Halal Concept as an International Legal Model for Maintaining Environmental Sustainability: Case Study of Halal Street Food in the US

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Abstract
Culture is limited to art, customs, language, and food. Globalization makes it easier for this culture to spread across countries, including food. Likewise, the halal concept in the food industry continues to develop rapidly in the United States. This research aims to discover how the halal concept is closely related to the sustainability of life, involving SDG principles, so that the benefits are considered not to cause damage. The research method used this time is library research with a maqashid sharia concept approach. The author also used gastroeconomics to discuss the relationship between culinary delights and economic sustainability in the United States. The findings showed a relationship between the halal concept and international law, maqashid sharia and environmental sustainability, and the implementation of gastroeconomics in maqashid sharia as evidenced by street food in the United States. Halal street food is becoming increasingly important in the American culinary industry due to its good reception by the American public, support on social media, and adaptation to culinary trends.

Keywords: Environmental Sustainability, Gastroeconomics, Halal Concept, Halal Street Food, Maqashid Syariah

Abstrak
Budaya terbatas pada seni, adat istiadat, bahasa, dan makanan. Globalisasi membuat budaya ini semakin mudah menyebar ke berbagai negara, termasuk makanan. Begitu juga dengan konsep halal dalam industri makanan yang terus berkembang pesat di Amerika Serikat. Penelitian ini bertujuan untuk mengetahui bagaimana konsep halal berkaitan erat dengan keberlanjutan kehidupan yang melibatkan prinsip-prinsip SDGs, sehingga manfaatnya dianggap tidak menimbulkan kerusakan. Metode penelitian yang digunakan kali ini adalah penelitian kepustakaan dengan pendekatan konsep

Kata Kunci: Keberlanjutan Lingkungan, Gastroekonomi, Konsep Halal, Makanan Jalan Halal, Maqashid Syariah

**Introduction**

Globalization has had a major influence on the world, affecting all aspects, including culture. Culture is limited to art, customs, fashion, and food (Mohan, 2023). As the Muslim population grows worldwide, the need to fulfill halal needs, especially halal food, is becoming a new concern (Subianto, 2018). This condition opens its opportunities and challenges. Globalization opens opportunities for population distribution through global migration. Muslim minority countries, which previously did not pay much attention to specific regulations regarding halal food, are increasingly trying to adapt as the Muslim population in the area increases. It also opens opportunities for Muslim-friendly tourism, benefiting the region and the country.

Apart from being based on factors such as the above, the halal concept was chosen because of its relationship with survival, especially points two (zero hunger, achieving food security and improving nutrition, and encouraging sustainable agriculture), three (good wealth and well-being, ensuring a healthy life and improving welfare for all people at all ages), eight (decent work and economic growth, encouraging inclusive, sustainable economic growth, full and productive employment, and decent work), and fifteen (life on land, protecting, restoring and encouraging sustainable use of flat ecosystems, sustainably managing forests, fighting unemployment and stopping and reversing land degradation and stopping biodiversity loss) in the SDGs. Halal food processing involves understanding the impact of human activities on ecosystems and the need to adopt sustainability principles in the halal production, distribution, and consumption processes. Apart from cultural influences and needs, the halal concept is based primarily on religious obligations. This halal concept will guide the good use of resources without excessive use. At the same time, how can this use not produce waste that can damage and harm other living creatures and can bring benefits or at least cause damage? Halal food processing involves understanding the impact of human activities on ecosystems and the need to adopt sustainability principles in the halal production, distribution, and consumption processes. Apart from cultural influences and needs, the halal concept is based primarily on religious obligations. This halal concept will guide the good use of resources without excessive use. At the same time, how can we ensure that this use does not produce waste that can damage and harm other living creatures and can bring benefits or at least cause damage?

Globalization has resulted in major shifts that have affected many aspects of life, including cultural customs (Raikhan et al., 2014). Culture is more than just displays of art or fashion; it also includes dietary patterns, notably food intake. With the growing Muslim population globally, there is a greater need for halal items, notably halal food, which presents both opportunities and challenges. Globalization promotes population dispersion through extensive migration, resulting in an increased presence of Muslim populations in areas where halal laws were not previously valued. As a result, there is a growing demand for adaptation and housing to fulfill halal standards. This shift promotes inclusivity and creates opportunities for Muslim-friendly tourism, which benefits regional and national economies.

Furthermore, the halal concept's popularity stems from its natural relationship to sustainability and survival. Halal food processing involves a thorough awareness of the environmental implications of human activities, emphasizing the importance of incorporating sustainability principles across the
manufacturing, distribution, and consumption stages (Bux et al., 2022; Handayati & Rochayatun, 2024). Beyond cultural and nutritional issues, the halal idea is fundamentally based on religious responsibilities, which guide resource utilization while reducing waste generation. This comprehensive strategy seeks to ensure that resource exploitation enhances human well-being and protects environmental integrity, hence reducing harm to other living species. Thus, the halal concept has crossed cultural and religious boundaries, providing a foundation for responsible resource management and sustainable practices in the global food business.

Researchers found the intersection of globalization, cultural shifts, and the emergence of halal concepts, particularly in food production and consumption, as a novelty. Therefore, if they were to be elaborated, it would include (1) a growing Muslim population and halal food demand that highlights how globalization has led to increased migration, which results in a greater presence of Muslim populations in areas where halal laws were not previously emphasized; (2) halal concept sustainability, emphasizing the importance of considering environmental implications and adopting sustainability principles throughout the production, distribution, and consumption processes of halal food; and (3) inclusivity and economic opportunities, underlines the broader economic implications of adapting to halal standards in regions experiencing demographic changes due to globalization.

Several journals discuss halal food and its relation to the challenges of the Industrial Revolution, where the point is how to maintain production and distribution processes so that they remain compliant and maintain product halal. What are the challenges the halal industry faces in determining appropriate policies and competitiveness? Previous research, which the author also reviewed, discussed maqashid sharia but focused on its relationship with the green economy and fiqh al-bi'ah. The author reviews previous research that discusses the relationship between sustainability and halal food certification. From these journals, gaps and novelty can be found for this research, namely that among these studies, none have specifically discussed the United States as study material or case studies. At the same time, there has not been anything that specifically explains the relationship between the concept of halal in The street food industry is an international legal model for maintaining environmental sustainability, especially in the SDG points mentioned above (Kusumawaty et al., 2020; Iskandar et al., 2019).

**Research Method**

As the center of various aspects of life, such as entertainment, economics, education, and many others, the author chose to study the United States while considering the large number of Muslim immigrants who also choose to live in this country. Researchers use qualitative methodology in conducting research. Through library research and reviewing related news and previous research, the researcher connects the research results by applying the concept of maqashid sharia. This research aims to examine how the United States, which is a country with minimal knowledge about everything related to Muslim communities, can apply the halal concept in producing the food they produce. By focusing on street food in the United States, which is pocket-friendly and can be consumed by all levels of society, researchers relate how the halal concept can impact environmental sustainability. The relevance of using maqashid sharia and the halal concept is that the two are interrelated, where they can be linked to each other and aim to maintain environmental sustainability.

Researchers use qualitative methodology in conducting research. Through library research and studying related news, researchers connect research results by applying the concept of maqashid sharia. This research aims to examine how the United States, which is a country with a Muslim minority, can apply the halal concept in producing the food they produce. By focusing on street food in the United States, which is pocket-friendly and can be consumed by all levels of society, researchers relate how the halal concept can impact environmental sustainability. The relevance of using maqashid sharia and the halal concept is that the two are
interrelated, where they can be linked to each other and aim to maintain environmental sustainability.

Furthermore, scholars gain insight into broader societal consequences by including maqashid sharia and the idea of halal in street food manufacturing in the United States. They examine how halal practices can improve the environment while fostering community diversity and social harmony. Given the United States' broad demographic makeup, adopting halal principles in food manufacturing can meet the dietary demands and preferences of Muslim consumers while also encouraging cultural diversity and understanding among all parts of society. This holistic approach acknowledges the multiple characteristics of sustainability, including environmental concerns and social and cultural dimensions.

Theory and Conceptual Framework

The term "gastroeconomics" first appeared in 2006. Precisely in a book by Daniel Altman entitled "The Age of the Economist." This term refers to 'gastronomy,' which discusses the culinary world with 'economics'(Richardson & Fernqvist, 2022). This concept highlights the importance of the food and beverage sector in a country's economy and its impact on other economic aspects such as economic growth, employment, and tourism in a particular country or region. This term became popular as the public's interest in local cuisine, sustainability, and culinary experiences increased. This term describes the relationship between economic aspects and the food industry, including production, distribution, and consumption processes and their impact on the economy (Rinaldi, 2017).

Gastroeconomics has become the subject of research and debate among economists, chefs, industry players, and policymakers. It reflects the importance of the culinary industry in modern society and its increasingly prominent role in the global economy. Apart from that, this is also related to studies regarding the sustainability and environmental impacts of the food and beverage industry and social and cultural aspects of food consumption. Furthermore, developing gastroeconomics is the basis for developing public policies around the culinary sector, such as agricultural policies, trade, fisheries, tourism, and food regulations. By understanding the economic contribution of the culinary sector, stakeholders can design various programs and strategies that support more effective economic growth and support community welfare.

Since its birth in 2006 in Daniel Altman's book "The Age of the Economist," the term "gastroeconomics" has combined gastronomy and economics, shedding light on the critical role of the food and beverage industry in a country's economic landscape. This notion emphasizes how the culinary sector influences different economic aspects, such as promoting economic growth, creating job possibilities, and boosting tourism in specific areas. As interest in local cuisines, sustainability, and culinary experiences grew, gastroeconomics emerged as a framework for investigating the complex relationship between economic dynamics and the food industry's processes, including production, distribution, and consumption, and their broader economic implications.

The rise of gastroeconomics has prompted a surge of research and debate among economists, chefs, industry players, and politicians, underlining the culinary realm's growing importance in modern society and its expanding footprint in the global economy. Beyond economic issues, gastroeconomics intersects with research into sustainability, environmental implications, and the socio-cultural aspects of food consumption. Furthermore, improving gastroeconomics lays the groundwork for shaping governmental policies affecting the culinary sector, including agricultural policy, trade agreements, fisheries management, tourism efforts, and food restrictions. Understanding the economic contributions of the culinary sector enables stakeholders to develop specialized initiatives and policies to promote more resilient economic growth and improve community well-being.

In practice, the United States can apply this concept in their country, starting with the halal street food industry. With appropriate implementation, it is hoped that the market for this industry, especially the Muslim community,
can indirectly support the running of the country's economy. Government assistance for local halal street food in the United States can open up economic growth opportunities and more diverse employment opportunities. In the future, if these local entrepreneurs become successful, then the opportunity for the emergence of new MNCs that support the American economy will also be greater. Don't forget that this start will spread to the opening of opportunities for "Muslim-friendly halal tourism," which, apart from attracting tourists, will also attract investors to invest in this field.

Results and Explanation

Halal Concept in International Law

International law deals with halal concepts, including certification, regulations, and its relationship to international trade. The book "International Recognition of Halal Certification" discusses aspects of consideration of halal and haram based on sharia, laws, and practices that apply throughout the world. Halal standards explain how organizations worldwide establish halal rules in international relations, including trade. Additionally, global laws and practices may affect halal certification related to halal certification obligations in international trade. In addition, the halal industry significantly influences the global economy, trade, and investment, and developing requires collaboration between countries (Setyaningsih, 2022; Syarif & Adnan, 2019).

The concept of halal in international law includes many important elements. First, human rights, as stated in the Universal Declaration of Human Rights (UDHR) and the International Covenant on Political Rights (ICCPR), guarantee freedom of religion and belief, including the right of every person to follow the teachings of his religion and carry out worship according to his beliefs, as well as the right to ensure that the food and drinks they consume are halal. Second, halal law can be included in export and import regulations in international trade and can be regulated in bilateral or regional trade agreements.

Third, special regulations relating to the safety and halalness of food and pharmaceutical products in some countries may also include halal requirements. Fourth, international standardization organizations such as ISO can help develop standards for halal products. Fifth, international recognition of certain halal certification institutions can facilitate international trade. Although halal is not governed by specific international regulations, these principles create the basis for recognizing and respecting halal worldwide. However, it is important to remember that practices may vary in different countries.

a. International Legal Basis for Halal Food

Islamic law is the basis of the concept of halal food. In international law, halal certification regulations are based on Indonesian law and international legal instruments. Halal standards influence international trade because halal products must meet certain requirements to be traded. In addition, global laws and customs can serve as a source of halal certification related to halal certification obligations in international trade. In addition, the halal industry significantly influences the global economy, trade, and investment, and developing requires collaboration between countries (Syarif & Adnan, 2019).

The Universal Declaration of Human Rights (UDHR) and the International Covenant on Civil and Political Rights (ICCPR) guarantee that human rights, international trade, and food and pharmaceutical regulations ensure that everyone can choose food based on their religious beliefs, including religious beliefs. Halal. In international trade, laws and agreements may include halal requirements as part of product and service regulations, and bilateral or regional agreements may include halal certification to facilitate cross-border trade. International standards organizations, such as the International Body for Standardization (ISO), can help set standards related to halal products, including production processes, ingredients, and halal certification.

Additionally, in some countries, regulations on the halal and safety of food and pharmaceutical products may include halal regulations. Although halal certification is spread across various legal instruments, international cooperation in recognizing halal...
certification is also possible, forming the basis for understanding and applying halal principles worldwide. However, how each country implements it may differ depending on national regulations and international agreements.

Halal food is founded on Islamic law. However, its regulation transcends national borders and takes shape within the framework of international law (Nasution, 2020). Halal certification requirements, for example, draw inspiration from Indonesian law and a wide range of international legal instruments. This integration emphasizes the importance of integrating halal practices into larger global legal frameworks governing trade and commerce (Utama et al., 2019).

Islamic law serves as the foundational basis for halal food. However, its regulation transcends national borders, finding expression within the framework of international law. Halal certification regulations, for instance, derive influence not only from Indonesian law but also from a spectrum of international legal instruments. This integration underscores the importance of aligning halal practices with broader global legal frameworks governing trade and commerce.

Furthermore, the halal industry's significant impact on the global economy, commerce, and investment emphasizes the importance of international cooperation. Recognizing the varied significance of halal principles, promoting their development necessitates globally concerted cooperation and coordination. This collaborative approach is critical to safeguarding the integrity and viability of the halal business in the global economic landscape (Ahyani et al., 2020; Pujayanti, 2020).

In addition to legislative frameworks governing trade, the convergence of human rights and international trade agreements influences the rhetoric surrounding halal food. The Universal Declaration of Human Rights (UDHR) and the International Covenant on Civil and Political Rights (ICCPR) protect people's right to choose food based on their religious convictions, including eating halal items. These concepts are frequently mirrored in international trade regulations and agreements, with halal criteria included to encourage smooth cross-border trade.

Furthermore, international standards bodies like the International Organization for Standardization (ISO) are important in establishing standards for halal items. These guidelines address various issues, including production techniques, ingredients, and halal certification procedures. These standardization efforts help to ensure uniformity and reliability in halal products across global marketplaces, boosting customer confidence and improving trade efficiency.

b. Implications of International Law on Environmental Sustainability

Various legal instruments that establish standards and principles for protecting the world's ecosystems demonstrate the impact of international law on environmental sustainability. All global efforts to face environmental challenges are based on international agreements such as the Kyoto Protocol on Climate Change, the Ramsar Convention on Wetlands, and the Biodiversity Convention. Environmental rights are increasingly recognized as human rights. Human rights documents such as the ICESCR and the Convention on the Rights of the Child affirm everyone's right to live in a healthy and sustainable environment (Kim et al., 2020).

While general principles of international law establish the responsibility of states to protect the environment and bear its consequences, international law of the sea, particularly UNCLOS, provides a framework for managing and conserving marine resources. Moreover, environmental sustainability tells us we must do something for future generations. This legal framework also includes efforts to improve the enforcement of international environmental law, including applying international sanctions against significant environmental violations. This legal basis creates a foundation for global cooperation in maintaining environmental sustainability for current and future generations, although there are still challenges to implementing it.

International law has far-reaching ramifications for environmental sustainability,
with a variety of legal instruments defining norms and principles to protect the world's ecosystems. The Kyoto Protocol on Climate Change, the Ramsar Convention on Wetlands, and the Biodiversity Convention are key to worldwide efforts to solve environmental concerns. These accords serve as pillars for governments to adopt sustainable environmental policies, emphasizing the interconnectivity of environmental protection and international cooperation (Kim et al., 2020).

Environmental rights are increasingly being recognized as human rights, confirming individuals' entitlement to live in a healthy and sustainable environment. The International Covenant on Economic, Social, and Cultural Rights (ICESCR) and the Convention on the Rights of the Child both emphasize the fundamental right to environmental well-being and human dignity. This recognition within human rights frameworks emphasizes the importance of governments prioritizing environmental sustainability as a key component of their legal and policy agendas.

Furthermore, international law of the sea, particularly the United Nations Convention on the Law of the Sea (UNCLOS), provides a strong foundation for marine resource management and conservation. This legal instrument specifies principles and processes for the sustainable use of marine resources, emphasizing the significance of striking a balance between environmental preservation and economic interests. UNCLOS helps to protect the ecological integrity of marine habitats, which is critical for global environmental sustainability.

Moreover, the notion of environmental sustainability emphasizes the importance of acting in such a way that future generations can thrive. Efforts to strengthen the enforcement of international environmental law, particularly the application of sanctions for serious violations, reflect a commitment to maintain environmental integrity across borders. While obstacles remain in implementing these legal frameworks, their existence serves as the foundation for global collaboration in ensuring environmental sustainability for present and future generations, indicating a shared commitment to protecting the earth for posterity.

International law relating to environmental sustainability can influence various things, such as (Dr. Idris, 2013; Wijoyo & Efendi, 2017): 1). International Agreements: because Indonesia has participated in various international environmental agreements, state law must implement these agreements. 2). Principles of international environmental law: various sub-branches of international environmental law, such as marine environmental protection, environmental protection, and marine environmental protection, have been established by international law. 3). Development of international environmental law: international environmental law has been shaped by international treaties, international customs, general principles, court decisions, and scholarly theories. 4). Climate change is one of the important issues in international law that affects international society. 5). Recognition of Halal Certification: This is also influenced by international law, which is related to the requirement for halal certification in international trade.

The Concept of Maqashid Syariah in the Context of Environmental Sustainability

The concept of the objectives of Islamic law, or Maqashid Syariah, is related to environmental sustainability. In this context, the Maqashid Syariah concept emphasizes the importance of preserving the environment as part of maintaining human benefit, which includes maintaining the ecological balance created by God and preventing destruction and exploitation (Fad, 2019; Rusanti, 2021). In Islam, environmental conservation is considered everyone's obligation and relates to hifdz al-din (protection of religion) and hifdz al-nasl (protection of nature) (Firdaus, 2022). Therefore, the main aim of Maqashid Syariah is to create benefits for humans, which is demonstrated by maintaining a healthy environment and conserving natural resources. Therefore, the idea of Maqashid Syariah provides a strong legal and ethical foundation to
a. The Relevance of Maqashid Syariah in Environmental Sustainability

Maqashid sharia linguistically means the aims and objectives of the existence of Islamic sharia, which explains the reasons for sharia in Islam. Islamic Sharia is a series of living rules for humans in carrying out their lives that come from Allah. Islamic law and Sharia exist to be carried out and implemented by humans in their daily lives. Apart from being a regulation, the law applies for human good, namely, to achieve a happy and prosperous life. Humans must be able to take advantage of and avoid harm in living life in the world to achieve this happiness (Gumanti, 2018).

The concept of maqashid sharia exists to understand the wisdom of what Allah has ordained for humans, the main thing being the achievement of maslahah or human goodness and welfare in this worldly life and the afterlife. Prosperity in life in the world is not only physical and individual but also spiritual and social life. Several things must be fulfilled to achieve this goal. Among these needs are dharuriyat (primary), hajiyat (primary), and tahsiniat or kamaliat (tertiary) needs (Yumni, 2016). They apply this theory by considering things such as the following:

1. Hifdž al-Din, although Muslims are a minority in America, globalization and modernization seem to have a significant impact on the spread of Muslim society in this country.
2. Hifz al-Mal, the street food standard, which is expected to have a satisfying taste but is still friendly to consumers' pockets, can also be said to be an effort to protect assets.
3. Hifz al-Nafs, the main aim of their production, apart from making a profit, is also to maintain their safety and the souls of consumers as product users and producers as people who make and distribute products, in this case, food.
4. Justice and equalization of satisfaction obtained by customers is the goal of the food industry, so in the production process, there is a need for consistency so that consumer satisfaction is maintained by getting the same thing and the same quality in every food or drink purchased.
5. The principles of convenience, low prices, and ease of finding it (ease of access) are things that make it easier for consumers to find street food because street food is scattered almost everywhere in the United States.
6. In accordance with Islamic teachings, the increasing number of Muslims visiting or living in the United States is a reason for street food entrepreneurs to continuously develop and maintain their products so that they remain safe and friendly for consumption by the Muslim community.
8. Consumer security.

By using materials that can be recycled and do not cause pollution, street food products in the United States have also succeeded in winning the hearts of modern society, which is oriented towards environmental sustainability, as seen from the choice of wrappers or packaging that can be recycled and can even be consumed together with the food it is wrapped in. This effort can be said to reduce the remaining waste from the food consumed. The choice of ingredients in the preparation also uses ingredients that are safe for health by considering the halal concept in Islam. The purpose of applying the halal concept is to avoid the use of pork, alcohol, or anything that is forbidden in Islam.

b. Analysis of the Maqashid Sharia Concept in Halal Regulations

The concept of Maqashid Syariah has had a significant impact on halal regulations, especially in the context of Muslim consumer protection and the development of halal industry law. Maqashid Syariah emphasizes the protection of human benefit, including the consumption of halal food and products. Several studies highlight how the Maqashid Syariah concept influences halal certification and halal product guarantees, as well as being the basis for the development of halal industry law. It includes aspects such as consumer protection, halal awareness, and product responsibility in the halal industry. Thus, Maqashid Syariah plays an important role in ensuring compliance with...
Sharia principles in the production and consumption of halal products, as well as in maintaining prosperity and justice for Muslim communities (Lis Sulistiani, 2018).

Analysis of the Maqashid Syariah concept in halal law shows a comprehensive approach to establishing halal product standards and protocols (Al Mustaqim, 2023; Aziz, 2017). The Hifz al-Din concept emphasizes the importance of religious aspects and directs halal laws to be in accordance with Islamic teachings. Hifz al-Mal emphasized the importance of preserving the wealth of Muslims, ensuring economic stability, and recognizing the halal nature of investment in the halal sector. Hifz al-Nafs focuses on consumer safety and guarantees that halal products do not harm life or health. Meanwhile, Maqashid al-Shariah establishes laws to achieve the general goals of Islamic law, such as economic and environmental sustainability and public benefit. The principle of justice (‘Is) ensures fair treatment for all parties in the halal industry, while the concept of convenience emphasizes easy access to fulfill religious obligations. Thus, Maqashid Syariah's analysis of halal regulations creates an ethical and holistic framework that reflects Islamic values, integrates religious, economic, health, and justice aspects, and supports the general objectives of Islamic law (Al Maidah & Hammam, 2022).

Case Study: Halal Streetfood in the United States

a. Context of Halal Streetfood in the United States

Halal street food, or street food that meets halal standards, is growing in popularity in the United States as awareness and demand for halal food increases. It showcases the culinary diversity of the country and allows Muslims and non-Muslims alike to enjoy delicious dishes that meet halal standards. Factors that determine the success of halal street food in the United States include:

1. The diversity of the menu, kebabs, falafel, biryani, and typical Middle Eastern dishes are some examples of food offered by halal street food sellers originating from various types of cuisine originating from the Middle East, Mediterranean, and South Asia.

2. Location and mobility: mobility is the advantage of street food. Halal food carts and food trucks can travel to various places, such as offices, shopping centers, or special events, increasing their affordability and appeal.

3. Culinary Innovation: mobility food traders often innovate by creating unique dishes or presenting culinary traditions with a modern touch; it attracts the attention of consumers who are looking for a different culinary experience.

4. Halal Certification; the success of food on halal streets is related to halal certification provided by trusted institutions. This certification gives customers confidence that strict halal standards are applied to the food they purchase.

5. Public Acceptance Halal restaurants and food trucks have become popular places in several large cities in the United States as the public increasingly accepts and appreciates various types of food, including halal street food.

6. Social media highly promotes the influence of social media, halal food on the street. Halal street food merchants can gain significant visibility by featuring photos, reviews, and recommendations on platforms such as Yelp and Instagram.

Although halal street food businesses have grown and become more popular, they may face some problems, including complying with food regulations, competition in a busy street food market, and location changes that may impact customer numbers. Nevertheless, halal street food continues to enrich the American culinary industry while meeting the growing demand for halal food (Fad, 2019).

b. Gastro Economy Challenges to Maqashid Syariah in the United States Streetfood Market

The term "Gastro Economy" is a combination of two concepts of 'gastronomy,' namely the science of food and drink and 'economics'(Abdou et al., 2023). This term refers to the study of how the food and beverage industry contributes to the economy of a region or country. As local food is close to the community, street food in the United States...
become a lifestyle that continues to develop and introduces local traditions (Rinaldi, 2017). It can indirectly impact society and the economy of the country. The relationship between gastro-economics and the implementation of maqashid sharia, although it looks promising, still has challenges in its implementation in the field. Applying the concept in the field cannot be done instantly and requires effort, which is not easy. Some of the challenges faced are explained as follows:

1. Compliance with Sharia. The lack of knowledge among the people of the United States regarding the concept of sharia in Islam is based on the lack of followers of this religion in that country, meaning that the application of sharia in street food market interactions cannot be said to be appropriate.

2. Multicultural. The diversity in the United States influences the consideration of the appropriate use of maqashid sharia in Islam. They think that it is not only Muslims who are their consumers. Lack of awareness of Sharia results in a lack of compliance with this law.

3. Providing Healthy Food Options: Although street food is often known for its delicious and varied food, the challenge of providing healthy and nutritious food options remains relevant in the context of maqashid sharia. In Islam, health and physical well-being are taken seriously, so promoting healthy eating and providing clear nutritional information is important.

4. Waste Management and Environmental Impact. Street food is often associated with the use of single-use packaging and excessive waste disposal, which can have a negative impact on the environment. In maqashid sharia, protecting the natural environment is also an important aspect. Therefore, this challenge requires innovation in waste management and environmentally friendly business practices.

5. Business and Transaction Ethics. Maqashid Sharia also emphasizes the importance of business ethics and fair and transparent transactions. In the American street food market, where business competition can be intense, these challenges include ensuring that business practices undertaken by merchants follow principles of fairness and do not harm consumers or competitors.

6. Community Understanding and Acceptance. Finally, another big challenge is promoting public understanding and acceptance of the principles of maqashid sharia in the context of street food markets. By strengthening awareness and education about Islamic values related to food and drink, it is hoped that it will be easier to implement these principles in daily business practices.

The introduction of "Gastro Economy" as a subject of study emphasizes the importance of the food and beverage industry in shaping a region's or country's economic landscapes. In the United States, street food has become an important part of local culture, establishing communal bonds and exhibiting varied culinary traditions. However, incorporating Maqashid Sharia principles into the street food industry creates several problems that prevent their flawless implementation.

One key challenge is the American populace's unfamiliarity with Sharia principles, which stems from the country's relatively small Muslim population. This lack of awareness affects efforts to enforce Sharia compliance in the street food market, where all customers or merchants may not share adherence to Islamic values.

Furthermore, the heterogeneous nature of the United States complicates the application of Maqashid Sharia in street food transactions. With a diversified consumer base that includes people from all ethnic backgrounds and religious affiliations, there is a reluctance to prioritize Sharia-compliant operations, as street food sellers cater to a wide range of preferences and dietary requirements.

Another problem is providing nutritious food options in the street food market, which is consistent with Maqashid Sharia's emphasis on health and well-being. While street food is well-known for its flavors and variety, maintaining the availability of nutritional options is a daunting task in the face of the temptation of decadent and calorie-laden products.

Furthermore, waste management and environmental sustainability are important considerations when implementing Maqashid Sharia precepts in the street food sector. The widespread use of single-use packaging and
unsustainable waste disposal procedures contradicts the Islamic concept of environmental care, necessitating novel approaches to reduce environmental impact and encourage sustainable business practices.

In essence, the successful integration of Maqashid Sharia into the US street food sector faces numerous hurdles, including cultural diversity, consumer preferences, environmental concerns, and ethical business practices. Overcoming these challenges necessitates a coordinated effort to increase awareness, build community understanding, and implement practical solutions that adhere to Islamic principles while meeting the market's changing demands.

Conclusion

Halal street food in the United States plays an important role in increasing dietary diversity and meeting the demand of the public for food that complies with halal laws. A variety of menus, high mobility, culinary innovation, and halal certification show the popularity of halal restaurants on the streets. Halal street food is becoming increasingly important in the American culinary industry due to its good reception by the American public, support on social media, and adaptation to culinary trends. Halal street foods continue to thrive and survive, demonstrating that they have a strong place in reaching and meeting the diverse tastes of consumers in the United States despite being faced with issues such as regulatory compliance and competition in the street food market. As a food that is pocket-friendly for various groups of people because the price is relatively low, the need for street food is not only a problem in the United States but also in other Western countries, especially in countries with busy communities. The efficiency of serving time and the easy-to-like taste makes many people choose to consume this street food. For this reason, there needs to be attention, especially to environmental sustainability, considering the high demand for serving street food, which creates the possibility of increased pollution due to waste from this product.

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