

Text Analytic on Halal Research

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The word “halal” experiencing developments in its application in daily life. Traditionally, halal was seen to refer only to meat and poultry, especially refer to the method of slaughter. More recently, this has grown to include non-meat foods such as baked goods, snacks, confectionery, ready-made meals and other processed food and beverage products. as halal is a 'farm-to-fork' process with halal compliance needed all the way through the supply chain, aspects such as warehousing, transportation and logistics all play a role in maintaining and demonstrating halal integrity This study aims to determine the trend development and text analytic on “halal” uses a text analytic method with R tools, which processes the metadata of 884 Scopus indexed articles with the keywords with “halal” in the subject areas of Economics, Econometrics, finance (EEF), and Business, Management, and Accounting (BMA). The results of the text analysis show that the research related to “halal”, dominated by halal food and halal tourism. Further research is needed in other halal industrial sectors, namely halal pharmaceuticals, halal cosmetics, halal media, and halal fashion. This study also indicates that from object side, research documents on halal are still centred on several countries. Further studies need to be conducted with the case of various countries. Laslty, this paper also provide several recommendations regarding to the theme of future researchs potential about each sectors on halal industry.

Keywords: Government Recovery; Covid-19; Text Analytic; Islamic Economy
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BACKGROUND

Islamic economics shows significant development in recent years, which has established an increasingly important footing in the global economy. This development driven by the increasing of Muslim consumer demand for dedicated products and services based on Islamic law that has developed halal industry. According to State of the Global Islamic [Economy report \(2020\)](#), there is 7 sectors according to the halal industry, which are halal food, Islamic finance, Muslim-friendly travel, modest fashion, halal pharmaceuticals, halal cosmetics, halal media and recreation. Several countries have taken the lead in establishing robust ecosystems, with Malaysia leading this report's Global Islamic Economy Indicator (GIEI) followed by the United Arab Emirates (UAE), Bahrain and Saudi Arabia. However, Indonesia rose from tenth place in 2018 to fifth place in 2020, driven by robust initiatives to boost economic growth through developing a dedicated Islamic economy strategy ([GIEI, 2020](#)).

As Islam is the second largest religion in the world, the halal product market is expected to grow from 1.4 trillion U.S. dollars in 2017 to around 2.6 trillion by 2024, with the largest share of the market value coming from North America. Halal cosmetics are expected to reach 54.16 billion U.S. dollars in market value by 2022. In addition, the income of Muslim countries is growing, accompanied by an increase in religious affinity/sympathy. With income that exceeds basic needs accompanied by a level of religious awareness, they demand products/services that are in accordance with Sharia principles.

There are more than 800 published scientific research papers related to "halal" internationally in the period of writing this paper, July 2021. The purpose of this study is to analyse the development of research trends regarding to "halal" in various countries, as well as to provide themes recommendation to further research, especially in each sector of halal industry. This study uses a text analytic method with R tools and processes the metadata of 884 Scopus indexed articles with the keywords of halal with subject areas of Economics, Econometrics, finance (EEF), and Business, Management, and Accounting (BMA).

LITERATURE REVIEW

In Islam, the concept 'halal' also associates to the concept "Thoyyib" (good). Thus, the meaning of "halal" is anything which is permissible in Islam and good for human being. The halal practice applies to all aspects and activities of a Muslim, but it is more than just a religious obligation ([Talib et al., 2015](#); [Tieman, 2019](#)). The word "halal" itself also experiencing developments in its application in daily life. Traditionally, halal was seen to refer only to meet and poultry, especially refer to the method of slaughter. More recently, this has grown to include non-meat foods such as baked goods, snacks,

confectionery, ready-made meals and other processed food and beverage products. as halal is a 'farm-to-fork' process with halal compliance needed all the way through the supply chain, aspects such as warehousing, transportation and logistics all play a role in maintaining and demonstrating halal integrity.

During the dominance of a value-free economic system, there is a need for halal specifications in several industrial sectors. Among the various existing classifications, the classification from the Global Islamic Economy Report is the most commonly used. In the annual report, Islamic economics is defined as economic sectors whose main products/services are structurally influenced by Islamic ethics and law. According to [GIER \(2020\)](#), Halal Economy has 7 economic sectors: (1) halal food, (2) Islamic finance, (3) Muslim-friendly travel, (4) modest fashion, (5) halal pharmaceuticals, (6) halal cosmetics, (7) halal media and recreation.

1. Halal Food

Consumption of halal food and drink is the most basic thing for a Muslim. Lately, halal food is considered as a very growing, most profitable and influential market in the food business world. The market potential for halal food is not only growing in Muslim countries, but also non-Muslims. In 2019, the world's consumption of halal food was recorded at \$1.17 trillion, an increase of 3.1% from the previous year. It is estimated that this halal consumption will touch \$2 Trillion by 2024 ([GIER, 2019](#)).

2. Islamic Finance

Islam is a comprehensive religion, which regulates all lines of human life in all fields, including economics and finance. Today, Islamic finance continues to grow and develop rapidly both. Islamic finance is also attractive to non-Muslims, both because of the services it offers and because customers want a more ethical approach to the financial sector. Islamic principles that boil down to the Qur'an and Sunnah distinguish this sector from conventional finance, especially in terms of the prohibition of interest. The total assets of the Islamic finance industry in 2019 increased by 13.9% to reach \$2.88 trillion and is expected to continue to grow to reach \$3.5 trillion in 2024 ([GIER, 2019](#)).

3. Modest Fashion

Islam considers the way of dress as an act of worship and obedience of a Muslim / Muslimah. Covering the genitals is an obligation in Islam. Halal fashion means dressing according to the rules of Muslim fashion, where does not form a body and is not transparent. In Islam, the dress code does not only require clothing as a cover for the body, but clothing is a complete and comprehensive means for health, decency, and environmental safety. Furthermore, Islam considers the way of dress as an act of worship and obedience of a Muslim / Muslim because it covering the genitals is an obligation. Muslim fashion shopping in 2019 is worth \$277 Billion. Whereas Muslim consumer spending will grow at a 5-year CAGR estimated at 2.4%

between 2019 and 2024 reaching \$311 billion in 2024 (GIER, 2019).

4. Halal Pharmaceuticals

People are becoming more aware that it is not only food that is put into the body that must be ensured to be halal, but also medicines. This awareness is also growing with modern healthcare trends that are increasingly respecting personal choice. Customers have the right to be adequately informed, and to choose the treatment according to their beliefs and ethics. This awareness growth is directly proportional to the wider halal pharmaceutical market. Halal pharmaceutical spending is worth \$92 Billion or 7% of global drug spending. As halal pharmaceutical standards gain global acceptance, halal pharmaceutical spending is forecast to grow to \$134 billion by 2024 (GIER, 2019).

5. Halal Cosmetics

Halal cosmetics are products made from materials that are in accordance with Islamic law. The content is free from animal elements that are forbidden and those slaughtered are not in accordance with Islamic guidance. Thus, halal cosmetics are a harmonization of Islamic law, Good Manufacturing Practice (GMP) and halal raw materials (Khanapi, et al, 2015). At the global level, the halal cosmetics industry is experiencing a good development trend. One of the reasons for this is the increasing awareness of skin care, the company's expansion, and the rising consumption of the middle class in Asia Pacific, the Middle East, and Africa. The average halal cosmetic spending increased 4.6% annually and reached \$66 billion in 2019 (GIER, 2019).

6. Halal Media & Recreations

Media and entertainment are objects that cannot be separated from the daily activities of every human being. Media is a source for humans to get the information they need. While entertainment is a source for humans to get rid of boredom and fatigue after doing various activities. Current technological developments make it easier for humans to get these two objects. Media and entertainment in Islam are allowed, as long as they do not make people commit sins and forget Allah. Media with the theme of Islam, in the form of Islamic films, miniseries, or online Islamic content lately continues to emerge and get a positive response in the community. Muslim leisure and media spending reached \$222 billion in 2019 and is expected to reach \$309 billion by 2024 (GIER, 2019)

7. Halal Media dan Recreation

Halal tourism is part of the tourism industry aimed at Muslims, where the services refer to Islamic rules. Halal tourism includes understanding the meaning of halal in all aspects of tourism activities ranging from hotels, transportation facilities, food and beverage facilities. The awareness of Muslims to carry out religious law requires the support of facilities and services that are in accordance with the Shari'a. The development of halal tourism has begun to be carried out by various countries, both countries with a majority of Muslims and non-Muslims. The development of halal parawisata is currently quite fast and its scope is getting wider. Currently, Muslim spending on halal tourism is estimated to be worth \$194 billion in 2019 and accounts for 12% of global tourism spending. This trend is expected to grow to \$274 billion by 2024 (GIER, 2019).

METHODOLOGY

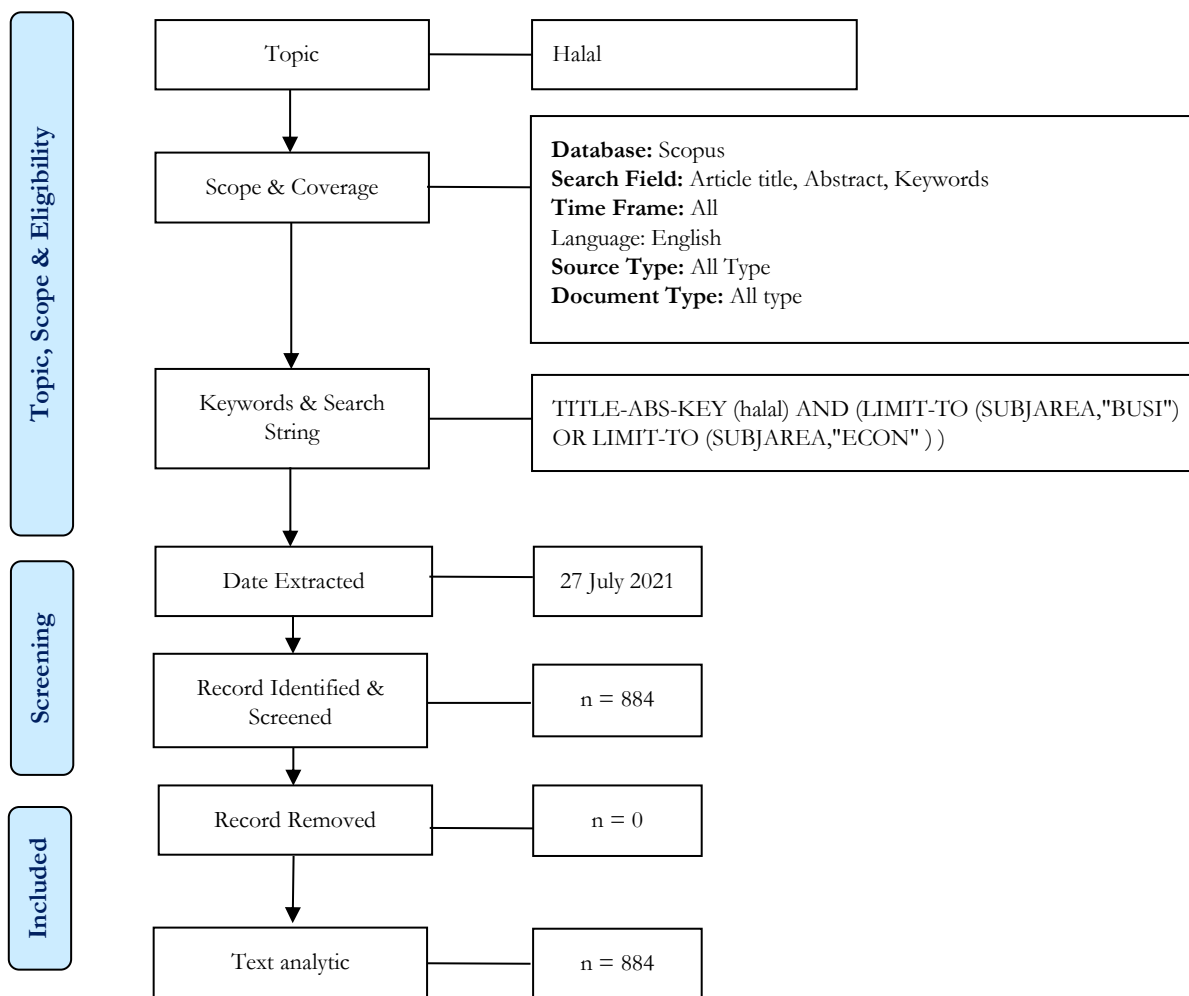


Figure 1: Flow diagram of the search strategy
Source: Zakaria et al., (2021) modified

The review process was conducted in July 25th, 2021. Figure 1 describes the three steps in identifying research documents, including eligibility, screening, and included processes involved in the systematic review. To answer the research question, we selected some relevant keywords that align with our research. Some general statistics from the data set are presented to get an idea about good governance. All articles that meet the need of request are evaluated in the text analysis aspect.

Next, we analyzed the research document using Biblioshiny software. Biblioshiny is a free software from R environment ((CRAN, The Comprehensive R Archive Network, <https://cran.r-project.org/>) that facilitates a set of tools for quantitative research in bibliometrics and scientometrics (Aria & Cuccurullo, 2017). In the bibliometric literature, the greatest concern lies in the construction of bibliometric maps. Research related the effect of differences on similarity measures (Ahlgren et al., 2003), and they were tested with different mapping techniques (Boyack et al., 2005). Lastly, the text analysis will be carried out on the results of bibliometric mapping which related to word.

RESULT & DISCUSSION

Table 1 presents the type of documents used in the research using ‘halal’ as the keywords with subject areas of Economics, Econometrics, finance (EEF), and Business, Management, and Accounting (BMA). In total, there were 884 documents classified into 6 types of documents, including journal articles (717 documents), anthology/book chapters (61 documents), conference papers (52 documents), reviews (43 documents), books (3 documents), and others (7 documents).

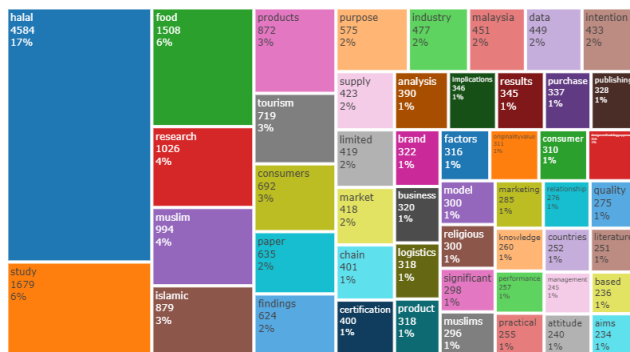


Figure 4. Word Tree Map on Halal

Regarding the result in Figure 4, we found that the most dominant words were related to halal, food, tourism, study, and Islamic. This confirms the previous findings that the halal food sector and halal tourism are the two most studied sectors.

To this date, most of the current research on "halal" discusses "halal food." This is because the word "halal" is relatively related to food and is mainly used in the food context. Some research conducted on halal food including but is not limited to implementation of standardization and certification of halal food (Ab Talib & Ai Chin, 2018; Katuk et al., 2020), halal food supply chain (Ab Rashid & Bojei, 2020; Azmi et al., 2020; Mohamed et al., 2020), determinants of halal-food consumption (Vanany et al., 2020), the use of halal logos (Mohamed et al., 2020; Quoquab et al., 2020), halal food export (M. Y. Ali et al., 2020) and among others.

Additionally, research on halal tourism has also been initiated by many researchers with different research objects. Feizollah et al., (2021) examined tweets of "halal tourism" on social media to identify frequently discussed topics and analyzed sentiment on tweets related to "halal tourism." Battour et al., (2018) analyzed the perception of non-Muslim tourists towards halal tourism in Malaysia and Turkey. Meanwhile, Rasul (2019) systematically examines this theme by examining the definition, scope, concept and mapping the research agenda related to halal tourism. Analysis related to the development of research on "halal tourists" to provide recommendations for further research was also carried out by several researchers, including Sulaiman & Adham (2019) and Rusydiana et al., (2021).

4.1.3. Co-occurrence network

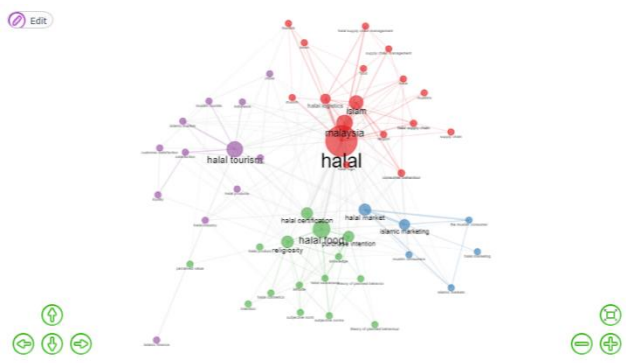


Figure 5: Co-occurrence network on Halal Research

The co-occurrence network displays words related to halal keywords in the form of colored clusters by considering the relationship between one word to another. Figure 4 explains that there are 4 clusters with related keywords, with 4 different colors. The red and blue clusters depict the general

picture of the halal industry, which is related to Islamic marketing and the halal value chain, and the words related to it. On the other side, the green and purple clusters are more specific to the two halal industry sectors: halal food and halal tourism, and words relevant to these two sectors.

The red clusters are dominated by words related to the halal value chain. The words in this cluster are halal, Malaysia, Islam, halal logistics, halal supply chain, consumer behavior, religion, Muslim, food, SMEs, supply chain, supply chain management, tourism, halal logo, halal supply chain management, Muslims, and meat. The blue clusters are dominated by words related to the market. The words in this cluster are halal market, Islamic market, Islamic marketing, Muslim consumers, Muslim consumer, Islamic markets, and halal marketing.

The green cluster is dominated by words related to halal food. The words contained in this cluster are halal food, halal certification, religiosity, purchase intention, attitude, halal awareness, halal product, halal cosmetics, knowledge, perceived value, subjective norms, theory of planned behavior, intention, subjective norm, and theory of planned behavior. At the same time, the purple cluster is dominated by words related to halal tourism. The words contained in this cluster are halal tourism, halal industry, Islamic tourism, satisfaction, Indonesian trust, Muslim tourists, China, customer satisfaction, halal products, Islamic finance, and loyalty.

4.1.5 Thematic Map

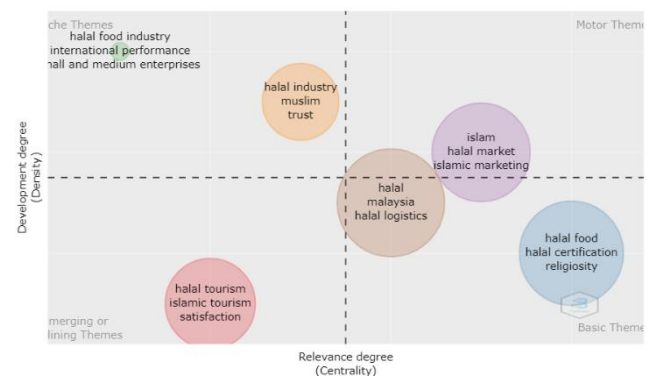


Figure 6. Thematic Map on Halal Research

This research also analyzed the thematic map based on density and centrality with halal keywords, divided into 4 quadrants. This result is obtained from a semi-automatic algorithm by reviewing the titles of all references to the object of research with relevant keywords other than the author's keywords, i.e., the results can capture deeper variations.

The upper left quadrant is a highly developed and isolated theme. Quadrants show specific themes and are rarely studied but have high development, which is indicated by high density but low centrality. The themes in this quadrant are halal industry, Muslim, trust, halal food and industry, international performance, and small and medium enterprises. Meanwhile, the lower-left quadrant is emerging or declining themes. This quadrant shows themes that have been used for a long time but experience an increasing or decreasing trend with low density and centrality. The themes in this quadrant are halal tourism, Islamic tourism, and satisfaction. Seeing developments with the sub-theme of halal tourism in the last few years, the trend of words contained in this quadrant has increased.

words cloud, and word treemap, the words halal food and halal tourism are the most frequently appearing. Co-occurrence network analysis also places these 2 sectors in separate clusters from other sectors. This is then strengthened by the thematic map analysis, which places halal foods and related words on the basic themes. The conceptual structure map and dendrogram analysis are dominated by the word tourism in the cluster with the most words.

Furthermore, we place the halal finance sector in third position in research relevant to the halal industry. This is confirmed by the lack of findings related to this sector. However, reviews of the existing literature show that the halal finance sector should be the sector that ranks first, because this sector is closely related to Islamic institutions and finance, which dominates the research of the halal industry in general.

However, this result is not wrong because the analysis text only analyzes research documents related to the specified keywords. This study uses the keyword "halal" in the subject areas of EEF (Economics, Econometrics, and Finance) and BMA (Business, Management, and Accounting). The term "halal finance", is rarely used in describing research on Islamic institutions and finance. Indeed, the word that is more commonly used is Islamic Finance. That is to say the description of "halal finance" by using the term "Islamic finance" in the classification of 7 halal industrial sectors by GIEI is considered appropriate.

Meanwhile, the halal fashion sector, halal media and recreation, halal pharmaceuticals, and halal cosmetics are in the bottom four positions and have low relevance in research documents with the keyword "halal". This shows that the research that discusses the four sectors of the halal industry is still very small so that it can be a topic recommendation for further research.

4.2. Future Research Potentials

Overall, studies on halal industry sectors were concentrated in certain countries, especially in Malaysian Case. Majority of prior studies concerning halal cosmetic has been done in Malaysian contex. (Abd Rahman et al., 2015; S. Ali et al., 2016) Abd Aziz & Wahab, 2012; A. J. bt C. M. Hashim & Musa, 2014; A. J. C. M. Hashim & Musa, 2016). Sadeeqa, et al (2013) suggested that research on halal pharmaceuticals should be researched and explored in various parts of the world, not only in Malaysia. (Ab Talib & Ai Chin, 2018) argued that further investigation on experimentation on Halal Food Supply Chain is needed in case of other countries exclude Malaysia. There is also suggestion from (Prayag, 2020; Sulaiman & Adham, 2019) to extend the geographical scope of studies related to halal tourism from muslim countries to understand how halal as a concept and its associated practices have been adapted for tourism and hospitality purposes.

Even though there are still many other of Islamic countries that need to be researched, to see the development of halal, as well as sectors which related to halal industry in a comprehensive manner. It also will be useful in revealing the situation of the subject in different cultures and various economic development levels. Further studies can be conducted the research related to halal which use middle east countries such as UEA, Saudi Arabia, Qatar or North African countries such as Morocco, Tunisia, and Algeria as study case. The development of halal industry in Turki, Bosnia, Herzegovina and other european countries where a majority of the population is Muslim, also interesting to be knowing.

Furthermore, as has been shown in the findings, research on the halal industry so far is still focused on halal

food and halal tourism. However halal is a more comprehensive concept than food and tourism, implying the need for extensive research studies for various unused sectors. Therefore, conducting studies on halal outside of food and tourism by researchers in future studies will contribute to the enrichment of the literature. There are still few studies that discussed other halal industrial sectors such as halal pharmaceuticals, halal media, halal cosmetics, and halal fashion. Although there are still few, there are several studies that discuss these sectors. We will present recommendations for further research based on other halal sectors in the appendix.

CONCLUSION

The result of this study shows that the topics related to the keyword 'halal' in the subject area of EEF (Economics, Econometrics, and Finance) and BMA (Business, Management, and Accounting), dominated by halal food and halal tourism. Further research is needed in other halal industrial sectors, namely halal pharmaceuticals, halal cosmetics, halal media, and halal fashion. As for research related to halal finance, actually a lot has been done using better known term namely 'Islamic finance'. Meanwhile from the object side, research documents on halal are still concentrated on several countries. Further studies need to be conducted with the case of various countries.

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APPENDIX

Future Research on Halal

Future Research in Pharmaceuticals	
Ramli et al., 2017	halal pharmaceutical industry on the legal and administrative requirement
Annabi & Wada, 2016	implementation and challenges of halal pharmaceutical in developing countries
	How to Halal pharmaceuticals awareness in developing countries
Daher et al., 2015	effect of religiosity and spirituality on regular medication use
Sadecqa et al., 2013	the geographical scope of studies must be extended to other countries, exclude Malaysia

Future Research in Travel/Tourism	
Sulaiman & Adham, 2019 & Prayag, 2020	the geographical scope of studies must be extended from muslim countries
Battour et al., 2018	the impact of the perception of non-Muslim tourists towards the halal tourism market using quantitative data
	Future research should also be conducted in other Islamic countries which have different cultures
Islam & Madkouri, 2018	comparisons of the best practices in managing Halal industry across countries in the world market.
Feizollah et al., 2021	Deeper sentiment analytics related to halal tourism in social media, especially twitter
(Vargas-Sánchez & Moral-Moral, 2019)	The role of digital platforms in halal tourism and hospitality business

Future Research in Media	
Lövheim & Axner, 2011	how the interplay between media and religion may contribute
Wajitragum, 2014	halal print advertising media in muslim majority countries
Shah et al., 2020	examine the effect of halal social media on brand satisfaction which included muslim and non-muslim costumers
	examine the effects of social media as a moderating variable on the choices of Muslim customers
	examine the effect of halal social media on brand satisfaction of muslim customer

Future Research in Halal Cosmetics	
(S. Ali et al., 2016), Abd Rahman et al., 2015	the geographical scope of studies must be extended to other countries, exclude Malaysia
	halal cosmetic in the consumer behaviour should use probability sampling techniques
Ngah et al., 2021	to compare the intention to purchase halal cosmetics across different countries, especially in Muslim countries.
	intention to purchase halal specific products such as make-up, skin care, and other hygienic products
Teng & Wan Jusoh, 2013	examine non-Muslim consumers' awareness, understanding and intention to purchase halal cosmetics and personal care products
Briliana & Noviana, 2016	investigate the relationship between knowledge, religiosity, attitudes towards halal cosmetic products and intention towards different halal products, e.g. food and cosmetics.

Future Research in Halal Fashion	
Afendi, 2020	adding several research variables such as religiosity, brand, price, foodstuffs, etc. on purchase decision for halal fashion
Zainudin et al., 2020	examine the research on general population (not only milleneal) to predict the consumerism pattern of the next generation.
	use qualitative or mixed method to further refine the concept of Halal brand personality.
Hanzaee & Chitsaz, 2011	there is a lack of social, psychological, and women's studies from the perspective of Islamic fashion especially in iran, generally among the countries in the world

Future Research in Halal Food	
Mohamed et al., 2020	how and why robust Halal Supply Chain management should be implemented in an organization
Azmi et al., 2020	identify the source of risk in Halal food supply chain to maintain the products as halal and toyyib for stakeholders.
Ab Talib & Ai Chin, 2018	Application and experimentation on Halal food supply chain implementation in other countries

Samori, et.al 2014	research on food DNA to the invention of DNA food detector
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Future Research in Halal Finance	
Paltrinieri & Kutan, 2019	The impact of the monetary policy and the worldwide low interest rates on Islamic Financial instruments and Institutions behavior
	The impact of oil and other commodities on Shariah compliant instruments' prices and returns.
	The connection between Socially Responsible and Islamic investments.
	Islamic corporate finance, what explains the behavior, the structure, and the governance of Shariah compliant firms?
	The efficiency and stability of Islamic insurance vs the conventional ones.
	How can Islamic finance be interconnected with international business
	Whether Islamic microfinance institutions (MFIs) are any different from the conventional MFIs
	literature reviews on above topics and others in general to extend the research on Islamic Finance
Pesendorfer & Lehner, 2016	Improvement of regulatory framework / implementation of regulatory body
	conformity with Shariah rules
	holistic implementation of ethical guidelines
	PLS usage (on financing and investment side) / matching of maturities
	derivatives / Islamic hedging tools
	westernisation of Islamic banking
Abedifar et al., 2015	examining systemic risks and seeing how this links to Islamic and conventional banking
	features and links between liquidity and market funding risks
	linking financial and social inclusion in the Islamic world and see how this is related to notions of poverty, equality and economic development.