

Halal Fashion in Indonesia as A Business Industry

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This study seeks to map research related to halal fashion in Indonesia published by Dimension indexed journals from 2015 to 2023. NVivo 12 Plus was used to conduct thematic studies and frequency was used to evaluate 86 publications in the scientific literature. The results found that the number of publications fluctuates from year to year related to halal fashion research in Indonesia, which indicates that this topic is an interesting topic and must continue to be developed. In addition, various focuses of discussion and cluster analysis that describe the research path in halal fashion research in Indonesia include Motivational Factors for the Halal Fashion Industry in Indonesia, Modest Fashion and Halal Lifestyle in Indonesia, Halal Fashion Consumer Behavior in Indonesia, and Halal Fashion Product Development and Branding in Indonesia. This research can be used as a starting point for experts to build graphic visualizations of halal fashion research patterns in Indonesia in published scientific research.

Keywords: Halal fashion; Indonesia; Nvivo; Halal business

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INTRODUCTION

Halal fashion refers to clothing that conforms to Islamic principles and is considered permissible under Sharia law. It includes clothing that covers the body properly and is made from halal materials. Halal fashion has experienced significant growth in the last few decades. Key aspects of this development include the growth of the Muslim population, the increasing demand for halal products, and the emergence of halal fashion trends globally. The State of the Global Islamic Economy Report 2022 explains that Muslim spending on fashion increased by 5.7% in 2021, from US\$279 billion to US\$295 billion, and is expected to grow by 6.0% in 2022 to US\$313 billion and reach US\$375 billion in 2025 with a 4-year CAGR of 6.1%. The high growth and purchasing power of the Muslim community creates a potential core market for the halal fashion and lifestyle sector.

Indonesia as the country with the largest Muslim majority in the world has the potential and can play an important role in the growth of the global halal industry. The Royal Islamic Strategic Studies Center (RISSC) report estimates that 237.56 million Indonesians, or 86.7% of the total population, are Muslims. This large Muslim population makes Indonesia a promising market for halal products and services. In addition, awareness of the halal status of a product is increasing among consumers, especially after the COVID-19 pandemic. For most Indonesians, halal labeling is an important aspect that they consider when making purchases (Nabila, 2023). On the other hand, Indonesia is one of the largest consumers of halal products globally, with 11.34% of global halal spending (DataSpring, 2023).

Another report in the "Indonesia Halal Market Report 2021-2022" released by ISEF and supported by Bank Rakyat Indonesia estimates that the potential of the halal business in Indonesia can grow up to \$7.5 billion or around IDR 114 trillion. This growth is influenced by factors such as lifestyle changes, technological advances, and government support for the halal industry (Jailani, 2022). In support of this, the Indonesian government has issued regulations to support the halal industry, such as Law Number 33 of 2014 concerning Halal Product Guarantee. This law aims to facilitate the growth of the halal industry in Indonesia and create a conducive environment for businesses to obtain halal certification. In addition, the emergence of Muslim fashion designers and the organization of Muslim fashion festivals in Indonesia

contribute to the development of the halal fashion industry (Jailani, 2022). This explains that the economic potential of the halal fashion industry in Indonesia is very promising, with halal fashion consumption by Muslims in the country increasing every year (Jailani et al., 2022). Furthermore, the increasing number of e-commerce users in Indonesia, especially among millennials and Gen Z, provides an excellent opportunity for the development of the halal fashion industry through online platforms (Jailani et al., 2022). This is reinforced by Indonesia's demographic bonus, which is dominated by millennials and generation Z who are familiar with technology, providing great opportunities for the expansion of the halal fashion market.

Despite these opportunities, Indonesia's halal fashion industry also faces challenges, such as the need for raw materials, technological adaptation in the production process, and the development of innovative human resources (Jailani, 2022). Yuniastuti & Pratama (2023) stated that limited access to capital and financing is another challenge faced by halal fashion businesses in Indonesia. This can hinder the growth and development of the industry, as businesses struggle to obtain the necessary funds to invest in research, development and marketing. In addition, there are border and export regulations that may hinder the growth of the halal industry (DataSpring, 2023). Furthermore, the modest fashion industry in Indonesia faces stiff competition in the global halal industry. To remain competitive, businesses in Indonesia need to focus on product quality, innovation, and customer service (Yuniastuti & Pratama, 2023).

To answer these challenges, and solve problems in terms of Indonesian halal fashion, research is needed that can specifically examine and map the development of research related to Indonesian halal fashion. One of the analytical tools that can be used to deepen this research is NVivo. NVivo analysis can be used to find out and visualize keywords, research developments or research topics on a topic, which in this study is Indonesian halal fashion. A number of studies that are relevant to this research include Izza (2022) explaining bibliometric mapping of halal fashion research developments with the Scopus index. Halal is seen as a new trend for 1.6 billion Muslims. The global market must respond to the demands, preferences, and orientations of different markets and economic values, as well as the economics of trade. Halal lifestyle is the latest trend in Indonesia, and one aspect is the halal apparel sector. The results showed that the number of

publications regarding the development of research on the role of Halal Fashion continues to increase. [Susilawati et al \(2021\)](#) examined the hijab community's purpose in using halal hijab fashion as part of their identity in showing the existence of the hijab group through ideology and consumption approaches. The results showed that religious beliefs or Islamic norm are the main basis in encouraging the use of hijab and necessity factors.

[Biancone et al \(2023\)](#) identified the variables that characterize a simple fashion business model, highlighting the elements that support sustainability. This research highlights a business model based on ethical principles that leads to an approach oriented more towards product quality than quantity and the supposed use of clothing. The business model recalls some of the distinctive elements of sustainability and fashion related to messages of social justice and equity, opportunities for women's entrepreneurship and sustainable supply chain systems, eco-friendly fabrics, and zero-waste manufacturing techniques. [Mefid & Eitiveni \(2023\)](#) described the halal supply chain in the fashion industry as contributing to the development of halal SCM by offering a framework that uses traceability and tracking technology to maintain the integrity of halal products. The solution to this problem is to adopt Radio Frequency Identification (RFID) technology in halal SCM techniques. RFID technology is a technology for automatic identification systems that uses wireless technology to recognize uniquely tagged objects or people. Radio frequency identification is mainly based on wireless communication in radio frequency. The system includes readers and tags that react to electromagnetic fields or impulses emitted through the reader. The utilization of RFID technology in supply chain technology in the fashion industry can perform tracking and tracing so that each level is maintained in accordance with Islamic law.

Based on these studies, there is no research that specifically examines halal fashion development in Indonesia using NVivo analysis especially associated with the business industry. Therefore, this study attempts to map and elaborate research related to Indonesian halal fashion published by Dimensions indexed journals from 2015 to 2023 using 'halal fashion Indonesia' keyword.

METHODOLOGY

The analysis of this paper combines qualitative methods with descriptive statistics. Qualitative deepening is a research technique that focuses on

exploring the meaning, characteristics, symptoms, understanding, concepts, symbols, and descriptions of a phenomenon using many methodologies and narrative styles. Qualitative methods are seeking, collecting, evaluating, and interpreting extensive visual and narrative data to gain deeper knowledge about an event or topic of interest. Descriptive research is qualitative in nature; it studies the techniques of collecting, compiling, and summarizing research data in a statistical discipline. Data must be frequently and adequately summarized for evaluation in tables, graphs, and other graphical displays. In addition, other advantages of qualitative methods are richness in data collection, valid coding, and reliable interpretation ([Moretti et al., 2011](#)).

Furthermore, the research process used NVivo 12 Plus software. NVivo, one of today's most popular qualitative data management programs has its roots in NUD*IST. Software developers have described it as an improved and expanded version of NUD*IST3. NVivo has features such as character-based coding, rich text analysis capabilities, and multimedia functions that are essential for qualitative data management. One of NVivo's strengths lies in its high compatibility with research design. The software is not methodologically specific and works well with a variety of qualitative research designs and data analysis methods such as discourse analysis, grounded theory, conversation analysis, ethnography, literature review, phenomenology, and mixed methods ([Zamawe, 2015](#)). In addition, another advantage of using NVivo 12 Plus is that it can collect, organize, analyze, and visualize unstructured or semi-structured data by importing data in various file formats, organizing demographic data, source code, capturing ideas, specific metadata, running queries, and visualizing project items ([Izza & Rusydiana, 2022](#)).

Finally, data in excel and csv formats are processed and then analyzed using NVivo 12 Plus software to automatically utilize and separate data in files with sentences, paragraphs, or unique text strings by utilizing the auto-code wizard. From the sources analyzed, the Auto Code Wizard is then used to provide results related to the topic of halal fashion in Indonesia. Other studies using N-vivo analysis on Islamic economics and finance for the example can be found at [Abdeldayem & Aldulaimi \(2023\)](#), [Izza & Mi'raj \(2022\)](#), [Sunarya & Rusydiana \(2022\)](#), [Izza et al., \(2021\)](#), [Mukhlisin et al., \(2022\)](#), and also the study done by [Izza & Ikhwan \(2023\)](#).

Based on the coding, it automatically generates a hierarchical chart on the title bringing up several relevant words that appear frequently, including wear, trends, sharia, purchase intention, popular religiosity,

motivational factors, modest fashion, industry, halal lifestyle, halal fashion, and brand loyalty. Among these charts, the word "fashion" has a larger square size than the others.

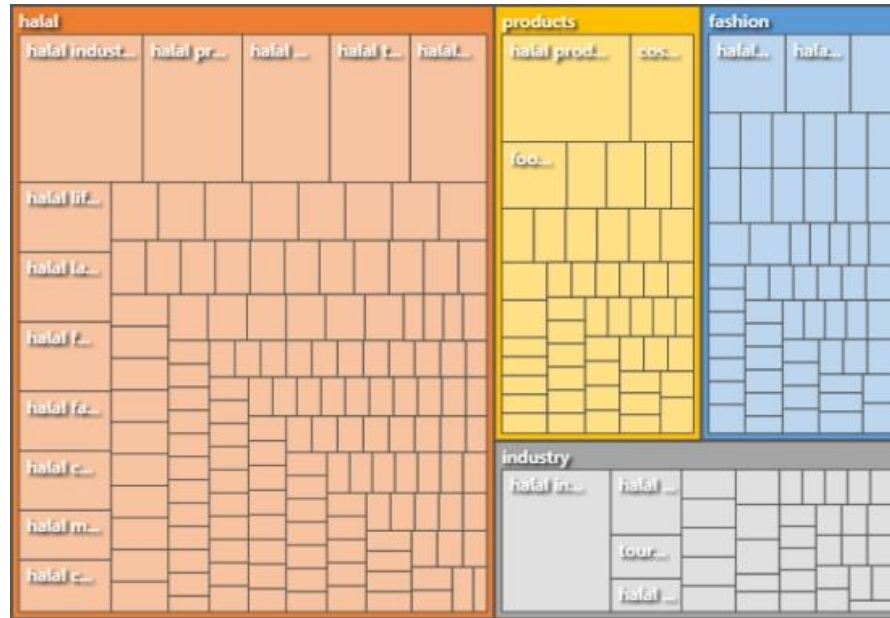


Figure 3. Hierarchy Chart "Abstract"

Based on the coding, it automatically generates a hierarchical chart based on the author's keywords. Figure 3 presents the relevant words that often appear including halal, products, fashion, and industry. The word "halal" has a larger square size than the others.

Treemap

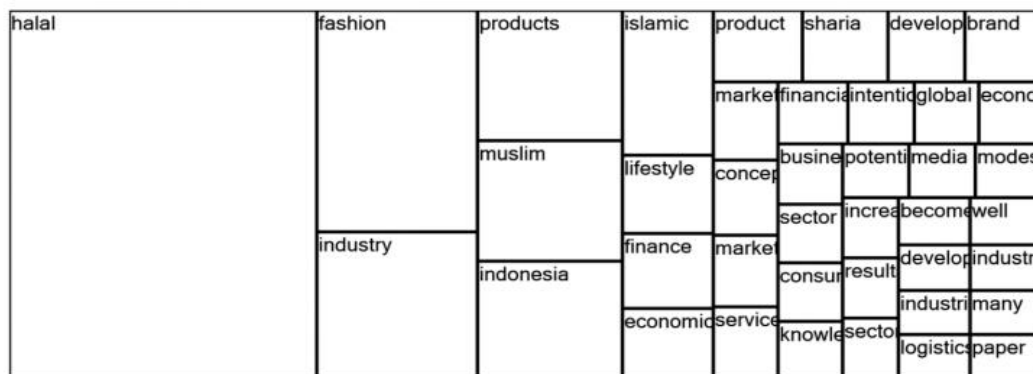


Figure 4. Treemap of Essential Concerns, Focus, and Anecdotes of Halal Fashion Theme

The next tool presented from Word Frequency analysis is a treemap. A treemap is a diagram that shows data in hierarchical order, as a collection of nested rectangles with different dimensions, sizes, and shapes. The size shows the number by frequency and percentage. Treemaps are scaled to fit the space offered. The size of the rectangles should be considered in the network's relationship to each other which results in a

larger area view at the top left of the chart, versus a smaller rectangle view at the bottom right (Help NVivo, 2020). Word frequency analysis in the form of treemap generated from this analysis has shown three different aspects of halal fashion research:

- a) Concerns are the main concerns in the grouping of related general topics. Among

these related topics are halal, fashion, and industry.

- b) Focus, this section discusses the focus of discussion in halal fashion research. The focus discussed is related to Muslim, products, lifestyle, finance, and economy.

- c) The last is anecdotes, which relates to specific subthemes related to the discussion in halal fashion research. These subthemes are marketing, service, brand, business, modest, and sector.

Cluster Analysis

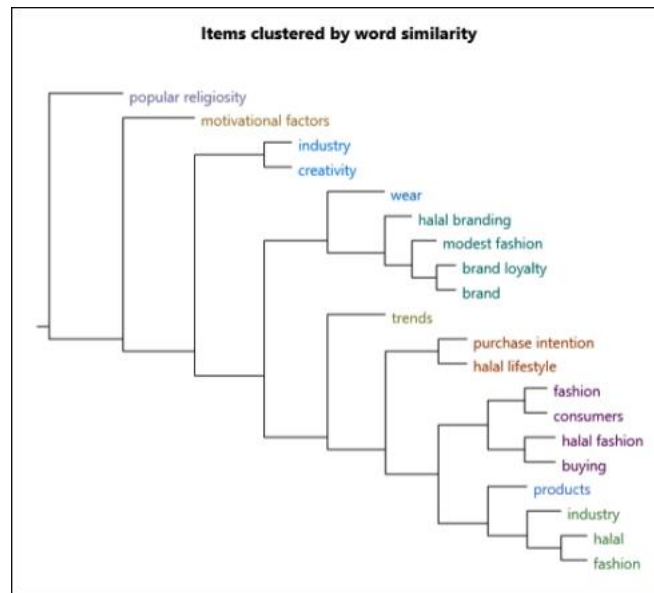


Figure 5. Items Clustered Analysis of Halal Fashion based on Title and Abstract

Furthermore, figure 5 shows cluster analysis, which is a technique used in exploring and visualizing patterns in the theme of halal fashion in general in scientific research by grouping similar or related sources or words using automatic codes from NVivo 12 software based on title and abstract. This is used to get detailed and comprehensive results so that it can determine the research path related to halal fashion research. There are 4 main clusters in general that group words and their relationships.

Cluster 1 Motivational Factors for the Halal Fashion Industry in Indonesia

In particular, research that examines related to this topic is still very rare. An example of research that is quite relevant to this topic is [Martiana et al \(2018\)](#) analyzing the motivations and obstacles of female entrepreneurs in managing a halal fashion business. The results of this study concluded that the motivation in running a business comes from themselves which is influenced by the surrounding environment. The obstacles faced include the high price of raw materials which causes high production costs and high selling prices. Meanwhile, capital issues related to lack of trust especially in Islamic financial institutions also occur. The results of the chi-square test show that businesses play a

role in empowering respondents' economies through employment opportunities, income and increased authority in decision-making. Special programs/training supported by technology in business practices should be conducted to improve the quality of existing businesses.

[Edastami & Mahfudz \(2019\)](#) analyzed the factors that influence fashion awareness in consumers in Indonesia, especially those related to hijab-fashion consumption. The results found that religiosity has a negative effect on hijab fashion awareness. Furthermore, there is a significant positive effect of dressing style and fashion motivation on fashion awareness, but there is no significant effect on the source of knowledge and uniqueness in fashion awareness. This study also found that fashion consciousness has a significant influence on hijab-fashion consumption in Indonesia.

Cluster 2 Modest Fashion and Halal Lifestyle in Indonesia

Similar to the previous topic, research topics that specifically examine the relationship between modest fashion and halal lifestyle are also still quite rare. Among the relevant studies, [Saaidin et al \(2022\)](#) explained the perception of young Malaysians towards Indonesian modest fashion. The results of the study found that respondents preferred minimalist designs and

considered that Malaysian Muslim fashion designs were more sharia-compliant than Indonesian Muslim fashion designs. Malaysian youth would like to see more creative and innovative designs in the future. It is recommended that Malaysian designers use a bolder and more creative approach in their designs. The instrument used can be improved by providing more clothing samples that can identify more characteristics of simple fashion designs that meet consumer demand.

Mutmainah & Romadhon (2023) analyzed the influence of halal lifestyle, Islamic branding, and social media marketing on purchasing decisions for Muslim clothing in East Java. The results showed that the halal lifestyle variable did not have a significant influence on the purchasing decision variable. Furthermore, Islamic branding and social media marketing variables have a significant influence on purchasing decision variables. In purchasing Muslim fashion products, not all consumers pay attention to the halal lifestyle because sometimes in determining the purchase of Muslim fashion products, consumers consider more brands and products that are trending on social media.

Cluster 3 Halal Fashion Consumer Behavior in Indonesia

Nurani & Adinugraha (2022) explain consumer preferences in choosing Muslim fashion products in Indonesia. The results of this study illustrate that the trend of Muslim clothing is a positive thing because more and more people are wearing Muslim clothing, meaning that one of the objectives of da'wah is to call for the obligation to cover the aurat to be assisted by trends. Not only that, trends and hijrah motives also play a role in determining the behavior of Muslim consumers in buying Muslim clothing because both are several factors that influence consumer decisions, especially personal and psychological factors.

Ali & Matanra (2023) examined how the suitability of consumer self-image through the personality of a halal fashion brand. The results showed that there are only three dimensions of halal brand personality that are most prominent from the SOKA brand, namely the personalities of joy, purity, and righteousness. Among the three personalities, piety then becomes the only halal brand personality that best fits the actual and ideal self-image of its consumers, which can help demonstrate and satisfy their self-concept needs for religious observance and observance in using the products considered relevant to sharia principles.

Yuliani & Khuwarazmi (2022) analyzed the impact of the Indonesian Muslim hijrah trend on

consumer decisions to consume halal products in Indonesia. The results showed that the religiosity considerations of Indonesian Muslims to consume halal products are growing when driven by the spirit of hijrah of Indonesian Muslims. In addition, the variables of Religiosity, Islamic branding, persuasive marketing, product quality, appetite, price are also empirically accepted. Syafitri & Prasetyo (2022) analyzed the relationship between halal knowledge and the attitude of Muslim consumers in Surabaya towards the consumption of sharia fashion. The results of this study explain that knowledge has a significant positive effect on the attitudes of sharia fashion consumers in Surabaya. Thus, producers and marketers must pay attention to halal in producing and marketing their products.

Cluster 4 Halal Fashion Product Development and Branding in Indonesia

Research on this topic is also still quite rare. An example of relevant research is Faries et al (2019) explaining the development of the halal fashion industry in Indonesia. The development of the financial industry continues to increase, which is marked by the development of the halal industry, one of which is the halal fashion industry, according to the 2017/2018 Global Islamic Economy Report with the largest Muslim population in the world. Indonesia is still inferior compared to neighboring countries such as Malaysia, which has first developed the halal fashion industry. The results of this study conclude that there are several potentials in Indonesia for the development of the halal fashion industry, including the need for Halal Products (goods and services), the diversity of Halal Products, the completeness of the Legal Framework, the number of business actors in the Halal Products Market, and the need for Halal Product Exports.

CONCLUSION

This study aims to identify and map research related to the extent of the development of halal fashion business research in Indonesia in the scientific literature. The results show that there are 86 paper publications from 2006-2023 with Scopus indexed Digital-Object-Identifier (DOI).

In addition, this review includes metadata information, co-occurrence, and sentiment analysis. This study also found that the number of publications fluctuates from year to year related to halal fashion research in Indonesia, which indicates that this topic is an interesting topic and should continue to be developed. In addition, various discussion focuses and cluster

analysis that describe the research path in halal fashion research in Indonesia include Motivational Factors for the Halal Fashion Industry in Indonesia, Modest Fashion and Halal Lifestyle in Indonesia, Halal Fashion Consumer Behavior in Indonesia, and Halal Fashion Product Development and Branding in Indonesia.

Thus, the results of this study are expected to be used as a basic reference to see how graphic visualization of the development of halal fashion research trends in Indonesia in published scientific research so that it can be further developed by experts. Recommendations for further research can refer to the most popular keywords that can be discussed further. In addition, it is possible to conduct a more complete bibliometric analysis with other types of software. Finally, it should be noted that this study has limitations in that the time frame is limited and the results offered are still dynamic. Suggestions for future research could use better databases and other sources for more comprehensive results.

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