

Implementation of Green Marketing in the Sustainable Halal Industry

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ABSTRACT

Keywords:
Green Marketing; Halal Industry; Sustainability; Islamic Business Ethics; Eco-Friendly Innovation.

The rapid growth of the global halal industry has created new opportunities to integrate sustainability principles with Islamic business ethics. This study explores the implementation of green marketing within the halal industry as an effort to achieve economic, social, and environmental sustainability. Using a qualitative descriptive approach, data were collected through interviews, observations, and document analysis of halal-based enterprises operating in food, cosmetics, and fashion sectors. The findings reveal that green marketing practices such as eco-friendly product innovation, sustainable packaging, and ethical promotion are increasingly adopted to strengthen consumer trust and brand competitiveness. However, challenges such as high production costs, limited technological capacity, and low consumer awareness still hinder broader implementation. The study concludes that integrating green marketing strategies with *halalan thayyiban* values not only enhances environmental responsibility but also reinforces the ethical foundation of the halal industry. This research provides insights for policymakers, business practitioners, and academics to develop a more sustainable and competitive halal ecosystem.

Article Info:
Submitted:
07/08/2025
Revised:
10/09/2025
Published:
27/10/2025



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INTRODUCTION

The global halal industry has experienced significant growth over the past decade, driven by increasing demand for products that comply with Islamic law and ethical

principles. Initially concentrated on food and beverages, the halal industry has expanded into cosmetics, pharmaceuticals, fashion, tourism, and various service sectors. This development indicates that halal is no longer viewed solely as a religious obligation but also as a symbol of quality, safety, and integrity. Yusran et al. (2025) argue that halal consumption has evolved into a universal benchmark for ethical business practices. As a result, the halal industry now plays a strategic role in the global economy.

Alongside this rapid growth, global awareness of environmental sustainability has also increased. Modern consumers are becoming more concerned about the ecological impact of their purchasing decisions and are increasingly inclined toward environmentally friendly products. This shift in consumer behavior has encouraged businesses to adopt green marketing strategies that emphasize responsible production, ethical consumption, and social accountability. According to Esmaelnezhad et al. (2023), green marketing has emerged as a response to changing consumer values toward sustainability. Within the halal context, this approach aligns closely with Islamic principles of balance (*mizan*) and environmental stewardship (*khalifah*).

Green marketing represents a business approach that integrates environmental considerations into marketing strategies and operational activities. It focuses on reducing negative environmental impacts while maintaining profitability and consumer satisfaction. Kaur et al. (2022) explain that green marketing combines sustainability objectives with corporate ethical responsibility. In the halal industry, green marketing can enhance consumer trust and strengthen brand reputation. More importantly, it supports the principle of *halalan thayyiban*, which emphasizes not only permissibility but also wholesomeness, safety, and societal benefit.

Despite its strong potential, the halal industry continues to face environmental challenges in its production and distribution processes. Problems such as inefficient waste management, excessive use of non-biodegradable packaging, and poor resource efficiency remain prevalent. Syamsiyah and Ardana (2022) note that many halal businesses prioritize halal compliance over environmental sustainability. This situation highlights the need for more comprehensive business models that integrate ecological responsibility with Islamic ethical values. Addressing these challenges requires collaboration among businesses, regulators, and consumers.

The integration of environmental principles with Islamic values is therefore essential for creating a sustainable halal value chain. Amiruddin et al. (2024) emphasize that sustainability should be an inherent element of halal business practices. By combining religious obligations with environmental responsibility, the halal industry can contribute to broader social welfare and ecological preservation. In this context, green marketing is



not merely a passing trend but a strategic necessity. Its implementation supports long-term sustainability and global competitiveness.

This study aims to analyze the forms and strategies of green marketing implementation within the halal industry. The analysis focuses on how sustainability-oriented practices are incorporated into production, distribution, and promotional activities. Furthermore, the study seeks to identify challenges and opportunities arising from the adoption of green marketing in halal-based enterprises. Both internal and external factors influencing implementation are examined. The study also evaluates the contribution of green marketing to economic viability, environmental responsibility, and social well-being.

From a theoretical perspective, this research contributes to the academic discourse linking Islamic values, marketing, and sustainability. It offers a conceptual framework that connects ethical consumption with environmental awareness. From a practical standpoint, the findings provide strategic insights for halal industry players to strengthen their green marketing initiatives. These insights are expected to enhance consumer trust and competitive advantage. From a policy perspective, the study provides valuable input for regulators to promote sustainable halal industry development.

Green marketing has gained increasing attention in response to growing environmental degradation and ethical concerns in business practices. The concept encompasses all marketing activities designed to meet consumer needs while minimizing negative environmental impacts. Osiako et al. (2022) define green marketing as an approach that integrates environmental sustainability into core marketing decisions. Companies adopting this approach are expected to demonstrate transparency and social responsibility. Consequently, green marketing represents a paradigm shift toward long-term value creation.

The halal industry is inherently aligned with sustainability principles through Islamic economic teachings. Islamic business ethics emphasize justice, balance, and accountability in all economic activities. The concept of *halalan thayyiban* underscores that products must not only be lawful but also safe, wholesome, and beneficial. Trimulato et al. (2022) argue that sustainability is deeply embedded in Islamic economic philosophy. Therefore, the halal industry possesses a strong moral foundation for adopting environmentally responsible practices.

Halal certification plays a crucial role in ensuring product integrity and ethical production processes. Contemporary halal certification standards increasingly incorporate environmental indicators such as waste reduction, energy efficiency, and responsible resource use. Institutions such as BPJPH and JAKIM have demonstrated commitment to integrating sustainability considerations into halal assurance systems. This development enhances the credibility of halal products in global markets.



Ultimately, halal certification functions as both a mechanism for religious compliance and a tool for environmental governance.

The integration of green marketing with Islamic values creates a strong synergy between religious ethics and environmental responsibility. Islamic principles such as trustworthiness, moderation, and the prevention of harm are highly consistent with the objectives of green marketing. While previous studies have largely focused on consumer perceptions, research on practical implementation remains limited. This study seeks to address this gap by examining real-world applications within the halal industry. In doing so, it highlights the potential of the halal industry to serve as a global model for ethical and sustainable business practices.

RESEARCH METHOD

This study employs a qualitative descriptive research design to explore the implementation of green marketing practices within halal-based enterprises, specifically in the home engineering tools sector (Stanley, 2023). The qualitative approach was chosen to allow for an in-depth understanding of how sustainability principles and Islamic ethical values are integrated into marketing strategies and production processes. The research utilizes a case study approach, focusing on selected halal certified enterprises that produce or distribute home engineering tools, such as kitchen equipment, household maintenance tools, and small appliances. This sector was chosen due to its growing relevance in promoting sustainable household solutions that align with both environmental and Islamic principles.

The data were collected from two primary sources. Primary data were obtained through in-depth interviews with business owners, marketing managers, and production supervisors, as well as direct observations of manufacturing and packaging processes. Additionally, documentation such as company reports and promotional materials was analyzed to understand how green marketing concepts are applied in practice. Secondary data were gathered from academic journals, government publications, and industry reports that discuss halal certification, sustainability policies, and environmental standards in manufacturing.

The collected data were analyzed using thematic analysis to identify key patterns and insights related to green marketing implementation. The analysis followed several stages: data reduction, where irrelevant information was filtered out; data categorization, where findings were grouped according to core themes; and finally, interpretation based on the main green marketing dimensions product, price, place, and promotion. This analytical framework enabled the researcher to evaluate how halal enterprises in the home engineering tools industry adopt green marketing strategies, address sustainability challenges, and contribute to the development of a sustainable halal industry model.



RESULT AND DISCUSSION

Profile of the Halal Industry

The case study in this research focuses on a halal-certified enterprise engaged in the production and distribution of home engineering tools, a sector that has increasingly become significant within the broader halal industry framework. The selected company referred to in this study as PT Al-Falah HomeTech Indonesia (a pseudonym for confidentiality) is a medium-sized manufacturing enterprise based in West Java, Indonesia. Established in 2012, the company specializes in producing a range of household tools and equipment, including kitchenware, cleaning instruments, small home repair tools, and eco-friendly household appliances. From its inception, PT Al-Falah HomeTech Indonesia has positioned itself as a pioneer in integrating Islamic ethical values with sustainable and environmentally responsible business practices. The company's operations are guided by the dual commitment to *halal compliance* and *green innovation*, ensuring that every product aligns with both religious requirements and environmental standards.

In terms of corporate vision and mission, PT Al-Falah HomeTech Indonesia emphasizes the creation of halal, safe, and sustainable home solutions that enhance the quality of everyday living while preserving environmental balance. Its vision statement "To empower Muslim households through innovative, ethical, and eco-friendly engineering solutions" reflects the company's effort to merge technological advancement with Islamic moral principles.

The company's mission focuses on three key areas:

1. Maintaining compliance with national and international halal certification standards.
2. Applying environmentally friendly technologies throughout the production process.
3. Promoting responsible consumer behavior consistent with Islamic teachings.

This vision-mission alignment demonstrates how a halal-based enterprise in the home engineering tools sector can adopt sustainability as a core component of its organizational identity.

The product line offered by PT Al-Falah HomeTech Indonesia includes various household tools designed for safety, durability, and environmental friendliness. Some of the best-selling items include halal-certified stainless-steel kitchen knives, biodegradable cleaning brushes, non-toxic household repair kits, and small electric appliances made from recycled aluminum and plant-based polymers. These products are designed to minimize environmental impact while ensuring compliance with halal production requirements meaning that no prohibited substances (*najis* materials, animal derivatives, or alcohol-based coatings) are used in any stage of production (Mamun, Strong, & Azad,



2021). The company sources its raw materials from verified suppliers who adhere to Islamic and environmental standards. Moreover, PT Al-Falah ensures that lubricants, adhesives, and coatings used in manufacturing are free from haram components, thus maintaining purity (*taharah*) throughout the production chain.

A significant aspect of the company's product development process is the integration of green engineering principles into design and manufacturing. The company has invested in energy-efficient machinery, water recycling systems, and waste segregation practices within its factory. Packaging materials are made from biodegradable or recyclable paper instead of plastic, and the company actively promotes a "zero-waste" production policy (Budianto, & Dewi, 2024). Research and development (R&D) activities focus on improving the longevity and multifunctionality of each product, thereby reducing the need for frequent replacement and minimizing waste generation. These initiatives demonstrate that the company's commitment to sustainability is not merely symbolic but operationally embedded in its production philosophy, an approach that resonates strongly with the *Halalan Thayyiban* framework (Fauzi, Husna, Alim, Hidayati, & Casim, 2024).

In terms of market segmentation and target audience, PT Al-Falah HomeTech Indonesia primarily serves Muslim households in Indonesia and Southeast Asia, particularly middle- to upper-middle-class consumers who value both ethical and sustainable products. The company has also successfully penetrated the export market, distributing its products to Malaysia, Brunei Darussalam, and the United Arab Emirates, where demand for halal-certified household goods is growing rapidly. Its marketing strategy positions the brand as a "trusted halal home tools solution", emphasizing purity, safety, and environmental consciousness. To reach its target consumers, the company utilizes digital marketing channels, including e-commerce platforms, social media campaigns, and partnerships with Islamic lifestyle influencers. These efforts help strengthen the brand's image as both modern and faith-driven, appealing to the environmentally conscious Muslim demographic (Nurjaman, 2024).

Another defining feature of the company's market strategy is its emphasis on education and consumer awareness. PT Al-Falah HomeTech Indonesia conducts workshops and community outreach programs promoting sustainable household practices such as proper waste disposal, energy conservation, and ethical consumption based on Islamic teachings. This educational approach not only builds consumer loyalty but also reinforces the connection between religious observance and environmental stewardship. The company's success in this regard can be attributed to its ability to transform ethical principles into tangible consumer values, bridging the gap between faith, functionality, and sustainability (Salisu, Showole, & Moyosore, 2023).



From a business standpoint, PT Al-Falah HomeTech Indonesia has experienced steady growth since its inception, largely due to its alignment with emerging global trends that prioritize sustainable and ethical production. The company's halal certification, obtained from the Indonesian Halal Product Assurance Agency (BPJPH), has significantly strengthened its reputation in both domestic and international markets. Furthermore, its compliance with ISO 14001 (Environmental Management System) and ISO 9001 (Quality Management System) reinforces its credibility as a responsible and competitive halal enterprise. These certifications not only ensure operational efficiency but also enhance consumer trust, a crucial factor in the halal market where credibility and integrity are paramount (Shah, Bhutto, & Azhar, 2022).

In summary, the profile of PT Al-Falah HomeTech Indonesia exemplifies how a halal enterprise in the home engineering tools industry can successfully integrate religious, ethical, and environmental dimensions within its business model. The company's operations demonstrate a holistic approach to sustainability—covering product design, production, marketing, and corporate social responsibility. By adopting the *Halalan Thayyiban* concept as both a spiritual and strategic framework, PT Al-Falah HomeTech Indonesia provides a model for other halal-based manufacturers seeking to implement green marketing as part of their long-term sustainability strategy. Its success illustrates that halal certification and environmental responsibility are not mutually exclusive but, in fact, complementary elements of a modern, value-driven, and globally competitive industry.

Implementation of Green Marketing Strategies

The implementation of green marketing strategies at PT Al-Falah HomeTech Indonesia reflects the company's holistic approach toward aligning environmental sustainability with Islamic ethical principles. The organization integrates green marketing into every aspect of its marketing mix such as product, price, place, and promotion while ensuring all initiatives comply with halal standards. This integration not only enhances brand value but also contributes to achieving long-term sustainability goals in line with both *Shariah* and environmental frameworks. Each element of the marketing strategy is designed to communicate transparency, responsibility, and purity (*taharah*), positioning the company as a role model in the halal manufacturing sector for environmentally responsible business conduct.

The table below illustrates that PT Al-Falah HomeTech Indonesia's marketing strategy integrates sustainability principles not as an isolated practice, but as a core organizational philosophy rooted in Islamic ethics. Each marketing element reinforces the harmony between green marketing and halal compliance, demonstrating how business operations can be both profitable and spiritually accountable. The balanced emphasis on



Halalan Thayyiban, fairness, and environmental stewardship positions the company as a role model for other halal enterprises pursuing sustainable competitiveness.

Table 1. Implementation of Green Marketing Strategies at PT Al-Falah HomeTech Indonesia

Marketing Mix Element	Green Marketing Practices	Alignment with Islamic Values	Expected Impact
Product (Green Product Strategy)	<ul style="list-style-type: none"> Use of biodegradable, recyclable, and non-toxic materials. Product designs focused on durability and repairability. Packaging made from compostable paper with soy-based ink. Supply chain sourced from sustainable and halal-certified providers. 	<ul style="list-style-type: none"> Ensures <i>Halalan Thayyiban</i> standards (pure, safe, ethical). Avoids <i>israf</i> (wastefulness) through durable product design. Promotes cleanliness and purity (<i>taharah</i>). 	<ul style="list-style-type: none"> Reduces environmental impact. Increases consumer trust in halal and green products. Enhances long-term product value.
Price (Green Pricing Strategy)	<ul style="list-style-type: none"> Value-based pricing reflecting ethical and eco-friendly production costs. Incentives for customers joining recycling or return programs. Transparent communication about cost structure and sustainability efforts. 	<ul style="list-style-type: none"> Implements fairness (<i>adl</i>) and transparency (<i>shiddiq</i>) in pricing. Avoids <i>gharar</i> (uncertainty) and <i>riba</i> (exploitation). Encourages responsible consumer behavior. 	<ul style="list-style-type: none"> Builds consumer loyalty and ethical awareness. Promotes affordability of sustainable products. Strengthens company reputation for fairness.
Place (Green Distribution Strategy)	<ul style="list-style-type: none"> Green logistics to reduce carbon emissions. 	<ul style="list-style-type: none"> Promotes efficiency (<i>ihsan</i>) 	<ul style="list-style-type: none"> Lowers carbon footprint.



	<ul style="list-style-type: none"> • Local sourcing to minimize transportation distance. • Energy-efficient warehouses using solar panels. • Digital-based distribution and documentation. 	and avoidance of waste. <ul style="list-style-type: none"> • Ensures halal integrity during handling and storage. • Encourages stewardship of natural resources (<i>khalifah fil-ardh</i>). 	<ul style="list-style-type: none"> • Improves operational efficiency. • Enhances supply chain transparency and eco-compliance.
Promotion (Green Promotion Strategy)	<ul style="list-style-type: none"> • Digital campaigns highlighting Islamic environmental stewardship. • Eco-labeling and halal certification on packaging. • CSR initiatives: tree planting, waste management, and community education. • Collaboration with Islamic environmental influencers. 	<ul style="list-style-type: none"> • Encourages <i>da'wah</i> through ethical communication. • Embodies honesty (<i>amanah</i>) and transparency in marketing. • Promotes moral responsibility toward the environment. 	<ul style="list-style-type: none"> • Raises consumer environmental awareness. • Strengthens brand trust and loyalty. • Expands market reach among eco-conscious Muslim consumers.

PT Al-Falah HomeTech Indonesia places strong emphasis on developing eco-friendly halal products that meet consumer needs without compromising Islamic or environmental principles. The company's product innovation focuses on materials, design, and functionality that reduce environmental impact throughout the product's lifecycle. For example, the use of biodegradable and recyclable materials in household tools helps minimize waste generation. Metal and wood materials are sourced from suppliers that adhere to sustainable forestry and mining practices, while coatings and adhesives are guaranteed free from animal-derived or alcohol-based ingredients, ensuring *halal integrity* (Thakkar, 2021).

Moreover, product durability is a central tenet of the company's green product strategy. Tools and appliances are designed for long-term use and easy repair, reducing the frequency of disposal and replacement. This aligns with the Islamic concept of "Israf" (avoidance of wastefulness), encouraging responsible consumption. The design team



applies principles of eco-engineering to ensure energy efficiency, minimal material usage, and functional simplicity. In addition, every product is packaged using eco-friendly materials, such as compostable paper or cardboard printed with non-toxic soy-based inks. Through this strategy, PT Al-Falah not only promotes sustainability but also ensures consumer trust in the *Halalan Thayyiban* nature of its products.

Pricing within PT Al-Falah's marketing framework reflects the company's philosophy of ethical fairness and environmental responsibility. While eco-friendly and halal-certified materials typically incur higher production costs, the company adopts a value-based pricing approach rather than cost-based pricing. This means that prices are determined by the perceived value of ethical, durable, and environmentally friendly products rather than solely production expenses. Consumers are informed that part of the product's cost supports sustainable sourcing, ethical labor, and waste reduction programs (Mukonza, Hinson, Adeola, Adisa, Mogaji, & Kirgiz, 2021).

In this context, the company maintains competitive pricing without engaging in exploitative practices, consistent with Islamic business ethics that prohibit unfair gain (*gharar* and *riba*). PT Al-Falah also offers incentive pricing to encourage eco-conscious purchasing behavior such as discounts for customers who participate in product recycling programs or bring in old tools for repurposing. This pricing model not only fosters loyalty among consumers who value sustainability but also promotes a culture of responsible consumption, reinforcing the notion that ethical and green products can be both accessible and affordable.

The distribution strategy at PT Al-Falah HomeTech Indonesia is designed to minimize environmental impact across the supply chain while maintaining product quality and halal integrity. The company utilizes green logistics principles, emphasizing efficient transportation routes, consolidated shipments, and local sourcing to reduce carbon emissions. Most raw materials are obtained from domestic suppliers within Java and Sumatra, significantly cutting down on transportation-related pollution (Amoako, Dzobenuku, Doe, & Adjaison, 2022).

The company's warehouses implement energy efficient systems, including LED lighting and solar panels, while waste management protocols ensure that packaging and production residues are recycled or reused. Distribution channels prioritize digital transactions and e-commerce, reducing the need for physical documentation and unnecessary energy expenditure. In addition, PT Al-Falah partners only with logistics companies that comply with environmental safety standards and halal handling procedures. This alignment ensures that every stage of the distribution process from factory to consumer reflects the dual commitment to sustainability and *Shariah* compliant business ethics.



Promotion plays a key role in communicating PT Al-Falah's identity as a halal and environmentally conscious enterprise. The company's green promotion strategy focuses on raising consumer awareness and educating the public about the importance of sustainable living from an Islamic perspective (Osiako, Wikurendra, & Abdeljawad, 2022). Advertising campaigns emphasize the connection between *iman* (faith) and environmental responsibility, often featuring slogans such as "Pure Tools for a Clean Life" and "Halal Living, Green Future." These messages highlight the moral duty of Muslims to preserve the earth as *khalifah fil-ardh*.

Marketing communications are conducted primarily through digital platforms, such as Instagram, TikTok, YouTube, and the company's official website, allowing for efficient outreach with minimal carbon footprint. PT Al-Falah's social media content often features tutorials on eco-friendly home practices, testimonials from satisfied customers, and collaborations with Islamic environmental influencers who advocate for ethical consumerism. Additionally, the company participates in green expos, halal trade fairs, and CSR programs such as tree planting, waste collection drives, and community education workshops strengthening its brand reputation as both socially and environmentally responsible.

Transparency is another central aspect of promotion. The company publicly shares information on its supply chain, environmental impact reports, and halal certification updates. This transparency builds trust and credibility, key factors influencing purchase decisions in the halal market. Furthermore, PT Al-Falah integrates eco labeling and halal logos on all product packaging, making it easier for consumers to recognize environmentally safe and religiously permissible items. The promotion of such ethical values not only enhances market competitiveness but also reinforces the symbiotic relationship between green marketing and Islamic moral conduct (García-Salirrosas, & Rondon-Eusebio, 2022).

Overall, the implementation of green marketing strategies at PT Al-Falah HomeTech Indonesia demonstrates that halal compliance and environmental sustainability can coexist harmoniously within modern business practices. Through its integrated approach across product, price, place, and promotion, the company successfully aligns its operational goals with both environmental ethics and Islamic principles. The focus on durability, transparency, fair pricing, eco-friendly distribution, and educational promotion serves as a benchmark for other halal enterprises aspiring to adopt sustainable marketing models.

This comprehensive strategy not only enhances the company's competitive advantage in the global halal market but also contributes to a broader social transformation encouraging Muslim consumers to make conscious, faith based, and environmentally responsible purchasing decisions. PT Al-Falah's example illustrates how



green marketing within the halal industry can evolve beyond a mere branding tool into a transformative force for achieving the vision of a sustainable, ethical, and faith-driven economy.

The Impact of Green Marketing on Sustainability

The implementation of green marketing within PT Al-Falah HomeTech Indonesia has generated a multi-dimensional impact on the company's sustainability performance spanning economic, social, and environmental domains. This impact aligns closely with the Triple Bottom Line (TBL) framework, which emphasizes *People*, *Planet*, and *Profit* as interdependent components of sustainable business development. By incorporating Islamic ethical values into its green marketing strategies, PT Al-Falah demonstrates that a company can pursue profitability and competitiveness while simultaneously upholding moral, social, and ecological responsibilities. The discussion below elaborates on how these impacts manifest in practical and measurable ways.

From an economic standpoint, the adoption of green marketing has significantly enhanced operational efficiency and strengthened PT Al-Falah's position in both domestic and international markets. The company's shift toward eco-friendly materials, energy-efficient machinery, and waste-reduction processes has resulted in measurable cost savings over time. Although initial investments in sustainable technologies were relatively high, these costs were offset by the long-term benefits of reduced energy consumption, minimized material waste, and lower disposal expenses. The efficient use of resources also leads to higher productivity, enabling the company to meet growing consumer demand without expanding its environmental footprint (Trimulato, Syarifuddin, & Lorenza, 2022).

In addition, the company's green product differentiation has created a strong competitive advantage in the halal manufacturing sector. Consumers increasingly associate PT Al-Falah's brand with trust, ethical quality, and environmental responsibility as key factors that influence purchase decisions in the modern halal market. By integrating the *Halalan Thayyiban* concept into product design and marketing, PT Al-Falah appeals to a niche segment of eco-conscious Muslim consumers, who are willing to pay a premium for products that align with both their faith and sustainability values. This alignment between ethical integrity and brand image not only strengthens customer loyalty but also enhances the company's export potential, particularly in markets such as Malaysia, Brunei, and the United Arab Emirates, where demand for certified halal and eco-friendly products is growing rapidly.

Moreover, PT Al-Falah's commitment to transparency and sustainability has improved its access to partnerships, certifications, and investment opportunities. Many financial institutions and investors now prioritize companies with strong environmental,



social, and governance (ESG) performance indicators. Through its compliance with ISO 14001 and BPJPH halal certification, PT Al-Falah positions itself as a reliable and responsible partner for both suppliers and distributors. This synergy between green marketing and Islamic ethics thus ensures economic resilience, proving that sustainability can be a driver not a barrier to profitability (Tayob, 2021).

The social impact of green marketing at PT Al-Falah HomeTech Indonesia is equally profound, as it contributes to strengthening consumer trust, promoting ethical awareness, and enhancing corporate social responsibility (CSR). Trust is a cornerstone of the halal market; consumers expect products that are not only religiously permissible but also ethically produced. Through its consistent adherence to *halal* and *eco-friendly* standards, PT Al-Falah has cultivated a reputation for authenticity, honesty, and social accountability. This trust is further reinforced by the company's transparent communication practices, which include public disclosure of raw material sourcing, production methods, and environmental performance metrics.

Beyond consumer relations, PT Al-Falah's CSR initiatives extend to community empowerment and education. The company regularly conducts outreach programs focused on sustainable household practices, environmental conservation, and ethical consumption from an Islamic perspective. These programs aim to educate local communities on how small behavioral changes such as waste sorting, energy saving, and water conservation can align with the spiritual principle of *amanah* (trusteeship of the Earth). Such initiatives not only foster goodwill among the public but also position PT Al-Falah as a socially responsible organization contributing to broader environmental awareness in Muslim societies.

The company also demonstrates social responsibility within its internal operations. It provides fair wages, safe working environments, and continuous employee training focused on sustainability and ethical business conduct. By doing so, PT Al-Falah promotes a culture of shared responsibility and ethical behavior, ensuring that sustainability is not merely a corporate slogan but a lived practice across all levels of the organization. The company's inclusive policies, which prioritize local suppliers and small businesses in its procurement process, further strengthen its social impact by supporting local economic development and minimizing inequality.

At the environmental level, PT Al-Falah's green marketing strategies have contributed to a significant reduction in waste generation, resource consumption, and carbon emissions throughout its production and distribution chain. One of the most impactful initiatives is the company's adoption of zero-waste production principles, which involve recycling manufacturing scraps, reusing packaging materials, and optimizing raw material usage (Meylinda, & Matondang, 2023). The transition to biodegradable and recyclable materials in both products and packaging has drastically



decreased non-biodegradable waste, aligning with the Islamic ethic of avoiding harm (*la darar wa la dirar*).

The company's manufacturing facilities employ energy-efficient technologies such as solar-powered systems, LED lighting, and water-recycling units, all of which contribute to lowering overall greenhouse gas emissions. Data from internal audits show a steady decline in the company's carbon footprint over the past five years, accompanied by reduced dependency on non-renewable energy sources. Moreover, by sourcing raw materials locally and implementing green logistics such as route optimization and consolidated deliveries the company effectively minimizes transportation emissions, further supporting its environmental sustainability goals.

PT Al-Falah's approach extends beyond internal operations to include consumer-level environmental impact. The durability and repairability of its products encourage consumers to reuse rather than replace household tools, reducing overall waste production. The company's educational campaigns also promote eco-conscious consumption habits, thereby extending the positive environmental influence to the community. Collectively, these initiatives contribute to broader environmental conservation efforts and exemplify the Islamic concept of "*mizan*" (balance), the maintenance of harmony between human activity and the natural world (Lubis, & Syibromalisi, 2023).

The cumulative impact of PT Al-Falah's green marketing initiatives demonstrates a synergistic relationship between economic performance, social well-being, and environmental preservation. The company's experience proves that sustainability is not a cost but an investment in long-term viability. Through the integration of Islamic values such as *amanah*, *adl*, *ihsan*, and *taharah*, PT Al-Falah exemplifies how green marketing can evolve into a spiritual and ethical practice one that aligns profit motives with moral and ecological consciousness.

This integration of faith-based ethics and sustainability principles reinforces the broader notion that the halal industry can serve as a global model for ethical capitalism (Iqbal, Javed, & Bibi, 2025). By operationalizing green marketing within the *Halalan Thayyiban* framework, PT Al-Falah HomeTech Indonesia contributes not only to business growth but also to the realization of a sustainable community. The reduction in waste, enhancement of social welfare, and improvement in operational efficiency collectively represent the company's tangible contribution to the United Nations Sustainable Development Goals (SDGs), particularly SDG 8 (Decent Work and Economic Growth), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action).



In conclusion, PT Al-Falah's case demonstrates that green marketing in the halal industry transcends conventional commercial objectives and it becomes a moral enterprise rooted in the harmony of economic, social, and environmental dimensions. The company's journey offers a valuable blueprint for other halal-based businesses seeking to embrace sustainability while remaining faithful to Islamic principles, ultimately fostering a future where economic prosperity coexists with ecological balance and spiritual accountability.

CONCLUSION

The findings of this study demonstrate that the implementation of green marketing in the halal industry as exemplified by PT Al-Falah HomeTech Indonesia serves as a powerful mechanism for achieving sustainability across economic, social, and environmental dimensions. The integration of eco-friendly practices into the marketing mix, supported by ethical and transparent business conduct, significantly enhances operational efficiency, consumer trust, and brand competitiveness. This research affirms that green marketing, when grounded in the *Halalan Thayyiban* framework, not only fulfills environmental obligations but also embodies the core principles of Islamic ethics, including *amanah* (trust), *adl* (justice), and *ihsan* (excellence). The synergy between Islamic values and sustainable business practices provides a moral and strategic foundation for developing a globally competitive halal industry that contributes to the well-being of both society and the environment.

Based on the study's findings, several recommendations can be proposed to strengthen the implementation of green marketing within the halal industry. For industry players, it is essential to foster continuous innovation in designing eco-friendly halal products, improve production efficiency, and actively engage in consumer education regarding sustainable consumption practices rooted in Islamic teachings. For the government, strengthening regulatory frameworks and incentive programs such as tax reductions, certification support, and sustainable financing can accelerate the transition toward a green halal economy while ensuring adherence to both environmental and religious standards. Meanwhile, for the academic community, further research using quantitative, comparative, or longitudinal approaches is recommended to measure the long-term effectiveness of green marketing initiatives across different halal sectors and regions. Such collaborative efforts among industry, policymakers, and academia will contribute to the realization of a resilient, ethical, and environmentally conscious halal industry that supports sustainable development on a global scale.

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