

SHAPING INNOVATIVE YOUTH MINDSETS THROUGH ISLAMIC EDUCATIONAL PSYCHOLOGY: IMPLICATIONS FOR THE SUSTAINABLE HALAL INDUSTRY

Andi Bunyamin, Ardi
Universitas Muslim Indonesia, Makassar, Indonesia

Background: The rapid expansion of the global halal industry has positioned it as a strategic sector contributing to sustainable economic development. However, sustaining this growth requires more than regulatory frameworks and technological innovation; it demands innovative mindsets among the younger generation as key drivers of change.

Purpose: This study examines the role of Islamic educational psychology in shaping innovative youth mindsets and explores its implications for strengthening the sustainable halal industry ecosystem.

Methods: Employing a qualitative research design, the study integrates literature review with thematic analysis of secondary data drawn from scholarly publications, global halal economy reports, and case studies of youth engagement in halal-based entrepreneurship.

Results: The findings reveal that principles of Islamic educational psychology—such as intrinsic religious motivation (*niyyah*), perseverance (*mujahadah*), and ethical creativity (*adab al-ibda'*)—play a crucial role in fostering innovative characteristics among Muslim youth. These include adaptability, digital literacy, and value-driven creativity, which directly align with the needs of halal sectors such as fintech, tourism, and digital marketplaces.

Conclusion: The discussion highlights how integrating Islamic psychological values into educational frameworks can bridge the gap between religious education and global economic competitiveness. This study contributes theoretically by proposing a conceptual framework linking Islamic educational psychology with youth innovation, and practically by offering insights for policymakers, educators, and halal industry stakeholders. It concludes that nurturing innovative mindsets through Islamic educational psychology is essential to ensuring the resilience and sustainability of the halal industry in the contemporary global economy.

Keywords: Islamic educational psychology; innovative mindset; youth; sustainable halal industry; Islamic education