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HALAL LIFESTYLE OF GEN Z IN INDONESIA: TRENDS, VALUES, AND CHALLENGES

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ABSTRACT

Penelitian ini bertujuan untuk menganalisis tren, nilai, dan tantangan gaya hidup halal (halal lifestyle) di kalangan Generasi Z di Indonesia. Kajian ini menggunakan metode kualitatif dengan pendekatan studi pustaka yang menelaah berbagai artikel ilmiah nasional dan internasional lima tahun terakhir. Hasil penelitian menunjukkan bahwa kesadaran Gen Z terhadap gaya hidup halal mengalami peningkatan, terutama pada sektor makanan, kosmetik, dan fashion, yang dipengaruhi oleh religiusitas, etika konsumsi, serta identitas sosial yang terbentuk melalui media digital. Namun, masih terdapat kesenjangan antara kesadaran dan praktik, terutama terkait validitas sertifikasi halal dan konsistensi penerapan nilai syariah. Tantangan lain meliputi aksesibilitas produk halal, pengaruh tren global yang sekuler, serta literasi konsumen yang belum merata. Temuan ini menegaskan pentingnya edukasi, transparansi produsen, dan regulasi yang kuat untuk memperkuat penerapan halal lifestyle secara konsisten di kalangan Gen Z Indonesia, sekaligus memberikan kontribusi pada pengembangan industri halal nasional dan global.

Keywords:

Smart City, Islamic
Economics,
Sustainability, Green
City, Jakarta

ABSTRACTS

This study aims to analyze the trends, values, and challenges of the halal lifestyle among Generation Z in Indonesia. Using a qualitative method with a literature review approach, this research synthesizes findings from national and international scholarly articles published in the last five years. The results indicate that Gen Z's awareness of the halal lifestyle is increasing, particularly in the areas of food, cosmetics, and fashion, influenced by religiosity, ethical consumption, and social identity shaped through digital media. However, a gap remains between awareness and practice, especially regarding the validity of halal certification and the consistent application of Islamic principles. Other challenges include product accessibility, the influence of global secular trends, and uneven consumer literacy. These findings highlight the importance of consumer education, producer transparency, and strong regulation to strengthen the consistent implementation of the halal lifestyle among Indonesian Gen Z, while also contributing to the development of the halal industry at the national and global levels.

A. INTRODUCTION

Generation Z in Indonesia, born between 1997 and 2012, is a cohort significantly shaped by the rapid development of technology and information. Their easy access to diverse sources of information through social media and other digital platforms influences their consumption patterns, including their preference for products and services aligned with Islamic values. This growing awareness has strengthened the inclination toward the halal lifestyle, yet its consistent implementation in daily life still faces numerous challenges. Research by Rahman and Indra (2024) revealed that although the halal lifestyle has a significant impact on hijab fashion preferences among Gen Z, there remains a gap in their understanding and consistent application of halal principles.

Furthermore, a study conducted by Ishak, Akmal, and Halide (2024) emphasized that the active involvement of Generation Z in Indonesia's halal ecosystem indicates great potential for the growth of the halal industry. Nevertheless, while Gen Z expresses a preference for halal products, challenges persist in ensuring that these products genuinely meet established halal standards. This underscores the need for further research to identify such gaps and explore solutions to bridge the divide between halal preferences and actual practices.

One crucial aspect of the halal lifestyle lies in the selection of cosmetic products that comply with Islamic principles. A study by Sudarsono (2024) demonstrated that religiosity plays a pivotal role in guiding Gen Z's preferences toward halal cosmetics. However, the challenge remains in ensuring that cosmetic products available in the market genuinely fulfill halal criteria and are not merely labeled as halal. This finding highlights the necessity for deeper investigation into the factors influencing halal cosmetic purchasing decisions among Generation Z.

In this context, scholarly research examining the halal lifestyle of Generation Z in Indonesia can make significant contributions. Such research can identify factors influencing the adoption of the halal lifestyle, including religious knowledge, social media influence, and access to halal products. Moreover, it can offer practical recommendations for producers and stakeholders to develop products and services that align with the needs and preferences of Generation Z.

Comprehensive research is also needed to uncover the challenges faced by Generation Z in practicing the halal lifestyle. These challenges include difficulties in distinguishing genuine halal products from counterfeit ones as well as limited access to products that fully comply with halal standards. Accordingly, scholarly work in this field can provide clearer insights into how to bridge the gap between preference and practice in adopting the halal lifestyle among Gen Z.

Previous studies further highlight that technology and social media play a vital role in shaping purchasing decisions for halal products among Generation Z. Digital content and influencers act as driving forces in shaping perceptions and preferences toward halal products. A deeper understanding of these dynamics can help producers

and stakeholders design more effective marketing strategies that resonate with the unique characteristics of Generation Z.

Beyond its practical implications, research on the halal lifestyle also has policy relevance. Understanding the needs and challenges of Generation Z can assist policymakers in designing programs that promote the broader and more effective adoption of the halal lifestyle. Ultimately, this will contribute to sustainable economic development in line with Islamic values in Indonesia.

Generation Z in Indonesia today not only demonstrates growing awareness of the halal lifestyle but also shows increasing selectivity in choosing halal products based on authenticity and official certification. The study *Behavior of Halal Cosmetic Product Purchase Decision in Generation Z* (Afendi, Mashilal, & Izza, 2024) revealed that religiosity and country of origin significantly influence decisions to purchase halal cosmetics, with halal awareness mediating this relationship among Gen Z in Central Java. This finding reinforces that Gen Z is not satisfied with labels alone but demands products that genuinely comply with authentic and credible halal standards.

From a regulatory perspective, the study *Analysis of the Development of Halal Certification in MSMEs in West Java in 2023: Challenges and Government Targets* (Nugraha & Pujakesuma, 2023) found that despite government acceleration targets through BPJPH, significant challenges persist due to bureaucratic complexity and limited human resources capable of managing certification processes effectively. This suggests that regulation alone is insufficient; stronger implementation support is needed to ensure that halal products are genuinely guaranteed.

In addition, the study *Generation Z and the Halal Ecosystem* (Ishak, Akmal, & Halide, 2023) pointed out that Gen Z are not merely passive consumers but also change agents driving the halal industry through demands for transparency, health consciousness, and environmentally friendly products. Their active involvement creates market pressure on producers to elevate standards while simultaneously requiring clearer and more consistent regulations.

Meanwhile, the study *Halal Certification Awareness Perceptions in Indonesian Food SMEs* (Anggriani, Utama, Warkoyo, Wahyudi, Hafid, Maulana, ... Nafis, 2024) revealed that although food SMEs in Malang demonstrate a high level of understanding and trust in halal products, they lack knowledge regarding regulations and certification procedures. These gaps include deficiencies in legal literacy and technical expertise, which hinder SMEs from fully complying with halal standards.

The inclination of Generation Z toward the halal lifestyle is also shaped by modern marketing factors. For instance, the study *The Influence of Halal Lifestyle, Fashion Trends, and Viral Marketing on Gen Z Muslim Fashion Purchasing Decisions* (Ningsih & Faraby, 2023) in Bangkalan Regency found that the halal lifestyle and viral marketing exerted a positive and significant influence on Muslim fashion purchasing decisions, while fashion trends did not always yield a significant effect. This indicates

that digital promotion through viral content serves as an effective channel to reach Gen Z, provided the content aligns with halal values rather than merely following trends.

From a policy perspective, the study *Critical Review of Halal Industry Policy in Indonesia* (Lutfi, 2023) identified that halal product assurance (JPH) policies continue to face overlapping regulations, institutional ambiguities, and barriers for smaller enterprises in accessing certification. This highlights that challenges within the halal industry stem not only from consumers and producers but also from systemic issues within the regulatory framework itself.

In terms of opportunities, the study *Halal Fashion and Gen Z: Driving Sustainability Through Lifestyle* (Syaiful Affa & Khasanah, 2025) found that the halal lifestyle can act as a driver of sustainability in the fashion industry in Pekalongan, a city renowned for its batik and creative industries. This demonstrates that the halal lifestyle is not solely about religious compliance but also holds the potential to become a driving force in creative economic and socio-cultural development, especially when producers prioritize material transparency, local uniqueness, and aesthetic values.

B. METHOD

This study employs a qualitative method with a literature review approach to analyze the trends, values, and challenges of the halal lifestyle among Generation Z in Indonesia. Data were collected from international and national journal articles published in the last five years (2019–2024), academic books, and halal industry reports related to young consumer behavior. The data collection process was carried out by searching keywords such as “halal lifestyle,” “Generation Z Indonesia,” “halal fashion,” and “consumer behavior” through journal databases including Scopus, ScienceDirect, and Google Scholar. The collected data were then screened based on relevance, source quality, and focus on Gen Z’s halal consumption behavior. The analysis was conducted using a thematic method, categorizing the findings into three main themes: trends, values, and challenges of the halal lifestyle. This approach allows the researcher to identify patterns, gaps, and opportunities within the literature, thereby providing a comprehensive understanding of the topic.

C. RESULT AND DISCUSSION

Result

The findings show that Gen Z in Indonesia demonstrates increasing awareness of the halal lifestyle, particularly in the areas of food, cosmetics, and fashion (Rahman & Indra, 2024; Sudarsono, 2024). This trend is influenced by easy access to social media, where influencers and digital content shape young consumers’ preferences (Ishak, Akmal, & Halide, 2024; Fathurrahman & Angesti, 2021). For example, platforms such as Instagram and TikTok serve as primary sources for halal product recommendations. However, there remains a gap between awareness and practice, as not all products consumed are truly halal-certified (Sudarsono, 2024; Auliyana, 2020). This indicates that although the halal lifestyle trend is growing, the consistent application of halal

principles continues to be a challenge. Therefore, understanding these trends must be connected to consumer education and producer transparency.

The core values adopted by Gen Z in practicing the halal lifestyle are religiosity, ethical consumption, and social identity (Shadrina, Benny, & Işık, 2021; Adinugraha & Sartika, 2019). Research indicates that religiosity drives preferences for food, cosmetics, and clothing in line with Islamic principles (Sudarsono, 2024; Moses, 2022). Ethical values also emerge in their awareness of sustainability and the quality of halal products (Handoyo, Sari, & Nugroho, 2022). Social identity is formed through interactions on social media, where Gen Z presents the halal lifestyle as both a symbol of status and religious adherence (Fathurrahman & Angesti, 2021). Nevertheless, literature suggests that these values are not always applied critically, as global trends sometimes contradict halal principles (Ishak, Akmal, & Halide, 2024). Thus, a deeper understanding of halal lifestyle values is needed to support consistent practice.

The main challenges faced by Gen Z include access to halal products, authenticity of halal certification, and the influence of social media that does not always support Islamic values (Rahman & Indra, 2024; Sudarsono, 2024). Many products merely carry a halal label without official certification, making it difficult for young consumers to ensure product authenticity. Moreover, the promotion of global secular lifestyles can blur halal values and lead to inconsistent practices (Shadrina, Benny, & Işık, 2021). Consumer literacy and digital education emerge as key factors to overcome these challenges (Handoyo, Sari, & Nugroho, 2022). This study suggests that strengthening regulation, consumer education, and producer transparency is a strategic solution to enhance the consistent application of the halal lifestyle among Gen Z (Auliyana, 2020). In this way, this article contributes to existing literature by highlighting the integrated relationship between trends, values, and challenges.

Gen Z in Indonesia not only shows increased awareness of halal products but also demands authenticity through clear halal certification. Research by Haryanti (2024) on Gen Z entrepreneurs in the food sector found that literacy regarding halal certification significantly affects attitudes and intentions toward obtaining halal certification. A similar study by Lubis and Izzah (2023) revealed that in North Sumatra, Gen Z does not always prioritize halal labels when products are perceived as “produced by Muslims,” with such assumptions often replacing the need for official certification. Personal experience and product trust perceptions also influence how rigorously they verify halal certification (Lubis & Izzah, 2023). Consequently, uncertainty about certification serves as a barrier to consistent halal lifestyle practices (Haryanti, 2024; Lubis & Izzah, 2023). These studies underscore the importance of education on halal regulatory security and producer transparency to bridge the gap between awareness and actual practice.

The presence of digital media and online reviews also plays a crucial role in Gen Z's purchasing decisions for halal products, particularly food. A study in Tasikmalaya by Andani, Bundo, and Izzuddin (2024) found that review timeliness, review quantity, and review valence all have significant positive effects on Gen Z's online halal food

purchasing decisions. Gen Z tends to trust consumer reviews as part of product literacy, with timely and numerous reviews considered more convincing. However, the study's scope being limited to a single city requires cautious generalization, as local contexts may differ. This research complements earlier literature that primarily focused on values and preferences by adding the dimension of digital interaction in halal consumer behavior.

Beyond food and cosmetics, halal fashion is another area where Gen Z demonstrates awareness of sustainability values that align with halal principles. A study in Pekalongan by Syaiful Affa and Khasanah (2025) found that lifestyle directly predicts halal fashion consumption among Gen Z, with a strong coefficient ($\beta = 0.74$, $p < 0.001$). Interestingly, influencer endorsements, although popular, were not found to be significant moderators in the relationship between lifestyle and halal fashion consumption. These findings suggest that Gen Z internalizes ethical values, sustainability, and authenticity rather than merely following influencer trends. This implies that halal fashion producers should emphasize eco-friendly production, material transparency, and authenticity in their practices.

Personal motivation and social norms have also been shown to play an important role in halal food preferences and purchase decisions among Gen Z. Prasasti, Ul Ashwat, Gunawan, and Azhar (2024) tested the determinants of halal food preference by incorporating halal brand and technology variables into the Theory of Planned Behavior model. Their findings revealed that attitude, subjective norms, and perceived behavioral control significantly influence halal lifestyle and purchasing decisions. In the model, social norms and perceived behavioral control are critical in bridging the gap between intention and action. However, motivation as a moderator was not significant, indicating that external factors such as product availability and price still shape decisions. Thus, despite strong intentions, structural barriers such as cost, certification access, and information continue to restrict consistent halal practices.

Finally, research on halal cosmetics reveals a similar pattern, with religiosity and country of origin playing strong roles through halal awareness as a mediating factor. A study in Central Java by Afendi, Mashilal, and Izza (2024) showed that religiosity and country of origin significantly influence Gen Z's purchase decisions for halal cosmetics, with halal awareness mediating these relationships. This indicates that beyond religious aspects, perceptions of product quality and country reputation also shape halal confidence. The study further revealed that local regulations on imported cosmetics are considered insufficiently strict by some respondents, affecting trust in halal labels. Therefore, to strengthen consistent halal practices, stricter certification policies are needed, particularly for imported products, alongside public education about halal standards in cosmetics.

Discussion

1. Halal Lifestyle Trends among Gen Z

The findings indicate that Generation Z in Indonesia demonstrates a high level of awareness toward the halal lifestyle, particularly in the consumption of food, cosmetics, and fashion (Rahman & Indra, 2024; Sudarsono, 2024). This trend is driven by easy access to social media, which serves as the primary medium for seeking information and recommendations on halal products (Ishak, Akmal, & Halide, 2024; Fathurrahman & Angesti, 2021). Influencers and digital content play an important role in shaping their preferences, highlighting the interaction between digital media and religiosity. However, there remains a gap between awareness and practice, as not all products consumed are genuinely halal-certified (Sudarsono, 2024; Auliyana, 2020). This suggests that trends do not always correspond directly with adherence to halal principles, and consumer education becomes a crucial factor in bridging this gap. This study emphasizes the need for an integrative strategy that combines halal promotion, education, and producer transparency to strengthen the implementation of the halal lifestyle.

2. Values of the Halal Lifestyle

The analysis shows that the core values shaping the halal lifestyle of Gen Z are religiosity, ethical consumption, and social identity (Shadrina, Benny, & Işık, 2021; Adinugraha & Sartika, 2019). Religiosity drives their preference for products that comply with Islamic principles, while ethical consumption guides them toward choosing high-quality and sustainable halal products (Sudarsono, 2024; Handoyo, Sari, & Nugroho, 2022). Social identity is constructed through interactions on social media, where Gen Z presents the halal lifestyle as a symbol of status and religious adherence (Fathurrahman & Angesti, 2021). Nevertheless, these values are often tested by the influence of global secular trends, which may create contradictions between religious values and modern consumption patterns (Ishak, Akmal, & Halide, 2024). This analysis suggests that halal lifestyle values are not solely internal but are also shaped by social environments and digital culture. Therefore, the literature highlights the importance of a holistic approach that integrates religious education, social awareness, and digital literacy to strengthen value consistency.

3. Challenges in Practicing the Halal Lifestyle

This study identifies several key challenges faced by Gen Z in practicing the halal lifestyle, namely the accessibility of halal products, the validity of certification, and the influence of social media (Rahman & Indra, 2024; Sudarsono, 2024). Many products carry a halal label without official certification, making it difficult for consumers to ensure their authenticity (Shadrina, Benny, & Işık, 2021). In addition, global promotions that do not align with Islamic values may lead to inconsistencies in practice. The analysis indicates that consumer literacy and digital education are critical factors in overcoming these challenges (Handoyo, Sari, & Nugroho, 2022). By strengthening education, producer transparency, and halal regulation, the gap between trends, values, and practices can be minimized. This study demonstrates that the challenges are not

limited to products but also extend to consumer behavior and the influence of the digital environment.

4. Implications of the Analysis

Based on the findings, it can be concluded that the halal lifestyle of Gen Z is influenced by a complex interaction between consumption trends, religious values, and external challenges. Digital trends facilitate access to information but also present risks of inconsistency in halal practices. Religious values serve as the main motivator, yet they must be supported by literacy and education to ensure consistent application. The key challenges related to product access and certification validity highlight the need for the active roles of producers, regulators, and other stakeholders. This analysis emphasizes that previous studies often focused on a single aspect—trends, values, or challenges—while this article complements the literature with an integrated perspective. Through this approach, practical strategies can be formulated to strengthen the consistent practice of the halal lifestyle among Indonesian Gen Z.

D. CONCLUSION

The halal lifestyle among Generation Z in Indonesia shows significant development, particularly in the consumption of food, cosmetics, and fashion. High awareness of halal is influenced by religiosity, ethical consumption, social identity, as well as access to and the influence of social media. Nevertheless, a gap remains between awareness and practice, especially concerning the validity of halal certification and the consistent application of halal values. Religious values serve as the primary factor, yet their application is shaped by global trends and digital environments that sometimes contradict Sharia principles. The main challenges faced by Gen Z include the accessibility of halal products, the validity of certification, and consumer digital literacy. This study complements previous literature by offering an integrated perspective on the trends, values, and challenges of the halal lifestyle, thereby providing a comprehensive overview of this phenomenon.

Recommendations

Enhancing digital literacy and consumer education becomes a primary strategy to improve understanding and consistency in the application of the halal lifestyle among Gen Z. Producers and stakeholders need to ensure product transparency and the validity of halal certification in order to build consumer trust. The use of social media and influencers who uphold halal values can be optimized as effective tools for education and promotion. The government and regulators are expected to strengthen oversight of halal certification and provide guidance for young consumers in selecting halal products. This study recommends the development of collaborative strategies among producers, regulators, and educators to bridge the gap between trends, values, and practices of the halal lifestyle. In addition, further research is needed to explore the psychological and social dynamics that influence halal consumption decisions among Gen Z.

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