

The Role of Halal Industry in Driving Bilateral Economic Diplomacy Between Indonesia and Turkiye

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Abstract

This article investigates how the halal industry can promote economic relations and trade diplomacy between Indonesia and Turkiye. Both countries recognize the benefits of the halal industry in expanding exports, attracting foreign investments, and showcasing their cultural and religious values. The purpose of this paper is to investigate how the halal industry can facilitate economic diplomacy between Indonesia and Turkiye. Study conducted through a qualitative approach by doing literature review on trade statistics, government policies, and business strategies to identify the opportunities and challenges for both countries in utilizing the halal industry. Additionally, it explores potential areas for cooperation in halal certification, halal tourism, and halal food processing. By prioritizing the halal industry through the halal powerhouse, Indonesia and Turkiye can strengthen their bilateral economic cooperation, diversify their exports, and enhance their soft power in the global arena.

Keywords: Halal industry; economic diplomacy; economic relations; Indonesia, Turkiye

Abstrak

Artikel ini meneliti bagaimana industri halal dapat mempromosikan hubungan ekonomi dan diplomasi perdagangan antara Indonesia dan Turki. Kedua negara mengakui manfaat dari industri halal dalam memperluas ekspor, menarik investasi asing, dan memperlihatkan nilai-nilai budaya dan agama dari kedua negara. Tujuan dari penelitian ini adalah untuk menyelidiki bagaimana industri halal dapat memfasilitasi diplomasi ekonomi antara Indonesia dan Turki. Penelitian dilakukan melalui pendekatan kualitatif dengan melakukan tinjauan literatur pada statistik perdagangan, kebijakan pemerintah, dan strategi bisnis untuk mengidentifikasi peluang dan tantangan bagi kedua negara dalam memanfaatkan industri halal. Selain itu, artikel ini juga mengeksplorasi bidang-bidang potensial untuk kerja sama dalam sertifikasi halal, pariwisata halal, dan pengolahan makanan halal. Dengan memberi prioritas pada industri halal melalui *Halal Powerhouse*, Indonesia dan Turki dapat memperkuat kerja sama ekonomi bilateral, mendiversifikasi ekspor mereka, dan meningkatkan kekuatan lunak mereka di arena global.

Kata kunci: Industri halal; diplomasi ekonomi; hubungan ekonomi; Indonesia; Turkiye

96 | **The Role of Halal Industry in Driving Bilateral Economic Diplomacy Between Indonesia and Turkiye**

INTRODUCTION

The halal industry has emerged as a powerful tool for promoting bilateral economic cooperation between countries with large Muslim populations. As the halal market continues to grow globally, countries such as Indonesia and Turkiye have recognized the potential of the halal industry in driving trade diplomacy and enhancing economic relations.

Indonesia and Turkiye are two of the largest Muslim-majority countries in the world, with a combined Muslim population of over 400 million people. Both countries have made significant strides in developing their halal industry ecosystem, ranging from halal certification to halal tourism and halal food processing. This has enabled them to tap into the growing demand for halal products, particularly in the Middle East and Southeast Asia.

The halal industry represents a significant opportunity for Indonesia and Turkiye to deepen their bilateral economic cooperation, diversify their exports, and enhance their soft power in the global arena. However, realizing the full potential of the halal industry requires concerted efforts from both countries to address the challenges and seize the opportunities.

The Global Halal industry has been gaining attention due to the increasing Muslim population and their growing purchasing power. The market for Halal products is expected to increase significantly in the coming years, presenting opportunities for businesses to expand their customer base [(Gul et al., 2022; isahalal.com, 2022; Sullivan, 2022)]. Some authors also mentioned the challenges and strategy in developing halal industry [(Abdullah & Azam, 2020; Laluddin et al., 2019; ÖZTÜRK, 2013; Rasul, 2019; statista.com, 2023)]. The term Halal usually related to food consumed by muslim community, some countries use it as a tool for diplomacy or known as food diplomacy/gastrodiplomacy [(Deniar & Effendi, 2019; Nurarbani, 2018)]. However, there is limited research on the role of halal industry in driving economic diplomacy.

This paper aims to examine the role of the halal industry in driving economic diplomacy between Indonesia and Turkiye. Through analyzing the halal trade statistics, government policies, and business strategies, this paper highlights the opportunities and challenges faced by both countries in harnessing the potential of the halal industry. It also explores the potential areas of collaboration between the two countries in halal certification, halal tourism, and halal food processing.

LITERATURE REVIEW

The Halal sector is experiencing fast growth and earning the trust of non-Muslims due to its emphasis on food safety, hygiene, and quality control. Moreover, with 1.9 billion Muslims globally as of 2021, Halal food is a crucial requirement for them. The industry appears to be particularly active in Asian countries like Indonesia, Malaysia, Thailand, Brunei, and the Philippines.

The future business prospects for the Halal industry projected that the global market of Muslim countries was \$2.11 billion in 2017, which was expected to increase to \$3 billion by 2023. Additionally, the Halal food market is reported to have a turnover of \$1.4 trillion in 2017

and is expected to increase further by 12.6% in 2023. This indicates that there is significant potential for growth and expansion in the Halal industry, making it an attractive market for businesses looking to enter this sector (Gul et al., 2022).

The global market for Halal products has surpassed \$600 billion and is projected to grow at a rate of 20-30% per year. Many Muslims living in countries such as Indonesia, India, Pakistan, the Middle East, Africa, and Malaysia are likely to remain interested in Halal products, which suggests that there is untapped potential for non-Muslim countries to increase their exports to this growing market ((Gul et al., 2022)). This indicates that the Halal industry is experiencing significant growth due to the expansion of its customer base and the potential for future development.

Despite the business opportunities the global Halal business faces numerous complexities and challenges that require the attention of stakeholders for their solution. One of the challenges faced by the Halal industry is the absence of a universal agreement among Islamic scholars regarding the interpretation of Halal and Haram and global standards. Even though some countries are attempting to establish standardization, such as Indonesia, Malaysia, and some Gulf nations, these efforts are insufficient. Consequently, due to the increasing significance of the developing global Halal business, it is advisable to establish a system for tracking Halal products during import and export.

On the other hand, there are three potential opportunities for businesses in the Halal sector. Firstly, the perceptible rate of growth in the Muslim population presents a significant opportunity for businesses to tap into this market. Secondly, the growing purchasing power of Muslims is another potential opportunity for businesses to cater to their needs. Finally, there is potential for Halal business in non-Muslim nations, which presents an untapped market that businesses can explore. The authors suggest that companies involved in the Halal industry should analyze the purchasing habits and preferences of potential Halal product consumers in order to benefit from these opportunities. ((Akram, 2022)).

Indonesia has become a dominant player in the global halal market, experiencing significant growth across all major sectors. The country's position in the tourism and halal-based media industries has risen from 52 to the top 10, while in the pharmaceutical and cosmetic sectors, it has jumped 19 places to rank sixth. Indonesia is also the world's largest spender in the halal food industry, with transactions exceeding USD 173 million. The expansion of the halal industry is driven by several factors, including the rising number of Muslims globally, as reported by ((ISEF, 2022))

Indonesia has also taken steps to promote the halal industry by establishing the Indonesia Halal Products Guarantee Agency (BPJPH) , which oversees the halal certification process in the country. The Indonesian government has also signed several agreements with other countries to promote halal trade, including the Malaysia-Indonesia Halal Cooperation Arrangement ((Mandreel, 2022)) and the on going negotiation on Indonesia-Turkiye Comprehensive Economic Partnership Agreement (IT-CEPA).

Turkiye has identified the potential of the halal industry to drive economic growth and increase its global influence. It has become the third most popular halal tourism destination

worldwide, after Malaysia and Indonesia, taking a 2% share of the \$226 billion industry which has seen its halal tourist numbers quadruple in just five years. Turkiye aims to secure a portion of the \$7 trillion global halal market, which encompasses various sectors including cosmetics, chemicals, agriculture, food, energy, tourism, and finance. As of 2021, the leading sector in the halal industry was Islamic finance, accounting for 51.6 percent of the market share, followed by the halal food sector with 31.46 percent of the global market share ((statista.com, 2022))

As the world becomes more connected, countries need more than just international norms to manage their relations. With trade and investment becoming more open, countries rely on each other more than ever. Thus, having good economic ties both within and across regions is vital. International trade matters a lot because no country can satisfy its own needs without assistance from others. Trade is one economic area that affects welfare. ((Yealta, 2016))

The form of cooperation carried out by only two countries is called Bilateral Relations where this relationship occurs when there are interests or needs that are the same for both countries. Then later this bilateral cooperation is certainly interpreted on the basis of existing interests which then become the basis of the two countries. Therefore, Indonesia often carries out International cooperation in several sectors with several countries, especially in the economic and trade sectors, considering that Indonesia until today is still a developing country which then arranges from the order of economic and social development in its own country, so Indonesia carries out such cooperation with the aim of achieving or fulfilling the needs of a country, namely Indonesia.

International trade is an activity that runs business between countries. International trade which is developing very rapidly for example exchange of goods or products and technological advances that facilitate international trade. International trade is an activity that trades goods and services carried out by one country with another country. The trade is not only export-import of goods but also export-import of services. Indonesia has bilateral agreements with several countries namely IK-CEPA, IA-CEPA, IE-CEPA and others. ((Dewi, 2019))

Indonesia and Turkiye have collaborated in the fields of economy, politics, and culture, and both countries support each other. Indonesia and Turkiye share a similarity, which is that the majority of their populations are Muslims. This similarity has been positive for the cooperative relationship between Indonesia and Turkiye. Indonesia and Turkiye are located in strategic positions, with Turkiye serving as a connection between Asia and Europe, while Indonesia lies between the Pacific and Indian Oceans. The bilateral relationship between Indonesia and Turkiye is considered to be very good in the areas of economy, politics, culture, and defense.

To enhance mutually beneficial relations and cooperation, Indonesia and Turkiye have agreed to negotiate the formation of the Indonesia-Turkiye Comprehensive Economic Partnership Agreement (CEPA). Under the Indonesia-Turkiye CEPA, both countries have

agreed to cover trade in services and goods, development with the aim of promoting innovation in both countries, and enhancing human resource development. The cooperation talks have actually been expanded and deepened by having four main strategies in this agreement, namely: Efforts to expand in the fields of trade, investment and market access, investment and services, and opening up job opportunities between countries. The impact of this CEPA is to enhance economic relations between Indonesia and Turkiye through increased trade, investment, market access, services, and job opportunities between the two countries ((Dityo, 2020)).

Diplomacy

Diplomacy is the art and practice of conducting negotiations between representatives of states or groups. It involves the use of tact, communication, and negotiation skills to resolve conflicts and promote understanding between nations. Diplomacy can take many forms, including bilateral diplomacy (between two countries), multilateral diplomacy (involving multiple countries or international organizations), and public diplomacy (aimed at influencing public opinion in other countries).

Bilateral diplomacy refers to the practice of conducting diplomatic relations between two countries. It involves the exchange of information, ideas, and opinions between representatives of the two countries in order to promote mutual understanding and cooperation. Bilateral diplomacy can take many forms, including high-level visits, negotiations, cultural exchanges, and economic partnerships ((Rana, 2018)).

Bilateral diplomacy is an important tool for promoting national interests and resolving conflicts between countries. It allows for direct communication between governments and can help build trust and confidence in international relations. Bilateral diplomacy can also be used to address specific issues or challenges facing two countries, such as trade disputes or security concerns. In recent years, there has been a renewed focus on bilateral diplomacy as a means of promoting peace and stability in the world. Many countries have established resident embassies in key capitals around the world to facilitate bilateral relations and promote their national interests.

HYPOTHESES

The halal sector has the potential to serve as a crucial aspect of economic diplomacy and bilateral relations between Indonesia and Turkiye. Since both countries have sizeable Muslim communities and an increasing need for halal services and goods, promoting the halal industry and expanding the trade of halal products could enhance their economic relations and cooperation. Additionally, this could foster greater cultural exchange and mutual understanding between the two nations.

RESEARCH METHODS

The study employs qualitative analysis to gather relevant data, which involves examining different sources such as books, academic journals, research reports, and field

research through literature review. A deep content analysis was conducted to gather facts, findings and to formulate a conclusion of the research.

RESULT AND DISCUSSION

Indonesia and Turkiye have a good bilateral relationship. The cooperation between the two nations is growing wider and deeper, based on mutual trust. As two countries with majority Muslim populations, Indonesia and Turkiye have a strong and emotional connection, both at the state level and among their respective citizens ((Diphayana, 2018)) . This has motivated both countries to enhance their cooperation in various fields. Therefore, many dynamics have occurred in their bilateral relationship. Their cooperation is not only limited to political matters but also extends to other areas, including a focus on the economic sector ((Deniro, 2017)) . However, there are still obstacles or challenges in international trade that need to be resolved by both countries. Despite some difficulties along the way, Indonesia and Turkiye continue to work towards improving their relationship.

Indonesia's involvement in the halal industry and its collaboration with Turkiye were recently highlighted at the 9th OIC Halal Expo held in Istanbul, Turkiye in 2022((Kementerian Perdagangan, 2022)) . The event is known as the biggest exhibition of halal products globally, and Indonesia was keen to participate in the event. The halal industry is a promising sector for Indonesia to contribute to the sustainable global trade ecosystem, considering that it is a significant producer of raw materials for halal products ((Kemlu, 2022a)). Furthermore, this industry has become a significant part of the bilateral relations between Indonesia and Turkiye, which have been described as excellent in various fields such as economy, politics, culture, and defense ((Kemlu, 2022b)).

Economic Diplomacy

In the perspective of Baranay (2009), Mavlanov explained that economic diplomacy is a distinct aspect of contemporary diplomatic affairs that focuses on utilizing economic matters as both the objective and means of cooperation and competition in international relations. It is a part of a country's foreign policy, which sets the goals and aims of economic diplomacy. Economic diplomacy encompasses all actions, modes, tools, and approaches that are employed to achieve the foreign policy objectives. Meanwhile ((Yakop & Van Bergeijk, 2011)) state that Economic diplomacy refers to the use of diplomatic tools and techniques to promote a country's economic interests abroad. This can include activities such as negotiating trade agreements, attracting foreign investment, and promoting exports.

The practical objectives of diplomatic representatives in economic diplomacy include gathering information on the host country's key principles, structure and tendencies of development, its plans and programs, currency and financial conditions, development of external economic links, conjuncture of markets, export and import potential, and the enquiries of direct investments to national economy (Baranay, 2009) This information is gathered using official sources that are directly accessible to the mission. The ultimate goal is to create potential for further economical co-operation. (Yakop & Van Bergeijk, 2011) argue

that economic diplomacy can help reduce market failures and provide market access, which can have a positive impact on international trade. Additionally, economic diplomacy is an instrument for development of effective cooperation between countries and regions at the global level. Its priority is to promote stronger social, economic and political mutual relations in the world. The effectiveness of economic diplomacy may depend on factors such as political stability, the quality of diplomatic relations between countries, and the level of trust between governments and non-state actors (Moons & van Bergeijk, 2017)

Halal Economy

The demand for halal products is increasing due to both Muslim consumers, who make up about 24% of the global population (statista.com, 2023), and non-Muslim consumers who perceive halal products as ethical, healthy, and sustainable (isahalal.com, 2022). In 2021, the global halal market was valued at \$2 trillion, and it is expected to reach \$3.9 trillion by 2027. The growth of the halal economy is also supported by government policies, regulations, and initiatives that aim to facilitate the development and recognition of halal standards, certification, and accreditation (statista.com, 2023); (Sullivan, 2022)).

The halal economy offers various growth opportunities for businesses, investors, and entrepreneurs who can meet the diverse and dynamic needs and preferences of halal consumers. Additionally, the halal economy is expected to contribute to sustainable development goals by promoting ethical, humane, and eco-friendly practices (isahalal.com, 2022; Sullivan, 2022)

Halal Industry Challenges and Opportunities

The Halal industry may face challenges such as meeting regulatory requirements, maintaining quality control, and ensuring food safety. Additionally, there may be challenges related to supply chain management and logistics, especially for businesses operating in multiple countries (Gul et al., 2022).

A range of difficulties encountered by this sector, such as the continuing struggle for Halal food standards and accreditation, which requires greater awareness about these issues in OIC nations. Another hurdle is the absence of uniformity and consistency in Halal certification, making it challenging for enterprises to function across different countries. Moreover, the Halal industry is hampered by a shortage of competent and skilled personnel, which limits its expansion. Additionally, more research and development are necessary to boost the quality and safety of Halal products (Laluddin et al., 2019).

However, (Laluddin et al., 2019) viewed that Entrepreneurs and investors can take advantage of the opportunities presented by the Halal industry. One reason for the industry's growth is the recognition of Halal products as a reliable measure of quality, hygiene, and safety, which has increased the acceptance of Halal products among non-Muslim consumers. Another factor contributing to the global expansion of the Halal industry is the growing number of Muslims worldwide and their increasing awareness of the importance of consuming Halal food, products, and services.

Halal Industry and Indonesia-Turkiye Bilateral Economic Cooperation

Indonesia's BPJPH was set to collaborate with three nations, including Turkiye, to advance the production of halal products. The collaboration was scheduled to be finalized during the G20 Summit, and each head of state witnessed the signing. At present, 103 foreign halal organizations have registered with BPJPH for signing MoU, MoC, and MRA agreements due to each country's unique characteristics. Additionally, Indonesia hosted H20, an event that focuses on halal products, for the first time. H20 took place in Central Java from November 17-19, 2022 after the G20 Summit. Several foreign halal institutions from government and private sectors, as well as international research institutions and relevant private sectors, attended the event

Halal MOU, MOC and MRA are types of agreements that are signed between halal institutions of different countries to facilitate the trade and recognition of halal products. MOU stands for Memorandum of Understanding, which is a formal agreement that outlines the general terms and conditions of cooperation between parties. MOC stands for Memorandum of Cooperation, which is a more specific agreement that defines the scope, objectives, roles and responsibilities of cooperation between parties. MRA stands for Mutual Recognition Agreement, which is a binding agreement that allows the acceptance of conformity assessment results (such as halal certification) from one party by another party. For example, BPJPH, Indonesia's halal certifying agency, has signed MOUs with halal institutions from Turkiye, Saudi Arabia, and Mexico to develop halal products. BPJPH also plans to sign MRAs with halal institutions from Argentina and Belarus to facilitate the trade of halal products between these countries ((BPJPH, 2022; Kementerian Agama, 2022)

By signing these agreements, halal institutions from Indonesia and Turkiye can also build stronger relationships and increase trust, leading to more significant cooperation in the future. In other words, Halal MOU, MOC, and MRA can help to strengthen bilateral economic cooperation between Indonesia and Turkiye in the halal industry by facilitating the trade and recognition of halal products and building stronger relationships between halal institutions.

The Indonesia Turkiye (IT)-CEPA is a bilateral trade and investment agreement that aims to enhance economic cooperation and integration between Indonesia and Turkiye. The IT-CEPA covers various areas such as trade in goods, trade in services, investment, intellectual property rights, rules of origin, customs procedures and trade facilitation, economic cooperation, government procurement, small and medium enterprises, digital trade, and legal and institutional issues.

One of the key features of the IT-CEPA is the inclusion of a chapter on Islamic economy, which covers halal products and services. This is one of the priorities for Indonesia as one of the largest Muslim-majority countries in the world with a huge potential for halal consumption and production. The chapter on Islamic economy aims to facilitate the development and recognition of halal standards, certification and accreditation between Indonesia and Turkiye. It also involves mutual recognition of halal certificates from each country, as well as cooperation in developing halal sectors such as food, cosmetics,

pharmaceuticals, tourism, finance and digital economy(Cahyani Endahayu, Reagen Mokodompit, 2021) .

Halal provision in Indonesia Turkiye CEPA is expected to benefit both Indonesia and Turkiye by expanding their market access and opportunities for halal products and services. Turkiye is one of the leading halal hubs in Europe with a strong demand for halal products and services. By collaborating on halal issues, both countries can leverage their strengths and complementarities to tap into the global halal market that is projected to reach \$3.9 trillion by 2027(statista.com, 2023). The IT-CEPA is also expected to boost the bilateral trade and investment relations between Indonesia and Turkiye, which have been growing steadily over the years. In 2019, the bilateral trade value reached \$1.6 billion, while the total investment value reached \$1.4 billion. (republika.co.id, 2021)

Halal Powerhouse for The Global Economy

The "Halal Powerhouse" concept refers to the idea of creating a global ecosystem of businesses, organizations, and individuals focused on the halal industry. The term "halal" refers to products and services that are permissible under Islamic law, and the halal industry includes everything from food and beverage to finance, tourism, and cosmetics.

The concept of the Halal Powerhouse aims to capitalize on the growing demand for halal products and services worldwide, which is being driven by the increasing Muslim population, as well as non-Muslims who are seeking ethical and sustainable options. The halal industry is projected to be worth trillions of dollars in the coming years, and the Halal Powerhouse seeks to create a network of players who can take advantage of this opportunity.

The Halal Powerhouse concept involves creating a value chain that includes halal-certified producers, distributors, retailers, and service providers, as well as research and development centers, regulatory bodies, and standardization organizations. The goal is to create a cohesive ecosystem that can ensure the quality and authenticity of halal products and services, while also driving innovation and competitiveness.

The Halal Powerhouse concept also involves promoting collaboration and knowledge sharing among its members, as well as developing new markets and investment opportunities. This includes partnering with governments, trade associations, and international organizations to promote the halal industry and create a favorable business environment.

The Halal Powerhouse has the potential to create new business opportunities by developing and promoting halal products and services. This is especially true in countries with large Muslim populations, where the demand for halal products and services is high. By focusing on the halal industry, the Halal Powerhouse can lead to increased economic growth, job creation, and investment opportunities. By providing a platform for businesses to promote their halal offerings, the Halal Powerhouse can help them tap into a rapidly growing market and expand their reach. The resulting increase in economic activity can have a positive impact on local communities, helping to boost employment and entrepreneurship. In addition, as the halal industry grows, it can attract investment from both Muslim and non-

Muslim investors, leading to further economic growth and job creation. Overall, the Halal Powerhouse's focus on developing and promoting halal products and services can create new business opportunities and contribute to the growth of the global economy.

CONCLUSION

Indonesia and Turkiye have significant Muslim populations and have been working together to establish themselves as leaders in the halal industry. By collaborating on initiatives related to the halal sector, such as the development of halal standards, the promotion of halal tourism, and the establishment of the World Halal Summit, Indonesia and Turkiye are not only promoting economic growth within their own countries but also strengthening their bilateral relations. The halal industry has the potential to bring together businesses and entrepreneurs from different countries, and as such, it can serve as a platform for economic diplomacy and building international relationships.

Moreover, The halal industry can play a significant role in fostering cultural exchange and mutual understanding between Indonesia and Turkiye. This can be achieved through promoting the exchange of cultural and traditional practices by showcasing shared values and cultural heritage through the production and consumption of halal products. The halal industry can also promote tourism and cultural exchange between the two nations and bring more impacts to the world economy, as well as encourage greater collaboration and knowledge-sharing between businesses and entrepreneurs.

Additionally, The halal powerhouse concept can contribute to economic diplomacy between Indonesia and Turkiye, as both countries have a significant Muslim population and a thriving halal industry. The concept emphasizes the development and promotion of halal products and services, standardized halal certification processes, ethical and sustainable business practices, and innovation in the halal industry.

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