

Halal Lifestyle: Current Trends In Indonesian Market

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Abstract— The increasing of middle class Muslim populations has brought a change in the Islamic and modern oriented lifestyle in Indonesia. Lifestyle that refers to Islamic values is growing rapidly along with a well known understanding of religion. The development of halal lifestyle is a reflection of the high rational spirit of religion, which makes Muslim consumers more selective to the products they are consumed. Modern Muslim societies are increasingly seeking spiritual benefits from the products they buy and consume, which are adhere to Islamic values. The halal factor becomes a lifestyle commodification where a product must have halal elements and the community consumes it to be a part of a modern lifestyle. Halal lifestyle increasingly shows the significance development through the demands of products with halal certification, such as food, fashion, cosmetics, pharmacy, consumer goods, education, and tourism.

Keywords— *Islamic lifestyle, halal, trends, modern muslim*

I. INTRODUCTION

The development of lifestyle trends that are increasingly influenced by the existence of young adult middle-class Muslim status, makes the industry and market in Indonesia change. Muslim middle classes who are currently convenient to religious spirit in their social activities, family and economic activities, have active role in creating lifestyle trends that accordance to Islamic religion or what has recently been called the halal lifestyle. Lifestyle that they applied according to sharia is reflected in their daily activities[1].

Looking at the middle class Muslim community, especially in Indonesia, where they are mostly the people who are economically well established but are religious and obedient to Islamic principles. They are people who are modern, knowledgeable, technology literate, and have global mind[2]. As moderate Muslims, they see Islam as a religion that provides universal goodness to all humanity. Socio-economically, they are at a level that is sufficiently established and has high purchasing power, investment ability, and philanthropic spirit.

In carrying out their daily life activities, they also do not want to abandon the Islamic rule of consuming halal products. People are increasingly aware with halal products, whether it's food or products they use everyday. They pay careful attention to how safety, hygiene, quality assurance

are from what they consume, and look at what they eat, drink, and use[3].

The increasing demand for halal products has become a market niche to Indonesian industries, and it is proven that it become a massive trend where all people want to use and consume halal products. Those halal products are not only food, but also on fashion, cosmetics, and even to the tourism sector. Their concern for these products is whether the products they consume already have halal certificates which are seen from the ingredients used and the procedure for the production of these products[4]. At first glance, they also pay attention to the halal logo or not in a product that claims halal, because the trust factor of the middle class Muslim community towards the authenticity of a product is based on whether there is a halal logo[3].

Paying attention to the halal details is another manifestation in reflection of the high rational spirit of religion. The middle class Muslims increasingly seek spiritual benefits from the products they buy and consume, namely products that adhere to Islamic values. This is where the trend of halal lifestyles is increasingly widespread and become a contemporary lifestyle[1].

Halal as a lifestyle is not only limited to mere needs, but has become a trend which could increase one's social status. For industry players, halal as a lifestyle concept is believed to be able to increase positive stimulation in economic sectors through exports, tourism, additional product value, and various types of halal sectors. While for those who consume the halal lifestyle, they are willing to buy something at a more expensive price to get a product that has halal certification[5].

In the halal lifestyle that exist in Indonesia, at least there are some sectors that are growing rapidly and many bring changes to previous consumption patterns and many brands that have grown internationally. These sectors are food, finance, pharmacy, cosmetics, fashion, education, healthcare and wellness, recreation, gadgets, music, etc[6]. With the development of halal industry in these sectors, it will indirectly create a global trend that makes halal lifestyle as a modern lifestyle.

II. RESEARCH METHODS

This research uses qualitative descriptive methodology to explain the current phenomenon in Indonesia's global market of halal industry and how it is halal in commodification to become a modern lifestyle. This research aim is to observe how the halal lifestyle is applied and popularized by modern Muslims in Indonesia, and how the urban Muslim group implements the halal concept into their daily consumption activities.

III. RESULTS AND DISCUSSION

Islam as one of the biggest religions in the world, has a set of rules that must be obeyed by its adherents, not only in matters of worship, but also in various other aspects of life, including one of which is to consume everything that must be in the corridor of religious legality, often referred to as halal. In the development of market evolution, the way Muslims life and consume have changed every decade, and the development of halal lifestyles has peaked in recent years.

Beginning in 2010 where there was a market euphoria, where the development and market demand for hijab, halal cosmetics, Hajj Umrah travel, Islamic banks, and pop culture dominated by Islamic culture experienced a period of popularity. And in the 2015, when the Muslim community had increased their religious understanding and knowledge, usury awareness and halal education were increasingly widely studied and developed. Until 2019, halal supply chains reached the peak period, where halal concepts began to be applied in all halal and began to be used as a modern lifestyle[1]

A. Food and Restaurant

The food and beverage industry has long given a halal label on every product that has been checked by a special institution. In this case, it called Majelis Ulama Indonesia (MUI). But along with the development of halal lifestyle, the mindset of the people in consuming halal food and beverages is not just whether the food and drinks do not contain ingredients that are forbidden in Islamic teachings, but also the process behind the product, how the product was made and the company that sheltered its products. In addition to the use of raw material products, but the determinants of production ranging from labor, location, and quality control systems to create or produce a product, as well as the affiliation of companies with certain groups are also special considerations for the food and beverage sector to be called halal[7]

Lately, consumers are getting smarter to be able to understand which food and beverage products are halal or not. The rules that apply to the food and beverage industry in Indonesia, are much easier to find out the halal level or not when the food produce by Indonesians, while the food is imported from another country they must write down ingredients that are not halal in Indonesian so that consumers recognize easily.



Fig 1. Import food with Halal certified

As the growth of halal food commodification, now it is not only in food consumed by humans, but has penetrated into halal animal food. In Indonesia there has been halal cat food which all forms of its production process use the rules that are applied in Islam in the processing of food in general.



Fig 2. Halal Cat Food

Not only occurs in halal labeling on food packaging, but a restaurant that is equipped with halal writing or logos, is believed to have a profit of two to three times greater than restaurants that not applied halal concepts[8]. If a restaurant uses the halal concept, then all forms of food processing are not mixed and do not use ingredients that are not halal at all into the food processing. This has become very popular with consumers, because consumers have no hesitation in eating food, because there are still some restaurants that do halal food processing and are not halal into one kitchen and cooking utensils. By using the halal restaurant concept, all forms of food processing and selection use Islamic provisions so that consumers no longer doubt the halal of the product[9].

B. Tourism and Destination

Tourism is not only one of the industrial sectors that is currently growing very rapidly throughout the world, but also has a contribution in improving the economy of a country[10]. The concept of halal tourism or sharia is a process of integrating Islamic values into all aspects of tourism activities. In this case the values of Islamic Shari'a as a belief and belief held by Muslims become a basic reference in building tourism activities. Halal tourism or the concept of sharia is seen as a new way to develop Indonesian tourism that upholds Islamic culture and values. Changes in the trend

of travel and the increasing interest of sharia tourists both at the domestic and international levels raises new lifestyle patterns, especially for Muslim communities in Indonesia.

In halal tourism development, there are four types of tourism business components, namely hotels, restaurants, bureaus or travel services. If previously the tourist attractions and destinations only offer a place and natural beauty, then the concept of halal tourism offers more than that. Halal tourism considers the basic values of Muslims in its presentation ranging from accommodation, restaurants, to tourism activities that always refer to Islamic norms. Not just managing interesting and clean tourist attractions neatly arranged, but more than that the management of halal tourist sites provides facilities and facilities for Muslim tourists, including the availability of halal-certified restaurants, separate swimming pool facilities between men and women, and ease in carry out worship. The ease of meeting these personal needs is prioritized in the availability of clean water facilities for washing, places of worship that are available comfortably in public places and away from noise.

In general, the basic principles of halal tourism are very contrary to the principles of conventional tourism activities that are generally accepted today. In the form of conventional tourism various kinds of tourist attraction activities can be presented regardless of religious norms, such as night entertainment facilities, alcoholic beverages, pork-containing food dishes, as well as social order arrangements for tourists who are free to dress and behave according to their desires. Halal tourism is not only limited to the availability of facilities and infrastructure in accordance with Islamic principles, the support of the majority of people who are adherents of Islam is a key factor in the successful implementation of the Sharia tourism concept[11].

In Indonesia, the region that applies the concept of halal tourism for the first time is the Lombok region and has won several international awards as a Halal tourism destination. As a pioneer in Indonesia, Lombok directs its tourism form to family tourism that accommodates Islamic values and is strengthened by religious and cultural tourism. In addition, acceleration of halal certification for restaurants and hotels, improvement of road infrastructure and transportation, as well as the establishment of rules in the form of regional regulations.



Fig 3. Lombok Halal Destination

Halal tourism is seen as a modern lifestyle where there is ethics in the tourism industry, which promotes moral and aesthetic values as the highest standard that must be obeyed. Actualization of Islamic concepts where halal and haram values are the main benchmark, this means that all aspects of

tourism activities are inseparable from halal certification which must be a reference for every tourism actor[10].

C. Hotel And Hospitality

Lodging and hotel businesses are also growing along with the rapid development of the tourism business. The hotel is not only used as a place to stay, but more than that the hotel is also used as a meeting place for both business and family gatherings. So that hotel occupancy is now also increasing, and many new hotels. Along with the growing halal lifestyle, the presence of hotels that carry the concept of halal is also increasingly emerging, and the hotels are introduced to the name sharia hotel.

The concept of sharia hotels is almost more or less the same as hotels in general, it's just that sharia hotels apply more rules to be more selective in hotel guests who are not married couples or families. The concept of sharia hotels and inns such as this is increasingly emerging and the demand is also increasing, especially for the middle class Muslim community.

If in conventional hotels everything is free, both food, drinks and entertainment. In sharia hotels the services are limited. Food, drinks and restaurants must be certified halal by the MUI. In fact, there is a guest selection in this sharia hotel service. In addition to halal food and drinks, each rest room or washroom must provide enough water to wash, both for urinating and large even bathing. This is sometimes rarely found in conventional hotels because generally only provide tissue. In a hotel room with a halal concept, there must be worship services such as prayer rugs, mukena, and Al-Quran, as well as qibla directions[12].



Fig 4. Hotel Sofyan as Halal Hotel

The atmosphere of the hotel is conducive to Islam, not having bars that tend to be party noise and liquor. The presence of guests staying at halal hotels is also filtered, in the sense that not all guests can be accepted to stay at the hotel, for example male and female couples who are not muhrim. These halal concept hotels also often collaborate with several Hajj and Umrah travels, and hold Islamic nuances in the hotel so that it will increase the occupancy of the hotel.

D. Fashion And Beauty

In the development of lifestyles related to the fashion and beauty industry, many changes have adopted many halal concepts as a major part of marketing their products. In the fashion industry, it began to be widely known and popularized by the fashion style adopted from the shar'i model which was made comfortable for Muslim women. These types of clothing not only have a model covering the nakedness and loose, but also made of comfortable material with the selection of various types of material and overlapping.

Likewise with the hijab trend as a head covering, currently the hijab is not only functioned as a naked cover, but is very fashionable and has many choices from models, motifs and colors. Clothing models are also very popular Islamic fashion. For some Muslim women who use hijab with shar'i, there are also increasingly diverse choices of types, models, and materials used. However, all of them still put forward the element of shar'i.

Halal and friendly fashion commodities with clothes that do not use genuine leather and only use imitation leather. The making of clothing also puts forward the principle of halal, which is to pay attention to how the production process, raw material selection, and labor selection are concerned. By using such a halal concept, there are several fashion products that label their products as halal fashion.



Fig 5. Halal Fashion

In the level of marketing communication, halal fashion is also commodified with the presence of brands that collaborate with hijab celebrities. It proved to be quite able to increase market demand because it considers the celebrity as a role model in wearing fashion because it is considered appropriate to the context of halal fashion[13].

Cosmetics as a part of lifestyle are also very popular and develop quite rapidly by promoting the concept of halal. Many cosmetics have begun that use halal concepts from the

selection of materials, uses, and colors that reflect the Muslim community. The use of brand ambassadors from cosmetics products is also hipster Muslims where they are seen as figures who have a global mindset, are tolerant, inclusive, and digital savvy, and religious[4]. With all forms of influence presented by the Muslim role models, urban Muslims are increasingly moved to be like them by using kosher cosmetics so that they will not only be beautiful outside but also beautiful inside.

Some cosmetics that already have halal concepts in Indonesia include Wardah, Inglot, Silkygirl, Zoya, Muslimah, and Mazaya.



Fig 6. Halal Cosmetics

E. Consumer Goods

In an era where more and more people need a halal daily product, it also has a significant impact on the creation or modification of the product to be halal. Brand owners are competing to communicate the halal logo they have obtained. Not just a logo, but the process of making products that use Islamic rules also become the main material for the promotion of the brand.

This of course stole the attention of urban Muslims today who want to make halal a modern lifestyle. The presence of halal certified products that they can use everyday certainly makes a trend and a new movement, where Muslims will increasingly choose to consume products. Halal of everything has become a campaign. Whatever the type of product, as long as using the halal label will become more attractive to urban Muslim consumers.

In Indonesia, several brands that have used halal labels include Maxim Halania, Total Halal Detergent, Halal Softex, and Sharp Halal Refrigerator.



Fig 7. Halal consumer goods

All of these products feature halal logos as the main strength of the brand to attract Muslim consumers. The halal concept in the product is about Islamic values that are applied in the production process, ranging from material selection, use of labor, production facilities, and distribution and sales processes that have passed halal certification testing.



Fig 8. Halal Refrigerator

F. Education

As an urban Muslim community that meets the needs of education is very high, the presence of schools that promote the value of halal and Islamic education are increasingly sought after and in demand. This is evidenced by the increasing number of Islamic private schools with all forms of facilities offered. Urban Muslim society considers that the educational needs that are suitable for their children are a form of learning that is not just the content of science but also the values and character of Islam.



Fig 9. Islamic School

The paradigm of the existence of Islamic private schools is to create sholeh and smart generations in the future. So now many Islamic private schools are used as the first choice of children's education, especially in the basic education level. Islamic schools contain values and characters about the value of halal values as part of the learning process.

In the end, the halal concept is almost implemented in every aspect of Muslim life. In terms of consumers, consumption of halal products in addition to feeling proud, is also used as a benchmark for understanding the values of the Islamic religion. The more a Muslim adopts a halal lifestyle, the better his identity as a Muslim will be. While from a brand perspective, halal is more communicated through the certification logo from the MUI, although some of them have begun to communicate through transparent business processes and the application of Islamic business values.

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