

# **The Integration Model of the Creative Economy and the Halal Industry in Promoting the Local Economy in Pekalongan**

**Arfania Zuhru Fila<sup>1\*</sup>**

Universitas Islam Negeri K.H Abdurrahman Wahid Pekalongan, Indonesia

\*Corresponding author's email: [arfania.zuhru.fila@mhs.uingusdur.ac.id](mailto:arfania.zuhru.fila@mhs.uingusdur.ac.id)

## **Abstract**

*This study aims to analyze the integration model of the creative economy and the halal industry in driving local economic growth in Pekalongan. The main focus is to identify how the subsectors of batik, halal culinary, Muslim fashion, and halal tourism can collaborate under halal principles to enhance the competitiveness of MSMEs. Using a qualitative descriptive approach with a literature study method, the research utilizes secondary data from official BPS reports, government policy documents, academic articles, and previous studies related to the creative economy and halal industry. Data were analyzed through content analysis involving data reduction, categorization, and descriptive narration, supported by source triangulation to ensure validity between academic literature, policy, and real MSME conditions. The findings reveal that the integration of the creative economy and the halal industry positively impacts MSME competitiveness. Batik serves as a cultural identity and globally competitive product through eco-friendly innovation, halal-certified culinary expands domestic and international markets, Muslim fashion promotes modest fashion trends, and halal tourism generates a multiplier effect on local trade. However, challenges remain in limited capital, low halal certification literacy, and suboptimal digital adoption. This study recommends strengthening regional government facilitation, accelerating halal certification, and providing Islamic financial support for MSMEs. Collaboration among academia, entrepreneurs, and policymakers is crucial to strengthening Pekalongan's branding as a halal creative city. The study contributes to the literature on creative economy-halal industry integration by offering an applicable model for inclusive and sustainable local economic development.*

**Keywords:** *creative economy; halal industry; MSMEs; economic integration*

## Introduction

Development by leveraging this strength and encouraging a shift from traditional physical production to innovation-driven industries, enabling the country to compete more effectively on the global stage (Judijanto et al., 2025). It is one of the strategic sectors that contributes significantly to the national economy. In 2022, Indonesia's creative economy sector recorded a Gross Domestic Product (GDP) value of Rp 1.28 quadrillion, with an employment rate of around 23.98 million people (Ahdiat, 2024). Major sub-sectors such as culinary, fashion, and crafts dominate this contribution, with culinary contributing a large portion in supporting the creative economy. The government is also actively encouraging the development of this sector through various policies and digitalization that strengthen the competitiveness of the local creative industry at the global level (Syafitri & Nisa, 2024).

The sharia economy and halal industry in Indonesia show great potential, given that the majority of Indonesia's population is Muslim, accounting for around 80% of the total population. This provides strategic opportunities for the development of the halal industry sector, supported by government regulations and the ease of the halal certification process. The integration of the halal industry with the creative economy, particularly in the halal culinary sub-sector, can strengthen the competitiveness of local products and contribute significantly to regional economic growth (Rahmawati, 2024). The halal industry in Indonesia is experiencing rapid development as part of a sustainable economic transformation strategy. The 2023-2029 Indonesian Halal Industry Master Plan (MPIHI) emphasizes that the halal industry is not only oriented towards compliance with Islamic law, but is also part of efforts to increase productivity, competitiveness, and national industrialization. The MPIHI positions the halal industry as a strategic pillar through four main strategies, namely increasing productivity and competitiveness, implementing policies and regulations, strengthening finance and infrastructure, and strengthening halal brands and awareness (KNEKS et al., 2023).

The development of a local culture-based creative economy in Pekalongan has a strategic role in improving community welfare and regional competitiveness. This potential is reflected in cultural wealth and innovation that is not only oriented towards preserving heritage, but also developing products that are environmentally friendly and able to penetrate the global market. This phenomenon is increasingly relevant for MSME players, especially in the halal culinary sector and the batik industry, because the integration of local cultural values with halal industry standards can create a unique product identity while meeting the demands of sustainability and sharia compliance. Halal culinary and batik MSMEs in Pekalongan have an important position as drivers of the local economy, given the variety of culinary specialties rooted in Islamic cultural values and Pekalongan batik, which has been recognized nationally and internationally

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as cultural heritage. Through creativity in product development, both halal culinary and batik not only serve to preserve culture and sharia, but are also able to increase the competitiveness of MSMEs, strengthen regional economic independence, and open opportunities for stronger integration between the creative economy and the halal industry (Efendi & Khomairoh, 2025).

Pekalongan has great potential in developing a creative economy based on local culture and the halal industry; there is a real gap between this potential and its contribution to community welfare. Many MSMEs, especially in the halal culinary sector and batik industry, have not fully utilized the opportunities for integration between creativity and halal certification due to constraints such as a lack of structured business planning, low literacy about the benefits and procedures of halal certification, and limitations in the adoption of environmentally friendly innovations and digital marketing. In addition, government policy support and facilitation have not yet effectively reached all business actors, so strengthening a systematic and applicable integration model is still needed. This study aims to fill this gap by designing and examining a model of creative economy and halal industry integration that can overcome these obstacles and strengthen the contribution of the local economy in Pekalongan in a sustainable manner (Wibowo et al., 2023).

Previous relevant studies emphasize the importance of integration between the creative economy and the halal industry in driving local economic growth, particularly in Pekalongan. Putri and Abidin (2025) explain that the Industrial Revolution 4.0 has a positive impact through the use of digital technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), Smart Packaging, and Big Data, which can improve production efficiency, supply chain transparency, and accelerate halal certification, while also presenting challenges in terms of infrastructure and digital skills for MSME players. Rahayu et al. (2023) emphasizes the significance of a structured halal business plan for culinary MSMEs in Pekalongan, aiming to maximize the potential of the halal industry. The local government provides support in the form of free halal certification facilitation and technical assistance to strengthen the competitiveness of local products. Additionally, research by Affa and Khasanah (2025) found that the halal fashion trend has influenced the creative economy of batik in Pekalongan with the emergence of a halal supply chain in batik production, strengthening Pekalongan's position as a halal batik city. Overall, the research indicates that the synergy between technological innovation, local wisdom, and policy support is crucial in driving sustainable and competitive halal creative economic growth in Pekalongan.

The urgency of this research lies in the gap between the enormous potential of the creative economy and halal industry in Pekalongan and its actual contribution to community welfare. Although the halal culinary and batik sectors have strategic

opportunities to drive local economic growth, many MSME players still face obstacles related to halal certification literacy, environmentally friendly innovation, and the use of digital technology. This indicates the need for a systematic integration model between the creative economy and the halal industry so that the potential of local culture is not only preserved but also able to increase competitiveness, strengthen regional economic independence, and open up access to global markets. This study aims to analyze the integration model of the creative economy and the halal industry in driving local economic growth in Pekalongan. The main focus of the research is to identify how the batik, halal culinary, Muslim clothing, and halal tourism sub-sectors can collaborate with halal principles to increase the competitiveness of MSMEs. In addition, this study aims to explain the gap between Pekalongan's great potential as a creative city and the realization of its contribution to community welfare.

## Methods

This study employed a qualitative approach with a descriptive literature review (Moleong, 2002). The population comprised publications, reports, and policy documents related to the development of the creative economy and halal industry in Pekalongan. The sample was selected purposively, comprising relevant secondary data such as official reports from the Pekalongan City Statistics Agency (BPS), government regulations and policy documents, academic journal articles, and credible news sources discussing the integration of the creative economy and halal industry. The research instrument used was a literature review matrix to organize and classify data sources according to the research theme. Data collection was conducted by systematically reviewing academic publications, policy documents, statistical reports, and previous research related to the creative economy and halal industry. Data analysis was conducted using content analysis techniques through the stages of data reduction, categorization of findings, presentation of data in descriptive form, and concluding. To enhance validity, source triangulation was used by comparing findings from various reports, academic studies, and regulatory documents.

## Results and Discussion

### *The Role of Creative Economy and Halal Industry Integration in Increasing the Competitiveness of Pekalongan MSMEs*

The creative economy in Pekalongan has great potential, particularly through the batik, halal culinary, Muslim clothing, and halal tourism sectors. Batik, a UNESCO intangible cultural heritage, not only serves as a symbol of local identity but also serves as a basis for design innovation that can produce products with high aesthetic value and global market appeal. Through creative motifs, environmentally friendly dyes, and the development of derivative products (such as batik bags, shoes, and accessories),

Pekalongan's MSMEs have succeeded in creating unique products that are difficult to imitate by other regions. The creative economy in Pekalongan stands out primarily through the batik, halal culinary, Muslim clothing, and halal tourism sectors, which synergistically create unique products with high added value. Batik, a UNESCO intangible cultural heritage, has developed not only as a cultural identity but also as a basis for creative innovation that prioritizes sustainability. Innovation in batik motifs, the use of environmentally friendly natural dyes, and product diversification, such as batik bags, shoes, and accessories, have succeeded in creating unique products that are difficult to imitate and attractive to the global market. This environmentally friendly approach is also in line with international market trends that increasingly prioritize sustainable and organic products, thereby expanding the appeal and selling value of Pekalongan batik products (Kutnadi, 2025). In the halal culinary sector, awareness of the halal nature of products is growing, in line with the growing global trend of halal living. Local culinary MSMEs with halal certification not only guarantee safe consumption for the domestic Muslim community but also open access to the international halal tourism market. Halal certification is a crucial factor in building consumer trust and market loyalty, thus contributing to the diversification of creative economy products based on the halal industry.

Regarding Muslim fashion, Pekalongan also follows the global modest fashion trend by incorporating local batik motifs into modern Muslim clothing designs. This results in fashion products with high aesthetic value that combine cultural elements with global market needs. Opportunities for national and international market penetration are wide open, given the growing consumer demand for high-quality, locally-inspired Muslim fashion products. Therefore, the integration of the batik-based creative economy, halal culinary arts, seasonal clothing, and the halal tourism sector significantly strengthens the competitiveness of Pekalongan's MSMEs. The integration of these three sectors encourages Pekalongan's MSMEs to produce products that are not only unique and value-added but also highly competitive, while strengthening Pekalongan's image as a creative city based on culture and the halal industry. Government support, continuous innovation, and the commitment of business actors are key to strengthening the position of Pekalongan's MSMEs in future global competition.

### *Challenges in Implementing the Integration of the Creative Economy and the Halal Industry at the Local Level*

MSMEs face significant obstacles in integrating the creative economy and the halal industry at the local level. The main obstacle is limited access to appropriate and flexible Islamic financing, which often hinders the development of halal-based creative economy businesses. Furthermore, low levels of Islamic business literacy and understanding of

halal certification procedures hinder MSMEs from optimally exploiting halal market opportunities. Many businesses have also failed to fully adopt digital technology, resulting in suboptimal product and marketing innovation. The perceived complexity and relatively high cost of halal certification add to the burden on MSMEs, and the lack of technical assistance and information further hinders their access to a broader market. Fierce competition in the halal creative industry also demands more mature business strategies, strong branding, and enhanced managerial capabilities among MSMEs (Raysharie et al., 2025).

Research shows that Pekalongan's MSMEs still face limited access to capital, both from formal and informal financial institutions. Many MSMEs struggle to meet administrative requirements for loans, hindering creative product development and halal certification. Furthermore, business owners' awareness of the importance of halal certification remains low; some consider the certification process complicated, costly, and less urgent than daily production needs. In terms of digital marketing innovation, MSMEs tend to rely on conventional methods, underutilizing e-commerce and social media to expand their markets (Sukarni et al., 2023).

Pekalongan is recognized as a UNESCO Creative City for its rich batik heritage, its integration with the halal concept has not been maximized. There is a gap between the vast potential of its cultural heritage and Muslim consumer base and actual practices on the ground. Most MSMEs have not been able to sustainably combine product creativity with halal standards, so branding Pekalongan as a halal-creative city remains limited to discourse. Research from Maghfiroh (2022) This study found that although the halal fashion trend influences the production process in several batik companies, the implementation of the halal supply chain for batik products in Pekalongan is still not evenly distributed and comprehensive, so it has not been able to integrate creativity with halal standards consistently (Maghfiroh, 2022). This is also reinforced by the fact that, although the Pekalongan City Government has facilitated halal certification for MSMEs, especially in the culinary and batik sectors, challenges in implementing and socializing this certification are still the main obstacles that hinder the increase in competitiveness and sustainability of MSME businesses in the city (Dinkominfo, 2025).

Other challenges, such as limited infrastructure and intense competition, remain, so strategies to strengthen the halal industry must continuously encompass product quality improvements, innovation, research, and improvements to regulations and Islamic financial support. Implementing these strategic steps can encourage inclusive and sustainable local economic growth while strengthening Pekalongan's position as a hub for the halal and creative industries, increasingly recognized both nationally and globally (Azwar & Aqbar, 2024).

Field studies also emphasize that the sustainable integration of the creative economy and the halal industry requires the involvement of local governments. Local governments play a central role in providing technical training, facilitating access to affordable financing, and opening market access for MSMEs focused on halal and creative products. Furthermore, halal certification institutions need to be more closely present and responsive to the needs of MSMEs, with certification processes made simpler, more efficient, and more affordable to encourage more businesses to comply with halal standards. The role of academics and universities is also essential as strategic partners; these institutions can provide assistance in product innovation, digital marketing, and research and development based on the latest market needs. Such collaboration not only strengthens the technical capacity of business actors but also helps build an inclusive halal industry ecosystem that adapts to modern business dynamics. In Pekalongan City, this support is realized through a free halal certification policy, training, and technical assistance facilitated by the local government, in conjunction with certification institutions and local universities. This multi-party approach is key to long-term success in encouraging creative halal MSMEs to advance and compete nationally and globally (Anwar et al., 2025).

#### *Economic and Social Impact of the Integration of the Creative Economy and Halal Industry on the Local Economy of Pekalongan*

Pekalongan known as the City of Batik, has significant potential to combine the creative economy and the halal industry as a sustainable local economic development strategy. The batik industry in Pekalongan is not merely a product of art and culture; it is now also beginning to adopt halal principles in every aspect of its production process. This is crucial given the growing Muslim consumer market, which is increasingly selective in choosing products that meet halal standards. By integrating creativity through innovative batik designs that also consider sharia aspects, industry players can strengthen the added value of their products. Halal certification not only guarantees halal status but also serves as an effective marketing tool to penetrate the growing domestic and international markets, including the global Muslim community (Wibowo et al., 2023).

The culinary MSMEs in Pekalongan, particularly street vendors serving traditional dishes like *megono* and *garang asem*, play a vital role in the local economy. The majority of these businesses are Muslim, making the need for halal food a top priority. In this context, halal certification plays a strategic role in building consumer trust while opening broader access, not only to the local market but also to halal tourists. MSMEs that combine creative economy elements in product packaging and digital marketing strategies are able to significantly increase their competitiveness. Modern and attractive

packaging innovations help broaden the appeal of Pekalongan's traditional culinary products, while also facilitating penetration into a broader market (Wibowo et al., 2023).

In terms of halal tourism, Pekalongan has the potential to develop tourism based on local cultural values integrated with the halal lifestyle concept. Batik and halal culinary tourism can become key attractions, professionally packaged with attention to the needs of Muslim tourists, including supporting facilities that comply with halal principles. The social impact of this synergy is significant, as it can create new jobs, strengthen the income of MSMEs, and strengthen cultural identity aligned with Islamic values. The economic and social sustainability of the community is increasingly assured through economic development patterns that not only support economic prosperity but also strengthen social and cultural ties (Sugiarti & Baiquni, 2020).

The Pekalongan City Government is very active in promoting the development of the halal economy through various policies, such as facilitating free halal certification, training, technical assistance for MSMEs, and collaboration with the Ministry of Religious Affairs on the halal certification process. This support is the main foundation for local businesses to thrive and compete nationally and internationally. However, challenges remain, particularly in terms of the knowledge and capabilities of MSMEs in understanding halal business management, necessitating more intensive and sustainable assistance (Wibowo et al., 2023). In addition to these challenges, this integration process also presents a multiplier effect. This multiplier effect includes impacts on the halal tourism sector, local trade and the economy, and cultural identities rooted in Islamic values.

### ***Multiplier Effects on the Halal Tourism Sector***

Research in the Kampung Canting Landungsari Halal Tourism Village in Pekalongan shows that the development of creative economy-based halal tourism, particularly batik canting, has successfully increased tourist visits while creating new and unique tourist attractions. This halal tourism has encouraged local communities to actively develop supporting businesses such as halal culinary businesses, homestays, and centers selling halal souvenirs. Thus, economic potential beyond the batik sector can be created, expanding income sources for local residents while preserving culture through creative innovation based on halal principles (Lumbanraja & Kandias Saraan, 2025). Furthermore, in the Petungkriyono area, the development of halal tourism has had a positive socio-economic impact in the form of increased informal employment opportunities, such as for tour guides, local transportation drivers, and halal food vendors. This has simultaneously increased family income and improved community welfare through a Muslim-friendly tourism sector (Maharani, 2024).

Subarsono et al. (2025) research on the management of halal coastal tourism in Pekalongan Regency confirms that community involvement, particularly local culinary vendors, has a significant impact on improving the welfare of local residents. The presence of halal food vendors in tourist areas not only meets the needs of tourists but also creates new economic opportunities for coastal communities. The study's results indicate that halal tourism can reduce unemployment, increase household income, and strengthen the community's sense of responsibility for the sustainability of tourist destinations. Thus, the development of halal tourism in Pekalongan not only provides tourist attractions that comply with sharia principles but also serves as an instrument for economic empowerment through the active participation of local communities (Ismanto, 2020).

### ***Multiplier Effect on Trade and the Local Economy***

The integration of the halal batik creative economy with the tourism sector has influenced the expansion of the market for MSME products, such as halal-certified batik, traditional foods, and souvenirs. This creates a multiplier effect on the local trade chain, which includes raw material producers, artisans, and retailers, thus strengthening the creative and halal economy ecosystem in the region (Khasanah, 2024). Other studies also show that the development of halal-based and creative MSMEs, particularly batik in Pekalongan, has sparked the growth of a dynamic new business ecosystem. This increases trade competitiveness and strengthens the image of halal export products based on local culture, making a significant contribution to regional economic growth (Rusdi, 2022).

The integration of the halal batik creative economy with tourism also plays a role in strengthening local cultural identities with global value. The presence of tourists, both domestic and international, drives increased demand for authentic local products that comply with Sharia principles. This situation not only provides direct economic benefits for MSMEs but also raises public awareness of the importance of maintaining the quality, sustainability, and authenticity of regional products. Thus, the synergy between tourism and the halal creative economy can create an inclusive and sustainable ecosystem, while also opening new investment opportunities that expand access to international markets.

### ***Multiplier Effect on Local Cultural Identity***

Research in Kampung Canting Landungsari also highlights that the integration of the creative economy and halal food not only provides economic benefits but also strengthens Islamic cultural identity and local wisdom. Batik with Islamic motifs, halal educational tourism, and cultural events organized in accordance with Sharia principles reinforce the distinctive cultural image and raise awareness and appreciation for local

values that synergize with halal principles (Indriya et al., 2023). Furthermore, this contributes to the establishment of Pekalongan's brand as a Halal Creative City, known not only as a batik center but also as a halal tourism destination that meets national standards, strengthening Pekalongan's position on the domestic and international halal tourism stage (Hidayat, 2024).

The integration of the creative economy with the halal industry in Pekalongan has had a significant impact on both the economic and social aspects of the local community. From an economic perspective, several studies have shown increased incomes and the creation of new jobs along with the development of the halal batik, culinary, and Muslim fashion sub-sectors. MSMEs that are able to combine product creativity with halal assurance have proven to be more easily able to expand market access, both domestically and internationally. This situation not only opens new business opportunities for artisans and traders but also creates a broader economic value chain, including related service providers (Rossi et al., 2017). The emergence of a new business ecosystem is evident in the emergence of supporting businesses such as halal homestays, souvenir centers, and batik educational tours, which have helped strengthen the local economic structure (Lumbanraja & Kandias Saraan, 2025).

From a social perspective, the impact of the integration of the creative economy and the halal industry is reflected in the multiplier effect on the tourism sector, trade, and local cultural identity. The development of halal tourism in the Petungkriyono area and Kampung Canting Landungsari, for example, has not only increased tourist visits but also encouraged the growth of halal culinary businesses and local crafts, and created informal jobs for tour guides and local traders (Adinugraha & Ma'ruf, 2023). In the trade sector, Pekalongan's halal batik and culinary MSMEs have not only expanded their distribution networks but also increased their competitiveness in both national and global markets. This has helped strengthen Pekalongan's brand as a halal-creative batik city with added value in the global halal industry (Ismanto et al., 2022).

This integration also makes a significant contribution to strengthening local cultural identity. Creative products with Islamic nuances, halal-themed cultural events, and educational tours based on local wisdom not only attract tourists but also reinforce Pekalongan's image as a Halal Creative City. Thus, the cultural heritage of batik is not only preserved but also developed in accordance with Islamic values and Muslim-friendly tourism trends (Indriya et al., 2023). Based on the research results, several important findings emerged regarding the integration of the creative economy and the halal industry in enhancing the competitiveness of MSMEs in Pekalongan. The research shows that the integration of the creative economy and the halal industry in Pekalongan plays a significant role in enhancing the competitiveness of MSMEs. This aligns with creative economy theory, which emphasizes the creation of added value through

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innovation based on local culture and creativity. Batik, a UNESCO cultural heritage, serves as a concrete example of how local wisdom can be combined with sharia values, resulting in products that are not only aesthetically pleasing but also possess halal legitimacy, strengthening consumer trust. Consistent with the views of Komari (2025), the integration of batik motifs with environmentally friendly and sustainable concepts strengthens Pekalongan's position in the global market.

The concept of halal as a standard of consumer trust is also a key pillar of MSME competitiveness. The results of this study align with government policy requiring halal certification, as stipulated in Law No. 33 of 2014 concerning Halal Product Assurance. In Pekalongan, the local government's provision of free halal certification is a concrete implementation of this initiative to increase consumer trust and encourage MSMEs to be more competitive in both national and international markets. Therefore, the results of this study support the hypothesis that integrating halal aspects with the creative economy can strengthen the foundation of MSME competitiveness (Pemerintah Kota Pekalongan, 2024). The study also identified implementation challenges. Many MSMEs still face limited access to capital, low digital literacy, and a gap between Pekalongan's significant potential as a creative city and the implementation of halal integration on the ground. This situation aligns with the findings of Susanti (2018) that branding Pekalongan as a halal-creative city remains merely a discourse if not followed by consistent practice. Low levels of Islamic financial literacy and inclusion, as identified by KNEKS and Bank Indonesia, also pose serious obstacles to encouraging full community participation in the halal ecosystem (Pekalongan, 2025).

The economic and social impacts of this integration align with the concept of the multiplier effect. Research in the Petungkriyono area and Canting Landungsari Village shows that creative economy-based halal tourism drives the growth of culinary businesses, homestays, and souvenir centers. This confirms that the integration of the halal creative economy not only increases community income but also creates new job opportunities, expands the local trade value chain, and strengthens Pekalongan's cultural identity as a halal creative city. Thus, this research is consistent with local economic development theory, which emphasizes the importance of integrating innovation, culture, and religious values to create inclusive and sustainable growth.

The research findings support that the integration of the creative economy and the halal industry not only contributes to the economic aspect by increasing the competitiveness of MSMEs but also strengthens social and cultural aspects by strengthening local identity. Although challenges remain, such as limited access to capital, low awareness of halal certification, and a literacy gap, collaborative efforts between the local government, certification bodies, academics, and the business

community are believed to accelerate Pekalongan's realization as a globally competitive halal creative city.

### **Conclusion**

This study confirms that the integration of the creative economy and the halal industry plays a significant role in driving local economic growth in Pekalongan. The batik, halal culinary, Muslim fashion, and halal tourism sub-sectors have proven to be synergistic, thereby increasing the competitiveness of MSMEs while strengthening Pekalongan's branding as a halal creative city. Batik not only serves as a cultural identity but also as an innovative product with global value. Halal culinary products with certification expand market access, while the trend of modest fashion based on local batik and the development of halal tourism create a multiplier effect that impacts trade and community welfare. However, this study also identifies a number of challenges, including limited capital, low literacy in halal certification, and the suboptimal use of digital technology by MSME players. This condition creates a gap between Pekalongan's great potential and the realization of its contribution to community welfare. Therefore, it is necessary to strengthen regulations, facilitate halal certification, provide access to sharia financing, and provide intensive assistance through multi-party collaboration involving the government, academics, and the business community. With these strategic steps, the model of integrating the creative economy and the halal industry will not only enhance the competitiveness of Pekalongan's SMEs in the national and global markets but also serve as a reference for inclusive, sustainable, and relevant local economic development based on culture and sharia for other regions in Indonesia.

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