

The Role of Halal Ecosystem Goods in The Horn of Africa (HOA)

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ABSTRAK

The Horn of Africa (HoA) adalah wilayah dengan beragam budaya dan tradisi, dan populasi Muslim yang signifikan. Barang ekosistem halal berpotensi untuk mempercepat pertumbuhan ekonomi dan meningkatkan kualitas hidup individu dan masyarakat di wilayah tersebut. Makalah penelitian kualitatif ini bertujuan untuk mengeksplorasi kemampuan beradaptasi dan efektivitas barang ekosistem halal di wilayah HoA, dan implikasinya terhadap pertumbuhan ekonomi. Kajian ini akan menggunakan metode kualitatif seperti tinjauan literatur, analisis dokumen, dan wawancara mendalam dengan pemangku kepentingan utama. Riset ini akan mengungkap faktor-faktor yang berkontribusi terhadap pertumbuhan barang ekosistem halal di wilayah tersebut, termasuk kemampuan beradaptasi mereka terhadap konteks lokal, efektivitas dalam memenuhi permintaan konsumen, dan berdampak pada kualitas hidup bagi individu dan masyarakat. Temuan ini juga akan mengidentifikasi tantangan dan peluang untuk pengembangan lebih lanjut barang ekosistem halal di wilayah tersebut, dan memberikan rekomendasi bagi pembuat kebijakan, bisnis, dan pemangku kepentingan lainnya untuk mendorong pertumbuhan ekonomi berkelanjutan melalui ekonomi halal.

ABSTRACT

The Horn of Africa (HoA) is a region with diverse cultures and traditions, and a significant Muslim population. Halal ecosystem goods have the potential to accelerate economic growth and improve the quality of life for individuals and communities in the region. This qualitative research paper aims to explore the adaptability and effectiveness of halal ecosystem goods in the HoA region, and their implications for economic growth. The study will utilize qualitative methods such as literature reviews, document analysis, and in-depth interviews with key stakeholders. The research will uncover the factors that contribute to the growth of halal ecosystem goods in the region, including their adaptability to local contexts, effectiveness in meeting consumer demand, and impact on the quality of life for individuals and communities. The findings will also identify challenges and opportunities for further development of halal ecosystem goods in the region, and provide recommendations for policymakers, businesses, and other stakeholders to foster sustainable economic growth through halal economies.

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1. INTRODUCTION

Halal ecosystem goods, which refer to goods and services that are produced in accordance with Islamic principles and guidelines, have gained significant attention in recent years as a potential driver of economic growth and development in Muslim-majority countries and regions. The Horn of Africa (HoA), which comprises Somalia, Djibouti, Eritrea, Ethiopia, Kenya is a region with a large Muslim population and has the potential to benefit from the growth of halal ecosystem goods. This research paper aims to explore the implications of the adaptability and effectiveness of halal ecosystem goods for economic growth in the HoA region. The research will analyze the current state of halal ecosystem goods in the region, identify factors that contribute to their growth and development, and provide recommendations for policymakers, businesses, and other stakeholders to foster sustainable economic growth through halal economies.

A growing halal ecosystem has become extremely important in the Horn of Africa. It impacts not only the Muslim population in that part of the continent but also the continent as a whole. Halal products are in demand in Muslim-majority and non-Muslim countries, with a growing inquisitiveness in halal food and other products. African countries that can develop a strong halal ecosystem will be well-positioned to capitalize on this growing market. In addition to providing for the needs of the Muslim population, a thriving halal ecosystem can also bring economic benefits to the country. The economic development in the African continent has been dramatically growing for the past few years. The HOF of the halal ecosystem provides a wealth of goods and services that are essential to the well-being of both humans and the natural environment. These ecosystem goods and services include fresh water, food, timber, medicinal plants, and other valuable resources. Which provides a unique set of benefits the economic growth of the African halal ecosystem goods is very important to the Muslim community. This is because Muslims believe that halal is the correct way to live. The halal way is a way of life based on Islamic law (shari'ah). This is why the economic growth of the horn of Africa's halal ecosystem goods is so important. Muslims want to be able to live their lives correctly according to The Quran and sunnah, and they want to be able to purchase halal products. This is why the economic growth of the African halal ecosystem goods is so important to the Muslim community.

The religion of the horn of Africa is a fascinating blend of Christianity, Islam, and traditional African beliefs. This unique mix of faiths has resulted in a religious landscape that is both diverse and fascinating. Christianity is the largest religion in the region, accounting for around 60% of the population. Islam is the second largest religion, with around thirty percent of the population. However, a significant minority of people practice traditional African religions, accounting for around ten percent of the population. This diversity of faiths has resulted in a religious landscape that is both rich and fascinating. Christians and Muslims have co-existed peacefully for centuries, and the traditional African religions have deep roots in the region. The horn of Africa is a place where faith is an important part of daily life, and religious beliefs play a significant role in the culture and society. People of different faiths have been able to live and work together peacefully.

The adaptability and effectiveness of ecosystem goods and services have also been demonstrated in several other contexts. For instance, they have been shown to improve water quality, reduce soil erosion, and provide habitat for wildlife. Halal ecosystem goods are effective and adaptable to the needs of the Muslim population in the Horn of Africa. They are produced under Islamic law, which ensures that they are of the highest quality and meet the needs of Muslim

consumers. The growing demand for halal products in the region is a testament to the effectiveness of the halal ecosystem in the Horn of Africa. The goods and services of the area known as the Horn of Africa are both readily apparent. The important future Islamic banking or Shariah-compliant banking service in Africa, provided by the Commercial Bank of HOA, is intended to meet all of your personal, commercial, and corporate banking requirements. According to Hailu and Yattoo (2021), Islamic finance in Ethiopia is represented by three different types of financial organizations. These institutions include Islamic banks, Islamic insurance, and Islamic microfinance. The interest-free banking window and fully-fledged types of interest-free banking are both services that Islamic banking is able to provide for its customers. Conventional banks have embraced the concept of interest-free banking windows, while full-fledged Islamic banks provide services using their own distinct Sharia-compliant financial system. According to the findings, the most significant potential for Islamic finance in Ethiopia includes a strong public demand, appropriate capital for the formation, the availability of considerable clients, simple deposit mobilization, and profitability. Most of the factors were allocated. On the other hand, there is a widespread misconception about Islamic finance. There are obstacles within the legislative framework, such as restrictions on investments, double taxation, and a need for more competent human resources. These are the primary potential roadblocks for the industry. After the collapse, the Somalian economy relied heavily on money transfer companies, often known as the Hawala System. These companies emerged with the intention of filling this void and providing at least some of the most fundamental banking services (Warsame, Abdalla, & Lasyoud, 2021). As a result, the Hawala System has become one of the most important financial institutions in the country. This is because they offer quick and cheap services, more and more people trust their service, their service is reliable, and they have offices worldwide that can handle up to one billion customers (Hassan, 2017).

The purpose of this study is to address a knowledge vacuum identified in the existing body of scholarly work about the burgeoning idea of the Halal ecosystem and its potential effects on developing economies and new Muslim markets in the HOA. This is because it will help them better understand the integration of these various sectors into an ecosystem. It will foster economic growth in their respective countries in the long run. This study has the capacity to produce recommendations that may be used by governments and commercial businesses to reinforce the framework of this integration on the local and global fronts, respectively. These two groups will also profit from this study. These key areas also posit trends that would also permit perspicacious interested parties to distinguish and respond to cultural variability among Muslim consumers over time and create extra optimistic and effective brand strategies. This is relevant in a societal context, and these trends should permit stakeholders to do so. In a technical sense, academics could also add new information to the field of halal ecology.

2. LITERATURE REVIEW

Halal economies refer to economies that adhere to Islamic principles and guidelines in their production, distribution, and consumption of goods and services. The growth of halal economies has gained significant attention in recent years, as it presents opportunities for economic development and job creation in Muslim-majority countries and regions. The halal industry, which includes halal food, finance, tourism, and healthcare, is estimated to be worth \$2.3 trillion globally, with Muslim-majority countries accounting for a significant share of this market (Henderson, 2021). The halal industry has the potential to grow further, driven by an increasing demand for halal

products and services among Muslim consumers non-Muslim consumers who seek high-quality and ethical products.

The growth of halal ecosystem goods is an important aspect of halal economies. Halal ecosystem goods refer to goods that are produced using sustainable and environmentally friendly practices, and adhere to Islamic principles and guidelines in their production and distribution (Abdullah et al., 2020). Halal ecosystem goods are not only important for meeting the needs of Muslim consumers but also have the potential to appeal to non-Muslim consumers who are interested in ethical and sustainable products. The growth of halal ecosystem goods can contribute to the development of local economies, create job opportunities, and promote sustainable development.

The Horn of Africa region has a large Muslim population and is rich in natural resources, making it a potential hub for the growth of halal ecosystem goods. However, the region faces significant challenges, including political instability, poverty, and a lack of infrastructure, which hinder economic development. Despite these challenges, there have been efforts to promote the growth of halal ecosystem goods in the region. For example, the Ethiopian government has launched initiatives to promote halal tourism, while the Sudanese government has established a halal certification authority to promote the production and export of halal products.

3. METHODOLOGY

This research paper will utilize a qualitative approach to analyze the implications of the adaptability and effectiveness of halal ecosystem goods for economic growth in the HoA region. The data for this research will be collected through a variety of qualitative methods, including literature reviews, document analysis, and in-depth interviews.

Literature reviews will be conducted to gather existing knowledge on halal economies, ecosystems, and their impact on economic growth in Africa. Relevant documents, such as government reports, policy documents, and industry reports, will also be analyzed to gather data on the current state of halal ecosystem goods in the HoA region. In-depth interviews will be conducted with key stakeholders, including government officials, policymakers, business leaders, and community members involved in the halal ecosystem goods industry in the HoA region.

4. DISCUSSION AND RESULTS

Awareness of Halal ecosystem

Comprehending halal ecosystem goods is an important aspect of Muslim life. According to Islamic law, Halal ecosystem goods are permissible for Muslims to consume. There are many factors to consider when determining whether a product is halal or haram. Therefore, the primary source of guidance is the Quran and the hadith(sunnah), which are the sayings and teachings of the Prophet Muhammad. Other sources of guidance include Islamic scholars and jurists. Regarding food, certain animals are considered haram or forbidden to eat. These include pigs, dogs, cats, and monkeys. Additionally, certain types of meat are not permissible, such as carrion and blood. Maquillage and pharmaceuticals are subject to the same rules as food. In addition, they must also be free of alcohol and other intoxicants. Instruction of halal ecosystem goods is an important part of Muslim life. By understanding what is and is not permissible, Muslims can make informed choices about the products they consume. The halal ecosystem is a growing industry with a wide range of products and services that cater to Muslim consumers. There is a need for more research to be done to

understand the preferences of Muslim consumers and what motivates them to purchase halal products. Additionally,

Several factors can explain the reasoning behind Muslim consumers' purchase of halal products. One possibility is that they believe halal products are higher quality and more trustworthy than non-halal products. Additionally, Muslim consumers may purchase halal products because they want to support businesses that are part of the halal ecosystem. Finally, Muslim consumers may purchase halal products because they want to ensure that their money is being used in a way that is consistent with their values.

Most importantly, it has the potential to shed light on the preferences of Muslim consumers and how the halal ecosystem functions. Additionally, this research question is timely and relevant, as the halal ecosystem is a growing industry with much potential. The halal industry is a major driver of the global economy, and its impact is felt worldwide. From the farmers who grow the crops used to make halal products to the manufacturers who process them to the retailers who sell them, the halal industry supports millions worldwide. The demand for halal products will only grow in the coming years as the Muslim population continues to expand. This growth will have a ripple effect on the global economy, and people of all religions and cultures will feel the impact of the halal industry.

HOA Halal Certification

The formal step in the halal procedure for a product is known as halal certification. It is up to each individual nation to decide whether or not to grant a product halal certification. For example, the halal certification in Ethiopia ensures that the goods and services marketed toward Muslims adhere to the principles of Islamic law and are, as a result, suitable for consumption in both Muslim countries and non-muslim nations with sizeable Muslim populations. Many individuals opt to eat Halal cuisine despite not being Muslims because of the stringent ethical requirements that must be met for food items to be deemed Halal. Addis Ababa played host to the very first halal and tourism expo, with the goal of drawing attention to the untapped potential of the businesses. Companies that created things that were certified as halal were featured at the exhibition, which got underway in the presence of government officials, religious leaders, and other influencers (Aynalem, 2022). Ethiopia is located in the horn of Africa and is famous in the Muslim world for being the destination of the two migrations of Prophet Muhammad's companions (PBUH). It is estimated that over fifty million Muslims are living in Ethiopia. Ahmed, M. J., & Akbaba, A. (2018).

Somalia is a Muslim country that has 99 percent of the community's muslim therefore, when it comes to the halal certificate is taken as granted, people do not pay attention to it since halal consciousness is sharpened in the Muslim community. The communities trust the suppliers without conforming if it is halal or not. Furthermore, Somalia is the only country in Africa with non-muslim communities. In Somalia, having a halal certification indicates that a significant amount of food and goods are acceptable because adherents of Islam believe that no damage should be done during the manufacturing process and that the product should be mature before being processed. Muslims like to eat halal food because it meets their needs so well that people who agree that it is true think it is right to eat it. Opportunities exist for Somalia's Halal Services to meet the global demand for halal food, which is estimated to be in the neighborhood of billions of people. When exporting to Somalia, all shipments must be covered by an Arab-Irish Certificate of Origin in addition to an original, signed invoice. Both documents must be verified by the Arab-Irish Chamber of Commerce (AICC). In

addition, health and radiation certifications are often expected to be shown with food, meat, and poultry shipments. A Halal Certificate, which verifies that the animal was slaughtered under Shari'ah law, is required to accompany all fresh, frozen, and poultry products. In addition, the Department of Foreign Affairs must affix its official stamp to every piece of personal document. Abdullahi, M. D. (2001).

In Djibouti, 94 percent of the population is Muslim, which makes it a predominantly Islamic country. Therefore, if you want to run a business in Djibouti and your target market is Muslim communities, you must apply for HALAL certification through Certvalue-ALALConsultants. This is a prerequisite for doing business in Djibouti. If you want to run a business in Djibouti and your target market is Muslim communities, you must apply for halal certification through Certvalue-ALALConsultants. This is a prerequisite for doing business in Djibouti. Through Certvalue-ALALConsultants, Muslims know that a company follows the laws and regulations of Islam for example, Muslims will trust your company if they know that their product is prepared in a kitchen that adheres to Muslim standards of cleanliness, and this is a crucial factor when making a purchase.

The Kenya Bureau of Halal Certification (KBHC) is an organization that does not seek to make a profit from its activities. Its mission is to verify that all goods conform to the highest possible sanitary and humanitarian standards, which are mandated by the dietary regulations of Islam. The KBHC conducts inspections of these goods at every stage, beginning with the producer and continuing with the end user. In order to accomplish this goal, qualified inspectors from the KBHC conduct comprehensive inspections and carry out ongoing checks. In this way, any uncertainty is removed, and the general public is granted complete faith and trust in their choice to purchase halal items. KBHC was founded and continues to function primarily out of one concern: to be able to give confidence that what we are ingesting adheres to the HALAL dietary guidelines. There are many different kinds of Halal certifications in Eritrea. These include the food, drink, and catering systems, the restaurant, the industrial systems, the abattoir plans, the warehouse or storage systems, and the product endorsement program. Kirui, L., & Karugia, J. T. (2019).

The HOA already has several norms and regulations regarding the issuing or certification of halal items. The purpose of the regulation is to ensure that Muslim populations in the area are able to eat halal food in an environment that is free from danger and discomfort. Because of the positive law of sharia banking, its commercial operations have been controlled to avoid engaging in activities that are forbidden by sharia. One of the stipulations that pertain to the halal sector is that Islamic banking must refrain from providing funding to companies that engage in activities that are in conflict with Islamic principles. Some examples of these activities include *riba*, *maysir*, *gharar*, *haram*, and *zalim*. Since halal business operations are the only ones permitted to get funding from Islamic banks, this indicates that Islamic banking can only support enterprises that adhere to the religion's precepts and do not include any illegal or immoral practices. People who are still skeptical about Islamic banking operations are the target audience for this clause, since it is designed to make them feel more confident about sharia banking operations that are following sharia. The halal ecosystem will be closer to the ideal category if halal companies use sharia banking services to do business. In addition to refining the halal business environment, these transactions can potentially indirectly expand the Islamic banking market in HOA. In order for this to take place, there has to be a set of laws in place that explains and emphasizes the fact that halal certification is also evaluated

based on the financing facilities that are utilized in the administration of finances from the upstream to the downstream levels.

The sharia investor will create an RDI (Investor Fund Account) with the sharia bank. This signifies that the sharia system has been successfully integrated into the transactions on the sharia capital market. Sharia investors are only allowed to trade on business shares on the Islamic capital market if the firm in question has been included on the list of effects of sharia (DES). OJK, DSN, MUI, and other securities firms offering Shariah Online Trading System facilities have also screened businesses classified as sharia shares. Financial ratios are often employed as one of the criteria that are used while screening Islamic equities. The ratio of interest-based debt to the entire assets of the firm must not be more than forty percent, and the percentage of non-halal revenue to total corporate income should not be more than nine percent. These financial ratio criteria are employed as Sharia stock filters (Abdalloh, 2015). The integration of the halal business needs to be carried out in the same manner as the Islamic capital market. The process of selecting enterprises or firms that produce halal food or goods using financial parameters. Suppose it is not possible to execute the integration completely. In that case, there will need to be a rule that can be followed step by step to change the way the Islamic capital market uses the halal ecosystem.

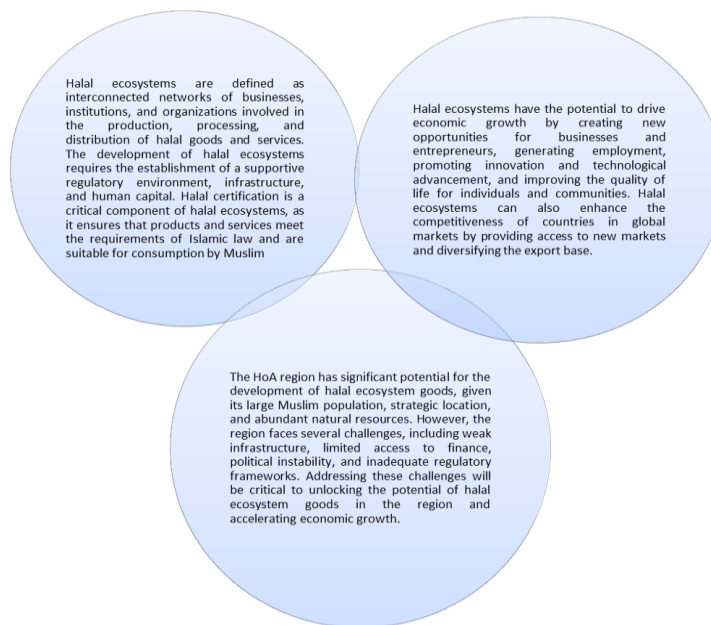
Consumer trust in halal imports and branding.

In a market that is becoming more globalized, it was found that some people had the impression that the HOA needs to have stringent enough halal requirements. This is an opportunity for companies to fill this gap in the perceived quality standard by marketing their goods to be seen as certified and trustworthy. Brand names are capitalizing on this lack of faith in the integrity and authenticity of halal in their branding tactics. For instance, they are promoting their goods as "The Real Halal," which capitalizes on this lack of trust in the halal certification. The brand's image was developed around the principle that customers may have faith in the company's halal food items, with the concept of halal being integrated into every facet of the company's operations. And one of the industries ran its operations out of a slaughterhouse located in a tiny area.

They shipped their goods to HOA. it was established as a cooperative organization in cooperation with an Islamic bank. This was done in conjunction with some companies' introduction of processed products incorporating halal rennet. the firms that were mentioned the most often by consumers in HOA concerning the integrity of halal cuisine and blatantly promoting items as Islamic via the use of language such as "halal" or "Islamic." Similar branding was becoming more popular in marketing initiatives. For example, brand names such as Islami Company and Islami Co-Op emphasized products' compliance with Islamic dietary rules. Al Islami further enhanced its own reputation by developing state-of-the-art research facilities to design and test new products at its Dubai headquarters. Additionally, Al Islami has established long-standing relationships with the government, which indicates the value of their research at the state level in the area of halal food production: It was discovered that the nation of origin of food goods influenced the level of trust and confidence that consumers had in the halal supply chain. In contrast to Muslim majority nations, whose supply chains are regarded as halal by the HOA therefore, do not need the halal certificate for export, imports from Muslim minority countries require HFC from a HOA-approved entity in the supplier country.

Production in nations with a Muslim minority is contentious due to the fact that once HOA authorities have authorized import into the HOA, the supplier country is free from any further

regulatory obligations. As a direct consequence, Muslim customers have concerns over the halal integrity of some items that are imported expressly from non-Muslim nations. Some examples of these products are raw beef imports from Australia and Brazil. and Somalia does not acquire export beef from any country except chicken which is only exported from turkey. This problem is not unique to the HOA; other nations with Muslim majorities, such as Malaysia, have regulatory norms comparable to those of the HOA, which has led to similar worries among consumers (Toong et al., 2015). Because there are so many halal certifiers worldwide, the HOA authorities could not accredit all of them logistically. Furthermore, given that only those approved can be used to export products to the HOA, the result is that many products cannot be imported from certifiers that have yet to be approved.



Source: <https://www.institutohalal.com/>

Consumers trust in corporations' halal regulations.

Consumers' willingness to accept that all of the food offered in the HOA is halal presents a contradiction. Price and quality are two of the most important factors influencing consumer choice and the degree to which consumers trust the state to audit and authorize HFC bodies and, as a result, guarantee that their food is halal. It is well known that the HOA's internal food production systems adhere to the tenets of Islamic law known as sharia. On the other hand, foreign food imports depend on HOA authorities to act responsibly and ensure that appropriate HFC standards are followed. However, how well these agencies follow these rules still needs to be determined. Similarly, changing demographics have negatively influenced consumer faith in state control of halal supply chain regulation. Similarly, changing demographics has negatively influenced consumer faith in state control of halal supply chain regulation.

Similarly, consumer faith in state control of halal supply chain regulation has been negatively influenced by changing demographics as well as an expanding number of expatriates. consumers of HOA products exhibit a clear level of distrust about the halal industry's commitment to honesty, even though trust in governmental control is not universal. There is a wide range of

customer attitudes, and some Muslim customers are wary of the notion that the halal status of the vast majority of imported goods now on the market can be reliably assumed in most cases. The study highlighted cultural diversity, noting that the national origin of consumers is a significant factor. Additionally, with such a diversity of expatriate inhabitants in HOA society, comprising approximately 80 percent of expats from over 180 countries, food requirements are equally diverse. The level of nutritional acculturation that has taken place in the HOA to date (Ali et al., 2017) has been extremely little, with many residents insisting on importing food kinds from their country of origin.

Therefore, retail establishments in various sections of the HOA cater to the requirements of in various sections of the HOA cater to the requirements of a wide variety of ethnicities and cultural subgroups. Consequently, the inventory inside shops is established based on the various geographic regions and the well as the kind of customer demand. According to Muhamad (2019: 105), there are several sharia indicators that industry players need to take into consideration to conduct sharia business. These indicators include the MAGHRIB problem (which refers to the issues of maysir, gharar, and riba), sources of funds, and investment principles. To avoid maysir, gharar, and riba, sharia commerce conducted by industries must be completely devoid of any potentially corrupting elements. In the context of muamalah, all human beings, particularly Muslims, are obligated to steer clear of these three overarching issues.

In the context of the HoA region, halal ecosystem goods have the potential to accelerate economic growth and enhance the quality of life for individuals and communities. The region is characterized by diverse cultures and traditions, with a significant Muslim population. Halal ecosystem goods can leverage the region's cultural and religious diversity by creating opportunities for local businesses to participate in the global halal economy. This can lead to the creation of jobs, wealth, and improved standards of living for individuals and communities.

However, there are challenges that need to be addressed to realize the full potential of halal ecosystem goods in the HoA region. These challenges include inadequate infrastructure, weak regulatory frameworks, lack of market information, and limited access to finance. Addressing these challenges will require the cooperation and collaboration of various stakeholders, including policymakers, businesses, and communities.

5. CONCLUSION

Consuming Halal is an order from Allah (SWT); hence, it is essential for a customer to have complete faith that the product he or she plans to purchase is Halal and pure and does not include anything questionable. The Halal sector is critical to the HOA region's promotion of its ecosystem to the world. Based on the foregoing, halal industry regulation in HOA must support the formation of the halal ecosystem. However, Islamic Banking Law has addressed this issue, enabling halal goods-to-market operators to perform halal or sharia finance. The financial component of the halal certification procedure should be included as one of the metrics for assessing halal product certification. Financial resources (input) are one of the company's capitals utilized to create a halal product so that it may be used as an indication in the certification of halal goods. Non-Muslims are also becoming more aware of the benefits of eating Halal goods because they believe it is safer to do so. Aside from that, consider the shelf life and freshness requirements for food. That is why the halal food market is so appealing. As a result, it is critical to market halal food as being safe since it is produced in one of the safest ways possible. In addition to the nations indicated, further study

should be performed to cover the gaps in Halal ecosystem market growth. The rising demand for Halal goods should benefit customers by providing a safer product and making it mandatory for Muslims to consume Halal items. It can promote the development of the Halal ecosystem.

This research paper aims to provide valuable insights into the role of halal ecosystem goods in accelerating economic growth in the HoA region. The findings of this research will help policymakers, businesses, and communities to understand the opportunities and challenges involved in the development of halal ecosystem goods in the region. It will also provide recommendations for fostering sustainable economic growth through halal economies.

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