

## Opportunities and Challenges for Local Food in the International Market from the Perspective of Sharia Economics

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### ABSTRACT

**Introduction:** Local food products have significant potential to be developed as competitive commodities in the international market, in line with the increasing global demand for authentic, ethical, and culturally based food products. From the perspective of Islamic economics, local foods are highly relevant as they generally comply with the principles of halal and thayyib.

**Methods:** This study aims to analyze the opportunities and challenges of developing local food products in the international market from an Islamic economic perspective. The research employs a qualitative descriptive approach using a library research method. Data were collected from academic books and scholarly journal articles and analyzed through content analysis techniques.

**Results:** The findings indicate that local food products have strong opportunities in the global market due to their cultural uniqueness, compliance with halal and thayyib principles, and the support of digital marketing and globalization. However, their development still faces several challenges, including limitations in product standardization, international halal certification, global trade regulations, as well as weak innovation and branding strategies.

**Conclusion and suggestion:** This study concludes that the development of local food products based on Islamic economics requires integrative strategies that strengthen halal and thayyib standards, enhance product innovation and value-based branding, and are supported by sustainable policies to improve competitiveness and contribute to the empowerment of the Muslim economy in global trade.

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## 1. Introduction

The development of global trade has opened vast opportunities for local food products to enter the international market. Regional foods are no longer viewed solely as local consumption products, but as economic commodities that have cultural value, identity, and their own appeal in the global market. The uniqueness of taste, traditional ingredients, and distinctive processing methods give regional foods the potential to compete in an increasingly competitive international food industry (Wahyuni, 2022).

Global consumption trends show an increasing interest in authentic, traditional, and locally based food products. International consumers are paying more attention to the origin of products, their cultural value, and ethical and sustainable production processes. This condition provides a strategic opportunity for regional foods to be developed as leading export products, especially from developing countries that are rich in traditional cuisine (Salman, 2023).

From a Sharia economics perspective, regional foods are highly relevant because most of these products traditionally comply with the principles of halal and thayyib. The halal principle emphasizes clarity of ingredients and production processes, while the thayyib principle emphasizes the cleanliness, safety, and usefulness of products. These two principles are in line with the increasingly stringent demands of the global market for food safety and production ethics standards (Maulana, 2022).

However, the development of regional foods in the international market is not without various structural challenges. These challenges include limitations in quality standardization, packaging, product durability, and the ability of local businesses to meet export requirements and international food regulations. These limitations make it difficult for many regional foods to compete with industrial food products that already have established production and distribution systems (Prabowo, 2023).

In addition to structural challenges, the aspect of international halal certification is also a significant obstacle from a Sharia economics perspective. Differences in halal standards between countries and limited access for small businesses to certification agencies make the process of penetrating the global market more complex. In fact, halal certification is a strategic instrument to increase global consumer confidence in regional food products (Fitria, 2024).

Another challenge lies in the marketing and branding of regional food products. Many regional food products are not packaged with professional, globally oriented marketing strategies, so they are still perceived as local products with limited selling value. Strengthening branding based on cultural stories and Sharia values is crucial for increasing the competitiveness of regional foods in the international market (Al-shami & Abdullah, 2023).

On the other hand, the development of digital technology and e-commerce provides new opportunities for regional food businesses to access international markets more broadly. Digital platforms enable the promotion and sale of products directly to global consumers without going through a long distribution chain. The use of this technology can be a strategic solution in overcoming the limitations of capital and market access that have been faced by small businesses based on regional foods (Mathew, 2024).

Based on this description, a study of the opportunities and challenges for regional foods in the international market from a Sharia economics perspective is highly relevant. This research is

expected to contribute conceptually to understanding the potential of regional foods as global products that are halal, ethical, and sustainable, while also providing strategic recommendations for the development of the Muslim economy through the food sector based on local wisdom.

## **2. Literature Review**

### **The Concept of Local Food from a Cultural and Economic Perspective**

Regional foods are cultural expressions that reflect the identity, social values, and traditions of a community. Local cuisine not only serves to fulfill consumption needs but also becomes a cultural symbol that represents the history and lifestyle of the local community. Therefore, regional foods have a strategic role in maintaining cultural sustainability amid the tide of globalization (Wahyuni, 2022).

In addition to its cultural value, regional food also has significant economic potential if managed productively. Local food products can be developed as value-added commodities that contribute to regional economic growth. Strengthening the traditional culinary sector can create jobs and improve the welfare of local communities (Ikhwana et al., 2019).

In the context of the global market, the integration of cultural and economic values is key to the development of regional foods. When local products can maintain their cultural uniqueness while meeting market standards, their competitiveness will increase sustainably. This shows that regional foods can be both cultural and economic assets (Marshall & Parra, 2019).

### **Principles of Sharia Economics in Food Production and Consumption**

Sharia economics places food production within a strong framework of ethics and social responsibility. The production process is not only assessed in terms of efficiency and economic profit, but also in terms of its impact on society and the environment. Food production activities must be carried out fairly, transparently, and without causing harm, either in the form of exploitation of natural resources or social injustice. This principle emphasizes that the main objective of economic activities in Islam is to achieve the overall benefit of the people, not merely the accumulation of profits (Salleh et al., 2026).

Furthermore, Islamic economics emphasizes that producers have a moral responsibility in every stage of food production. This responsibility is reflected in the use of halal raw materials, clean production processes, and honest and responsible business management. Thus, producers not only act as economic actors but also as guardians of ethical values and social balance in the food system. This approach shows that food production in the Islamic economy is integrative between economic, social, and moral aspects (Batubara & Harahap, 2022).

In practice, Islamic economy-based food production requires adherence to the values of honesty and sustainability. Producers are required to ensure consistent product quality, maintain the safety of the ingredients used, and implement production processes that comply with Sharia norms. Compliance with these principles is an important factor in building consumer trust, especially for local food products competing in a tight modern market. This trust is valuable social capital for the sustainability of sharia-based food businesses (Ikhwana et al., 2019).

In addition to production aspects, the sharia economy also pays great attention to food consumption. Consumption patterns in the sharia perspective are directed to be moderate, not excessive, and consider their impact on health and the environment. Food consumption is not only

interpreted as fulfilling physical needs, but also as part of an individual's moral responsibility in maintaining life balance and resource sustainability (Salman, 2023).

The principle of moderate and responsible consumption is relevant in strengthening demand for high-quality local foods. Consumers who are aware of sharia law tend to choose food products that are halal, safe, and have real health benefits. This opens up opportunities for local foods to develop as superior products if they are able to maintain quality and ethical values in the production process. Thus, the synergy between production and consumption based on the sharia economy can encourage the creation of a food system that is fair, sustainable, and oriented towards the welfare of the people (Salman, 2023).

### **The Concepts of Halal and Thayyib in the Food Industry**

The concepts of halal and thayyib are the main foundations of the sharia-based food industry. Halal relates to the validity of raw materials and production processes in accordance with sharia provisions, while thayyib emphasizes the aspects of cleanliness, safety, and quality of the products consumed. These two concepts complement each other and are important standards in ensuring that the food produced is not only legally valid under Islam but also good and suitable for consumption by the wider community (Maulana, 2022).

In the context of the food industry, the application of the concepts of halal and thayyib cannot be separated from the producer's responsibility to consumers. Producers are required to ensure that the entire production chain, from the selection of raw materials to product distribution, runs in accordance with sharia principles and food safety standards. This shows that the concepts of halal and thayyib are not only oriented towards religious aspects but also reflect a commitment to quality and consumer protection (Maulana, 2022).

The application of the concepts of halal and thayyib in the regional food industry is not only normative, but also strategic in increasing product competitiveness. Food products that meet halal and thayyib standards tend to be more trusted by consumers because they are considered safe, high quality, and ethically produced. This trust is an important factor, especially in international markets that are increasingly sensitive to issues of food safety, health, and production ethics (Rizki, 2023).

In addition to building consumer trust, the concepts of halal and thayyib also play a role in strengthening the image of regional foods as high-value products. Regional foods developed with halal and thayyib standards in mind have a competitive advantage over food products that are only oriented towards taste or price. The ethical values and quality inherent in these products make them more relevant to global consumption trends that prioritize healthy and responsible products (Rizki, 2023).

Furthermore, halal certification plays an important role in increasing global market access for regional foods. Internationally recognized halal certification provides official assurance regarding the halal status and quality of products, thereby facilitating their acceptance in various countries. With this certification, regional food products have a greater opportunity to compete in the international market and reach global consumers who are increasingly concerned about halal standards and food ethics (Salleh et al., 2026).

### **International Markets and Food Product Trade Dynamics**

International markets are characterized by increasingly fierce competition and complex trade regulations. Food products that want to enter the global market must meet various safety, quality, and certification standards set by the destination country. These standards cover aspects of food

safety, labeling, and product traceability. This situation requires local businesses, especially regional food producers, to be prepared to adapt to the dynamics and demands of the ever-evolving global trade (Santoso, 2024).

In addition to competition and regulations, differences in trade policies between countries also pose a challenge in the international market. Each country has different food import rules and procedures, so businesses are required to understand and comply with these provisions carefully. Limited information and institutional capacity are often obstacles for local businesses in meeting export requirements, which ultimately affect the ability of regional food products to compete in the global market (Santoso, 2024).

From an Islamic economic perspective, international trade must be conducted based on the principles of fairness and transparency. Every trade activity, including food exports, is assessed not only in terms of economic gains but also in terms of compliance with ethical values that uphold honesty, balance, and social responsibility. This principle emphasizes that international trade should provide fair benefits to all parties involved, both producers and consumers (Kaslam & Jumrah, 2022).

The application of the principles of fairness and transparency in international food trade also implies the need for ethical and sustainable business practices. Food producers and exporters are required to avoid fraudulent practices, exploitation, and information imbalances that could harm other parties. By applying Islamic trade ethics, food export activities can contribute to the creation of a more equitable and mutually beneficial global trading system (Kaslam & Jumrah, 2022).

In addition to ethical aspects, the integration of the halal value chain is an important factor in global food trade. Good connectivity between halal production, distribution, and consumption processes can increase efficiency, quality consistency, and international market confidence in regional food products. The integration of the halal value chain also strengthens the competitiveness of food products in the global market, as it ensures comprehensive and sustainable compliance with halal standards (Rasyidah et al., 2025).

### **Theories of Opportunities and Challenges in Developing Global Local Products**

The development of local products for the global market presents great opportunities as consumer interest in products with cultural uniqueness and authentic value increases. Regional foods, as part of cultural heritage, have distinctive characteristics that differentiate them from mass-produced food products. This uniqueness can be a competitive advantage if packaged and marketed appropriately (Yusran, 2023).

In addition to cultural factors, product innovation is also an important opportunity in developing regional foods for the international market. Innovation in the form of packaging, flavor variations, and product quality improvements enables regional foods to meet global consumer tastes and standards. With continuous innovation, local products can increase their added value and competitiveness (Marshall & Parra, 2019).

However, these opportunities are faced with various structural challenges, especially for small and medium-sized enterprises. Limited access to technology, capital, and global distribution networks is often a major obstacle in the process of internationalizing local products. These challenges hinder the ability of businesses to compete equally in the global market (Prabowo, 2023).

In addition to structural challenges, regulatory and standardization aspects are also significant obstacles in the development of global local products. Certification requirements, food safety, and compliance with international regulations demand strong institutional readiness. Without adequate policy support and assistance, it is difficult to optimally utilize global opportunities for regional foods (Fitria, 2024).

### **The Role of Globalization and Digitalization in Regional Food Marketing**

Globalization and digitalization have significantly changed the marketing patterns of food products. Through digital platforms, regional foods can be promoted and marketed to international markets with wider reach and more efficient costs (Mathew, 2024). The use of digitalization in regional food marketing also encourages innovation in branding strategies. Cultural narratives and local values can be creatively packaged to attract global consumers. This approach strengthens the image of regional foods as valuable and authentic products (Pratama, 2024). From a Sharia economics perspective, digital marketing must be carried out with high ethical standards and honesty. Transparent and responsible marketing practices will increase consumer trust and strengthen the position of regional foods in the global market (M. M. Rahman et al., 2024).

## **3. Methodology**

### **Research Design**

This study employed a descriptive qualitative approach with a library research design (Creswell, 2018) to analyze the opportunities and challenges of regional food in the international market from the perspective of Islamic economics. This approach was selected because the research focuses on conceptual and theoretical analysis rather than empirical field investigation. Through qualitative descriptive analysis, the study aims to construct a comprehensive understanding of how regional food products can be positioned within the global market while adhering to Islamic economic principles.

### **Sampling and Participant Selection**

The data used in this research consisted of secondary data obtained from various scholarly sources. These sources included academic books on Islamic economics and halal industry, peer-reviewed journal articles discussing regional food development, global trade dynamics, halal certification, and ethical production, as well as relevant policy documents and research reports. The selection of sources was based on their academic credibility, relevance to the research topic, and contribution to the discussion on halal value chains and international trade of food products.

### **Data Collection**

Data collection was conducted through a systematic literature review process, which involved identifying, selecting, and critically examining relevant literature. The collected literature was classified into several thematic categories, namely: (1) the concept of regional food in cultural and economic perspectives, (2) principles of Islamic economics in food production and consumption, (3) halal and thayyib concepts in the food industry, (4) international trade regulations and global market dynamics, and (5) theoretical perspectives on opportunities and challenges in globalizing local products. This classification facilitated structured analysis and ensured coherence between theoretical foundations and research findings (Moleong, 2017).

## **Data Analysis**

The data were analyzed using content analysis techniques. The analysis process consisted of several stages: data reduction to focus on relevant information; thematic categorization to identify patterns related to opportunities and challenges; conceptual interpretation to examine the relationship between Islamic economic principles, halal-thayyib standards, and global market requirements; and conclusion drawing through theoretical synthesis (Braun & Clarke, 2006). The analysis was conducted inductively to generate a systematic and integrative understanding of regional food development within the framework of Islamic economics.

## **Validity and Reliability**

To ensure the validity of the findings, this study applied source triangulation, comparing arguments and perspectives from multiple scholarly references to maintain conceptual consistency and minimize interpretative bias. Critical evaluation of each source was also conducted to ensure analytical rigor and strengthen the reliability of the conclusions.

## **4. Results And Discussion**

### **The Potential of Local Foods as Leading Products in the International Market**

The potential of local foods as leading products in the international market within the framework of the Sharia economy. This study is based on the understanding that local foods not only have consumptive value, but also contain cultural, social, and economic values that can be developed as a source of global competitiveness. With the increasing interest of the international market in food products based on local uniqueness and ethical values, regional foods have a strategic opportunity to transform into leading commodities.

The results of the study show that the uniqueness of taste, local ingredients, and cultural stories attached to regional foods are the main attractions for international consumers. Regional foods offer product differentiation that is not easily replicated by the mass food industry, giving them a unique position in the global market. This uniqueness becomes even more valuable when packaged in a narrative that highlights aspects of tradition, local wisdom, and authentic production processes, which are in line with global consumption trends for products with clear character and identity (Wahyuni, 2022).

In addition to cultural uniqueness, the compatibility of regional foods with halal and thayyib principles strengthens their potential as superior products in the international market. From a Sharia economics perspective, regional foods produced with attention to the halal status of ingredients, cleanliness of processes, and production ethics have significant added value. Increased global awareness of food safety and ethical consumption has made halal products attractive not only to Muslim consumers but also to non-Muslim consumers who prioritize product quality and trust (Salman, 2023).

The results of the study also show that support for product innovation and adaptation is a determining factor in optimizing the potential of regional foods in the international market. Innovations in packaging, shelf life, and flavor adjustments without losing the product's original identity can increase global consumer acceptance. However, these innovations need to be carried out proportionally so as not to erode the cultural values and Sharia principles that characterize regional foods (Ikhwana et al., 2019).

Thus, this discussion emphasizes that regional foods have great potential to become leading products in the international market if they are developed in an integrated manner between cultural values, Sharia economic principles, and global market strategies. Strengthening product quality, cultural narratives, and compliance with halal and thayyib principles are the main keys to making regional foods part of a sustainable and equitable global food trade value chain.

### **The Compatibility of Regional Foods with Halal and Thayyib Principles**

The compatibility of regional foods with halal and thayyib principles is a fundamental basis in Islamic economics. Regional foods generally develop from local traditions that are closely related to the religious and cultural values of the local community. This condition means that many regional foods inherently comply with halal principles, especially in terms of raw materials and simple processing methods based on local resources.

Research shows that most regional foods have high potential to meet halal criteria because they use natural ingredients whose origins are easy to trace. Traditional processing methods and minimal use of chemical additives also support halal compliance. In this context, regional foods are relatively easy to adapt to formal halal standards if supported by an adequate monitoring and certification system (Maulana, 2022).

In addition to the halal aspect, the principle of thayyib is an important dimension that strengthens the quality of regional foods. The principle of thayyib emphasizes that food is not only halal in terms of law, but also good, healthy, safe, and produced ethically. The results of the study show that the use of fresh ingredients, natural processing techniques, and local wisdom in maintaining taste and quality are the advantages of regional foods in meeting the *Thayyib* principle. This is in line with the increasing global consumer awareness of food safety and sustainable consumption patterns (M. M. Rahman et al., 2024).

However, the discussion also revealed challenges in ensuring consistent application of halal and thayyib principles when regional foods are developed for the international market. Large-scale production processes, the use of modern technology, and cross-border distribution have the potential to cause contamination and quality deterioration if not managed properly. Therefore, integration between traditional values and modern industry standards is needed so that regional foods continue to meet halal and thayyib principles without losing their original identity (Rizki, 2023).

Thus, the compatibility of regional foods with halal and thayyib principles is a strategic strength in their development in the international market. If these principles are consistently upheld through improved production standards, certification, and business awareness, regional foods will not only be able to compete globally but also contribute to strengthening an ethical and sustainable food system in line with the perspective of the Islamic economy.

### **Challenges of Standardization, Certification, and Global Market Regulations**

Challenges of standardization, certification, and global market regulations are faced in the development of regional foods. In the context of international trade, food quality standards and regulations are key instruments for ensuring consumer safety, but at the same time, they can be barriers for regional food products, which are generally produced by small and medium-sized businesses. Differences in standards between countries require adjustments that are not always easy for local producers to make.

The results of the study show that the limited understanding and capacity of regional food business actors regarding international standards, such as food safety, labeling, and product

traceability, are major challenges in entering the global market. The halal certification process, food safety certification, and compliance with export regulations require relatively complex costs and administrative procedures. These conditions often hinder regional food products from competing with large industrial products that already have established infrastructure and export experience (Santoso, 2024).

In addition, differences in halal certification systems between countries also pose a challenge for regional foods that want to penetrate the international market. Halal standards recognized in one country are not necessarily recognized in another, so producers must adapt to various certification schemes. This situation has the potential to create market uncertainty and increase production costs, especially for small businesses with limited resources (Salleh et al., 2026).

From a Sharia economics perspective, the challenges of global market regulations need to be addressed through an approach based on fairness and benefit. Ideally, regulations should not only protect consumers but also provide a fair space for local producers to thrive. Therefore, synergy between the government, certification bodies, and businesses is needed to strengthen the standardization and certification capacity of regional foods so that they are in line with the principles of halal and thayyib while remaining competitive in the international market (Kaslam & Jumrah, 2022).

Thus, the challenges of standardization, certification, and global market regulation are crucial factors that determine the success of regional foods at the international level. Efforts to simplify procedures, improve regulatory literacy, and harmonize halal standards are strategic steps to ensure that regional foods can actively and sustainably participate in global food trade.

### **The Role of Product Innovation and Branding in Global Competitiveness**

The role of product innovation and branding in enhancing the competitiveness of regional foods in the global market. In a competitive international market environment, product excellence is determined not only by taste quality but also by the ability of producers to deliver added value through innovation and strong brand identity. Innovation and branding are strategic instruments for differentiating regional foods from mass-produced global food products.

Research shows that product innovation plays an important role in adapting regional foods to the needs and preferences of international consumers without losing their local character. Innovation can be achieved through the development of more practical and durable packaging, improved hygiene standards, and adjustments to product size and variety. These innovative efforts enable regional foods to have better shelf life and meet global distribution standards, thereby increasing their chances of being accepted in international markets (Marshall & Parra, 2019).

In addition to product innovation, branding serves as a means of communicating the value and identity of regional foods to global consumers. Effective branding not only highlights visual aspects but also elevates the cultural narrative, traditional values, and halal principles inherent in the product. Research shows that brands that can convey authentic stories and ethical values tend to more easily build trust and loyalty among international consumers, especially in market segments that care about product quality and authenticity (Pratama, 2024)

From a Sharia economics perspective, product innovation and branding must be carried out ethically and responsibly. Product information conveyed through brands and packaging must reflect the actual conditions, including halal aspects, composition, and production processes. An honest and transparent branding approach is not only in line with Sharia principles but also strengthens the

reputation of regional foods as products with integrity and high competitiveness in the global market (F. Rahman, 2023).

Thus, product innovation and branding are key factors in strengthening the position of regional foods in the international market. The integration of creativity, cultural identity, and Sharia economic principles allows regional foods to appear as superior products that are not only economically competitive but also ethically and sustainably valuable.

### **Sharia-Based Regional Food Development Strategy**

A regional food development strategy based on Sharia economic principles in facing the international market. Regional food development not only requires increased economic competitiveness but must also maintain ethical values, fairness, and sustainability as taught in Sharia economics. Sharia-based strategies are important to ensure that business growth does not neglect social and moral aspects.

The results of the study show that strengthening the aspects of halal and thayyib are the main strategies in the development of regional foods. The application of halal principles throughout the production chain, from the selection of raw materials to distribution, needs to be supported by a credible certification system. Meanwhile, the principle of thayyib requires producers to maintain consistent product quality, cleanliness, and safety. This strategy not only increases the trust of Muslim consumers but also expands the appeal of products in global markets that are increasingly concerned about food safety and ethics (Batubara & Harahap, 2022).

In addition, empowering local businesses is an important strategy in the perspective of the sharia economy. The development of regional foods needs to be directed at strengthening the capacity of producers through training, access to sharia financing, and sustainable business assistance. Profit-sharing and partnership-based financing schemes are considered fairer and capable of promoting inclusive business growth, so that the economic benefits can be felt evenly by the local community (F. Rahman, 2023).

Another strategy is the integration of innovation and digitalization within the framework of Sharia values. The use of digital technology for marketing, distribution, and business management needs to be carried out with the principles of honesty, transparency, and responsibility. With this approach, regional foods can reach a wider international market without sacrificing the ethical values and cultural identity inherent in the product (Sulaiman, 2024)

Thus, the strategy for developing regional foods based on the sharia economy requires synergy between compliance with the principles of halal and thayyib, the empowerment of local businesses, and the ethical use of innovation. This approach not only strengthens the competitiveness of regional foods in the international market but also encourages the creation of an economic system that is fair, sustainable, and oriented towards mutual prosperity.

### **Implications of Local Food Development on the Economy of the People and Global Trade**

Local food development has strategic implications for strengthening the economy of the people, particularly in creating sustainable sources of income for local communities. From a Sharia economic perspective, local foods developed based on the principles of halal and thayyib have the potential to become instruments of fair and inclusive economic empowerment. Research shows that strengthening the regional food sector can create jobs, increase MSME income, and encourage more equitable economic distribution at the community level, thereby contributing directly to community welfare (Meilindika & Khairunnisa, 2024).

In addition to its impact on the local economy, the development of regional foods also has important implications in the context of global trade. Regional foods that successfully penetrate international markets not only function as economic commodities but also as representations of a community's cultural identity and ethical values. In this case, sharia-based regional foods can strengthen the position of Muslim countries in global food trade by offering competitive, high-quality products based on strong production ethics (Yusran, 2023).

The results of the study also show that the increasing global demand for halal and ethical products opens opportunities for regional foods to participate more actively in the international trade value chain. This participation encourages the economic integration of the Muslim community into the global trading system without having to abandon Sharia principles. Thus, the development of regional foods not only expands market access but also strengthens the bargaining position of local producers in the face of global food industry dominance (Rasyidah et al., 2025).

From a Sharia economic perspective, the implications of regional food development for global trade need to be directed towards achieving mutual benefit. Export and cross-border trade activities should ideally not only be profit-oriented but also focused on social sustainability, economic justice, and protection for small businesses. Therefore, the development of Sharia-based regional foods can be seen as an economic strategy that is not only materially beneficial but also contributes to the creation of a more ethical and equitable global trading system (Nasution, 2023)

## 5. Conclusion

Based on the results of the research and discussion, it can be concluded that regional foods have great potential to be developed as leading products in the international market if they are managed in accordance with the principles of Islamic economics, particularly through the application of halal and thayyib values, strengthening product innovation, and appropriate branding strategies. This development not only contributes to increasing the competitiveness of local food products but also has a positive impact on the economic empowerment of the community and the expansion of the role of local businesses in ethical global trade. However, various challenges such as standardization, certification, international regulations, and limited market access remain obstacles that need to be overcome sustainably.

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