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Email: jurnal.aldustur@gmail.com / jurnal.aldustur@iain-bone.ac.id

GENERATION Z INVOLVEMENT IN HALAL ECOSYSTEM

Dandi Ishak¹, Fadil Aulyah Akmal¹, Nirwana Halide¹

¹IAIN Palopo, Indonesia

Corresponding Author: Dandi Ishak (dandiishakishak@gmail.com)

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ABSTRACT

Generation Z's involvement in the halal ecosystem in Indonesia, which has the largest Muslim population in the world, with a population of 277.53 million, of which 86% are Muslim, Indonesia has great potential to become a global halal product center. Generation Z, which consists of around 75.49 million people or 28% of the total population, shows high awareness of the halal lifestyle, which is reflected in their consumption patterns which are more critical and selective towards halal products. Generation Z influences their preferences for halal products, including easy access to information through social media and attention to health, sustainability, and social justice. Their involvement in the halal ecosystem is not only as consumers, but also as agents of change that can encourage the growth of the halal industry in Indonesia. In order to improve halal education and awareness programs among Generation Z through seminars, workshops, and information campaigns on social media, as well as involving halal industry practitioners. Thus, it is hoped that Generation Z can contribute significantly to the development of the halal market in the future, in line with existing regulations, such as Law No. 33 of 2014 concerning Halal Product Assurance. The active involvement of Generation Z in the halal ecosystem in Indonesia shows great potential for the growth and development of a sustainable halal industry.

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INTRODUCTION

Indonesia is one of the most populous countries in the world with a total of 277.53 million people. Most of Indonesia's population is Muslim with a total of 240.62 million people, or equivalent to 86% of the total national population. Currently, Generation Z is the most dominant group, reaching 75.49 million people or 28% of the total population.

As one of the countries with the largest Muslim population, it will not be difficult to find halal products in Indonesia, because the determination of the halalness of a product and service is something that is very attached to Muslim consumers. Therefore, Indonesia is one of the

centers of halal product market development.¹ Which makes Indonesia ranked 3rd as a country with the strongest Islamic ecosystem in the world. Indonesia has great opportunities and potential compared to several other countries in the development of the halal ecosystem. For Muslim consumers, halal products are products that are produced and produced in accordance with the provisions of Islamic law, so that they can be accepted and consumed by Muslims with a sense of security. Meanwhile, if a product is made under strict halal assurance, then halal products can be interpreted as cleanliness, safety, and quality for non-Muslim consumers. So, not only accepted among Muslims, but halal products can also be accepted among non-Muslims.²

Halal products can be found in several sectors, such as food ingredients, beauty products, fashion, to health products. These products are very easy to find, especially in today's modern era, the availability of these products can not only be found in traditional markets, but can also be found online, especially now with the existence of social media and e-commerce which are the main factors in increasing the interest of Indonesian people to shop online.³ The existence of social media makes it easier for consumers to shop for their needs even from a distance, especially Generation Z whose daily activities involve spending time on social media. According to GoodStats, Indonesia is ranked 4th in the world for the largest number of Internet users in 2023 after the United States with 212.9 million users or 79% of the total population of Indonesia.⁴ Meanwhile, social media users in Indonesia at the beginning of 2024 were 185 million users and among them, 126.8 million users were aged 18 years and over.⁵ The data shows that the Indonesian population is quite active in using the internet, especially social media, especially among Generation Z. This has earned them the nicknames i-Generation (Internet Generation) and Digital Native (Inhabitants of the Digital World).

Not only does it affect online shopping power, social media also influences Generation Z to choose places that provide food such as restaurants, cafes, and so on, even they become regular consumers in these places. Various restaurants and cafes available offer a wide selection of food, including food choices from other countries such as Korea, Japan and Western countries. However, all of that needs to be ensured of its halal status, starting from the manufacturing process to its presentation must be ensured to be in accordance with the established Islamic laws. As the word of Allah SWT in the Qur'an:

¹ Moh Adenan, Umi Cholifah, and Deasy Wulandari, "Penguatan Ekosistem Halal Di Indonesia 2024 Melalui Klinik Halal," *PengabdianMu: Jurnal Ilmiah Pengabdian Kepada Masyarakat* 9, no. 2 (February 29, 2024): 305, <https://doi.org/10.33084/pengabdianmu.v9i2.604>.

² Samsiar Samsiar, Poppy Nurmayanti, and Mayla Khoiriyah, "PENGARUH HALAL SUPPLY CHAIN DAN INOVASI PRODUK TERHADAP KINERJA UMKM MAKANAN DAN MINUMAN DI KOTA PEKANBARU," *CURRENT: Jurnal Kajian Akuntansi Dan Bisnis Terkini* 5, no. 2 (July 27, 2024): 279, <https://doi.org/10.31258/current.5.2.279-293>.

³ M. Khikam Ali Majid, Najih Sa'dullah, and Lilik Rahmawati, "Fenomena Dan Perilaku Belanja Online Melalui Tiktok Shop Pada Generasi Z Perspektif Konsumsi Islam," *Jurnal Ilmiah Ekonomi Islam* 10, no. 02 (2024): 1798, <https://doi.org/10.29040/jiei.v10i2.13383>.

⁴ Agnes Z Yonatan, "Indonesia Peringkat 4, Ini Dia 7 Negara Pengguna Internet Terbesar Di Dunia," GoodStats, 2023, <https://data.goodstats.id/statistic/indonesia-peringkat-4-ini-dia-7-negara-pengguna-internet-terbesar-di-dunia-FLw6V>.

⁵ Simon Kemp, "Digital 2024: Indonesia," Data Reportal, February 21, 2024, Digital 2024: Indonesia.

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

It means:

“O mankind, eat of what is lawful and good on earth and do not follow the footsteps of Satan. Indeed, he is to you an open enemy.” (QS. Al-Baqarah: 168)

Generation Z, especially those who are Muslim, must be aware of this. They are equipped with knowledge and the availability of technology so that they can conduct in-depth research on the halal status of a product or service provider.⁶ Moreover, they often spread it on social media as an item or place recommended to everyone, and many will follow what they do because Generation Z has a high curiosity character and does not want to miss out on trends.⁷

The increasing awareness of halal products among Generation Z consumers is reshaping the market landscape in significant ways. Halal, which denotes products that conform to Islamic dietary laws, is no longer limited to specific regions or communities. The globalization of media and the internet has played a pivotal role in educating and informing young consumers about the benefits and principles of halal products. This generation, more than any before, is driven by ethical consumption, and their purchasing decisions often reflect their values and beliefs.⁸ Firstly, Generation Z's access to information and digital literacy means they can easily verify the authenticity and adherence to halal standards. This generation is keen on transparency and sustainability, and they value brands that align with their ethical standards. The increased demand for halal products is not just confined to food but extends to cosmetics, pharmaceuticals, and fashion, indicating a comprehensive lifestyle choice rather than a mere dietary preference.⁹

The growing awareness of halal products among Generation Z is also influencing market trends and encouraging brands to be more inclusive and diverse in their offerings. Companies are recognizing the need to cater to this demographic by ensuring their products meet halal certification. This trend is creating opportunities for businesses to expand into new markets and diversify their product lines, leading to increased competition and innovation in the industry.¹⁰ The influence of Generation Z on the halal market underscores the importance of cultural sensitivity and the power of informed consumers. As brands strive to meet the needs of this conscientious demographic, they must also uphold the integrity and authenticity of their products. The future of the halal market looks promising, driven by the informed and value-

⁶ Nitty Hirwaty Kamarulzaman, Hazwani Ahmad Tarnizi, and Syamim Mahirah Misri, “GENERATION Z'S AWARENESS OF EATING AT HALAL CERTIFIED RESTAURANTS,” *MALAYSIAN JOURNAL OF AGRICULTURAL ECONOMICS* 29, no. 1 (December 25, 2020): 3, <https://doi.org/10.36877/mjae.a0000156>.

⁷ Muhammad Faizur Rohman and Roma Ulinmuha, “HALAL INFLUENCERS: A REPRESENTATION OF THE TREND OF HALAL-FOOD CONSUMPTION AMONG THE INDONESIAN MUSLIM MIDDLE CLASS,” *Jurnal Sosiologi Reflektif* 17, no. 1 (October 31, 2022): 181, <https://doi.org/10.14421/jsr.v17i1.2554>.

⁸ Jamal, A. (2003). *Marketing in a multicultural world: The interplay of marketing, ethnicity and consumption*. New York: Palgrave Macmillan.

⁹ Alserhan, B. A. (2011). *The Principles of Islamic Marketing*. Surrey: Gower Publishing.

¹⁰ Wilson, J. A. J., & Liu, J. (2010). Halal Branding. *Journal of Islamic Marketing*, 1(1), 107-123.

oriented choices of Generation Z, which will likely continue to shape the consumer landscape for years to come.¹¹

In addition to their focus on halal products, Generation Z's purchasing decisions are also deeply influenced by their concerns for health, sustainability, and social justice. They view halal products as not only compliant with their religious beliefs but also as a healthier and more environmentally friendly choice. This demographic is well-informed about the potential health benefits of halal products, such as the absence of harmful additives and the humane treatment of animals. Consequently, these factors reinforce their preference for halal products, making them a primary choice for conscientious consumption.¹²

The commitment of Generation Z to a halal lifestyle extends beyond individual choices and permeates their community and social activities. They actively participate in events and initiatives that align with their religious and moral values, such as community service, environmental cleanups, and social justice campaigns. This generation's holistic approach to the halal lifestyle encompasses not just dietary choices but also ethical conduct and community involvement. Their actions reflect a desire to live in a manner that is congruent with their values, fostering a sense of purpose and identity.¹³ Moreover, research has consistently shown that Generation Z has a high level of awareness and understanding of halal practices. They are diligent in verifying halal labels and certifications on a wide range of products, from food and beverages to cosmetics and personal care items. This attention to detail underscores their commitment to maintaining a lifestyle that is both religiously compliant and ethically sound. Their deep understanding of halal principles and their application in daily life demonstrate the significant impact that this lifestyle has on their overall well-being and consumer behavior.¹⁴

Indonesia, being one of the most populous countries in the world with a significant Muslim population, presents a unique case for the market of halal products. With 86% of its 277.53 million people being Muslim, the demand for halal products is naturally high. This demand is further amplified by the predominant presence of Generation Z, comprising 28% of the total population. The ease of finding halal products in Indonesia, coupled with the strong attachment of Muslim consumers to the concept of halalness, positions the country as a pivotal center for the halal market's growth.¹⁵ The country's ranking as the third-strongest Islamic ecosystem globally highlights its potential and opportunities in the halal market. The diverse acceptance of halal products, spanning beyond Muslim consumers to non-Muslims who view these products as synonymous with cleanliness, safety, and quality, broadens the market reach. This universality is supported by Indonesia's comprehensive halal ecosystem, which assures that products are produced in accordance with Islamic law, providing a sense of security to

¹¹ Esposito, J. L. (2003). *Unholy War: Terror in the Name of Islam*. Oxford: Oxford University Press.

¹² Warde, I. (2000). *Islamic Finance in the Global Economy*. Edinburgh: Edinburgh University Press.

¹³ Riaz, M. N., & Chaudry, M. M. (2004). *Halal Food Production*. Boca Raton, FL: CRC Press.

¹⁴ Fischer, J. (2008). *Proper Islamic Consumption: Shopping among the Malays in Modern Malaysia*. Copenhagen: NIAS Press.

¹⁵ Nasr, V. (2009). *Forces of Fortune: The Rise of the New Muslim Middle Class and What It Will Mean for Our World*. New York: Free Press.

consumers. The availability of halal products across various sectors, from food and beauty to fashion and health, further illustrates their integration into daily life, facilitated by the accessibility of these products through both traditional markets and modern e-commerce platforms.¹⁶

Generation Z's heavy engagement with social media and the internet plays a crucial role in driving the popularity and accessibility of halal products. Indonesia's ranking as the fourth-largest internet user globally, with 79% of its population online, underscores the influence of digital platforms on consumer behavior. Social media not only makes it easier for consumers to shop online but also influences their choices regarding food and lifestyle preferences. This digital engagement aligns with Generation Z's identity as the i-Generation or Digital Natives, who rely on technology for information and purchasing decisions, further embedding halal products into their daily lives and societal norms.

METHODS

It should come as no surprise that the author will require methods of data gathering and processing in order to finish his task in the process of producing this paper. At this point in time, the author has utilized a literature study with a straightforward literature review methodology in order to carry out the data gathering and processing approaches. In the process of conducting literature studies, the results of journals, books, and other forms of literature that are related to the topic of writing are reviewed. The literature that was examined can be accessible through a number of journal portals that are more convenient to obtain, such as Google Scholar, Scite, and a number of other journal portals.

In order to gain acceptable results from the literature, the process of conducting a literature review involves numerous stages. First, specifically by identifying the central idea or general structure of the title of the piece of writing. After that, the second step is to gather articles that are associated with the topic by using literary portals that can be accessed in adequate quantities. The third stage is to provide a summary of the findings that were gained from reading the papers that were retrieved initially. Reviewing the content and depth of the article in a manner that is consistent with the topic or theme of the writing is the fourth phase in the process. After that, the final stage is to revise the literature review that has already been completed in order to produce quality writing that can be utilized to support the topic or theme of the writing.

RESULT AND DISCUSSION

Factors Influencing Generation Z's Involvement in Adopting a Halal Lifestyle

Generation Z has different characteristics from its predecessors, even having significant differences from millennials, the generation before them. This generation is known as a generation full of creativity and innovation, the majority of this generation is interested in doing various creative activities in their daily lives. Their activeness in the digital world encourages the creativity of this generation. Therefore, information about halal products can be easily accessed through the digital world, including websites, mobile applications and social media which are used as effective platforms to obtain and disseminate information about halal products. The information available in the digital world is a factor that influences Generation Z to choose the products they want.

¹⁶ Ahmed, A., & Donnan, H. (1994). *Islam, Globalization and Postmodernity*. London: Routledge.

Generation Z's behavior is divided into four main structures with one main foundation stating that they are a generation that always seeks the truth or a generation that tends to have a high level of curiosity.¹⁷ First, they are known as “the undefined ID,” they value the freedom of expression of each individual without giving a certain label. This characteristic makes them very open to understanding the uniqueness of each individual. Second, they are known as “the communaholic,” which is a generation that is open and active in various communities, with the use of sophisticated technology, they can expand the impact they want to achieve. Third, this generation is known as “the dialoguer,” which is a generation that prioritizes communication in resolving conflicts and creating changes through dialectics. This characteristic allows them to be open to diverse thoughts and are happy to interact with anyone. The last characteristic is that they are called “the realistic,” a generation that prioritizes realism and analysis in making decisions compared to previous generations.¹⁸

Based on the facts above regarding the characteristics of Generation Z, if connected to the Muslim Generation Z, these characteristics have the potential to influence their consumption patterns of halal products that illustrate a commitment to a halal lifestyle. Moreover, in the current digital era, Generation Z can easily get information about halal products through social media, such as Instagram, Twitter/X, WhatsApp groups, and so on. With the use of sophisticated social media in the digital era like today, Generation Z will find it easier to maintain habits and increase awareness of consuming halal products.

In addition to the halal aspect, Generation Z also pays attention to other aspects such as health, sustainability, and social justice in choosing the desired product, because halal products are usually considered healthier and more environmentally friendly so that Generation Z makes halal products their main choice. In addition, the halal lifestyle of Generation Z is reflected in various community activities and their daily activities where they tend to be involved in activities that are in accordance with religious values and morality of life. In relation to this, several studies have shown that most Generation Z have a high level of awareness of the halal lifestyle. They tend to pay attention to halal labeling in a product that is marketed which includes food, beverage, cosmetic products and so on. This is also supported by their understanding which is in line with the implementation of a halal lifestyle.¹⁹

The commitment of Generation Z to a halal lifestyle extends beyond individual choices and permeates their community and social activities. They actively participate in events and initiatives that align with their religious and moral values, such as community service, environmental cleanups, and social justice campaigns. This generation's holistic approach to the halal lifestyle encompasses not just dietary choices but also ethical conduct and community

¹⁷ Aimee Kim et al., “Gen Zers in the Asia-Pacific Region Aren’t like Their Older Siblings. Here Is What You Need to Know.,” McKinsey.com, June 29, 2020, <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/what-makes-asia-pacifics-generation-z-different#/>.

¹⁸ Dinda Suci Syaulia, “PENGARUH POLA KONSUMSI DAN HALAL AWARENESS TERHADAP PENERAPAN GAYA HIDUP HALAL (STUDI KASUS GENERASI Z DI BINTARO)” (UIN Syarif Hidayatullah Jakarta, 2024), 106.

¹⁹ Mohammad Noor Khairullah, Sukma Irdiana, and Kuniawan Yunus Ariyono, “DAMPAK PERILAKU GAYA HIDUP HALAL DALAM MENINGKATKAN MINAT MEMBELI PRODUK HALAL PADA GENERASI Z,” *JEMBA: Jurnal Ekonomi, Manajemen, Bisnis Dan Akuntansi* 3, no. 3 (2024): 209, <http://bajangjournal.com/index.php/JEMBA>.

involvement. Their actions reflect a desire to live in a manner that is congruent with their values, fostering a sense of purpose and identity.

Moreover, research has consistently shown that Generation Z has a high level of awareness and understanding of halal practices. They are diligent in verifying halal labels and certifications on a wide range of products, from food and beverages to cosmetics and personal care items. This attention to detail underscores their commitment to maintaining a lifestyle that is both religiously compliant and ethically sound. Their deep understanding of halal principles and their application in daily life demonstrate the significant impact that this lifestyle has on their overall well-being and consumer behavior.²⁰ Together, these behaviors underscore Generation Z's holistic approach to consumption, integrating religious beliefs with broader ethical considerations. This not only shapes their personal and community activities but also influences market trends, pushing companies to adopt more sustainable and ethical practices in order to cater to this conscientious demographic.

Awareness of Halal Products Influences Generation Z Purchases

Generation Z plays an important role in influencing halal product purchasing preferences, because an individual's attitude towards a product they want to buy is determined by the beliefs and references they get. The motivation to repurchase a product comes from the high positive things produced by the product. Individuals tend to be interested in displaying a product that they value positively towards the product. To access a reference is certainly also influenced by the existing era. Generation Z, who has the ability or characteristics that are relevant to the current era as described above, makes it easy for them to validate a product. This allows them to better understand and appreciate the importance of choosing a product that is in accordance with health standards and religious principles.²¹

The way they use to validate a product is by sharing their experience in using the product, on social media so that the digital footprint they share can influence the purchasing preferences of a product. Generation Z, who are very familiar with digital technology, often use social media platforms as the main reference before deciding to buy a product. They do not only read product specifications, but also look for reviews, testimonials, and recommendations from other users. That way, they can compare various products and get a clearer picture of the advantages and disadvantages of a product before finally deciding to buy it. In addition, the digital footprints they leave, such as reviews, ratings, and comments, can also be a consideration for other prospective buyers, forming a kind of digital public opinion that greatly influences the success of a product in the market.

In addition to the description, the regulatory aspect will greatly influence consumers to use a product. With the characteristics of Generation Z who have good analytical skills supported

²⁰ Wilson, J. A. J., & Liu, J. (2010). Shaping Halal into a Global Brand. *Journal of Islamic Marketing*, 1(1), 107-123.

²¹ Anggit Listyoningrum and Albari Albari, "ANALISIS MINAT BELI KONSUMEN MUSLIM TERHADAP PRODUK YANG TIDAK DIPERPANJANG SERTIFIKAT HALALNYA," *Jurnal Ekonomi & Keuangan Islam*, October 11, 2017, 40-51, <https://doi.org/10.20885/jeki.vol2.iss1.art4>.

by high knowledge, recognition and compliance with the law²² will make them more careful in doing something to comply with applicable legal regulations. As stated in Article 4 of Law No. 33 of 2014 concerning Halal Product Guarantee which states that all products entering, circulating, and traded in the territory of Indonesia must have a halal certificate, Generation Z will pay attention to the halal label and certification first before making a purchase, with the expectation of getting a safe and high-quality product. Not only the product, but the materials, manufacturing procedures, responsibilities, and monitoring of the manufacturing process must also have a halal guarantee.

Religious and regulatory factors are not the only ones that influence Generation Z's awareness of using halal products, health awareness is also a major aspect that drives Generation Z to analyze a product before using it. Generation Z's ability to utilize social media in analyzing a product makes their decision final and not assumptive. Products that have halal certificates are guaranteed in terms of health, so they will not be afraid to use the product. The increasing awareness of halal products among Generation Z consumers is reshaping the market landscape in significant ways. Halal, which denotes products that conform to Islamic dietary laws, is no longer limited to specific regions or communities. The globalization of media and the internet has played a pivotal role in educating and informing young consumers about the benefits and principles of halal products. This generation, more than any before, is driven by ethical consumption, and their purchasing decisions often reflect their values and beliefs.²³

Firstly, Generation Z's access to information and digital literacy means they can easily verify the authenticity and adherence to halal standards. This generation is keen on transparency and sustainability, and they value brands that align with their ethical standards. The increased demand for halal products is not just confined to food but extends to cosmetics, pharmaceuticals, and fashion, indicating a comprehensive lifestyle choice rather than a mere dietary preference.²⁴ Moreover, the growing awareness of halal products among Generation Z is also influencing market trends and encouraging brands to be more inclusive and diverse in their offerings. Companies are recognizing the need to cater to this demographic by ensuring their products meet halal certification. This trend is creating opportunities for businesses to expand into new markets and diversify their product lines, leading to increased competition and innovation in the industry.^{25,26}

²² Taura Tiya, "ANALISIS KESADARAN HUKUM MASYARAKAT GENERASI Z DALAM MENGGUNAKAN MEDIA SOSIAL DI PROVINSI BANGKA BELITUNG," *Ekspose: Jurnal Penelitian Hukum Dan Pendidikan* 22, no. 2 (December 5, 2023): 1289, <https://doi.org/10.30863/ekspose.v22i2.5187>.

²³ Jamal, A., & Sharif, M. (2015). Halal Products: The Trend of Market Dynamics. *Journal of Islamic Marketing*, 6(2), 221-238.

²⁴ Pew Research Center. (2020). Generation Z and the Influence on Ethical Consumption. Retrieved from Pew Research.

²⁵ Thomson Reuters. (2018). State of the Global Islamic Economy Report. Retrieved from Reuters.

²⁶ Wilson, J. A. J., & Liu, J. (2010). Shaping Halal into a Global Brand. *Journal of Islamic Marketing*, 1(1), 107-123.

Finally, the influence of Generation Z on the halal market underscores the importance of cultural sensitivity and the power of informed consumers. As brands strive to meet the needs of this conscientious demographic, they must also uphold the integrity and authenticity of their products. The future of the halal market looks promising, driven by the informed and value-oriented choices of Generation Z, which will likely continue to shape the consumer landscape for years to come.

CONCLUSION

Generation Z's involvement in the halal ecosystem in Indonesia reveals significant potential, highlighting their considerable impact as a demographic group. With a population of 75.49 million, accounting for approximately 28% of the total population, this generation's influence on market trends and consumer behavior is substantial. Their high awareness of the halal lifestyle is not only evident in their individual purchasing decisions but also in their engagement in various community activities that align with religious values and moral principles. This generation's inclination towards activities that reflect their ethical and religious beliefs underscores their commitment to a halal lifestyle. They consistently pay attention to halal labeling on products they consume, such as food, beverages, and cosmetics, ensuring that their choices align with Islamic dietary and ethical standards. This vigilance in product selection indicates a broader cultural shift towards ethical consumption, driven by a generation that prioritizes integrity and authenticity in their lifestyle choices.

The positive attitude of Generation Z towards halal products is significantly influenced by their beliefs and social references. This demographic group leverages the power of social media to access and validate information about products, enhancing their understanding of halal standards and quality. The ease with which they can gather and verify information online allows them to make informed decisions that are consistent with their values. This capability is instrumental in shaping their purchasing preferences, as they are more likely to choose products that are perceived as ethically sound and compliant with halal principles. In essence, Generation Z's active participation in the halal ecosystem in Indonesia not only highlights their role as conscientious consumers but also underscores the broader societal shift towards ethical and sustainable consumption. Their commitment to the halal lifestyle, supported by their digital savvy and informed decision-making, positions them as key drivers of market trends and cultural change. As such, their influence extends beyond individual choices, contributing to the growth and development of a robust halal market that is inclusive and reflective of their values. This dynamic interaction between Generation Z and the halal ecosystem is indicative of a promising future where ethical consumption and cultural integrity go hand in hand.

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