

The Impact of Halal Branding on Economic Barrier to Entry toward Edamame International Trade

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ABSTRACT

This article aims to establish halal branding in the international trade of edamame products and to describe the company's positioning using halal branding in the international trade of edamame products. This research used qualitative research methods with a phenomenological approach to explore business people's experiences with halal branding on their products. The data analysis findings indicate that the company's halal branding has the potential to outperform competitors in the global market. Through halal branding, it is possible to transform the resulting outcome of differentiated products with a value chain that complies with halal standards. Halal branding can serve as a deterrent to competitors entering international markets. Up to this point, the barriers to market entry have been limited to legal and economic barriers. This article contributes to developing a new theory on trade based on competitive advantage. This paper additionally highlights safety barriers as a type of entry barrier within the context of barriers to entry. Safety barriers to entry in global competition refer to obstacles related to product quality, safety, halal standards, and health, spanning the entire production process to the final delivery to consumers. These barriers serve as a hindrance for new entrants seeking to compete in the international market.

Keywords: halal branding, economy barrier to entry, international trade

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