengthens spiritual values throughout the entire business value chain: from raw materials and product design to marketing. This is in line with the concept of halalan thayyiban (Q.s. al-Baqarah [2]: 168), which emphasizes goodness and cleanliness. Wardah uses natural ingredients, avoids impure elements, and ensures fairness in the distribution system in accordance with the principles of maqashid sharia.

However, critical analysis is needed regarding the risk of halal certification being used as a marketing tool. If the halal label is treated solely as a promotional tool without a transparent commitment to governance practices and thayyib values (goodness, sustainability), there is the potential for backfire Muslim consumers who



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are increasingly literate will identify the gap between claims and practices, reducing long-term trust. Therefore, a successful halal branding strategy is not just about displaying certificates; it requires the integration of quality policies, audit transparency, and a consistent corporate narrative (e.g., halal supply chain reporting, raw material certification, and subcontractor certification, if any). The BPJPH policy that encourages mass certification and administrative transparency (2020–2024 program) strengthens the institutional framework to support this practice, but implementation at the company level remains crucial so that the halal label does not lose its credibility.

Innovation and Creativity within the Sharia Framework

Halal certification can also be a catalyst for creative differentiation in the creative sector, where aesthetics, brand narrative, and product innovation are crucial. For instance, Wardah blends halal claims with partnerships on Muslim fashion design, use of "clean" and tested raw materials, and digital advertising that emphasize stories of Muslim women's emancipation. By establishing constraints that encourage creativity within a framework that the market respects, rather than restricting it, such tactics show how halal certification offers a moral basis for aesthetic innovation. To put it another way, halal turns into a creative criterion that dictates what and how a product concept is created in order to acquire acceptance in the contemporary Muslim market.

Wardah has demonstrated that Sharia values do not hinder creativity. For example, its collaboration with Muslim fashion designers and the 2023 “Beauty Moves You” campaign presented a cultural da'wah narrative that was widely accepted among the younger generation (Anisa & Puspita, 2023). Thus, halal certification has become a moral foundation that is integrated with creative innovation strategies.

Comparison with Other Industries

For Wardah, obtaining halal certification is a long-term reputation strategy as well as a legal need. Halal is not merely a label on the container; it is integral to



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Wardah's brand identity. Its internal governance framework, which guarantees that all procedures—from the formulation and study of raw materials to distribution—adhere to the halalan thayyiban standards, reflects this dedication. Through an open and instructive communication approach, Wardah also upholds the constancy of this concept. For instance, the digital campaign "Halal is My Lifestyle" (Wardah, 2023) encourages customers to comprehend the meaning of halal as a lifestyle rather than only a symbol. This strategy demonstrates how Wardah leverages halal certification to increase brand credibility and confidence. Customers who see the halal mark on Wardah items are influenced by the brand's spiritual and ethical ideals in addition to its legality.

Furthermore, using a variety of creative outlets, including partnerships with Muslim fashion designers and social events with the theme "Wardah Inspiring Movement," Wardah has established halal certification as a recurring branding narrative. These initiatives bolster Wardah's standing as a leader in halal cosmetics, a company that not only markets goods but also uses creativity and beauty to uphold Islamic principles. By using this tactic, Wardah has increased its market share throughout Southeast Asia and has turned halal certification into a significant reputation asset.

Food sectors such as Es Teler 77 and Kopi Kenangan Halal Series also use halal certification to expand their Muslim market (Yuliani, 2024). However, Wardah has been more successful in making halal certification an emotional branding tool, rather than just a matter of legality. This explains the paradigm shift: halal is now understood as a brand identity, not just regulatory compliance.

Section Headings

Introduction

Explains how Indonesia's creative sector has grown, the significance of moral and spiritual principles in branding, and how halal certification contributes to public



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trust. The phenomenon of the growing halal lifestyle trend and the research's place within the sharia creative economy are also explained in this part.

Literature Review

The fundamental ideas of sharia corporate identity, halal certification, and theories of halal branding in the creative sector are covered in the literature review. Relevant results from earlier research are also included, such as how halal certification affects brand image, loyalty, and trust.

Methods

Explains how to evaluate the relationship between halal certification and sharia corporate identity using descriptive-analytical methodologies, an exploratory qualitative approach, and data gathering methods through a literature review of journals, government reports, and Wardah firm sources.

Results and Discussion

Outlining the study's primary conclusions, specifically:

Halal certification's function as a branding tactic.

The aspects of Wardah's operations that pertain to sharia business identity.

Creativity and innovation in the context of sharia principles.

Comparison with other creative industries that also implement halal certification.

Conclusion

Emphasizing that halal certification is not merely a legal obligation, but rather a moral identity and business strategy that strengthens the competitiveness of the Islamic value-based creative industry.

Author Contributions

Outlines each author's part in the journal's preparation, including ideation, data analysis, and producing the final report.

Citations

Includes the scientific materials that were used, such as books, journals, and



official publications about halal branding, Islamic economics, and studies of the creative sector.

Figures



Figure1. The Halal Industry in Indonesia's Sharia Economic and Financial Ecosystem
 Source: Work Plan of the National Committee for Sharia Economics and Finance 2020-2024.



Figure 2. Achievements in the Creative Economy Sector Source: Ministry of Tourism and Creative Economy (2021) and Central Statistics Agency (2021).



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Conclusion

The discussion's outcomes suggest that halal certification is crucial to creating a sharia-compliant company identity in the creative sector. In addition to being a sign of adherence to Islamic law, halal certification is a crucial component of a branding strategy that can boost customer loyalty and trust. The Wardah case study demonstrates how the application of halal values has been effectively incorporated into every step of the company value chain, from brand communication to the selection of raw materials and production procedures.

Wardah is a tangible illustration of how creativity and innovation may coexist with the halalan thayyiban principle without detracting from the product's aesthetic appeal. This strategy demonstrates how the idea of halal can serve as a catalyst for the development of innovative goods with both religious and financial significance. To avoid causing a crisis of confidence among Muslim consumers, industry participants must, nevertheless, maintain consistency between their halal claims and open business practices. Therefore, halal certification is not only a legal necessity but also a source of moral capital, spiritual identity, and competitive advantage that can propel the long-term expansion of the creative sector founded on Islamic principles.

Author Contributions

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