

# Comparative Study of the Potential of the Halal Industry in Developed Countries vs Developing Countries

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**Abstract-**The purpose of this study is to compare the halal industry in developed countries with developing countries. By using research indicators of Muslim Tourist Visits, Halal Industry Market Area, Halal Certification, and Supply Chain Management. Countries that are the object of research are Japan and Singapore as developed countries, Indonesia and Thailand as developing countries. This study uses a qualitative descriptive method with reference to secondary data and previous research related to the halal industry in developed and developing countries. The results of the study show that Japan and Singapore as objects of developed countries still have superior values in the development of the halal industry. Where in Muslim minority countries such as Japan and Singapore have considerable potential in the halal industry sector which is able to support halal tourism activities with the guarantee of adequate Islamic facilities, when compared to Indonesia and Thailand as developing countries. Even though Indonesia is a country with a Muslim majority population, this has not shown that the halal industry in Muslim countries cannot necessarily develop well. As for the results of the wide market, developing countries have superior results but the market value only covers the range of providing the halal industry in the country, especially in halal food.

**Keywords:** Muslim Tourist Visits; Halal Industry Market Area; Halal Certification; Supply Chain Management

## 1. INTRODUCTION

The halal industry is an important part for some countries. Looking at each country, it must have a large Muslim population. Countries that do not have a majority Muslim population are also very concerned about the halalness of a product or service. For example, Thailand, which has a Buddhist majority population, continues to improve halal products. This is evident from the Thai federation which revealed that the Thai economy will increase from the export sector of halal products by five percent in 2021. The development of the middle class and Muslim millennial generation which brings influence and openness to the importance of halal products on the market both domestically and abroad. Another Southeast Asian country that also has a lot of halal products is Indonesia. As the country with the largest Muslim population in the world, Indonesia is obliged and needs to have a halal-certified industry (Al-Fatih, S., & Esfandiari, F. 2020). Indonesia is ranked second in the world for halal food products. However, this does not make Indonesia advanced in the development of its exports. East Java as a province that has a large Muslim population is still a lot of halal products that have not been certified (Nisa, F. L., 2022). Of the 463,391 food and beverage business actors in East Java, only 2,223 business actors have halal certification or only about 5 percent, even though the food and beverage processing industry contribute around 37.9 percent, this figure is higher than the tobacco, chemical, pharmaceutical, fashion processing industries. and cosmetics. Of course, in food and beverage processing, safety and halal certification are needed to ensure the quality and quality of the food. Research conducted by (AnisallmiFaried, 2019 ; Sjakoer & Nurhayati, 2022) in East Java shows that MSMEs that have NIB and PIRT as a whole have shown administrative order from business owners, as well as MSMEs that already have PIRT mostly also have halal policies, have attended halal training, orderly in selecting and inventorying the list of materials, lists of products and facilities that meet the criteria, have written procedures and good traceability.

The halal food and beverage industry in Indonesia has grown very rapidly with the diversity of processed and flavors in every region throughout Indonesia. The food and beverage industry is increasingly competitive because the number is increasing, not only covering large-scale companies, but also small and medium-sized industries (Karimah, N., & Darwanto, 2021) Although Indonesia is a country with the largest Muslim population in the world, Indonesia is still the largest consumer of halal food with a value of 135 billion US dollars or around 11.4% of total consumption globally. Although the growth of Indonesian people's consumption of halal food products in 2020 had decreased due to the Covid-19 pandemic by -6.44%, it is estimated that in the next 5 years the growth of halal food consumption will grow higher by around 14.64% in line with the economic recovery. and increasing people's purchasing power. With the continued growth of the world's Muslim population and a growing global middle class, Indonesia has the greatest potential in leading the halal product market. Muslim consumers are increasingly inclined to consume halal-certified food products (Zahrah, A., & Fawaid, 2019)

The State of the Global Islamic Economy Report 2019/2020 shows that the contribution of Muslims to the halal lifestyle in the world was USD 2.2 trillion in 2018, while the Islamic finance sector reached USD 2.5 trillion. For food and beverage products, Muslims spent USD 1,369 trillion, followed by clothing products (fashion) amounting to USD 283 billion, media and entertainment reaching USD 220 billion, travel and tourism businesses amounting to USD 189 billion, and spending on pharmaceutical and cosmetic products amounting to USD 92 billion and USD 64 billion. One of the key factors for the growth of the Islamic (halal) economy is the increasing Muslim population in the world, where in 2018 the Muslim population reached 1.8 billion (Nurrachmi, R. 2017) That number will continue to grow and is predicted

to increase in 2030 to reach 2.2 billion Muslims. The increase in population will automatically increase the demand for halal goods and services (Astuti, M, 2020). By looking at the increasing halal industry in developing and developed countries, the formulation of the problem in this study is to compare the potential of the halal industry in developing and developed countries where this study chooses Indonesia and Thailand as examples from developing countries, then from developed countries including Japan. and Thailand.

This study aims to answer a problem formulation in this study, namely: comparing the potential of the halal industry in developing and developed countries. In which this study selects Indonesia and Thailand as examples from developing countries, then from developed countries including Japan and Thailand. In the context of halal labeling, it is not limited to consumption but also in the production process and services related to the supply chain (Mohamad, 2014 ; Kristiana, B. V.et al , 2020 ; Millatina, A. N , 2022) A common problem that is often experienced by visitors, especially Muslims in non-Muslim countries, is the difficulty of finding a place to live that has services in accordance with Islamic law, places of worship, and halal food. Therefore, there is a need for travel services or services for Muslim tourists so that their needs are met when traveling in countries where the majority are non-Muslims.

**2. RESEARCH METHODS**

In this study applied a qualitative descriptive method. This approach is based on the observation that the halal industry scope consists of four countries, namely Indonesia and Thailand as developing countries to represent the growing market in the halal food industry in Southeast Asia. Meanwhile, Singapore and Japan are developed countries that have high income from the halal industry and promote the halal food industry. This study uses the variables of Muslim Tourist Visits, Halal Food Market Area, Halal Certification, Supply Chain Management obtained through Muslim Population, journal analysis, and brainstorming. In addition to this, this research refers to secondary data and research that has been done previously related to the halal industry in developed and developing countries.

**Table 1.** Comparison of Developed Countries

<b>Developed Countries</b>	<b>Japan</b>	<b>Singapore</b>
Muslim Tourists Visit	1.927.000 (2017) 2.400.000 (2018)	4.500.000 (2017) 2.959.600 (2018)
Halal Industry Market Area	USD 888,352 (JPY 120 million)	USD745 juta
Halal Certification	JHA uses JAKIM Malaysia’s standard	Singapore Islamic Religious Council (SIRC)
Supply Chain Management	Commercial Agriculture Aector	Export of Staple Foods

The number of Muslim tourists to Singapore encourages Singapore to develop its halal tourism industry. Even other industries are also developing. The halal certification system in Singapore is motivated by the importance of exporting products to the Middle East which requires the inclusion of halal certification. This increase in the number of Muslim tourists has triggered the growth of the halal tourism business in Japan. Despite being a country with a relatively small Muslim population, Japan can be said to be very serious in developing halal tourism. This seriousness was felt by Muslim tourists visiting Japan until Japan won an award as "World best Non OIC Emerging Halal Destination" at the 2016 World Halal Tourism Award held in Abu Dhani, UAE.

**Table 2.** Comparison of Developing Countries

<b>Developing Countries</b>	<b>Indonesia</b>	<b>Thailand</b>
Muslim Tourists Visit	2.789.552 (2017) 2.800.000 (2018)	3.600.000 (2017) 3.700.000 (2018)
Halal Industry Market Area	USD 2,02 triliun	USD 5 miliar / tahun
Halal Certification	JHA uses JAKIM Malaysia’s standard	Singapore Islamic Religious Council (SIRC)
Supply Chain Management	Commercial Agriculture Aector	Export of Staple Foods

Indonesia, which has the largest Muslim population, has made the Halal issue a sensitive issue and has received public attention. Although Indonesia's Muslim population is the largest, this has not made Indonesia strong in the economy in the halal sector. In the global halal market, Indonesia occupies the top position in the halal tourism sector (Fathoni, M. A, 2020) Even though Thailand is a non-Muslim country, the global Thai policy as a form of Thai gastrodiplomacy must be taken because Islamic tourists are a market that can bring huge profits to Thailand. One form of the Thai government's seriousness about the surge in Muslim tourists, one of which is the provision of various Islamic nuanced facilities and infrastructure, such as providing and providing access to halal food, places of worship to sharia-based hotels.

**2.1 Model Development**

The number of Muslim tourists who come to Japan from year to year has increased, especially since they have been active in the halal tourism campaign. In 2016, there were 24 million foreign tourists visiting Japan from the target of 20 million in 2020. From this, Japan developed facilities such as halal food to provide Islamic tourists to attract more tourists to come. Singapore is the best Muslim tourist destination in the world, non-state of the Organization of Islamic Cooperation

ranking version of the Global Muslim Travel Index (GMTI) 2017. Singapore is considered to have strength in terms of halal restaurant certification, supporting infrastructure for worship, various travel options, and air connectivity.

According to him, from the point of view of Muslim tourists, Singapore has more than 3,000 halal-certified dining outlets. Fazal said direct flight access to Singapore was also a success factor. Singapore has many direct flights from countries that contribute to Muslim tourists in the world. Singapore received a score of 67.3 at GMTI 2017. The destination assessment process by GMTI is based on four main strategic criteria, namely access, communication, environment and service. The assessment criteria also included Muslim arrivals, air connectivity, visa restrictions, suitability as a family destination, ease of communication, level of services and facilities provided, accommodation options, and marketing initiatives. Next up is Thailand.

## 2.2 Method

In this study, a qualitative descriptive method is applied, which is an effort to understand the various concepts found in the research process, using content analysis techniques and library research. Content analysis technique is a research method used to find out the conclusions from revealing the author's ideas which are manifested or latent. While the literature research in this study uses the types and sources of secondary data obtained from research results, articles and books that discuss topics related to the research theme. This approach is based on the observation that the halal industry scope consists of four countries, namely Indonesia and Thailand as developing countries to represent the growing market in the halal food industry in Southeast Asia. Meanwhile, Singapore and Japan are developed countries that have high income from the halal industry and promote the halal food industry. This study uses the variables of Muslim Tourist Visits, Halal Food Market Area, Halal Certification, Supply Chain Management obtained through Muslim Population, journal analysis, and brainstorming.

## 3. RESULT AND DISCUSSION

The phenomenon of Muslim tourists choosing to visit a country with a Muslim minority population is because the country provides facilities in the form of facilities and infrastructure that support Islamic tourists to visit the country. Countries with a Muslim minority population that provide facilities in the form of facilities and infrastructure that support Muslim tourists to visit the country are a phenomenon of an increase in the number of Muslim tourists.

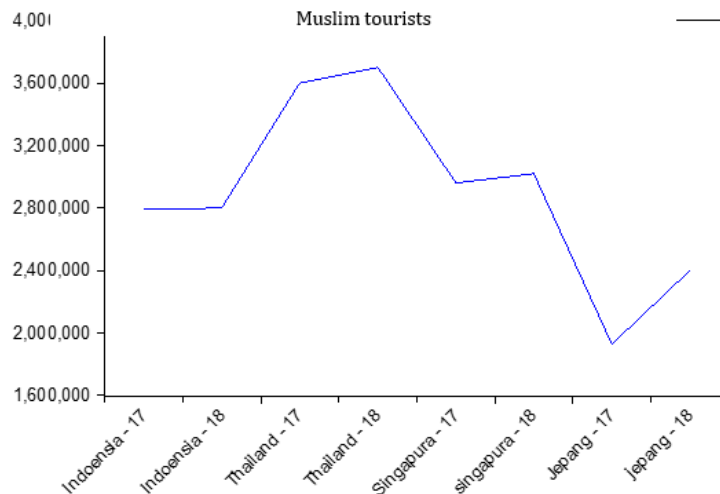


Figure 1. Muslim Tourist Data

### 3.1 Tourist visitors

Currently, tourist destinations in developed and developing countries are experiencing an increase, both Muslim and non-Muslim countries. According to the 2022 GMTI (GMTI, n.d.), Singapore is a developed country which is in the 3rd position with halal tourist destinations. Meanwhile, Indonesia as a developing country is in second place with halal tourism destinations.

### 3.2 Halal certification

This is a challenge for halal accreditation agencies to ensure that the halalness of a product can be accounted for. However, in some countries it is not easy for small and medium enterprises to obtain halal certificates.

#### 3.2.1 Halal certification in Indonesia

The halal certification body (BPJPH) is an institution authorized to conduct halal certification in Indonesia (Akim Konety, Purnama, and Korina 2019). This public institution was established based on Law no. 33 of 2014 concerning Halal Product Guarantee (UUJPH). Based on this law, BPJPH has the authority to carry out halal certification which was previously

held by LPPOM MUI, a private institution. BPPPH was formed by the government and is under the Ministry of Religion (KEMENAG). It has the following authorities:

1. Formulate and establish a halal product guarantee policy;
2. Establish norms, standards, procedures, and criteria for guaranteeing halal products
3. Issuing and revoking halal certificates and halal labels on products
4. Registering halal certificates for foreign products
5. Conducting socialization, education and publication of halal products
6. Accrediting halal inspection bodies
7. Guiding halal auditors
8. Establish cooperation with domestic and foreign institutions in the field of guaranteeing halal products.

The focus of halal certification in Indonesia is still on the food, beverage, pharmaceutical, and cosmetic industries. Certification is not only carried out by manufacturers but also by distributors, packaging and re-labeling companies.

### **3.2.2 Halal Certification in Singapore**

In contrast to Indonesia, Singapore is one of the world's halal campaigners which is not a Muslim-majority country. In 2015, the Muslim population aged 15 years and over reached 459,800 or 14.04% of the total population<sup>31</sup>. However, the halal industry is considered. Even in the last ten years, the development of the halal industry in Singapore has increased fivefold. In 2016, the Islamic Religious Council of Singapore (MUIS) claimed to have issued more than 4000 halal certificates to reassure its Muslim population in practicing their faith. MUIS is the only institution authorized to issue halal certificates in this country. Law enforcement of the above provisions is related to the provisions of the Sale of Food Act, in particular violations in the labeling of food products.<sup>42</sup> This is regulated by the Agri-Food and Veterinary Authority of Singapore (AVA), an agricultural and livestock authority. The above provisions are the result of AMLA amendments. The amendment has expanded the authority of MUIS to take action against violations committed by halal certificate holders. The provisions regarding halal certification in Singapore have existed since 1978. In contrast to the current provisions in Indonesia where food and beverage products, medicines, and cosmetics must have a halal certificate. In Singapore, halal certification for these products is still voluntary (Fuadah, D. K, et al. 2022). This only applies to food and beverage businesses that feel the need to obtain a certificate. Halal certification provisions include an assessment of the entire food chain from raw materials, suppliers of raw materials, production processes, storage, distribution, presentation, to consumption by customers.

### **3.2.3 Halal certification in Japan**

With the number of tourists and the growing Muslim community in Japan, many restaurants or even companies are starting to care about halal certification in their products. In Japan there is also a special agency that handles this certification. One of the Japanese Halal information portals on Facebook, the Nippon Asia Halal Association or NAHA explains that basically, halal certification in Japan is carried out by carrying out various checks according to halal standards such as ISO, HACCP or GMP whose details you can find on the internet. The certification process is carried out periodically, not once! Audits and re-checks are carried out according to product categories, safe categories such as Mineral Water, checked every 2 years. Medium category such as instant food, 1 year. And top categories like restaurants are checked every 6 months! So we who are Muslims shouldn't have to worry anymore when eating at restaurants or places that are already Halal certified in Japan. (Team, F. J. 2021)

### **3.2.4 Halal Certification in Thailand**

Thailand is a country with a non-Muslim majority population and diverse ethnicities, ethnicities and religions, in fact it guarantees peace and equality as regulated in Thai law, including religious freedom. Uniquely, Thailand has a law to protect its Muslim population in maintaining their identity and living a Muslim life. Government support in addition to the law is also the establishment of institutions such as the Center Islamic Committee of Thailand (CICOT) and the Halal Standard Institute, the development of the Halal-HACCP sister and the construction of the Halal Science Center. (Nurarbani, N. 2018 ; Wannasupchue, et a. 2019)

## **3.3 Market Area**

The breadth of various marketing tools as now with more sophisticated technology makes it easier for the food industry to manage halal food, both in the process and sale through machine tools or artificial intelligence applications that make it easier for Muslims and non-Muslims to choose halal food when ordering via social media.

### **3.3.1 Thailand Market Area**

The country of Thailand has developed halal food as a new strategy or state attraction in attracting Muslim tourists who will travel to visit Thailand. With the existence of halal food, it is expected to increase the number of tourists because the government pays more attention to dishes with standardization of food safety for tourists and domestic consumption (Wannasupchue, et a. 2019).

The market for halal food products in Thailand is now not only focused on meeting the needs of the domestic market but also participating in meeting the needs of halal food globally. By 2021, According to the Thai Investment

Board for Halal Foods and Beverages, Thailand is the 5th largest producer in the world with a 5.6 percent share of the global halal food market worth US\$5 billion/year. Thailand is also the first in the order of halal exports in ASEAN. Halal food currently accounts for 20% of Thailand's global food sector with more than 60% of exports to Indonesia, Malaysia, Brunei.

### 3.3.2 Japan Market Area

Japan is becoming the destination of choice for global tourists because of its unique culture, stunning landscapes and stunning metropolitan landscape (Yusof and Shutto, 2014). The number of tourists has increased since Japan promoted "Visit Japan" tourism to various countries in 2003. In addition, the launch of low-cost flights to Japan has boosted the tourism sector in the country. This makes many Muslim tourists, especially Malaysia consider Japan as their tourist destination (Yusof and Shutto, 2014). Japan also has several strategies in improving services to tourists, one of which is through the concept of omotenashi. Omotenashi is hospitality in receiving guests (tourists) which is typical of Japan. A high quality service from the heart so that there is interaction (touchpoint) and good communication between service providers or service providers. sellers and customers (Ota et al, 2016).

The increasing number of Muslim tourists visiting Japan has made the concept of halal tourism a concern for tourism actors in the country. In 2013, there was an increase in the number of foreign tourists that exceeded 10 million and it is estimated that 30% or as many as 300 thousand are Muslim tourists. This increase in number is predicted to continue. In 2020 it is estimated that the number of Muslim tourists to this country will reach 1 million tourists (Wahidati & Sarinastiti, 2018). There are very few Japanese citizens who are Muslim. According to Japan's Ministry of Education, Culture, Sports, Science and Technology (MEXT), the majority of religions practiced in Japan are Shinto (51.2%), Buddhism (43%), and Christianity (1.0%). Meanwhile, if observed from its geographical location, Japan is a country located far from countries where the majority of the population is Muslim (Sugiyama, 2014). Although Islam is a minority religion, it does not reduce the enthusiasm of Muslim tourists to travel there. Seeing this potential, the Japanese Government seeks to facilitate Muslim tourists so that they feel safe and comfortable when traveling. Japan's success can be seen by winning an award at the World Halal Tourism Award as "World Best Non OIC (Organization of Islamic Conference) Emerging Halal Destination" in 2016 (Halal Media Japan, 2016). The increase in Muslim tourists in Japan has made the demand for halal products and facilities increase in that country. So that the Japan Halal Association (JHA) was formed which supervises and provides halal certification and campaigns on providing a place for prayer (Japan Halal Association, 2012). In addition, encouraging several Japanese tour companies to launch halal tour packages for Muslim tourists based in Tokyo and Osaka (Yusof and Shutto, 2014).

Japan National Tourism (JNTO) also makes efforts to provide comfort for Muslim tourists by publishing a travel guide book specifically for Muslim tourists. In the book, it is noted that there are 52 restaurants that offer halal food. However, this restaurant is still available in big cities such as Tokyo (46%), Osaka (6.6%), Hokkaido (5.7%), and Kyoto (5%) (Asazuma, 2015). but has not been fulfilled optimally (Wahidati and Sarinastiti, 2018). Furthermore, there are approximately 241 prayer places spread across Japan, including strategic places such as Kansai and Narita international airports, Osaka and Tokyo stations, Nijo palace attractions, and several places such as cafes and restaurants. However, some prayer places are not equipped with a place for ablution. Of the total 98 mosques in Japan, 38 percent do not have ablution facilities. In addition to food, places of worship, and lodging, Japan has also begun to explore halal fashion to attract Muslim tourists. In July 2017, Uniqlo, a fashion company, collaborated with a Japanese designer named Hana Tajima to produce Muslim clothing. In addition, hijabs and cardigans with Japanese motifs also began to be produced. In the same year, Japan's halal certification body also began issuing halal certificates to several cosmetic brands. Other products such as seasonings such as miso and sukiyaki sauce have also been certified halal.

Likewise, some souvenirs from Japan also have halal certification (Wahidati and Sarinastiti, 2018). Some of the problems faced by Muslim tourists when visiting Japan include the difficulty of finding halal food or drinks because not all eating places in Japan understand about the concept of halal, there are not many places of prayer in hotels, restaurants, and other public places, and the lack of Muslim-friendly accommodation. In addition, a big problem faced by tourists is the language barrier so that when choosing food they cannot know the composition listed on the package. (breakfast) (Yusof and Shutto, 2014)

### 3.3.3 Singapore Market Area

This expansion of Deelish will expand the halal dining market in Singapore, after major food service operator Kimly last month announced plans to acquire Tenderfresh for S\$54 million. Kimly plans to integrate its halal food business into all its outlets in Singapore. Meanwhile, Singapore's halal dining market has been estimated by Muslim-friendly travel expert CrescentRating to be \$745 million in 2019, with growth driven by millennials.

### 3.3.4 Indonesian Market Area

The transaction value of the halal industry in 2021, the world's Muslims will spend around USD 2.02 trillion for the needs of the food, pharmaceutical, cosmetic, fashion, tourism and other sharia sectors. This number increased by 3.2 % compared to 2018.

## 3.4 Supply chain management

**3.4.1 Singapore**

Singapore is a country that bases its economy on industry, education, Java, tourism and trade. It is very rare to find land to cultivate crops or use to hold livestock. One of the sources of halal food in this developed country is exporting poultry, namely chicken from Indonesia. The lack of land owned by Singapore requires the government to export halal food ingredients from other countries.

**3.4.2 Japan**

The seriousness of the Japanese government in the halal industry, marked by the provision of halal-certified products, attracts Muslim tourists from all over the world. The desire to prepare many halal restaurants was also driven by the choice of Japan as the host of the world sporting event, the 2020 Olympics. Japan appointed the commercial agricultural sector to be the management supply chain for halal food. Food exports are also carried out by Japan with the aim of fulfilling halal food needs. However, there are still many tourists who find it difficult to find halal food products with a clear halal logo or certainty. The Japanese government also provides hotels that have halal certification. (Kodir, A. et al, 2019)

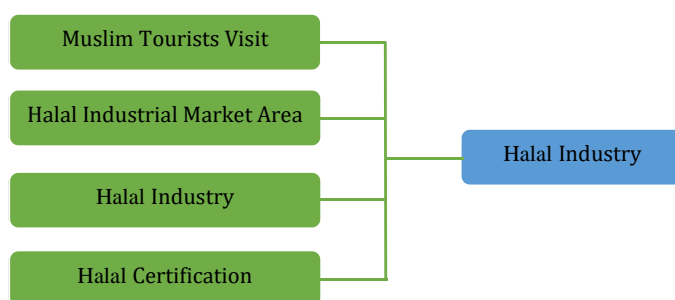
**3.4.3 Indonesia**

Indonesia is a developing country with the largest number of Muslims in the world. This shows that this country definitely has a management supply chain to support public consumption. In Indonesia, there are already several laws and regulations that specifically regulate agricultural products related to halal regulations, namely slaughterhouses and their products, as well as dairy products and their processed products (Zahrah, A., & Fawaid, 2019). Sources of supply for management in Indonesia come from the commercial agricultural sector. In the halal agriculture sector, not only food crops are discussed, but also livestock.

**3.4.4 Thailand**

Thailand has developed a number of key strategies to further strengthen the halal industry, especially in terms of meeting global standards, promoting competitiveness of entrepreneurs, enhancing halal certification and standard formulation capabilities, and enhancing research and development (Wannasupchue, et a. 2019). The supply chain management in Thailand comes from commercial farming carried out by the community. The livestock sector is also a supply chain management in Thailand as evidenced by Thailand being one of the exporters of halal beef.

The following image is the result of visualization to obtain a logical relationship between the variables of this study. There are four variables that lead to the halal industry in developed and developing countries, which are represented by straight lines that show the influence and formation of hypotheses in this study. while for Muslim tourist visits, halal industrial markets, halal certificates and management chains are free objects in the research.



**Figure 2.** Research Framework

**1. The Relationship of Muslim Tourist Visits with the Halal Industry**

The number of foreign tourists that increases every year is caused by the increase in services related to the Muslim-friendly tourism sector. The convenience of tourists when visiting a tourist attraction is the most important thing that will increase the number of visits or the number of repeaters. The high number of Muslim tourists encourages Japan to develop halal tourism there. As a non-Muslim country, Japanese people have a very limited understanding of the concept of halal and halal tourism. However, Japan has proven to be able to improve Muslim-friendly facilities to meet the basic needs of Muslim tourists as a form of omotenashi. This country synergizes with various Islamic institutions within Japan and outside Japan, for example, to obtain halal certificates for its products (Wahidati & Sarinastiti, 2018)

**2. The wide linkage of the management market for the halal industry with the halal industry**

Thailand, Singapore, Indonesia and Japan are countries that are recognized as popular tourist destinations for the halal market due to technological innovations in increasing the market and halal tourism. The development of the halal market is by increasing halal eating and drinking facilities, halal souvenirs and Muslim-friendly tourism (Wahidati & Sarinastiti, 2018). With better product quality with a certified halal level, it will make marketing wider. This is evidenced by the four countries that have exported halal products, such as Indonesia, which is the country with the largest exporter of halal products. With better product quality with a certified halal level, it will make marketing wider.

**3. The linkage of supply chain management with the halal industry**

In supply chain management (Halal Supply Chain) is needed in consumption activities including warehousing activities. Sourcing, transportation, product handling, inventory management, procurement and order management should use Islamic law. Businesses in the culinary field are important to implement a halal supply chain which has the aim of planning and managing the whole related to the supply chain (Arinilhaq, N, 2017 ; ISNAENI, 2020).

**4. The Relation of Halal Certification to the Halal Industry**

Halal certification is an acknowledgment of the halalness of a product issued by the Halal Product Guarantee Agency (BPJPH) based on a written halal fatwa issued by the MUI. Through this halal certification, it will help business actors who produce halal products to expand their product marketing and penetrate the global market. This means that halal certification will provide additional income or extended profit so that the halal industry becomes more advanced. And the role of the government here is very necessary in facilitating business actors to obtain halal certification (kemenkeu.go.id, 2022).

Islam is one of the fastest growing religions in the world. In the literature of the Organization of the Muslim Committee (OIC), it shows that in the Asian region it is 805 million, on the African continent it is 300 million, and in the Middle East it is 210 million (Wacharajirasophon, 2016). Using the growth of halal food in the global market, statistics show that the largest Muslim country is in an Asian country with a record of 63.3%. In Indonesia, Thailand, Singapore, and Japan, there will be a high demand for Halal products that are suitable for lifestyle comfort. As seen in the literature (Khalek, A. A., & Ismail, 2015) it shows that halal meat has a high potential where it is noted that the demand is 6 million dollars from non-Muslims.

In this paper, Indonesia and Thailand are selected as representatives for developing countries, while for developed countries, Singapore and Japan are selected. The reason is because Muslim minority countries have considerable potential in the halal industrial sector which is able to support halal tourism activities, while in Muslim majority countries the opposite phenomenon occurs. Even though the number of Muslims in developed countries is below 5% of their total population, the halal food industry is a development of the rate of interest in halal food from non-Muslim circles. Countries where the majority of the population are non-Muslims choose halal food products because they can be said to be clean and hygienic food.

Japan focuses on providing halal food on the provision of halal food in university canteens, international airports, and restaurants. Countries in the Organization of the Islamic Committee (OIC) and ASEAN are targets for halal food exports because they are large Muslim countries (Johan, E. 2018). Japan became one of the countries that became the focus of attracting 1 million Muslim visitors. For example at the time of the 2020 Olympics. To increase tourist visitors, Japan implemented a free issuance of visas. For Indonesia and Thailand, as we can see, 63% of Muslim tourists come from Southeast Asia. As alternative income, the local government offers a subsidy of USD 820 for restaurants that get halal certificates. And Japan held a Halal Expo and had 120 exhibitors in 2016.

**Table 3.** Comparison of Developed and Developing Countries

Developed Countries		
Developed Countries	Jepang	Singapura
Muslim Tourists Visit	1.927.000 (2017) 2.400.000 (2018)	4.500.000 (2017) 2.959.600 (2018)
Halal Industry Market Area	USD 888,352 (JPY 120 million)	USD 745 juta
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Supply Chain Management	Commercial Agriculture Aector	Export of staple foods
Developing Countries		
Developed Countries	Indonesia	Thailand
Muslim Tourists Visit	2.789.552 (2017) 2.800.000 (2018)	3.600.000 (2017) 3.700.000 (2018)
Halal Industry Market Area	USD 2,02 triliun / years	USD 5 miliar / years

It is presented in table 3. That in developed countries, in Japan there was a fairly large increase, while for Singapore it had decreased. And if you look at the size of the Japanese market, it is superior to Singapore. As for developing countries, Thailand has a greater advantage than Indonesia.

**4. CONCLUSION**

It can be concluded that the comparison between developed and developing countries, which means Japan and Singapore as developed countries and Thailand and Indonesia as samples of developing countries, were chosen to be the object of this study on the grounds that they have quite a large difference in the number of Muslim populations. Where a country that has a minority Muslim population has a more adequate halal sector than a country with a majority Muslim population. Based on various studies that have been carried out and the existing halal industry economic issues, developed countries, namely Japan and Singapore, have superior values in the halal industry. This is supported by the number of Islamic tourists who still make the country a tourist destination with the guarantee of adequate Islamic facilities. However,

developing countries with objects in Indonesia and Thailand have results that are still below developed countries in the halal industry. Although in terms of the size of the developing country market has superior results, the market value only covers the range of providing the halal industry in the country, especially in halal food.

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