



The Evolving Landscape of Real Sector Halal Industry Research: A Bibliometric Approach

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Abstract:

This study aims to analyze research trends on the real sector halal industry. This research uses bibliometric analysis which focuses on performance analysis and knowledge mapping. The database used is Scopus with a total of 632 metadata. The main software used for analysis is VOSviewer and Biblioshiny. The results of the analysis stated that research on the real sector halal industry began in 1994 and experienced the highest publication in 2023 with 105 publications. The best collaboration between countries is the collaboration between Malaysia - Indonesia. The influential author in real sector halal industry research is Mohd Helmi Ali and the country that is the leader of real sector halal industry research is Malaysia. The topic that is the main focus of discussion in the real sector halal industry in the global scope is halal food. Topic that has the potential to be developed in future research is the implementation of blockchain, especially in halal tourism.

Keywords: Real Sector, Halal Industry, Bibliometric Analysis, VOSviewer, Biblioshiny, Scopus

JEL Classification Code: C10, O18, Z13

1. Introduction

The halal industry continues to grow today (Amalia et al., 2023; Azam & Abdullah, 2020; Laluddin et al., 2019). The halal industry is included in the Islamic economic sector (Yazid et al., 2020). The concept of halal itself includes the lifestyle of Muslim (Baharuddin et al., 2015). A thing is said to be halal if it is *tayyib* which means that the substance is good and has a positive effect on human life. The concept of halal is holistic, which means that it is comprehensive and closely related to the values in Islamic Sharia (Amalia & Hidayah, 2020). According to the State of the Global Islamic Economy (SGIE) report, based on 2022, it amounted to US \$ 2.29 trillion in consumer spending by two billion Muslims in six sectors of the real economy (DinarStandard, 2023). The halal food sector and halal food and beverages have the largest number of transactions in the halal industry sector. This sector is the main pioneer in the halal industry because food and drinks are included in the main needs of humans. This high transaction rate is also due to the inclusiveness of halal food and beverages, which means that consumers are not only Muslims but also non-Muslims, like halal products, and accept them (Wibowo et al., 2021).

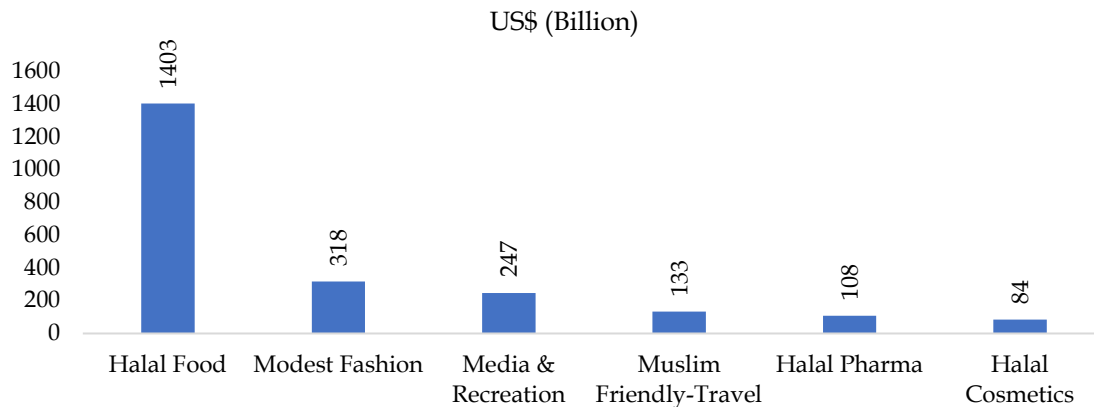


Figure 1: Real Sector Halal Industry Market Value

Note: State of Global Islamic Economic Report 2023

The focus of research in this paper is to conduct bibliometric analysis on the dimensions of the halal industry. Research such as this was done by Darmawati et al. (2023). This study aims to identify the most influential authors and what issues are most explored in the halal industry, halal industry research patterns, countries, and their relationships with publications that can be used as benchmarks for further research, present findings from the most written articles, and provide directions for further research on the themes of the halal industry. An important finding is that there are three main clusters of research: halal business, the halal industry and tourism, and halal marketing and certification.

Hidayat et al. (2021) conducted a bibliometric analysis of the Halal industry was in Hidayat et al. (2021). This study identifies the nature and direction of research on halal tourism that has been conducted over the past few decades. This study also found the most dominant authors, journals, institutions, and countries in halal tourism research. However, the use of only one database source is a limitation of this study. In contrast, the research to be conducted focuses on the halal industry with all its sectors but still labels the halal industry, which indicates the base dimension of the other six sectors.

The previous research methodology only used the keyword halal industry, which caused the research metadata to amount to 141. Unlike the research conducted in this study, it uses many keywords that are relevant to the halal industry. The keywords that the author will use are halal industry, halal food, halal tourism, halal pharmaceutical, halal cosmetic, halal fashion, and halal media, which will be searched in the title and keyword fields. This results in a significant difference in the metadata to be analyzed. Other studies have been conducted on the dimensions of the halal industry, such as the halal value chain (Antonio et al., 2020), halal logistics (Mu'ti sazali & Ligte, 2019), halal food supply chain (Rejeb et al., 2021), halal cosmetics (Zakaria et al., 2022), and halal tourism (Rusydia et al., 2021; Yagmur et al., 2020).



It is very clear that the novelty offered by the author is the integration of halal industry research with a broader scope by using complete keywords when searching metadata in Scopus. The research questions formulated by the author were about publication trends, collaboration, influential authors and countries, topics discussed, and formulation of recommendations for further research topics. This research is important because it can provide a more comprehensive bibliometric analysis of the halal industry by applying six keywords to the industry. Furthermore, this paper contains a literature review, methodology, findings, analysis, and conclusion.

2. Literature Review

The halal market is not exclusive to Muslims and has gained increasing acceptance among non-Muslim consumers who associate halal with ethical consumerism (Elasrag, 2016). As such, the values promoted by halal-social responsibility, care of the earth, economic and social justice, animal welfare, and ethical investment have attracted interest beyond mere religious adherence. Explained by Elasrag (2016). There are several sectors in the halal industry, namely halal food, halal pharmaceuticals, halal cosmetics, and halal tourism, complemented by SGIE, which also includes Muslim fashion, media, and halal recreation sectors (DinarStandard, 2023).

Halal food products are not limited to meat and poultry, but include other foods such as confectionary, canned and frozen foods, dairy products, bakery products, organic foods, beverages, and herbal products. Many food economists claim that the halal food industry will become a major market force in the near future based on four existing trends. First, Islam is now the fastest growing religion in the world, driving the global demand for halal products (Damit et al., 2019; Hosain, 2021; Idris et al., 2022).

In the context of halal pharmaceuticals, methodologies for the analysis of pharmaceutical ingredients and product integrity are indispensable. In an effort to strengthen the integrity of pharmaceutical and health supplement manufacturing and services, Malaysia introduced new standards for halal pharmaceuticals. Similarly, analysts see the emerging halal cosmetics and personal care market as the next market to experience growth after the lucrative halal food sector. A key driver of this huge demand for halal cosmetics and beauty products comes from the young, religiously conscious, and dynamic demographics of the professional Muslim population (Ahmad et al., 2023; Masood, 2021).

Halal tourism has recently grown in popularity and is rapidly becoming a new phenomenon in the tourism industry in general (Damit et al., 2017). This refers to tourism products that provide hospitality services conforming to Islamic beliefs and practices. This includes serving halal food, having separate swimming pools, spas, and leisure activities for men and women, alcohol-free



dining areas, prayer facilities, and even women-only beach areas with Islamic swimming etiquette. Traditionally, halal tourism has been associated with pilgrimages of Hajj and Umrah.

In the context of the halal industry, the Muslim fashion sector is a fashion design and style that complies with Islamic law. This sector began to develop in line with the halal industry in general, namely, very high demand coupled with the influence of Muslim fashion influencers (DinarStandard, 2023). In the halal media and recreation sector as well, there is an awareness that halal demands are not only in formal matters; in terms of entertainment, halal values are also required.

3. Research Methods

The dataset used contains metadata from the Scopus database. Scopus was chosen as the reference database because it is large and high-quality database (Baas et al., 2020). The keywords "halal industry" OR "halal food" OR "halal tourism" OR "halal pharmaceutical" OR "halal cosmetic" OR "halal fashion" OR "halal media" which will be searched for in the title and keyword columns. This provides a significant difference in the metadata to be analyzed. The author believes that many bibliometric studies focus on one area of the halal industry, such as halal tourism and logistics (Abderahman Rejeb & Zailani, 2021; Antonio et al., 2020; Rusydiana et al., 2021; Yagmur et al., 2020; Zakaria et al., 2022).

The withdrawal of metadata totalling 632 was carried out on March 2, 2024, in the Scopus database, and searches were conducted using both titles and keywords. After entering the previously defined keywords, the results are filtered by year, document type, publication stage, and English language only. Once data extraction is complete, an advanced query is generated to provide additional detailed information. The final result of advance query (TITLE ("halal industry" OR "halal food" OR "halal tourism" OR "halal pharmaceutical" OR "halal cosmetic" OR "halal fashion" OR "halal media") OR KEY ("halal industry" OR "halal food" OR "halal tourism" OR "halal pharmaceutical" OR "halal cosmetic" OR "halal fashion" OR "halal media") AND PUBYEAR > 1993 AND PUBYEAR < 2024 AND (LIMIT-TO (DOCTYPE, "ar") AND (LIMIT-TO (PUBSTAGE, 'final')) AND (LIMIT-TO (LANGUAGE, 'English'))).

Bibliometric analysis was performed using VOSviewer and Biblioshiny. Generally, a bibliometric analysis is conducted to assess performance and map knowledge. Performance, in this context, refers to metrics such as the number of publications and the influence of authors and other contributors to the field of study (Aria & Cuccurullo, 2017; Cobo et al., 2011; Donthu et al., 2021; N. J. van Eck & Waltman, 2023). The focus of this research is to analyze performance and knowledge mapping, as revealed by Donthu et al. (2021). Techniques that will be used include annual publication to see the publication trend, co-authorship to reveal partnerships between countries, citation analysis to reveal influential

experts on halal industry research, co-occurrence networks, or co-words to map the current topic of halal industry research (Donthu et al., 2021; Lim & Kumar, 2024).

4. Finding and Discussion

The first halal industry research was published in 1994 by Chaudry and Regenstein (1994), with the title being Implications of Biotechnology and Genetic Engineering for Kosher and Halal Foods. The first discussion in the halal industry concerned halal food. Research on the halal industry faded in the following years. This is because attention to this industry in recent years is lacking. This is evidenced by previous research in 1994 with one article, which showed that in 2001, 2004, and 2007, only one article was published each (Figure 2).

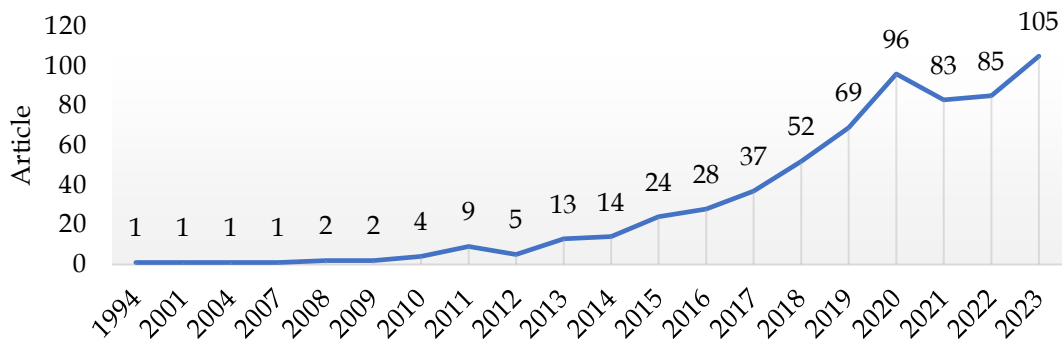


Figure 2: Publication Trends

Note: Data processed by the author

The year 2015 was a very interesting year in terms of the development of the halal industry publication trend. That year, there were 24 publications in the halal industry. According to SGIE (2023), in that year, there were many important events, such as three large companies in the halal industry with large investment valuations (DinarStandard, 2023). In 2023, there was a peak in halal industry research, with 105 publications. This indicates that the development of the halal industry has increased the interest of academics in publishing research on the halal industry. The development of the halal industry in the real sector is triggered by various events related to Islamic countries and things related to Islam itself. In 2021, the Dubai Expo 2020 was held in MENA, a country with an Islamic majority. In addition, this year, three Islamic banks in Indonesia merged into Bank Syariah Indonesia (DinarStandard, 2023).



Figure 2: World Map Collaboration Between Countries

Note: Data processed by Biblioshiny

Collaboration between countries in global halal industry research signifies cooperation in an effort to develop the halal industry domain. The first highlighted collaboration was between Malaysia and Indonesia (Figure 3). Malaysia is a major milestone in global halal industry. Indonesia is the world's largest Muslim country. This makes the collaboration between academics from Malaysia and Indonesia strong.

The factor that strengthens Malaysian-Indonesian collaboration in halal industry research is the strong Muslim identity between the countries (Maksum et al., 2019). This awareness of Muslim identity strengthens the reason why Malaysia - Indonesia collaboration in halal industry research is intimate. In addition, the fact that Malaysia and Indonesia are members of the ASEAN organization is also a supporting factor for the strong collaboration between these two countries in the halal industry.

In the authors' option, the parameters used were a minimum of four documents and a total of 10 citations. The order is based on the total link strength value generated by the VOSviewer. Mohd Helmi Ali was the most influential author (Figure 4). This reflects that Mohd Helmi Ali is the author or can be said to be the most influential expert in halal industry research. The writings of Mohd Helmi Ali are widely quoted and cited by the existing ranks of halal industry experts. This indicates that the writings of Mohd Helmi Ali were very influential in the development of research in the realm of the halal industry. His most phenomenal writing according to the dataset is entitled "A sustainable Blockchain framework for the halal food supply chain: Lessons from Malaysia" (Ali et al., 2021) with 103 citations.

Mohd Helmi Ali is a Senior Lecturer at the Faculty of Economics and Management, Universiti Kebangsaan Malaysia. He has experience in various

industries, such as food, oil and gas, maritime, transportation, and construction (Universiti Kebangsaan Malaysia, 2024). Although recently involved in academia, he has worked in many research areas, particularly on food integrity and supply chain, halal-hub. His research interests include food integrity, halal food supply chains, sustainable development, operations management, and innovation. He is also a member of The Chartered Institute of Logistics & Transport Malaysia.

Mohd Helmi Ali influenced Kim Hua Tan, an expert in supply chains. Mohd Helmi Ali also influenced Suhaiza Zailani, the next influential expert, with a total link score (TLS) of 60, 11 documents, and 516 citations (Figure 5). Heesup Han is included among the experts who have a citation relationship with Mohd Helmi Ali. Mohd Helmi Ali's influence on other researchers or experts can be seen in the visualization presented by the author. The author tabulates the research conducted by Mohd Helmi Ali based on top citations.

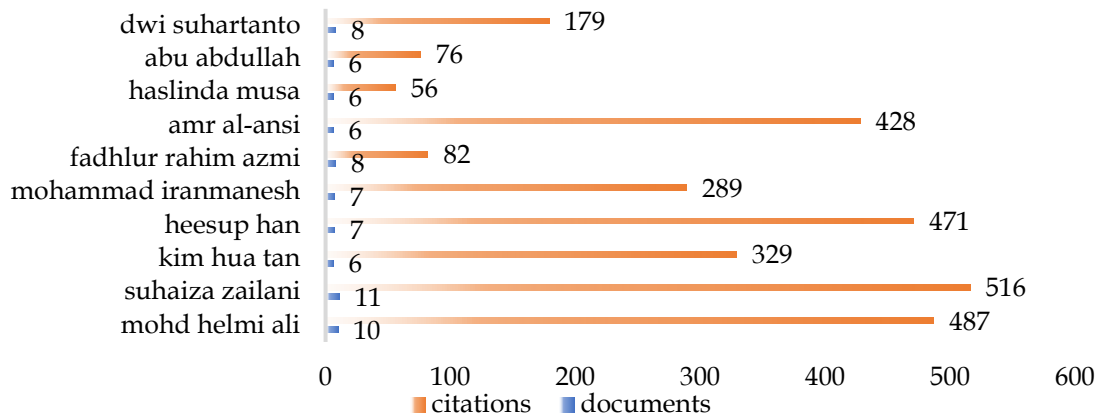


Figure 3: Citation Analysis Authors

Note: Data processed by the author

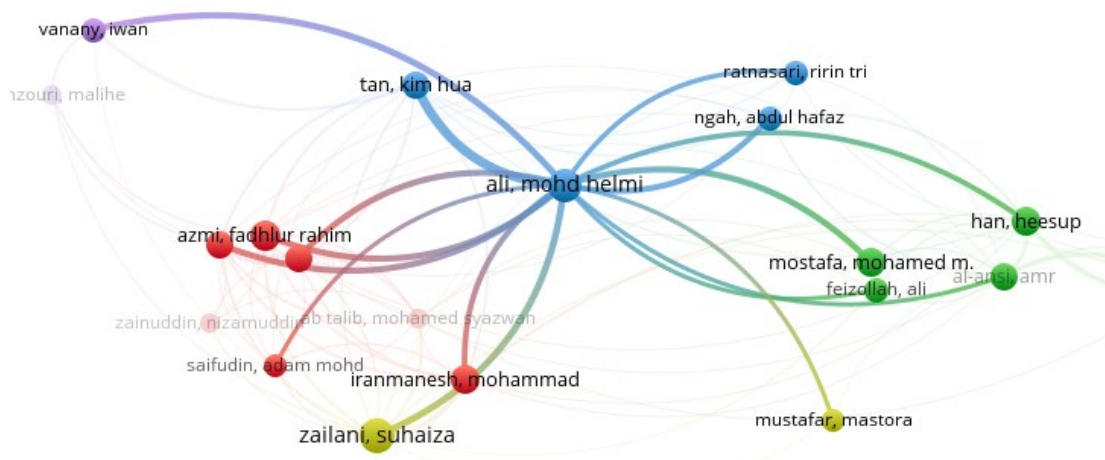


Figure 4: Ali, Mohd Helmi Network

Note: Data processed by VOSViewer

The parameters used in the country option are at least five documents and 10 citations. The order is based on the total link strength value generated by the VOSviewer. Based on the results of the total link strength, the most influential country is Malaysia, with a TLS score of 975, 271 documents, and 4853 citations (Figure 6). This is supported by the fact that Malaysia is the top country in the halal industry (Dinar Standard, 2023). It was found that Malaysia influenced all countries in terms of halal industry research (Figure 7). All papers published by experts from Malaysia indicated that they were cited by experts from other countries. Indonesia, which became the two most influential countries, did quite well. Indonesia obtained a TLS score of 776, with 206 documents and 1697 total citations.

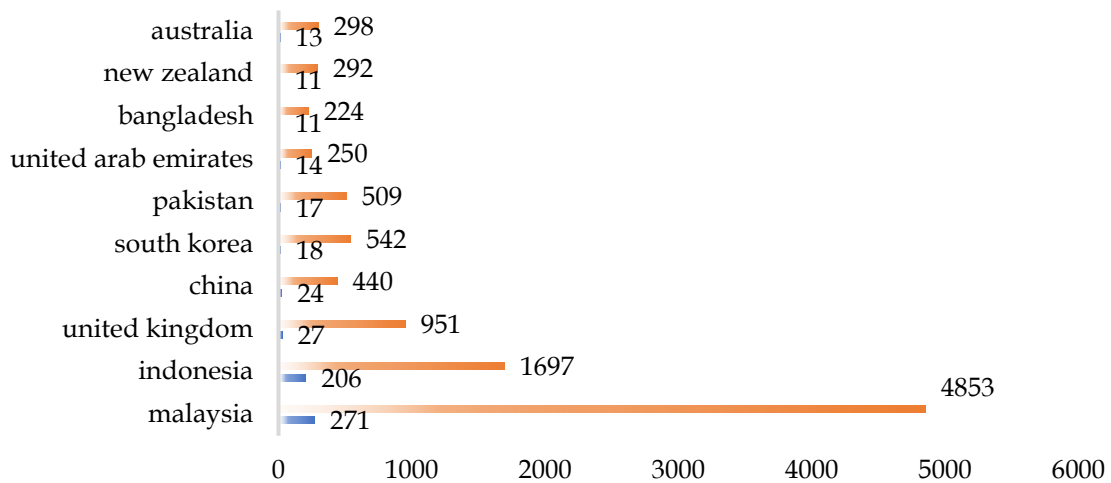


Figure 5: Citation Analysis Country

Note: Data processed by the author

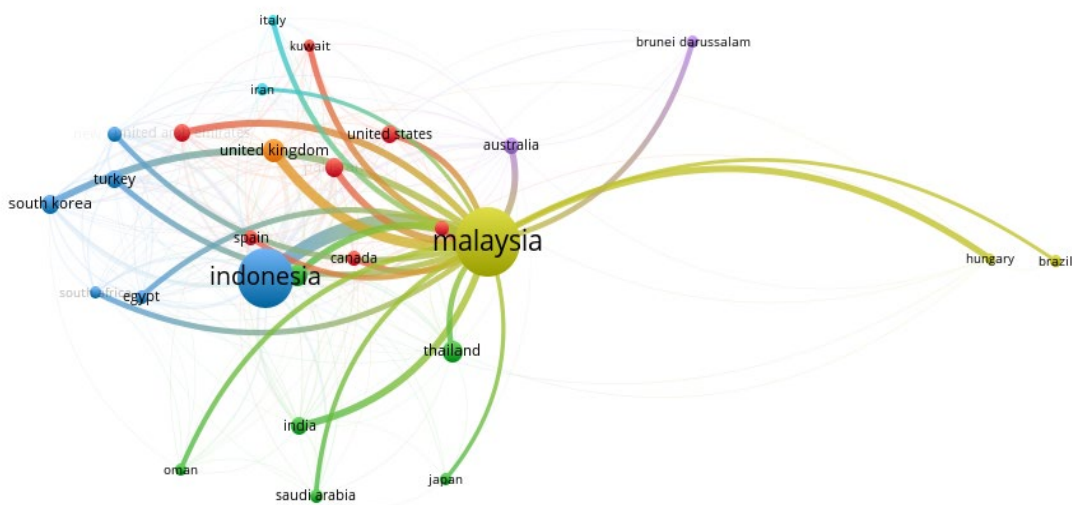


Figure 6: Malaysia Network

Note: Data processed by VOSViewer

This co-word analysis used the author's keywords with the minimum occurrence of keywords six times. Cluster 1 shows a close relationship between halal product consumption and Islamic marketing (Figure 8). Words such as Food, Halal, Halal market, Indonesia, Islam, Islamic marketing, Malaysia, Religion, Satisfaction, The Muslim consumers, Tourism, and Trust. An in-depth understanding of the needs of Muslim consumers and the application of halal principles in business can be decisive factors for success in this industry. Research in this cluster includes Nisa (2023) "Transnational halal networks: INHART and the Islamic cultural economy in Malaysia and beyond" and Azali et al (2023) "Why not travel to Malaysia? Variations in inbound tourists' perceptions toward halal-friendly destination attributes".

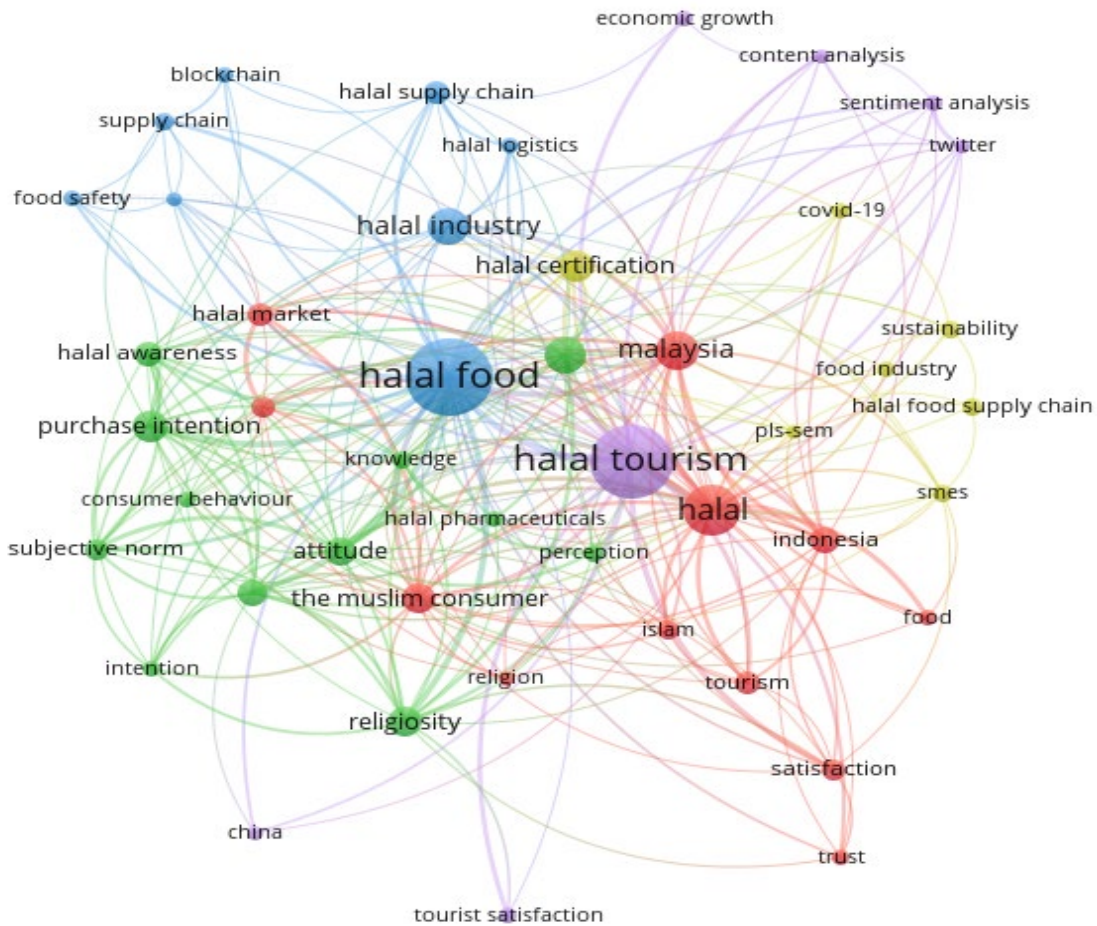


Figure 7: Co-Occurrence Network Visualization

Note: Data processed by VOSViewer

Cluster 2 highlights the psychological and behavioral aspects of consumers regarding halal products. Words such as attitude, consumer behavior, halal awareness, halal cosmetics, halal pharmaceuticals, intention, knowledge,



perception, purchase intention, religiosity, subjective norms, and theory of planned behavior reveal important dimensions in the halal industry. Research in this cluster includes Islam (2022) with the title "Evaluating negative attitudes of the students and shoppers towards halal cosmetic products" and Khalid et al. (2021) "Product positioning as a moderator for halal cosmetic purchase intention."

Cluster 3 revealed the relationship between technology and management in the halal food industry. Words such as bibliometric analysis, blockchain, food safety, halal food, halal industry, halal logistics, halal supply chain, and supply chain. This cluster highlights the importance of technological innovations such as blockchain in improving the safety and efficiency of the halal food supply chain. Research in this cluster includes Hidayati et al (2023) "Transparent distribution system design of halal beef supply chain" and Wannasupchue et al (2023) "Challenges to obtain halal certification among restaurants in northeast Thailand."

Cluster 4 highlights the impact of the Covid-19 pandemic on the halal food industry, with a focus on halal certification, the halal food supply chain, PLS-SEM, SMEs, and Sustainability. This cluster shows that the Covid-19 pandemic forced the halal food industry to innovate and adapt in new ways to ensure sustainability and compliance with halal standards. Research in this cluster includes El-Gohary (2020) "Coronavirus and halal tourism and hospitality industry: Is it a journey to the unknown?" and Hidayat et al. (2022) "Halal industry's response to a current and post-COVID-19 landscape and lessons from the past."

Cluster 5 highlighted the relationship between China, Content analysis, economic growth, halal tourism, sentiment analysis, tourist satisfaction, and Twitter content. This cluster illustrates the importance of integrating economic growth and halal tourism development. Research in this cluster includes Jia & Chaozhi (2020) "Turning impediment into attraction: A supplier perspective on Halal food in non-Islamic destinations" and Jia & Chaozhi (2021) "" Halal tourism": is it the same trend in non-Islamic destinations with Islamic destinations?"

According to the inventors of VOSviewer, Van Eck and Waltman density analysis can show nodes or, in this case, topics that are widely and rarely researched (N. Van Eck & Waltman, 2010). Missing nodes and a lack of color density indicate the potential for novelty in the research topic presented. It can be seen that if the color is light, it can be said that the area is already dense and has been studied by many previous researchers. Areas that are already dense include halal, halal tourism, and halal food.

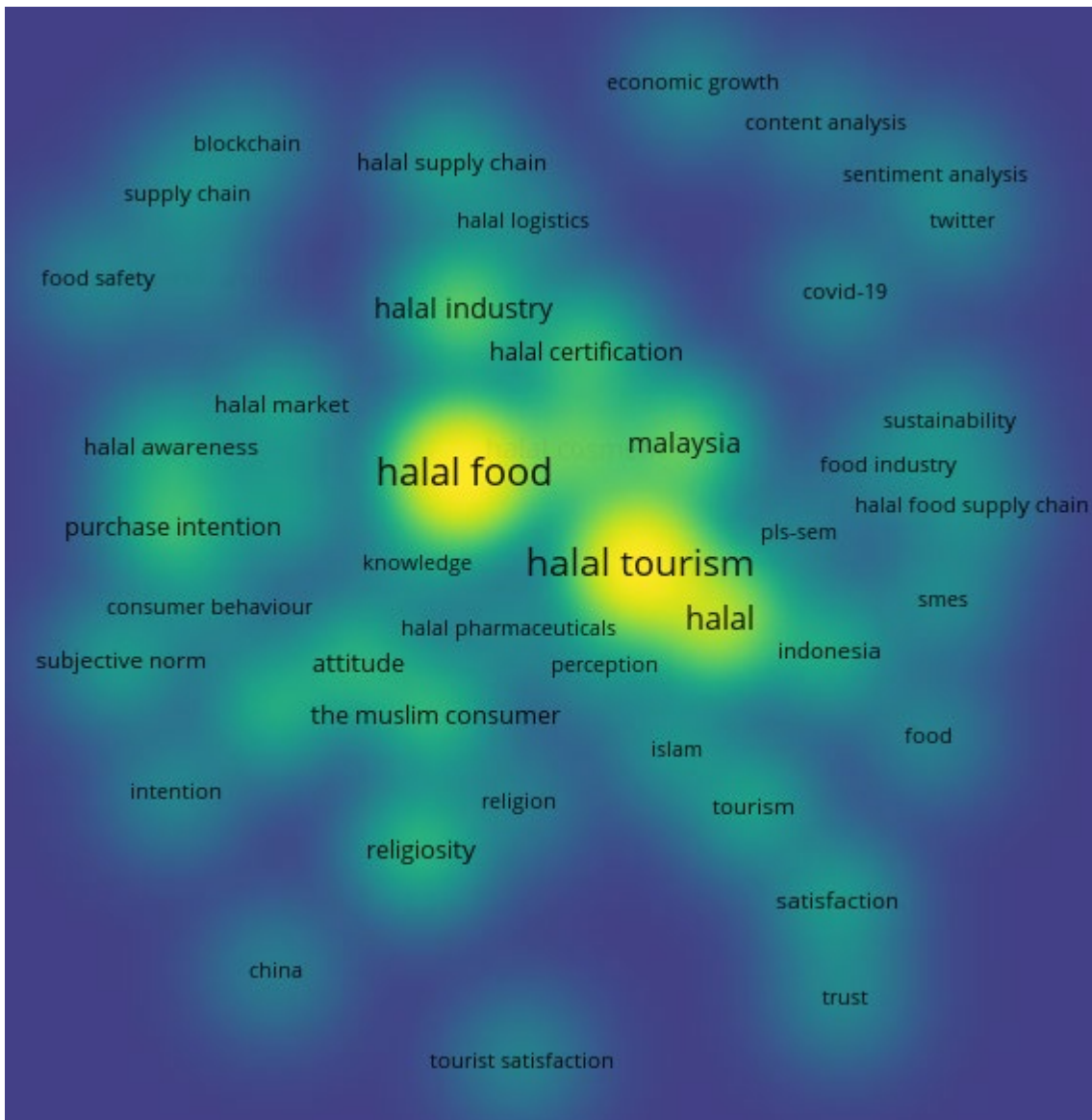


Figure 8: Density Visualization

Note: Data processed by VOSViewer

It can be seen that if the color is light, it can be said that the area is already dense and has been studied by many previous researchers. Areas that are already dense include halal, halal tourism, and halal food. Areas that have the potential to become dense are halal cosmetics, Malaysia, the halal industry, and purchase intention. Based on the results of the density analysis, it can be concluded that areas with less color intensity or density have the potential to appear new research because there are still few studies that discuss these areas in the context of the halal industry. Examples include blockchain, halal supply chains, Indonesia, and economic growth. Even quite interesting is the sentiment analysis - twitter area because this research has the potential to evaluate sentiments

related to the halal industry, especially regarding halal food reviews, halal cosmetics, and interestingly halal tourism.

The first thing that needs to be highlighted is that research on the global halal industry focuses on halal food and halal tourism, based on the results of density analysis on the co-occurrence network. This indicates that these two topics are the main driving topics of halal industry research. The first interesting topic is economic growth in halal industry research in the halal industry. This topic appears eight times, and the average publication year is 2022.12. This means that this is a new topic in halal industry research. The halal industry is a rapidly growing sector with a significant economic growth potential. Research in this area can explore various aspects of this potential and inform strategies to maximize its impact.

Blockchain is an interesting topic in halal industry research. This topic appears eight times, with an average publication year of 2021.88. Blockchain technology offers a unique set of features that can significantly affect the halal industry. Research in this area can explore various aspects of this potential and guide its implementation for maximum benefits. By conducting research on blockchain in the halal industry, we can unlock the full potential of blockchain in transforming the halal industry.

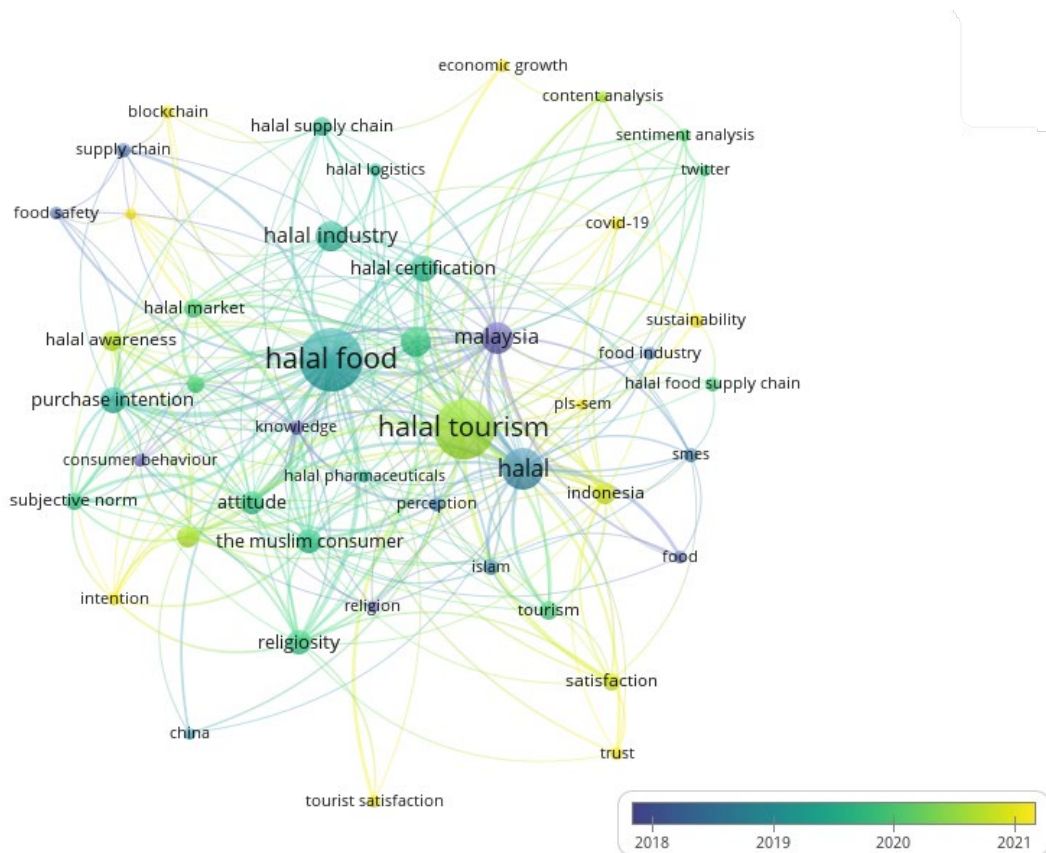


Figure 9: Overlay Visualization

Note: Data processed by VOSViewer



5. Conclusions

A bibliometric analysis of the halal industry, involving keywords from all sectors of the halal industry, provides a comprehensive understanding. Research on the halal industry was conducted in 1994. The halal industry began to have a significant number of publications in 2015, peaking in 2023 with 105 publications. Research in the halal industry has formed diverse patterns of international collaboration. The best international collaboration was between Malaysia and Indonesia, with 32 collaborations. The most influential author was Mohd Helmi Ali with a TLS score of 80. He is a Senior Lecturer at the Faculty of Economics and Management, Universiti Kebangsaan Malaysia. Malaysia is the country most influential in halal industry research.

The topics discussed in the global halal industry formed five clusters. Cluster 1: Food, Halal, Halal market, Indonesia, Islam, Islamic marketing, Malaysia, Religion, Satisfaction, The Muslim consumers, tourism, and trust. Cluster 2: Attitude, consumer behavior, halal awareness, halal cosmetics, halal pharmaceuticals, intention, knowledge, perception, purchase intention, religiosity, subjective norms, and theory of planned behavior. Cluster 3: bibliometric analysis, blockchain, food safety, halal food, halal industry, halal logistics, halal supply chain, and supply chain. Cluster 4 Covid-19, food industry, halal certification, halal food supply chain, PLS SEM, SMEs, and sustainability. Cluster 5: China, content analysis, economic growth, halal tourism, sentiment analysis, tourist satisfaction, and Twitter. The author's main recommendation is blockchain. One of the opportunities is halal tourism research. Currently, there is an urgent need to support blockchain in the halal industry and in halal tourism.

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