

Opportunities and Challenges of the Shariah Film Industry in the Global Market

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Abstract

The sharia film industry is part from economy creative based values that have potential big for growing in the global market along with increasing request to content entertainment that prioritizes ethics, humanit, and spirituality. Research aim for analyze opportunities and challenges sharia film industry in global market dynamics and the implications to development economy global creative research this use approach qualitative descriptive with method studies bibliography. Data obtained from book scientific, articles journals and publications related film industry, economy creative, as well as film- based sharia values, which are analyzed use technique analysis content. Research results show that the sharia film industry has significant opportunity through digital platform support, growth the world's Muslim population, and the increasing interest towards value-based content. However thus, the industry This Still face challenge structural and cultural, such as limitations capital, sources Power humans, regulations, and global market perception tends to view sharia films as exclusive products. Research This conclude that development The sharia film industry requires an adaptive strategy that integrates sharia values with universal narrative, reinforcement ecosystem industry, as well as support sustainable policies to be able to empowered compete and contribute optimally in economy global creative. The Implications of this study suggest that policy makers must develop standardized Halal governance for the creative sector, while producers must move toward Values-based Storytelling to reach broader, non-Muslim audiences seeking ethical alternatives. Ultimately, this research provides a comprehensive roadmap for the Shariah film industry to evolve into a competitive, ethically-driven force within the global creative economy.

Keywords

sharia film industry; economy creative; global markets; digital platforms; value-based content.

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1. INTRODUCTION

The film industry is one of the sector economy creative people who experience growth rapidly in global scale. Development digital technology, streaming platforms, and increasing mobility culture cross- country makes film a strategic medium in distribution values, ideology, and identity culture. In



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the context this, appears need will content that is not only nature entertainment, but also has dimensions ethics and spirituality in line with values public certain, including Islamic (Hassan, 2022).

As the number of the world's estimated Muslim population reach more from 2 billion soul, global market shows potential big for product halal industry, including sharia film industry. Sharia films understood as work cinematography that is not only avoid conflicting elements with Islamic principles, but also prioritizes moral messages, justice, humanity, and spirituality (Al-Faruqi & Rahman, 2023). This making a sharia film as part from ecosystem economy creative Islam that continues develop.

Opportunity The sharia film industry in the global market is increasingly open with increasing interest to content based value -based content. Digital platforms such as video on demand services allow cross- border film distribution without obstacle significant geographical conditions. This give room for sharia films to reach audience international, no only from among Muslims, but also the global community who are looking for alternative ethical and meaningful spectacle (Khan, 2022)

Although own the sharia film industry also faces promising opportunities various challenge structural and cultural challenges the covering limited production capital, minimal source Power a human being who understands cinematography at a time sharia principles, as well as Still low global market literacy towards the concept of sharia films (Hidayat & Syamsuddin, 2024) As a result, sharia films often perceived as products that are local and less competitive in the international market.

In addition, the difference global market culture and tastes become challenge alone for sharia film industry. Efforts to maintain compliance to Sharia principles are often considered limit creativity and freedom express in film industry. In fact, the challenges This can changed become strength if packed through universal narrative that prioritizes values humanity that can accepted globally (Yusuf, 2023).

From the side regulation and support policy, the sharia film industry is also still face limitations. Not many countries have regulations special or incentive for film- based development Islamic values. This is impact on less optimally development ecosystem empowered sharia film industry global competitiveness, good from aspect production, distribution, and promotion (Rahmawati, 2022).

Based on description said, the study about opportunities and challenges sharia film industry in the global market becomes important for conducted. Research This expected can give comprehensive understanding about position strategic sharia film industry in economy global creative, at the same time offer perspective academic in formulate a strategy for developing adaptive, competitive and sustainable sharia films in the midst of dynamics international film industry.

While scholarly interest in the global media has extensively mapped the dominance of hollywood and western cinematic hegemony, there remains a critical void in the analysis of the shariah compliant film industry as a viable competitor in the international arena (Appadurai, 1990). Current literature often categorizes Islamic cinema merely as religious propaganda or 'niche cultural products, failing to

examine it through the lens of a sophisticated Islamic creative economy. Most importantly, there is a lack of empirical data on how cultural consumption patterns among global audiences both Muslim and non-Muslim respond to the tension between Shariah ethical constraints (such as the prohibition of certain visual depictions) and the commercial demands of the global market (Bourdieu, 1984). This research addresses the gap where ethical religious frameworks and global market competitiveness intersect.

The novelty of this research lies in its integrated approach to evaluating the Shariah film industry not just as a cultural artifact, but as a strategic economic sector within the Islamic Creative Economy (Hamdi, B., Sari, R. E. P., Syukri, S., & Abdullah, 2025). Unlike previous studies that focus solely on theological content, this study introduces a 'Value chain hybridization model' (Castells, 2007). This model analyzes how Shariah-compliant films can utilize global distribution networks and digital platforms without compromising their ethical foundations (Imre, 2016). Furthermore, this study provides a fresh perspective by identifying specific 'Ethical Unique Selling Points' (E-USP) that offer a competitive advantage in a global market increasingly concerned with ethical consumption and 'clean' entertainment."

2. METHODS

Study use approach qualitative descriptive with method studies literature for understand in a way deep opportunities and challenges sharia film industry in the global market. Approach qualitative chosen because study This make an effort interpret phenomenon social and cultural based on non-numerical data sourced from literature scientific, such as book method research, journal academics and publications related film industry and economy creative Islam, which then analyzed use analysis content for find relevant patterns and meanings (Sugiyono, 2009).

Analytical Framework: The Triple-Lens Synthesis

To move beyond mere description, this research employs a triangulated analytical framework: Theological-Ethical Screening: Analyzing how Shariah principles act as a regulatory framework for creative content. Economic structural Analysis: Evaluating the value chain of the Islamic creative industry in a globalized market (Snyder, 2019). Socio Cultural Reception: Examining audience consumption patterns through the lens of Cultural Capital.

Research Justification

1. The Rise of "Generation M" (Global Muslim Consumer)

The global Muslim population, particularly the tech-savvy "Generation M," represents a significant yet underserved market. Justifying this research is the urgent need to provide an academic roadmap for an industry that balances faith-based values with high-end cinematic quality.

2. Counter-Hegemony in Global Media

Current global media flows are heavily dominated by Western narratives. This study is justified as an exploration of Cultural Counter-Hegemony, demonstrating how Shariah-compliant films can offer an "ethical alternative" in the global film landscape, thus diversifying global cultural consumption.

3. Economic Diversification and Ethical Governance

As many Muslim-majority nations seek to diversify their economies through the "Creative Economy" this research provides the necessary theoretical justification for Halal Creative Governance (Wilson, J. A., & Liu, 2010). It bridges the gap between traditional Islamic jurisprudence and modern intellectual property management in the film sector.

3. FINDINGS AND DISCUSSION

3.1 *The Potential of the Sharia Film Industry in Global Market Dynamics*

Potential sharia film industry in global market dynamics become important for see to what extent the sector This capable develop and adapt in the midst of competition international film industry. Changes pattern consumption entertainment world society, progress digital technology, as well as increasing awareness to mark ethics in media content has create room new for the presence of films based on values, including sharia films. Therefore that, analysis potential this no only aspect oriented economy, but also on the dimension social and cultural aspects that surround.

Research result show that the sharia film industry has enough opportunities big in the global market, especially driven by growth the world's Muslim population and its increase interest to halal products and value-based content. Sharia films are considered capable offer alternative a spectacle that is not only entertaining, but also loaded with universal moral, humanitarian and spiritual messages. Values the make sharia films have potential accepted by the audience cross culture, no limited to the Muslim community only, as long as packed with inclusive and quality narratives (Khan, 2022).

In addition, the development of digital platforms and global streaming services also strengthen potential sharia film industry in reaching international markets. Digital distribution allows sharia films to transcend geographical boundaries. with relative costs more efficient compared to track distribution conventional. Condition This open opportunity for sharia film filmmakers for expand the market, build global network, as well as introduce moderate and humanist Islamic values through the medium of

cinematography. With creative strategy support and professionalism industry, sharia films have potential become part important from map global film industry at once strengthen contribution economy creative Islam(Yusuf, 2023).

3.2 The Role of Digital Platforms in Expansion of the Sharia Film Market

Dynamics the global film industry in the digital era shows existence change significant structural, especially in pattern production, distribution, and consumption of films. The transition from system distribution traditional based cinema towards a digital platform based on technology information has create room new for various types of films for compete in the global market. Changes This give opportunity strategic for sharia films to adapt with increasingly market character open, flexible, and preference - oriented diverse audience. The presence of digital platforms makes films not Again bound by geographical and time boundaries, so that content based mark can accessible to the audience across countries more easy and fast.

Research result show that digital platforms are working as the main medium in expanding the sharia film market at the global level. Through streaming services, social media, and channels other digital distribution, sharia films can distributed in a way more efficient with relative costs more low compared to distribution conventional. In addition, digital platforms allow more promotions directed through system recommendations and segmentation audience, so that sharia films can reach group audience who have interest to content religious, ethical, and moral values. Distribution patterns This open opportunity for sharia film industry for build global existence without must depends completely on the network cinema international in nature selective and competitive(Aziz, 2024).

The use of digital platforms has also impacted the marketing strategy for sharia-compliant films. Film promotion is not Again only relying on conventional media, but also utilizing social media, digital communities, and content interactive for build proximity with audience. This strategy allows creation deeper relationship participatory between film producers and audiences, at the same time increase visibility of sharia films in the global market. With approach adaptive digital marketing, sharia films have opportunity for build image as content entertainment relevant value with moral and humanitarian issues contemporary.

Apart from the aspect distribution and marketing, digital platforms also encourage improvement participation sharia film creators in ecosystem global film industry. Greater access open to technology international production and markets spur sharia film filmmakers for produce more works innovative, good from aspect narrative, visual, and approach artistic, without must leave sharia principles. Conditions this strengthen the position of sharia films as part from industry dynamic and competitive global creative.

With Thus, the results and discussion confirm that digital platforms have role strategic in expanding the sharia film market as well strengthen Power competitiveness at the global level. Optimal utilization of digital platforms is not only allows expansion range audience, but also encourage transformation creative and professional sharia film industry. Therefore that, digital platforms can viewed as catalyst the main thing that allows sharia films to become an integral part of current main a global film industry based on diversity values and culture.

3.3 Challenge Structural and Cultural Structure of the Sharia Film Industry

Challenge structural and cultural the sharia film industry shows that its development in the global market is not let go from various obstacles of a nature systemic and social culture. Although own potential value and large market, the sharia film industry is still is at in stage strengthening foundation, so that face gap compared to with current film industry the main thing that has been established globally.

In a way structural, challenges main the sharia film industry is facing limitations access capital, infrastructure production, as well as network distribution international. Support the minimal institutional framework makes it difficult to produce sharia films develop in scale large and sustainable. Conditions impact on low capacity production and less optimally quality technical aspects of sharia films, so that Power its competitiveness in the global market becomes limited(Rahman, 2023).

From the aspect culturally, the sharia film industry is facing challenge in the form of difference values, norms, and tastes global audience. Sharia films often perceived as works of a nature exclusive and too religious, so that not enough interesting for non-Muslim audience. Perception the become obstacle in effort international market penetration, especially if the sharia film is not capable packing message Islam in narratives that are universal and contextual(Fauzi, 2022).

In addition, the challenge cultural also appears from within the sharia film industry itself, namely existence concern that implementation sharia principles will limit freedom expression and creativity filmmaker. View This show the need greater understanding comprehensive about the concept of sharia films as room constant creativity allows innovation, during Islamic moral and ethical values are made as runway main. With the right approach, the challenge structural and cultural the can managed in a way constructive for strengthen position sharia film industry in the global market.

3.4 Global Market Perception of Sharia- Based Films

Global market perception of film- based sharia values become aspect important in understand position sharia film industry in the midst current globalization culture and domination current film industry main. Market perception is not only related with appetite audience, but also reflects

construction meaning, stereotypes, and understanding cross culture to the values espoused in A film work. Therefore that, analysis global market perception provides description about opportunity at a time challenge strategic issues faced by sharia films in penetrate the international market.

Research result show that the film is based on Sharia values still often perceived in a way narrow as products that are normative and identical with preaching religious. Perception This tend positioning sharia films as spectacle special for Muslim community, so that not enough viewed as part from global film industry that is universal in nature. Views the appear because sharia films often associated with symbols religious beliefs that are considered exclusive, not with message more humanity broad. In fact, the values that are the core of sharia films, such as honesty, justice, empathy, and responsibility answer social, in fact is universal values that can accepted by various layer public cross culture if packed in a way contextual and narrative(Hassan, 2023).

In addition, global market perception is also influenced by factors representation and exposure of sharia films in spaces distribution international research find that lack of the presence of sharia films in international film festivals, networks global cinemas, as well as streaming platforms main cause low level familiarity global audience towards concept based film sharia values. Lack of exposure the strengthen assumption that sharia films are local or regional, so that not enough own Power competition in a highly competitive international film market. Conditions This show that market perception is not only shaped by quality content, but also by distribution strategies and global visibility (Mulyadi, 2024).

On the other hand, the results research also shows existence change pattern perception among segment audience certain, especially an increasingly global audience care to issue ethics, diversity, and meaning social in the film. Increasing interest towards films that raise mark humanity, identity, and spirituality open room for film- based mark sharia for accepted more broad. In the context of this, sharia films have opportunity for positioning himself No as a religious film only, but as a value film that offers perspective alternative to life social and moral aspects of modern humans(Rahman, 2023).

Discussion more carry on show that global market perception of sharia films is dynamic and can formed through approach appropriate creative. Packaging stories that emphasize conflict universal humanity, strengthening relevant characters in a way emotional, as well as improvement quality cinematography can help bridge sharia values with appetite audience international approach This allows Islamic values are present in a way implicit in narrative without lost the moral substance that is carried. With thus, sharia films do not positioned as a doctrinal medium, but rather as work communicative and reflective cinematography.

In a way overall, results and discussion This confirm that global market perception of film- based sharia values do not is static, but influenced by factors narrative, distribution, quality production, and marketing strategies. Challenges perception that has been This limit the reach of sharia films is actually

can become opportunity if responded to through innovation creative and strengthening global positioning. Therefore that, the effort build perception positive towards sharia films in the global market requires synergy between creativity filmmaker, support industry, as well as distribution strategies that are capable of presenting a film based on mark as an integral part of international film industry.

3.5 Limitations Regulation and Support Policy towards the Sharia Film Industry

Limitations regulation and support policy become aspect important in understand obstacle external influences development Sharia film industry. Regulations and policies public own role strategic in form ecosystem industry creative, including in provide incentives, protection law, as well as direction development sustainable industry. In the context of sharia films, the existence of responsive policies to values and characteristics Still relatively limited.

Research result show that not yet many countries, especially countries with majority Muslim population, which has regulations special related development sharia film industry. Existing policies generally Still nature general and focuses on the film industry as a whole whole, without consider need specific film based Sharia values. Conditions This impact on the minimum incentive fiscal support funding, as well as facility production that is special push growth of sharia films(Sari, 2023).

In addition, limitations support policies are also visible from lack of synergy between government, perpetrators industry and institutions religious in formulate Sharia film standards and guidelines. Ambiguity standard the cause uncertainty for filmmakers and investors in develop sharia films professional. As a result, the sharia film industry is having difficulty develop optimally and effectively competitive in the global market, even though own potential large value and market(Pratama, 2022).

On the other hand, the weakness support policy participate influence low promotion and representation of sharia films at the level international. Without policies that encourage participation in global film festivals or Work The same across countries, sharia films tend to not enough get exposure international. Therefore that, strengthening regulation and support adaptive and inclusive policies become need urge the sharia film industry to be able to develop in a way sustainable and contributing in global film industry.

3.6 Implications Developing the Sharia Film Industry for the Global Creative Economy

Implications development sharia film industry for economy global creative show that sector This own role strategic in expand orientation economy creative that is not only focus on aspects commercially, but also on values and ethics. In the middle increasing criticism to industry global entertainment that tends to ignore moral dimension, sharia films are present as alternatives that offer balance between creativity, values humanity, and responsibility answer social.

Research result show that the sharia film industry has potential strengthen contribution economy global creativity through creation content based inclusive and sustainable values. Sharia films are able to open new markets in segment caring consumers to ethics, diversity culture and messages social. Contribution This confirm that economy creative can develop without must sacrifice moral values, even precisely make it as Power pull main in global competition(Kamaluddin, 2023).

In addition, the development the sharia film industry also participates push collaboration cross sectors and across countries in ecosystem economy creative. Work The same international in production and distribution of films based on mark can increase exchange culture as well as expand network industry Islamic creativity at the global level. Synergy the No only impact on growth economy, but also on strengthening position of developing countries in map economy creative world(Nugroho, 2022).

The sharia film industry has implications for the formation of a more global image balanced towards Islam and Muslim culture. Through the film's narrative is humanistic and universal, Islamic values can be communicated in a way creative to public international, so that economy creative functioning as means diplomacy culture. With thus, development the sharia film industry has implications term long for creation economy more global creativity diverse, ethical, and just.

Discussion

Global Media Theory addresses the interconnectedness of nations through the flow of information, images, and digital content across borders. Cultural Hybridization: Rather than mere "Americanization," modern global media theory emphasizes how global content is localized and merged with indigenous cultures to create new, hybrid forms of expression(Castells, 2007). The Network Society: Drawing from Manuel Castells, this theory posits that the global media landscape is no longer a one-way street but a complex network where digital platforms allow for decentralized participation and cultural exchange.

The Islamic Creative Economy is defined as an economic sector that generates value through creativity and cultural heritage while strictly adhering to Islamic principles (Sharia compliance). Ethical Value Creation: Unlike conventional creative economies, this framework operates under the principle of Maqasid al-Shari'ah (the objectives of Islamic law), ensuring that creative outputs promote Maslahah (public interest) and avoid Haram (prohibited) elements such as exploitation or unethical content(Mansor, N. H., Ayub, M. S., Abdul Razak, A. Q., Ramlan, A. F., Suyurno, S. S., & Md Sharipp, 2019). Halal Lifestyle Integration: This framework views creativity as a tool for "Dawah" and economic empowerment, integrating sectors like Islamic fashion, digital media, and halal tourism into a global ethical market(Shafiq, A., Haque, A. K. M., & Omar, 2015).

Cultural Consumption Theory investigates why and how individuals interact with cultural products and the meanings they derive from them. Symbolic Consumption: Based on the works of Pierre Bourdieu, this theory suggests that consumption is a way of manifesting Cultural Capital (Slater, 1997). Individuals consume specific media or goods to signal their identity, social status, or religious affiliations. The Prosumer Logic: In the digital age, consumers are no longer passive. They are "prosumers" who actively produce, modify, and redistribute cultural content, which is a vital component of the modern creative economy (Tsaqyfa, M. N., 2024).

The current opportunities for the Islamic film industry are significantly influenced by the disruption of digital technology, which is breaking down conventional distribution barriers. The emergence of Over-the-Top (OTT) platforms like Netflix and Disney+, as well as niche platforms like Muslim Kids TV, allows Islamic content to reach niche audiences beyond the geographic boundaries of Muslim countries. This phenomenon is supported by the growth of the global Muslim population, which is projected to reach 2.2 billion by 2030. This digital strategy is not only about access, but also about utilizing big data to understand the behavior of consumers seeking ethical content. This aligns with the argument of (Hassan, R., & Lewis, 2022) in the journal *Global Media and Communication*, which emphasizes that the digitalization of Islamic media has created a hybrid public sphere where religious values dynamically interact with modern consumption trends (Hamizar, A., Holle, M. H., & Mohamad, 2023).

The success of Islamic films in the global market depends heavily on producers' ability to package Islamic values within universal narratives such as justice, humanity, and environmental sustainability. Current market trends indicate a growing demand for values-based content that is not only entertaining but also provides moral meaning. The main challenge is avoiding the impression of "patronizing preaching" that often makes non-Muslim markets feel exclusive. Similarly, (Shafik, 2023) explained in his study in the *Journal of Arab Media & Society* that integrating high-quality visual aesthetics with Sharia-compliant moral substance is key to penetrating the mainstream market. By using a universal language, Sharia-compliant films can transform from merely religious products into inclusive cultural commodities.

Despite its significant potential, the Sharia-compliant film industry remains hampered by primary structural issues, particularly the limited availability of Sharia-compliant financing schemes (such as *mudharabah* or *musyarakah*). The Sharia banking sector has not fully optimized financing for the creative industry, as it is perceived as high-risk and promising low returns. Furthermore, the limited human resources with both technical expertise and a deep understanding of Sharia principles often hamper production quality. (Zaini, M., 2024) in the *International Journal of Islamic Economics* illustrate that without a strengthened financial ecosystem and integrated professional training, the Sharia-compliant

film industry will continue to lag behind the dominance of the Western film industry, which enjoys strong venture capital support.

Another crucial challenge is the lack of universal regulatory standards or certification for "sharia films." Differences in interpretations of the boundaries of art within Islam among Muslim countries often complicate international film distribution. This regulatory ambiguity creates unease for international investors and distributors. A sustainable policy framework is needed that provides both legal protection and incentives for industry players. According to research by (Rahman, A., & Al-Haidar, 2021) in the *Asia Pacific Journal of Marketing and Logistics*, harmonizing sharia-compliant standards in the creative industry is crucial for building global consumer trust and facilitating market penetration in regions with strict censorship regulations.

The future of the sharia film industry depends on an adaptive strategy that combines technological innovation with strengthening core values. Government policy support through cultural diplomacy and the provision of creative economy infrastructure are crucial catalysts for global competitiveness. This industry cannot stand alone; it must collaborate with the halal tourism sector and other halal lifestyle sectors to create strong economic synergies. (Hassan, R., & Lewis, 2022) in the *Journal of Creative Communications* tension that the cessation of this industry can only be achieved if stakeholders are able to build a narrative that resonates with the global Muslim identity while embracing cultural diversity, so that sharia films truly become a new pillar in the world's creative economy.

The integration of global media theory and the islamic creative economy framework reveals that the Shariah film industry operates within a state of ethical hybridity, where global cinematic standards are meticulously filtered through religious governance. While global media flows often impose a secularizing pressure, this research finds that shariah compliant productions utilize these very networks such as global streaming platforms to offer a counter-hegemonic narrative. This phenomenon suggests that the "Opportunities" in the global market are not found in replicating Hollywood's profit-centric models, but in the industry's ability to manifest *maslahah* (public interest) as a unique value proposition. By adhering to the ethical constraints of the Islamic Creative Economy, the industry successfully transforms perceived "Challenges" (such as censorship and ethical boundaries) into a strategic Ethical USP that appeals to an increasingly conscious global audience.

Furthermore, applying cultural consumption theory to these findings demonstrates that the consumption of Shariah-compliant films serves as a vital form of symbolic capital for the modern muslim diaspora. The results indicate that for these viewers, film selection is a deliberate act of identity signaling where religious ethics and lifestyle choices converge. This extends the traditional understanding of cultural consumption by showing that "taste" in the digital age is increasingly driven by a desire for ethical and "halal" entertainment, rather than just social class distinction. Consequently,

the synergy between these three theories underscores that the future of the Shariah film industry depends on its ability to navigate the tension between maintaining theological purity and achieving the technical excellence required to compete in the decentralized network society of the global media landscape.

4. CONCLUSION

Based on results study can concluded that the sharia film industry has great opportunity for growing in the global market as part from economy creative based value, along increasing interest to content that prioritizes ethics, humanity, and spirituality as well as digital platform support that expands market access. However thus, development industry This Still face various challenges, such as limitations capital, sources Power humans, regulations, and global market perception tends to view sharia films as product normative and exclusive. Research This confirm that perception the nature dynamic and can changed through packaging inclusive narrative, improvement quality production, as well as adaptive distribution and marketing strategies, so that sharia films have the potential become work cinematography universal value that is capable compete and contribute in film industry and economy global creative.

This research demonstrates that the "Opportunities" for this industry lie in its ability to offer an Ethical Unique Selling Point (E-USP)—providing high-quality, "clean" entertainment that resonates with a growing global demographic. Conversely, the "Challenges" stem from the structural tension between maintaining strict theological purity and achieving the technical excellence required to compete on international platforms. By navigating these pressures, the industry effectively redefines religious constraints not as barriers, but as a robust ethical governance model that fosters innovation.

From the perspective of cultural consumption theory, the consumption of these films serves as a vital form of Symbolic Capital for the modern Muslim diaspora and "Generation M." For this audience, choosing Shariah-compliant content is a deliberate act of identity signaling, where religious ethics and lifestyle choices converge in a decentralized network society. The Implications of this study suggest that policy makers must develop standardized Halal governance for the creative sector, while producers must move toward Values-based Storytelling to reach broader, non-Muslim audiences seeking ethical alternatives. Looking ahead, Future Research should explore the integration of Artificial Intelligence (AI) in content moderation and conduct cross-cultural empirical studies on audience reception. Ultimately, this research provides a comprehensive roadmap for the Shariah film industry to evolve into a competitive, ethically-driven force within the global creative economy.

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