

Sentiment Analysis of Halal Media and Recreation Trends in The Last 10 Years

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This research aims to examine trends in halal media and recreation in the last ten years globally and is reviewed from scientific studies in the journal published Dimension. This research uses the sentiment analysis method from secondary data in 106 papers published in the last ten years, namely 2013 to 2023, then processed using Microsoft Excel 2019 and SentiStrength. The research results illustrate that the analysis of good (positive) sentiment is 45.3%, bad (negative) sentiment is 21.7%, and the rest has a neutral sentiment of 33%. The results of this discovery with sentiment analysis found that halal media and recreation trends in the last ten years tend to have positive sentiments. From the results of this analysis, both positive, negative, and neutral sentiments are challenges and opportunities for interested parties, including the government, academics, and so on, to provide a strong understanding regarding halal media and recreation.

Keywords: Halal Recreation; Halal Media; Sentiment Analysis

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1.1.

INTRODUCTION

Islamic economics has an important role in the Indonesian economy and has grown rapidly to become one of the major players in the Indonesian financial sector. Globally, seven sectors of the Islamic economy have experienced significant increases, such as the culinary/food industry, Islamic finance, the insurance industry, fashion/cosmetics, pharmaceuticals, media & recreation, and tourism. From these sectors, lifestyle, Halal media and recreation is one focus that gets significant attention. The growth of halal media and recreation also continues to increase every year (Nur et al., 2021).

The halal media and recreation industry has experienced quite significant developments. This development occurs in Muslim-majority countries and minority countries, as explained by Adha et al. (2017) and Haryani et al. (2017). Rapid developments in communication have made it difficult for society to stop them in terms of freedom of travel and seeking information due to easier access. Nowadays, any region or country welcomes guests from other countries without suspicion. An important factor in promoting the entertainment and recreation sector is the open access to information and communication worldwide, which has made it easier for industry players to promote entertainment and recreation products and destinations through various forms of advertising. For example, entertainment and recreation products are currently increasingly varied and attractive, such as cultural, scientific, educational, environmental, religious recreation, and others (Shah et al., 2020).

Trends regarding halal media and recreation are attracting much public interest because more and more information and knowledge are developing about the halal industry. The increase in Muslim tourists is also an opportunity to develop the halal media and recreation sector. Halal Recreation aims to provide services to visitors who want to travel according to Islamic principles. Thus, Muslim visitors will feel calmer and safer when having recreation and be able to fulfill their Islamic obligations, such as consuming halal food and drinks, performing obligatory prayers in appropriate places, and getting proper accommodation (Iflah, 2020).

If analyzed more deeply, there are several segments that have the potential to experience rapid growth in the halal tourism and recreation industry, including: (1) increasing Muslim population, (2) increasing growth of the Muslim middle class, (3) increasing access to information from various sources. media, which allows information to be quickly and easily

available to the public, (4) the Muslim population with an average age of 24 years in 2015 is an opportunity because young people often travel on tours, (5) increasing tourist-friendly facilities and services Muslims, (6) the existence of Ramadan Travel which makes Muslim tourists interested in visiting during the month of Ramadan, and (7) the travel business is increasingly mushrooming and quickly seizing opportunities in serving Muslim tourists (Global Muslim Travel Index, 2018).

From the several segments mentioned above, several things need to be noted, namely the number of Muslim populations and the number of Muslim youth populations. The halal tourism market is growing rapidly among millennial Muslims because the average age of Muslims in 2010 was 23 years. Millennial Muslim tourists, also known as Generation Y and aged between 20 to 38 years, are a segment with great potential to spur the growth of the halal tourism market and are the fastest-growing consumers, representing almost 20% of international tourists. It is estimated that millennial Muslims can afford two to five vacations in one year (Iflah, 2020).

In 2019, Muslim spending in the halal industry continued to increase. The halal tourism sector is also one of the sectors experiencing rapid growth. In 2019, global Muslim spending on travel (excluding Hajj and Umrah) was around \$180 billion. The report predicts that this figure will continue to increase and reach around \$300 billion by 2026. The Halal media and leisure sector is also experiencing significant growth. In 2015, global Muslim spending on halal media and recreation reached \$189 billion, five percent of the global market of \$3.7 trillion. The report predicts that this growth will continue (Mastercard-CrescentRating Global Muslim Travel Index, 2019).

It can be concluded that Muslim expenditure in the halal industry continued to experience rapid growth in 2019, with the halal food and beverage, halal tourism, and halal media and recreation sectors being sectors that experienced significant growth. This shows that the halal industry is becoming increasingly important and promising business potential. (Mastercard-CrescentRating Global Muslim Travel Index, 2019).

The problem formulation of this research is to find the trends related to sentiment analysis in scientific publications about halal media and recreation. Trends in developing the theme of perceptions of halal media and recreation were processed using Microsoft Excel 2019 and SentiStrenght to generate public sentiment regarding this topic.

Based on this background, this research is the first attempt to examine the perceptions of the scientific literature on the theme of halal media and recreation. Among the benefits that might be obtained from this research is an understanding of the extent to which the portrait of the evolution of perceptions of halal media and recreation research in the world of research is illustrated by the selection of published articles. In addition, this study examines the meta-analysis of halal media and recreation research patterns. This research framework, part two, offers a comprehensive summary of the literature review. The third section describes this technique in depth. In the fourth section, the findings of the descriptive study are presented and reported. The final section of the paper provides a summary of the research.

Next, this paper presents the research background, followed by the problem formulation, research review, and related literature. Then, the following sections present the research methods used and the research findings. Finally, the research's contributions, practical implications, and limitations are described.

LITERATURE REVIEW

2.1 Theory of Halal-Haram

The importance of implementing the principles of halal and haram in Indonesia lies in the strength of the market for halal products owned by this country. The concept of halal and haram itself is by the criteria contained in the commands of the Al-Qur'an, which Allah SWT revealed. Several other reasons show the importance of this understanding, such as our love for Allah SWT, avoiding the prohibition of prayer, and preventing the dangers of hell based on the verses in Qs. Tahrim: 6, refuse to follow Satan's steps, and prevent disease from occurring in our bodies (Pratama et al., 2019).

In the Qur'an letter An-Nisa: 4, halal is permissible in Islam, while haram means something prohibited. Allah SWT has explicitly explained this concept. Everything halal is good, but there is still a lack of knowledge and understanding among Muslims, especially among halal business entrepreneurs. The term halal originates from Arabic, the root word Halla-Yahullu-Hallan wa Halalan, which means leaving harm, permissible or permissible (Saleh et al., 2022). The word changes meaning when associated with a product that can be consumed or used if it is useful.

2.2 Theory of Halal Lifestyle

Lifestyle refers to how a person uses, understands, and appreciates material cultural objects in a particular social context. Lifestyle can also be considered a symbol of the existence of these objects to show one's identity. In this case, lifestyle is a pattern of investment in various aspects of life (Pratama et al., 2019). One popular lifestyle type is the Halal Lifestyle, which includes various components such as fashion, food and beverages, tourism or recreation, pharmaceuticals, cosmetics, Islamic finance, and halal media, among others. The Halal lifestyle focuses on using halal products in life because they relate to the needs of human life. Halal lifestyle refers to a lifestyle that prioritizes products that are considered halal and by human needs. There are several definitions of a halal lifestyle which include:

- a. Muslim consumption, wisdom in Islam,
- b. halal products that are tayyibat,
- c. and well-being and prosperity.
- d. In Islam, the halal lifestyle is considered as part of a strategy to achieve the desired life goals.

Halal products must be useful, pure, safe, and by halal principles based on verses in the Qur'an such as QS. 2:172 and 2:168. A halal lifestyle's ultimate goal is to achieve prosperity, as explained in the Al-Qur'an Surah Al-Baqarah verse 2:201.

2.3 Social Media

According to (Boyd, 2015), social media has become an important part of people's lives. The definition of social media is growing according to the dimensions and initiatives of its use. Research (QuanHaase, 2017) shows the definition of social media as a web-based service that enables individuals, communities, and organizations to collaborate, connect, interact, and build communities by easily creating, modifying, sharing, and accessing user-generated content (Shah et al. al., 2020).

(Stefanus, 2016) suggests that the theme regarding the impact of social media on consumer behavior is developing. This affects consumers in two dimensions: environmental-integral, where the digital environment influences customer behavior in the digital environment itself, and incidental-environment, where the digital environment also influences customer behavior in other environments. (Lamberton, 2015) their analysis reveals that the influence of the digital environment impacts consumer decisions (Shah et al., 2020).



Figure 1: Data on Active Social Media Users in Indonesia

The We Are Social report reveals that the number of active social media users in Indonesia reached 167 million in January 2023, equivalent to 60.4% of the country's population. However, it should be noted that this figure shows a decrease of 12.57% from the previous year, which amounted to 191 million users. This decrease is the first in a decade, but the discrepancy is due to We Are Social's significant revisions to their data sources. Despite the decline, Indonesians still spend an average of 3 hours and 18 minutes per day on social media, which is the tenth highest ranking in the world. In addition, the number of internet users in Indonesia was recorded at 212.9 million in January 2023, an increase of 3.85% from last year. A staggering 98.3% of internet users in Indonesia access the internet via their mobile phones, and the average Indonesian spends 7 hours and 42 minutes online every day.

2.4 Halal Social Media

Reactions to social media in Muslim circles have varied widely. Some clerics have issued fatwas on social media for allegedly facilitating trade and spreading lies. The concept of "halal social media" is similar to halal tourism in that both are linked to recreation, relaxation, and social interaction goals. The concept of halal is related to food and tourism and products and services that reach various groups of people (Ryan, 2016). Battour et al. (2014) confirm that halal is related to the availability of content and facilities that comply with Islamic teachings and follow general guidelines, such as prohibitions on gambling, alcohol, and Islamic dress codes (Shah et al., 2020).

The cognitive and affective state, referred to as satisfaction with "halal social media," has similarities with satisfaction in recreation (Iniesta-Bonillo, 2016). According to Eid al-Fitr and El-Gohary (2015),

satisfaction can be divided into two types: transaction-specific and overall. Specific transactions relate to satisfaction with product and service results, while overall satisfaction involves comparing perceptions of products and services with the results. In the context of "halal social media", these two types of satisfaction are still relevant because users can see and compare products in real-time, even for the first time. However, like other services, quality, customer value, and religiosity can also affect user satisfaction (Battour et al., 2014; Eid al-Fitr and El-Gohary, 2015). In another study, Han and Hyun (2017) added demographic factors such as gender, frequency of use, and spending as determinants of social media user satisfaction (Harimurti et al., 2019).

2.5 The Concept of Recreation in Islam

Historically, recreation in the Islamic tradition began with the emergence of religion as a universal religion. At that time, the concept of 'ziyarah' was introduced, which means 'to visit'. Since then, ziyarah culture has become an Islamic social phenomenon that follows ethics and law. In 2000, the term "Halal Recreation" was introduced as an alternative to meet the demand for recreation that suits the needs of Muslims. This is related to the demand for recreation in accordance with the lifestyle according to belief (Abduttawwab, 2019).

According to research by Alim and his colleagues in 2015, the concept of halal tourism must meet three criteria: it must have halal food facilities, washrooms that are friendly to the use of water, and prayer facilities; must have all facilities and services that support Islamic values and lifestyle, including fasting facilities and services during Ramadan; and a good option would involve eliminating non-halal activities, and providing

recreational facilities and services according to sharia principles. The World Tourism Organization (WTO) adds general criteria for halal recreation which include oriented towards the common good, enlightenment, refreshment and serenity; avoiding pagan practices and superstitions; maintaining security and comfort, protecting the environment, and respecting cultural values and local wisdom. [Suhaimi, Kahiril, Yakoob, in Suherlan \(2015\)](#) also highlighted that the fundamentals of halal recreation include a number of components, such as halal hotels, halal transportation, halal food, halal logistics, Islamic finance, Islamic tour packages and halal spas. For example, sharia hotels will limit their guests by only accepting married guests (muhrim) and not selling alcoholic beverages or food that is forbidden by Islam ([Siregar, 2018](#)).

Halal recreation, which is popularly known as halal tourism, is a form of tourism that applies Islamic values in every activity carried out. Religious tourism is now growing because it does not only cover one religion. Besides religious values, universal values such as education and local wisdom are also important. Although many consider halal tourism limited to visits to mosques or cemeteries, halal recreation includes various types of tourism regulated by Islamic principles and values ([Harimurti et al., 2019](#)).

RESEARCH METHODS

This study used metadata from Dimensions (<https://www.dimensions.ai>) to analyze data from published papers and scientific articles on halal media and recreation. The methodology is a qualitative approach combined with descriptive statistics for publications about halal media and recreation. According to [Yusuf \(2017: 328\)](#), a qualitative research method is an inquiry scheme or strategy concerned with exploring food, characteristics, symptoms, understanding, concepts, symbols, and descriptions of a phenomenon, using several ways and presented narratively. Descriptive qualitative research is a method of collecting, compiling, and presenting research data in a summary form with the provision that the data must be summarized consistently and acceptably, either in tables, graphs, or graphical presentations, to serve as a basis for various assessments.

Sentiment analysis or opinion development is used to identify public sentiment on a particular issue. In its simplest form, text analysis is entered to work with

words instead of numbers. Subjectivity categorization, detection orientation, opinion holders, and identification of targets are the three subprocesses of sentiment analysis.

In addition, the results of sentiment reviews can be expressed sentimentally as sad, happy, or angry to create research that can guide forming perspectives on certain themes ([Rusydiana & Marlina, 2020](#)). This research was processed using Microsoft Excel 2019, and SentiStrength was used to calculate sentiment analysis maps for halal media and recreation research.

The research data is the publication of papers on halal media and recreation. In selecting the database, dimensions-indexed metadata were used with the theme "halal media and recreation" from 2013 to 2023. In addition, Microsoft Excel 2019 was used to calculate sentiment maps for halal media and recreation research, and researchers used SentiStrength software which is commonly used in analytical research. Sentiment. Next, meta-analyses were used to evaluate the impact of the selected research domains and reviewed, among other things, the number of publications, most cited articles, authors, and classification of journals on media and recreation research worldwide. This software will assess each opinion expressed by respondents on a scale of -5 (very negative) to 5 (very positive). According to [Korea et al. \(2021\)](#), bibliometric analysis can be performed on statistical data from scientific articles and other publications taken from repositories. Studies related to Islamic economics and finance with a sentiment analysis approach have been carried out by researchers. Some of them are done by [Riani et al., \(2022\)](#), [Maulida & Marlina \(2022\)](#), [As-Salafiyah \(2021\)](#), [Aziza \(2021\)](#) and also [Maulida et al., \(2022\)](#).

RESULTS AND DISCUSSION

4.1. Meta Analysis

Figure 2 shows the number of publications with halal media and recreation themes in the last ten years. Were 106 articles published in the last ten years, from 2013 to 2023, with 1 to 24 articles? Articles with the theme of halal media and recreation were most widely published in 2020, namely 24 articles, while the smallest number of publications occurred in 2023, namely 1 article, and only covered part of the whole, considering that data collection was carried out in April 2023.

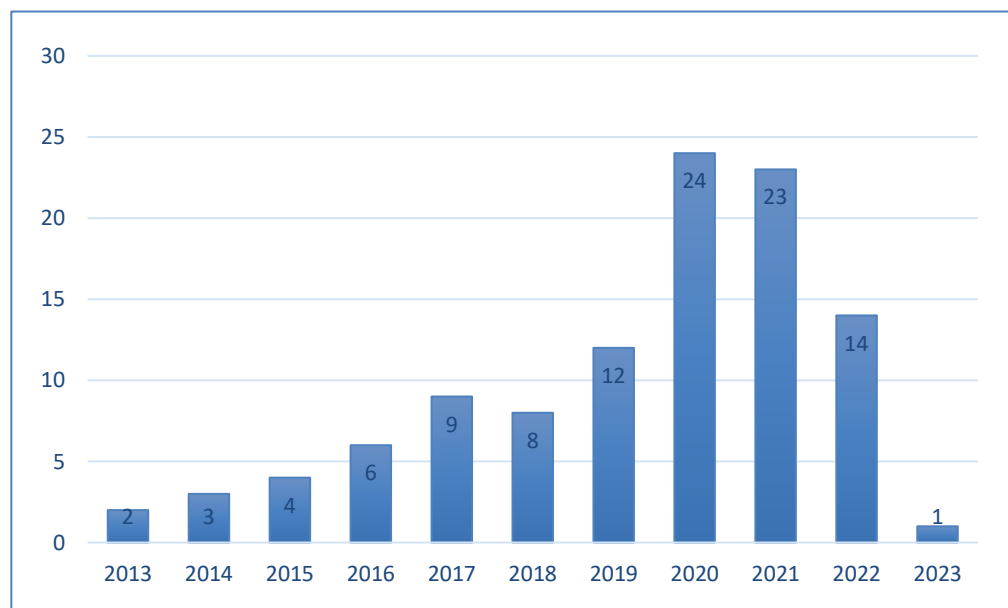


Figure 2: Number of Publications per Year

In addition, this section discusses the publication of articles based on journals from various dimension ai indexed publications. Among

these 106 publications, the following are periodic articles on halal media and recreation:

Table 1: Classification of Journals

Focus Study	Total
Journal of Islamic Marketing	11
Journal of Islamic Economic Laws	4
Journal of Islamic Economics and Business	7
International Journal of Environmental Research and Public Health	2
International Journal of Tourism Research	
International Journal of Islamic Business Ethics	4
Journal of International Communications	4
Journal of International Consumer Marketing	2
Review of Applied Management and Social Sciences	2
Journal of Social and Cultural Syar'i	3
Community Service Journal	4
Journal of Big Data	2
Al Maal Journal of Islamic Economics and Banking	3
	5

The table above shows the disparity trend in journal contributions to articles discussing halal media and recreation. Multidisciplinary discussions or topics such as marketing, economic law, business, environment, social, culture, technology, and tourism are research areas interested in discussing halal media and recreation. Thus, this research data set presents

various journals with various disciplines, such as Islamic marketing journals, Science and Technology Trends, International Tourism, Business Ethics, International Consumer Marketing, International Communication, Islamic Economics, and Banking. However, there is a possibility that the number of these journals will increase along with the development of science and knowledge

and increasing trends related to halal media and recreation in the research world.

Table 2: Most Author Publications

Authors	Number of Publications
Mohamed M. Mostafa	5
Ali Feizollah	3
Ahmad Firdaus	2
Philip I Pearce	2
Jan May Soon	2

Table 2 above lists the five most prolific authors of articles on halal media and recreation in the last ten years. Mohamed M Mostafa has the most publications, namely five, then Ali Feizollah, namely three, followed by Ahmad Firdaus, Philip I Pearce, and Jan Mei Soon, with two publications.

Feizollah, Ali (2021) published an article entitled "Exploring Halal Tourism Tweets on Social Media". This article explores halal tourism/recreation from social media, namely Twitter, with 33,880 tweets of data

used to analyze public sentiment towards halal tourism/recreation. It was found that positive public sentiment related to halal tourism/recreation was more than negative. In addition, these findings also show that halal tourism/recreation is a global market that is not limited to Muslim countries, so this is an opportunity to utilize social media to promote halal tourism/recreation packages, of course, based on business ethics in Islam. The following are periodic articles related to halal media and recreation research:

Table 3: Most Citation Publications

Citation	Authors	Paper Name	Year
114	Mostafa, Mohamed M	Global Halal Industry: Realities And Opportunities	2020
84	Oktadiana, Hera; Pearce, Philip L.; Chon, Kaye	Muslim travelers' needs: What don't we know?	2016
84	Pearce, Philip I	Let's travel: Voices from the millennial female Muslim travelers	2020
59	Feizollah, Ali; Anuar, Nor Badrul; Mehdi, Riyadh; Paradise	Exploring halal tourism tweets on social media	2021
59	Khan, Ghazala; Khan, Faiza	"Is this restaurant halal?" Surrogate indicators and Muslim behavior	2020
47	Anuar, Nor Badrul	Understanding COVID-19 Halal Vaccination Discourse on Facebook and Twitter Using Aspect-Based Sentiment Analysis and Text Emotion Analysis	2022
26	Juliana, Juliana; Daughter, Febika Fitriani; Wulandari, Neni Sri; Saripudin, Udin; Marlina, Ropi	Muslim tourist perceived value on revisit intention to Bandung city with customer satisfaction as intervening variable	2021

Table 3 shows the seven articles with the highest citations from each journal obtained from Dimension ai indexed metadata. Most articles, namely 114, were

written by Mostafa, Mohamed M (2020) titled "Mining and Mapping Halal Food Consumers: A geo-located Twitter opinion Polarity Analysis". This article maps

halal food taken from social media, namely Twitter, with a random sample of 100,000 tweets about halal food. These findings indicate a positive response to halal food. At the same time, a Twitter map with geographic location shows that the “religious diaspora” extensively uses digital platforms and social media to communicate or promote halal food. The results of this research can add to the breadth and depth of the debate about these underrepresented areas. Meanwhile, the six publications related to other halal media and recreation articles are listed in Table 3 above.

4.2. Sentiment Analysis

Furthermore, the author tries to calculate and examine public sentiment on halal media and recreation using Dimension ai indexed metadata. Sentiment analysis is research that is used to measure how public sentiment is towards a particular topic. This analysis uses a data processing tool called SentiStrength. The data sources in this study were 106 specific articles selected to develop research related to halal media and recreation. The following figure illustrates the results of public sentiment about halal media and recreation in the last ten years, namely from 2013 to 2023.

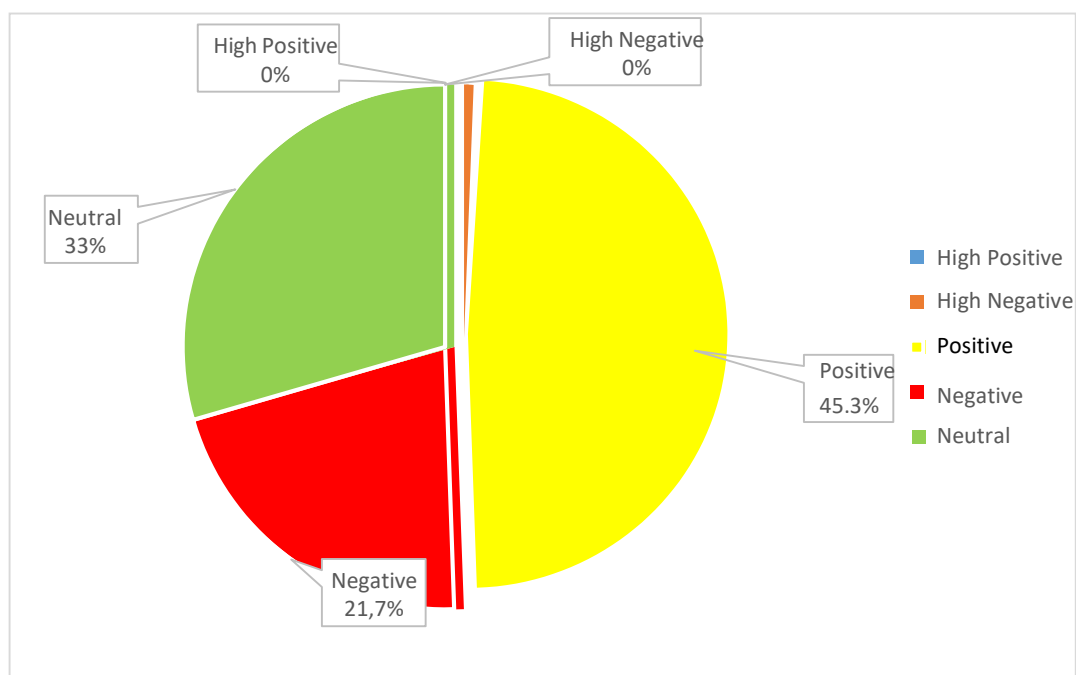


Figure 3: Analysis of Halal Media and Recreation Sentiment

Sentiment results are obtained from titles and abstracts taken from Dimension ai metadata. The results are sorted from negative (-5) to positive (5) intervals, with neutral 0. The score is calculated by adding the sentiment score of each word listed on SentiStrength. The figure above shows that halal media and recreation has a positive public sentiment of 45.3%, followed by Negative 21.7%, Neutral as much as 33%, High Positive, and High Negative as much as 0%. This shows that most of the literature on halal media and recreation has had

positive sentiments in the last ten years.

Positive sentiment is an abstract public sentiment from related literature that is optimistic in responding to the development of halal media and recreation, where the public responds well and positively to the development of halal media and recreation. Meanwhile, negative sentiment is an abstract sentiment originating from related literature that is pessimistic in response to the development of halal media and recreation.

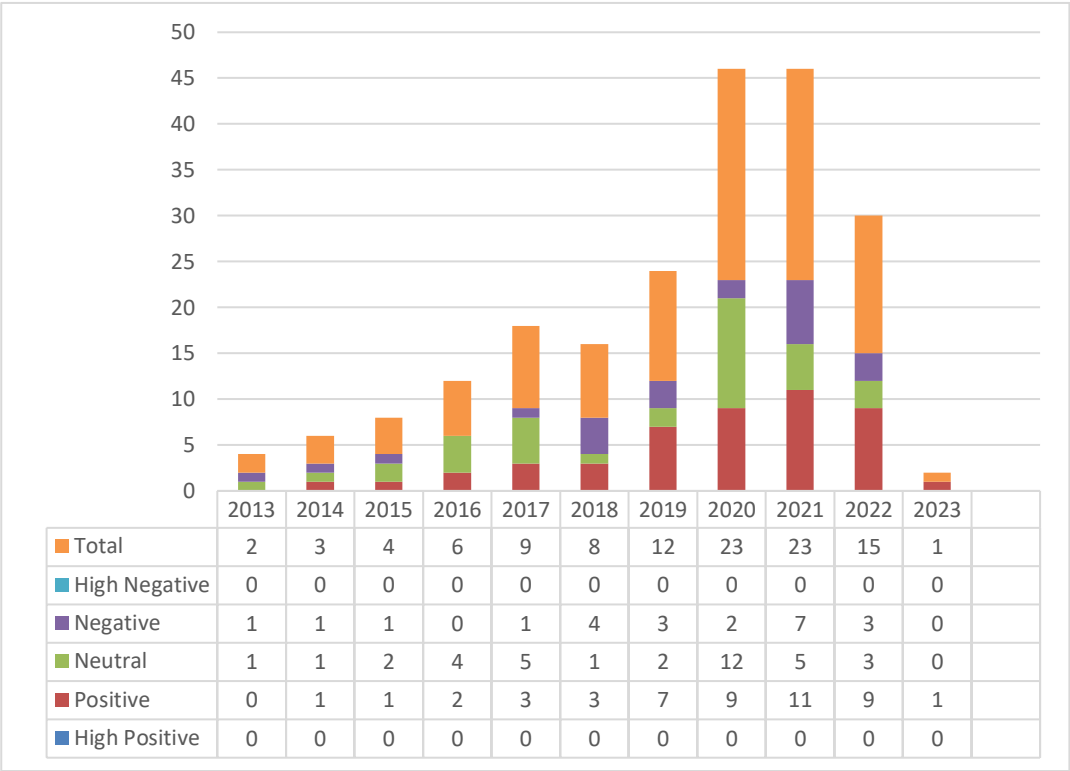


Figure 4: Analysis of Sentiment Over Time towards Halal Media and Recreation

Based on figure 4 above, we can see the development of the world of research related to halal media and recreation. With the development of science and technology as well as research on halal media and recreation, the amount of public sentiment on this topic tends to fluctuate every year. The highest number of positive and negative sentiments in 2021 was 11 and 6, then the highest neutral was in 2020, namely 12.

Table 4: Key Factors Affecting Sentiment

Positive	Negative
Recreation safety	Muslim minority countries
TrustMedia	Restriction
social	risk management
Satisfaction	Fake news
acculturation	-

Table 4 above summarizes the findings in research on halal media and recreation, which includes the main characteristics that influence public sentiment, both positive and negative, based on published articles related to halal media and recreation in the last ten years, namely from 2013 to 2023.

One of the articles with positive sentiment is the article by Saleh, Kamaruzzman, and Desky (2022) entitled "Development of Islamic Tourism: Marketing Strategy for Halal Tourism on Sharia Earth." The study

analyzes the potential for halal tourism in Aceh and what efforts have been made Aceh government and related parties in the development. From the analysis and discussion of the data, it can be concluded that the government has made efforts to develop halal tourism in Aceh by involving the private sector in the construction of hotels, inns, and travel as support for the development of tourism or recreation. Widely disseminated information is very important in promoting the program to the public. This strategy is

generally carried out during the sales period in various regions and countries to promote halal tourism. The government also displays halal tourism promotions when participating in tourist exhibitions abroad.

Meanwhile, articles with negative sentiments are written by [Utari, Fasa, and Suharto \(2022\)](#) entitled "The Halal Industry Contributes to Economic Growth in the Era of the Covid-19 Pandemic: Opportunities and Challenges". This study analyzes how the halal industry reacts to economic growth during the Covid-19 pandemic. This research also identifies opportunities as well as challenges in its development. The results show that the halal industry has a large role in economic growth development, evidenced by the halal industry contributing 3.8 billion USD to Gross Domestic Product (GDP) and USD 1 billion investment from foreign investors in 2019. The halal industry also has opportunities in various sectors, namely halal food and beverages, halal tourism, halal fashion, halal cosmetics, halal media and recreation, halal pharmaceuticals, and halal finance. However, Indonesia must face various challenges, namely, challenges from the government, organizations, development, and existing resources, as well as challenges from society/consumers.

One of the studies with neutral sentiment is an article by [Slamet et al. \(2022\)](#) entitled "The contestation of the meaning of halal tourism". This study discusses the responses of tourism/recreational destination stakeholders to branding embedded by the government and promoted on social media. This research was conducted with interpretive thematic analysis to analyze data through data collection, reduction, interpretation, presentation, and conclusion. These findings indicate that halal tourism/recreation branding through social media is understood differently, and this depends on the structural position of each group. This problem is not at the conceptual level but at the practical level of halal services. Most tourists are Muslims with noble religious ideals and social media users of all ages. Meanwhile, the government interprets the concept of halal tourism as a promotional medium dominated by political interests.

The percentage of positive and negative sentiments related to halal media and recreation is inseparable from the issues related to its implementation. As the studies described above, several main factors influence positive and negative sentiments on halal media and recreation. The following are the main factors that influence positive and negative sentiment.

Table 5: Main Factors Influencing Sentiment

Positive	Negative
The facilities and content provided are in accordance with Islamic law	Promoting values contrary to religious law and social norms, halal media and recreation should be able to promote values by Islamic rules.
Transparency and authenticity of products or content	Controversy over fake news products or content, halal media, and recreation must be able to present products or content transparently and fact-based.
There is support from certain religious institutions or authorities	Negative economic impacts, halal media, and recreation should be able to produce beneficial economic impacts, especially among Muslims.
Presenting products or content according to the needs of the community	In the incompatibility of products or content with market needs, halal media and recreation must provide products or content that meet the target market's preferences.
There is a halal logo or halal certificate	The need for clarity about halal, halal media, and recreation must be able to prove the halal product or content.

CONCLUSION

This study aims to discover how scientific literature has developed with the theme of halal media and recreation in the last ten years, from 2013 to 2023, with 106 literatures equipped with Digital-Object-Identifier

(DOI) indexed Dimension ai. In addition, this study includes a sentiment analysis of a comprehensive evaluation of interdisciplinary research related to halal media and recreation. This study's findings in bibliometric analysis show that the map of research

development on the theme of halal media and recreation in the last ten years, namely 2013 to 2023, has fluctuated. The results of sentiment analysis research on halal media and recreation development in the last ten years show various sentiments. The results showed that the scientific literature had a very positive (high positive) sentiment of 0%, then a positive (good) sentiment of 45.3%. Meanwhile, negative sentiment was 21.7%, high negative sentiment was 0%, and the remaining neutral sentiment was 33%. This means that most literature on halal media and recreation in the last ten years tends to have positive sentiments. It should be noted that the purpose of this research is to find out the sentiments of researchers towards halal media and recreation in the last ten years, namely from 2013 to 2023 as well as an overview of research trends with the theme of halal media and recreation in the last ten years, namely 2013 to 2023. Although this research uses sentiment analysis specifically to give readers an overview of the most critical data on this theme, the results presented remain dynamic. They might change when a new trend emerges or the variable increases in the future.

The limitation of this study is that the data used is not comprehensive, so it only looks at the perceptions of the last ten years from the filtered data. Suggestions for further research to process all data so that research results are richer and more diverse. In addition, we suggest, in the future, analyzing more deeply the sentiment of literature publications about halal media and recreation and using a more diverse technology to obtain more comprehensive results. So that perceptions of the development of halal media and recreation can be known for future improvements. Not only reflect on the media and recreation in general.

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