

Development Of Halal Drink In Era Of Covid-19 And Economic Crisis

R Mochamad A

State Islamic University of Syarif Hidayatullah, Jakarta, Indonesia

*Corresponding author: hs.dynivi@gmail.com

Abstract. *This study aims to analyze the influence of halal drinks in the Covid-19 pandemic which resulted in an economic crisis. Islam is very concerned about the goodness, health and well-being of its people. Halal food and drinks and thayyib will affect both the body and life. Data obtained from literature and institutions related to halal drinks. The methodology uses descriptive analysis. The results obtained are beverage products that are labeled as halal will be considered in choosing a product. Especially for Indonesian people who are generally Muslim. Halal label is given by a trusted institution in Indonesia.*

Keywords: *Drinks, Halal, Covid-19, Economic.*

1. INTRODUCTION

Drink is a liquid that can be consumed by humans. Most of the composition of the human body consists of fluid. Lack of fluid is usually characterized by the emergence of thirst. The definition of drink is anything that can be consumed and can eliminate thirst. Drinks are generally liquid, but some are solid like ice cream or ice cream.

Drink is anything that is drunk into a person's body which is also one of the food intakes that functions to form or replace body tissue, energizes, regulates all processes in the body (Tarwotjo, 2008). Health drinks are anything that is consumed that can relieve thirst and thirst also has beneficial effects on health (Winarti, 2006).

Drinking activities are activities that should not be done haphazardly. Water is one of the media that is easily polluted by various small organisms. It could be in the water that looks clean contains bacteria that are harmful to health. Therefore, the water to be drunk should be sterilized first by boiling, given a disinfectant, filtered by certain tools, and others (Winarti, 2006).

Types of drinks

According to Tarwotjo (2008), the types of drinks available every day are:

1. Daily Drinks are: Water, Tea, Coffee
2. Hot drinks

These types of drinks include: wedang, ginger, wedang round, and others.

3. Cold Drinks are: Syrup ice, Fruit ice, Fruit juice, Teler ice
4. Soft drinks (Soft Drink)

Namely drinks that do not contain alcohol, only contain sugar, or soda. For example cola-cola, sprite, fanta, sosro, and others.

In this case Islam is also a religion that rahmatan lil alamin, giving human guidance in activities ranging from awakening to going back to sleep. Similarly, in consuming drinks. A guide to consuming in Islam is that a Muslim can only consume everything that is lawful and good. Languageally Halal comes from Arabic which means it is allowed. Generally halal can be defined all the objects or activities that are permitted or permitted in Islam. In everyday life, halal is more often used to refer to food or drinks that may be consumed according to Islam. This can be viewed from the content contained in food or drink and how to get food or drink.

The rules regarding consumption are based on QS. Al-Maidah verse 88 which means "And

eat of what Allah has provided for you [which is] lawful and good. And fear Allah, in whom you are believers.” And QS. Al-Baqarah verse 168 which means “O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy.”

Criteria for food or drink can be said halal consists of several aspects, namely:

1. Halal lizaatihi: halal in substance and content
2. Halal from how to get it
3. Halal of how to process it
4. Halal of how to present, deliver and store it

There are also types of drinks that are forbidden, which are as follows:

1. Blood flowing
2. Liquor *atau* *khamr* (a drink that can be intoxicating)
3. Drinks drunk in gold vessels

The legal labeling of halal-haram especially in Indonesia is carried out by an institution called the Indonesian Ulama Council. The labeling is based on Islamic law which originates from the Koran, Sunnah or hadith of the Prophet Muhammad, and Ijtihad or the agreement of the ulama.

In meeting the needs such as drinks there is a study of economics. Etymologically the economy comes from the Greek *eikos* and *nomos*. *eikos* which means household and *nomos* which means regulation. Understanding the economy according to experts is:

1. Understanding economics according to Aristotle is a branch that can be used in two ways, namely, it may be used and possible to be exchanged for goods, so that the economy has an exchange value and use value.
2. Understanding economics according to Suherman Rosyidi is a branch of science that seeks to provide understanding and knowledge of all phenomena that exist in society that arise due to human actions in all their efforts to immediately meet needs or to be able to achieve prosperity.
3. Understanding economics according to Adam Smith is the science of systematically learning about the ins and outs of human behavior. Human behavior here refers to his efforts to allocate limited and unlimited resources to achieve certain goals in his life.

Economics is generally defined as the way humans fulfill desires with limited availability of satisfying needs. Economics itself is divided into two namely macroeconomics and microeconomics. As something that is very attached to daily life, the economy is also inseparable from the economic problems that exist in society. Because humans as economic actors have unlimited needs while satisfying means of limited human needs.

Recently, the economic process in the world experienced a shock caused by a virus called Covid-19. Covid-19 is an infectious disease caused by a newly discovered type of coronavirus. This is a new virus that was previously unknown before the outbreak in Wuhan, China, in December 2019. The most common symptoms of Covid-19 are fever, fatigue and dry cough. Some infected people do not show any symptoms and still feel healthy. In fact, most infected people recover without the need for special treatment. However, it is estimated that 1 out of 6 infected people experience respiratory disorders that are acute enough to need medical treatment.

Covid-19 can spread through sparks from the nose or mouth that come out when an infected person coughs or exhales. Sparks can be directly hit by other people or fall into objects that other people touch. So far research has stated that the Covid-19 virus cannot spread from the air.

1.1 Problems

From the introduction there are problems in the form of:

1. How does halal-haram labeling affect drinks?
2. How does halal drink affect the economy?
3. How can drinks labeled as halal affect the spread of the Covid-19 virus?

1.2 Purpose

2. Analyze the labeling of halal-haram on drinks
3. Analyzing the effect of halal labeled drinks in the economy
4. Analyzing halal drinks against the spread of the Covid-19 virus

1.3 Benefits

This journal is expected to provide knowledge to the public, especially Muslims, about what is halal drink. By knowing what halal drinks are, consumers are expected to understand why it is better to choose halal drinks for consumption. The journal is also expected to provide producers with knowledge in order to consider halal in producing drinks. In addition, this journal is also expected to educate the public about the Covid-19 virus, its distribution, can halal drinks be a means of spreading the Covid-19 virus, and how to prevent it.

2. LITERATURE REVIEW

2.1 Definition of Drink

Drink is anything that is drunk into a person's body which is also one of the food intakes that functions to form or replace body tissue, energizes, regulates all processes in the body (Tarwotjo, 2008). Drink is an ingredient that is needed by living things, which is useful for survival. Therefore, the quality of drinks must be guaranteed so that consumers as the use of beverage products that contain food additives, such as food preservatives (Winarti, 2006).

2.2 Drink in Islam

Halal drinks are drinks that can be drunk according to Islamic Sharia law. all types of drinks that exist on this earth are basically lawful, except there is the proof of the Koran or Hadith that states its prohibition. Halal-haram according to the scholars' fiqh is as explained by Allah and His messengers. In this sense there is an understanding that the right to determine the halal-haram of something is only Allah through His Messenger. Likewise, Yusuf al-Qardhawi writes.

Terms of the drink are said to be halal: 1. All types of water or liquids which are not harmful to human life either endanger in terms of physical, mind, soul or aqidah; 2. Water or liquid that is not intoxicating even though it has been intoxicating like wine that has turned into vinegar; 3. Water or cairan is not in the form of unclean objects or sacred objects that are affected by unclean (mutant).

2.3 Definition of Economy

Etymologically, the Greek *eikos* and *nomos* derive economics. *Eikos* meaning household and *nomos* meaning regulation Economy is commonly defined as the manner in which human desires are met with limited availability of satisfying needs. Economics itself is divided into two, macroeconomics and microeconomics, respectively. The economy is also inseparable from the economic issues that arise in society, as something that is really connected to the daily life. Since as economic actors humans have infinite needs while fulfilling minimal human needs means.

2.4 Definition of Covid-19

WHO announced Covid-19 to be the official name of the disease caused by the Corona virus originating from Wuhan, China. The name was given by WHO Director General Tedros Adhanom Ghebreyesus in Geneva, Switzerland on Tuesday, February 11, 2020. The abbreviation Covid-19 also has details, such as "co" meaning corona, "vi" refers to viruses, "d" for diseases, and 19 is the year the outbreak was first identified on December 31, 2019.

Tedros explained that the name was chosen to avoid stigmatization, as the virus naming guidelines issued by WHO in 2015. The name of the virus or disease will not refer to the geographical location, animals, individuals, or groups of people.

3. METHODS

This research is included in library research (research into bibliography). Library research is a research activity that collects research-relevant information about the topic or problem. Literature research, according to Noeng Muhadjir (1996), is research which requires more philosophical and theoretical preparations than empirical field tests. Because of its theoretical and philosophical character, library research frequently uses a philosophical approach compared to others. Methods of literature research include data sources, data collection, and data interpretation.

3.1 Sample Determination Method

The instruments used in this study are related to Islamic laws, manners to behave in Islam, Islamic consumption provisions, food and drink according to Islam, and their relationship to the economy, and the spread of the Covid-19 virus in Indonesia. The reasoning used in this study is inductive reasoning. Inductive reasoning is a form of reasoning that concludes a general proposition from a number of special propositions (Surajiyo 2006).

3.2 Method of collecting data

Data collection techniques carried out by reading, studying, observing and analyzing related literature that already exists. The scope of this research is generally comprehensive in the Indonesian region.

It can be said that this research method used for writing this paper is done through the study of literature that is done by finding relevant articles or readings to then be used as a reference in writing this paper.

3.3 Data analysis method

In this study the data analysis method used is to draw conclusions from journals and literature regarding consumer behavior on halal drinks in circulation.

4. RESULT AND DISCUSSION

Food and beverage industry is a sub-sector of the manufacturing industry (non-oil and gas) which has a very important role for the Indonesian economy. As in the national context, the existence of the food and beverage industry is also thought to have a positive impact on the economy.

To be able to continue the life of the drink is a fundamental thing that is very necessary. Basically 70% human body consists of fluid components. In meeting this need, there will be very many producers who will produce various kinds of variations. Because based on economic theory every item that has a high need will have value and each producer will try to take as much added value from the product to be sold. So that the emergence of various kinds of variations in drinks.

4.1 Production Theory

In its efforts to produce it is necessary to understand the theory of production. The theory of production is the study of production or economic processes to change factors of production (input) into output (output). Production uses resources to create goods or services that are suitable for use. In production theory, production is an activity to add use value to an item. Production is measured as "the level of output (output) per period of time" because it is a concept of flow.

There are three aspects of the production process, among others: The quantity of goods or services produced, the form of goods and services created, and the temporal and special distribution of goods and services produced.

4.2 Consumer behavior

For the efforts of producers to market the goods in production, an analysis of what is the reason for consumers to consume an item or service is needed. This is also called consumer behavior.

Consumer behavior is the process and activity when someone deals with the search, selection, purchase, use, and evaluation of products and services to meet their needs and desires. Consumer behavior is the things that underlie consumers to make purchasing decisions.

A consumer is someone who uses goods or services. Consumers are assumed to have perfect information or knowledge related to their consumption decisions. They know exactly the quality of goods, production capacity, technology used and prices of goods in the market. They are able to predict the amount of revenue for a period of consumption.

Consumers in terms of appearance are divided into two namely: 1. Personal Consumer This consumer is buying or using goods or services for their own use; 2. Organizational

Consumer: This consumer buys or uses goods or services to meet the needs and run the organization.

The approach taken in studying consumer behavior is divided into 2 theories, namely:

1. Cardinal theory

Cardinal theory states that uses can be calculated in nominal terms, as we calculate weight in grams or kilograms, length in centimeters or meters. Whereas the unit of measure for utility is utility. The decision to consume an item is based on a comparison between the benefits obtained and the costs to be incurred. The utility value obtained from consumption is called total utility (TU). The added usefulness of adding a unit of goods consumed is called marginal utility (MU). The total money spent on consumption is the number of units of goods multiplied by the price per unit.

2. Ordinal theory

According to the Ordinal Theory, usefulness cannot be calculated but can only be compared, as we judge a person's beauty or intelligence. To explain it there are 3 theories used, namely:

- Reference curve

Indifference curves are curves that show various combinations of consumption of two kinds of goods that provide the same level of satisfaction for a consumer. An indifference curve or a set of indifference curves (called an indifference map or indifference map), is faced by only a consumer.

The assumption of the indifference curve is: 1. The farther the indifference curve from the origin, the higher the level of satisfaction; 2. Indifference curves decrease from left to right downward (downward sloping), and convex to the origin point (convex to origin) or the existence of scarcity; 3. Indifference curves do not intersect so that the assumption of transitivity is fulfilled

- Budget line curves

Budget line is a curve that shows the combination of consumption of two kinds of goods that require the same cost (budget). For example the budget line is denoted as BL, while the price as P (P_x for X and P_y for Y) and the amount of goods consumed is Q (Q_x for X and Q_y for Y), then: $BL = P_x.Q_x + P_y.Q_y$

- Changes in the price of goods and income

Changes in prices and income will affect purchasing power, measured by the size of the area of a triangle that is constrained by the budget line curve. If the area of the triangle increases, then purchasing power increases, and vice versa.

From this approach factors can be analyzed that can influence consumer behavior, namely:

• Cultural factors

Cultural factors are the most basic determinants of one's desires and behavior. Culture, compromising basic values, perceptions, desires, and behaviors that a person learns continuously in an environment.

• Social factors

Social factors like cultural factors are factors that come from outside the consumer. This social factor influences through several aspects of society including: group, family, role and status

• Personal factors

Personal factors are factors that come from the consumers themselves. This includes several aspects such as: economic situation, lifestyle, personality, age, work of the consumers themselves

• Psychological factors

Psychological factors are factors that originate from psychology or the mindset of consumers who have formed long ago. This includes: motivation, perception, learning, trust and attitude

From these factors, religion is a very influential factor in consumers' decision making to make a purchase of a product. In Islam there are broad rules covering all aspects of human life from awakening from sleep to going back to sleep. Likewise in consuming everything.

4.3 Halal consumption in Islam

Allah, the Shari'a (which establishes the Shari'a) did not create laws and rules on this earth without any purpose and purpose, but rather the laws and regulations were created with a specific purpose and purpose. Shari'a was revealed by Allah basically to realize human benefit and to avoid damage, both in this world and the hereafter.

One of the important laws and regulations in the lives of mankind and especially Muslims is about halal and haramnya something, whether in the form of food, drink, and all other aspects of life. Halal and haram are fundamental in Islam because they are the substance of Islamic law. The command to consume food in the Qur'an becomes the basis for every Muslim to pay attention and choose to consume only halal food / drinks(Yanggo, 2013).

Humans have several primary needs. One of the primary human needs is food and drink. Human life will be threatened if they do not eat and drink for a certain period of time. Thus the fulfillment of human needs for food and drink is closely related to the maintenance of the soul (hifz al-nafs), the maintenance of reason (hifz al-qaql) and the maintenance of property (hifz al-mal) in the al-shari'ah almaqasid (Yanggo, 2013).

Indonesia as a country with a majority of people is a follower of the Islamic religion as well as a country with the most followers of Islam in the world. There is an official institution that regulates religion in Indonesia, the Indonesian Ulema Council (MUI). In the MUI there is a separate institution to study the halal of a product. This institution is called LPPOM MUI. This institution was established based on the decision to support the Indonesian Ulema Council (MUI) based on licensing decree number 018 / MUI / 1989, on 26 Jumadil Awal 1409 Hijri or 6 January 1989 (Mohamad Nadrattuzaman Hosen, 2008).

In every production of a product to get the consumer market in Indonesia, the need for halal certification from MUI. Every producer who applies for halal certification for his product must attach Halal specifications and Certificate of raw materials, additives and auxiliary materials and process flow materials. The certificate can be from the regional MUI (local product) or an Islamic institution that is recognized by the MUI (imported product) for material derived from animals and their derivatives.

Table1.
Process of Making Halal Label Licensing on Products



Source: BPJPH Kementerian Agama RI

After that, the LPPOM MUI auditor team conducts inspections and audits at the location of the relevant producers and research in the laboratory whose results are evaluated by a meeting of LPPOM MUI experts consisting of nutritionists, biochemists, food, food technology, processing techniques, and other related fields . Halal certificates are valid for two years, while for exported meat a certificate is given for each shipment. Within this timeframe, producers must be able to guarantee the halalness of their products.

The connection in this case is in meeting the need for drinks producers will produce various kinds of drinks with various benefits. Not a few drinks that contain kemudharatan or bad for health and the environment. Because of that the public as consumers will get a lot of diversity in the types of drinks on the market.

Indonesian society which is mostly Muslim. In consuming everything will be greatly influenced by his religion. Therefore, the labeling of halal food and drinks circulating in the Indonesian market will have a major influence on consumers' decisions in choosing the goods.

Muslim consumers in general will choose halal labeled drinks from MUI because they already believe in halal labeling done by MUI. This will greatly affect producers so producers will register the halal of their products at the MUI. After getting a label that a product that has been produced is halal, consumers are expected to choose the product they produce.

In Islam where all consumption is so well regulated that it is fundamental. Eating illicit food in addition to violating the rules of the Islamic religion can also be detrimental to the human body, because illicit food contains a lot of harm and does not bring benefit to human life. There are many benefits that we can get if we always take care of ourselves by consuming halal food / drinks.

We will always be spared from reprehensible morals, because what we consume will become energy in carrying out daily activities. Eating halal food / drink will keep us away from the source of disease, get the pleasure of Allah, keep our hearts and minds, one of the efforts to guide us to the path of heaven, improve offspring, provide peace in life and many other benefits of eating halal food and that is certainly appropriate with maqashid al sharia which is for the benefit of mankind.

With a number of statements above Haslm Theory, a theory developed by Dr.Ir.H. Roikhan Mochamad Aziz. MM, . According to Roikhan, H Theory can be defined as follows: Narrow H Theory is interpreted as the three dominant archetype theory with a specific context in five dimensions of invariant arrangement. Broadly for the most general use H theory can be interpreted as a basic concept theory of the pattern of creation with certain relationships. H is derived from the formula Hahslm, Qur'an Hjr, also stands for Huda or Life.

4.4 Hahslm

While the meaning of H theory is: A complete set / whole system / integrated part will consist of 3 main elements, namely: primary (creator / intermediary), secondary (creation / receiver), tertiary (worship / transmitter) that can be positively or negatively charged. These three elements will fulfill the statement that secondary under primary will do tertiary (man was created by God for worship).

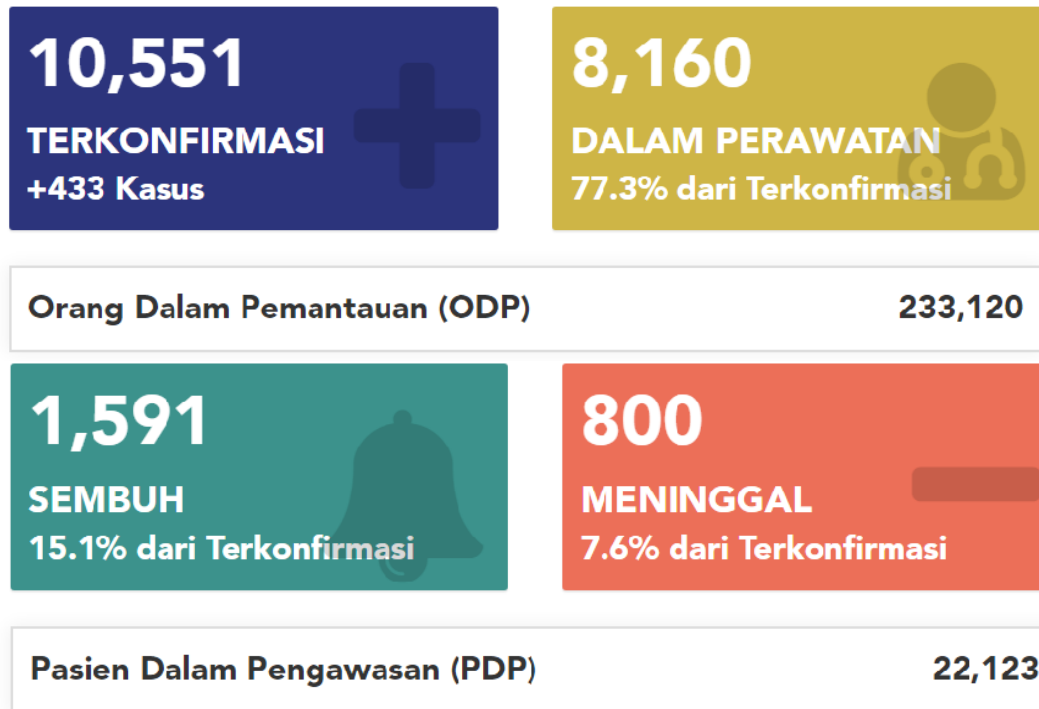
To find out the philosophy of the Theory H is needed deepening of its ontology which is always associated with Islam, both literally and meaningfully. Furthermore, the epistemological development in Islamic institutions that kaffah presents a new terminology becomes a more comprehensive approach. In general, the philosophy of H theory can be analogous sequentially that the background of this theory is the value of Islam with a holistic concept in a balanced way by manifesting the meaning of worship in life.

This is consistent with the contents of the Qur'an which reads 'silmi kâffah', with the explanation that the word 'silmi' is a derivation of the letters sin, lam, mim. The basic words sin, lam, mim is generally one of the solutions to penetrate the development of concepts in order to solve fundamental problems. It is felt the need for a better method to be a balance in overcoming the limitations of the methodology in Islamic studies.

4.5 Covid-19

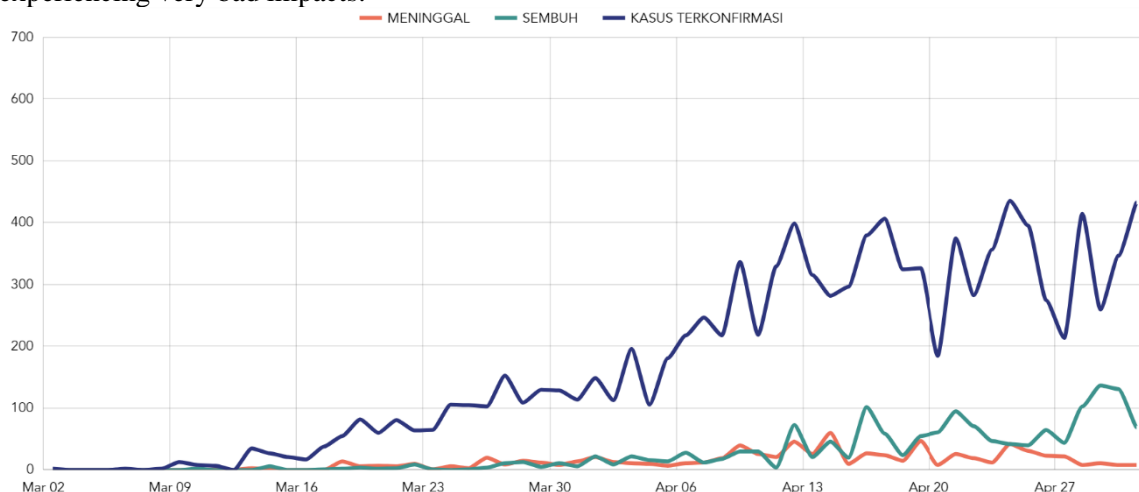
It was first discovered in December 2019 in Wuhan , China in connection with the current pandemic caused by pneumonia-like disease caused by a new virus named the coronavirus novel (2019-nCov). The disease has a very fast spread, with 818,703 cases spread across 203 countries until March 31 , 2020 (Qandi & Rakhmawati, 2020).

Various places have been subjected to regional restrictions to reduce the spread of the Covid-19 virus. The following is the distribution of Covid-19.



Source: Data obtained dated 1 MAY 2020

Viruses that have an impact on respiratory disorders have caused crises in various fields. Both social, economic, education, and various other things. In fact, it can be said that almost all aspects were disturbed in this pandemic. Data to date shows that Indonesia is a country that is experiencing very bad impacts.



Source: Data obtained dated 1 MAY 2020

The high death rate in Indonesia is caused by the lack of both health facilities and health workers in Indonesia. This raises the ability of our medical personnel to cope with the treatment of this virus.

The number of victims of this outbreak continues to increase because of the ease with which the Covid-19 virus has spread. This distribution is said to be through saliva froths that are spread through close contact with other people and are also attached to public goods that are used by many people. Because of this the government held an appeal for the people to stay at home to reduce the spread of the Covid-19 virus.

In connection with this paper because the Covid-19 virus is spread through saliva. It is very possible that the consumption of beverages by the community is the cause of the spread of Covid-19. One of them is by using food and beverage containers that are used interchangeably.

This lack of knowledge of Covid-19 has led to many rumors about various products that

can cure and prevent diseases from Covid-19. Because the rumors that circulated resulted in many people who flocked to buy these products, causing the prices of various products to increase dramatically.

As the price of ginger increases due to high consumer demand for ginger. The high demand can be said because of rumors circulating that ginger drink can kill the Covid-19 virus that may be present in the body because it produces warmth in the body. Although this is absolutely not medically proven.

CONCLUSION

Humans are living creatures whose bodies are mostly filled with fluid. Therefore, humans need to consume drinks to maintain liquid stability in their bodies. The high demand for drinks because drinks are basic goods needed by humans makes many manufacturers competing to produce a variety of beverage products.

As Muslims in consuming everything must consider the halal aspects and the goodness of the products to be consumed. In this case beverage products that are labeled halal will be a consideration in choosing a product. Especially for Indonesian people who are generally Muslim. Halal label is given by a trusted institution in Indonesia, MUI. Because it is hoped that halal-labeled products will have public trust in the goodness of the substances contained in the drink.

The connection with the Covid-19 pandemic consumption of both halal and haram drinks needs to be considered. Because of its spread through sprinkling of saliva, the drink can be a medium for the spread of the Covid-19 virus. This can be through drinks that are consumed together, especially by using the same alternately without being washed first.

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