

HALAL CULTURE IN ARABIC LITERATURE: A STUDY ON VALUES AND IDENTITY REPRESENTATION

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BACKGROUND: Halal is not merely a legal category in Islamic jurisprudence but also a cultural phenomenon that reflects values, ethics, and the collective identity of Muslim societies. While studies on halal have largely focused on food consumption, certification, and economic aspects, less attention has been given to its cultural representation in literature. Arabic literature, as both a reflection and construction of social reality, provides a valuable medium to understand how halal values are represented and how they shape identity. This study seeks to explore the representation of halal culture in Arabic literary works and to highlight its role in strengthening cultural identity and moral values.

METHOD: This research applies a qualitative descriptive approach using literary and cultural studies analysis. Several selected modern Arabic novels that contain themes of morality, purity, and religious adherence are analyzed. The primary method of data analysis is textual analysis with an interpretive framework, supported by intertextual readings to connect literary expressions with cultural and religious contexts.

RESULTS & DISCUSSION: The findings indicate that halal in Arabic literature is not limited to food or consumption but extends to broader ethical dimensions such as honesty, purity, social justice, and spiritual well-being. The representation of halal culture in the texts reflects both personal and collective identities, showing that halal functions as a cultural marker that binds communities together. The discussion further emphasizes how literature contributes to shaping and transmitting halal values across generations, positioning halal as both a religious and socio-cultural construct.

CONCLUSION: This study concludes that Arabic literature serves as a vital medium in representing and transmitting halal culture, values, and identity. Halal is portrayed not only as a legal obligation but also as a moral and cultural framework that sustains social cohesion and spiritual well-being. The findings suggest that further research could expand into comparative studies across different cultural and literary traditions to deepen the global understanding of halal as a cultural phenomenon.

KEYWORDS: Halal Culture; Arabic Literature; Identity Representation; Values.