



Halal Lifestyle: A Bibliometric Analysis

Siti Maysyaroh¹, Kelana Yudinta Akbar²

¹*Tazkia Institute, Indonesia*

²*Sakarya University, Turkiye*

Halal lifestyle is an approach to life that follows halal principles, as taught in Islamic teachings. The focus of this research is to try to find out the extent of the development of studies on the theme of Halal Lifestyle. The data analyzed consisted of 21 scopus indexed research publications. The data is then processed and analyzed using the VoS viewer application to find out the bibliometric map of research development related to Halal Lifestyle. Based on research using the bibliometric method found that there are at least 7 clusters of research maps related to Halal Lifestyle, namely: (1) Halal Lifestyle in Beauty Industries, (2) Halal Awareness, (3) Halal Lifestyle and Sharia Financial Literacy, (4) Halal Lifestyle on Product Development, (5) Halal Lifestyle and Sustainable Nutrition on Food, (6) Halal Lifestyle and Tolerant Society, and (7) Halal Lifestyle and Sharia Principle of Pool Management.

Keywords: Halal Lifestyle; Bibliometric; SLR; Halal

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*Correspondence:

Siti Maysyaroh
maysyaroh@gmail.com

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INTRODUCTION

The trending halal lifestyle in Indonesia currently consists of the halal food sector, Islamic finance, halal travel, halal clothing or fashion, halal media and recreation, halal medicines, halal cosmetics and halal medical care (hospitals). The increasing population and purchasing power of Muslims, as well as the new era of modernization reinforce the increasing trend of halal lifestyle and Islamic trade. Shariah values will be more widely practiced as a way of life.

A halal lifestyle is an approach to life that follows halal principles, as taught in Islamic teachings. The term "halal" literally means "allowed" or "permissible" in Arabic. This lifestyle covers various aspects of life, such as food consumption, beverages, fashion, finance, and daily lifestyle, in accordance with Islamic values (Jailani & Adinugraha, 2022).

Halal lifestyle is seen as the new pattern for the 1.6 billion Muslim population. The global market must respond to distinctive market needs, preferences and orientations as well as economic values and trade. The development of halal markets: food and beverages, pharmaceuticals and cosmetics, finance, media and communications, fashion and clothing, and travel, tourism and leisure offer enormous opportunities to support growth in regions or countries despite low global economic growth. Muslim spending on those sectors has been further increasing in the future due to several key drivers as demographic growth, Islamic economic growth, lifestyle and business practices and its focus on the implementation of halal paradigm orientation (Murti, 2017).

Halal lifestyle is needed by all mankind not only for Muslims, because the concept of halal is universal and philosophically and practically is an innovation from standard operating procedures (SOP) since fourteen centuries ago in Islamic sharia. In the halal lifestyle (halal lifestyle) there are elements of health, safety and security, welfare and human dignity (Annisa, 2021). The term halal lifestyle (halal lifestyle) is not intended to wrap or impose, but rather to reintroduce the ramhatan lil'alalmin of Allah SWT's teachings from a Sharia perspective.

This research will try to complement existing research and fill the void of previous research related to halal lifestyle through the research path. Specifically, the purpose of this research is to see the development of halal lifestyle research published by journals with this theme and see future research opportunities.

RESEARCH METHOD

This study uses paper publication data sourced from various scopus indexed journals with halal lifestyle themed research. Data collection is done through searching for articles indexed by the scopus database, the search is done by typing the keyword 'halal lifestyle', then selected papers that are relevant to the theme of halal lifestyle research, for journal criteria that are filtered and processed in the software indexed by scopus. From the search results, there are 21 articles published from 2022-2024. Data in the form of topics used in the publication of halal lifestyle themed papers and analyzed using Microsoft Excel 2010. The development trend of publications on the theme of halal lifestyle is analyzed using VOSviewer software.

To build maps, VOSviewer uses the VOS mapping technique, where VOS stands for visualization similarity. For previous studies where the VOS mapping technique was used. VOSviewer can display maps built using the corresponding mapping technique. Therefore, this program can be used to display maps constructed using the VOS mapping technique and display maps constructed using the multidimensional scaling technique. As for studies with bibliometric analysis in research with other Islamic financial economics topics, for example, can be seen in Napitupulu, et al., (2024); Yenice et al., (2022), Rusydiana (2021), Khalifah et al., (2024), Mi'raj & Ulev (2024), Rusydiana et al., (2023), and also Ozdemir & Selçuk (2021)

RESULTS AND ANALYSIS

Bibliometrics is based on the calculation and statistical analysis of scientific output in the form of articles, publications, citations, patents, and other more complex indicators. It is an important tool in evaluating research activities, laboratories and scientists, as well as scientific specialization and country performance. The report, after setting out the background to the development of bibliometrics, presents the databases on which bibliometrics is built, as well as the main indicators used.

To explore the results of the meta-analysis, this section will present a visual mapping chart of 21 published journals related to halal lifestyle. The results of the keyword mapping analysis are the basis for mapping together important or unique terms contained in a particular article. Mapping is a process that allows one to recognize knowledge elements and their configurations, dynamics, interdependencies, and interactions.

Related to bibliometrics, science mapping is a method of visualizing the field of science. This visualization is done by creating a landscape map that can display the topics of science. The results of network

visualization of 21 word map journals with the theme of halal lifestyle can be seen and then divided into 7 clusters, as follows:

Table 1. Cluster study of halal lifestyle

Cluster	Keywords
Cluster 1 (20 items) "Halal Lifestyle in Beauty Industries"	Beauty, beauty treatment, capital city, compliance, cosmetic, halal lifestyle, halal industry, halal practice, jakarta, micro enterprise, moral obligation, piety, response, role, attack, service, understanding, urban indonesia, woman
Cluster 2 (20 items) "Halal"	Consumer, effect, ethnicity, evidence, halal awareness, halal certificate, health factor, influence, lifestyle, model, moderated mediation, natural skin care product, packaging design, past experience factor, personal attitude, price factor, purchase intention, relationship, significant impact, subjective norm
Cluster 3 (16 items) "Halal Lifestyle and Sharia Financial Literacy"	Behavior, cognitive outcome, culture, education, hypothesis, impact, level, majority, ministry, participant, person, research, sharia financial literacy, use, user management, vr bs
Cluster 4 (14 items) "Halal Lifestyle on Product Development"	Average, certificate, certification progress, challenge, development, fatwa, process, product, public, second, smart contract, system, time, usd
Cluster 5 (11 items) "Halal Lifestyle and Sustainable Nutrition on Food"	Animal ethic, article, body, concept, food, health, islamic ethic, islamic principle, muslims, sustainable nutrition, wholesome nutrition
Cluster 6 (10 items) "Halal Lifestyle and Tolerant Society"	Adaptation, addition, catholic, faith, islam, manggarai, muslim minority, negotiation, society, tradition
Cluster 7 (9 items) "Halal Lifestyle and Sharia Principle of Pool Management"	Customer, facility, factor, part, pool, pool management practice, sharia, sharia principle, sharia swimming pool

Source from Scopus. Was taken on July 24, 2024.

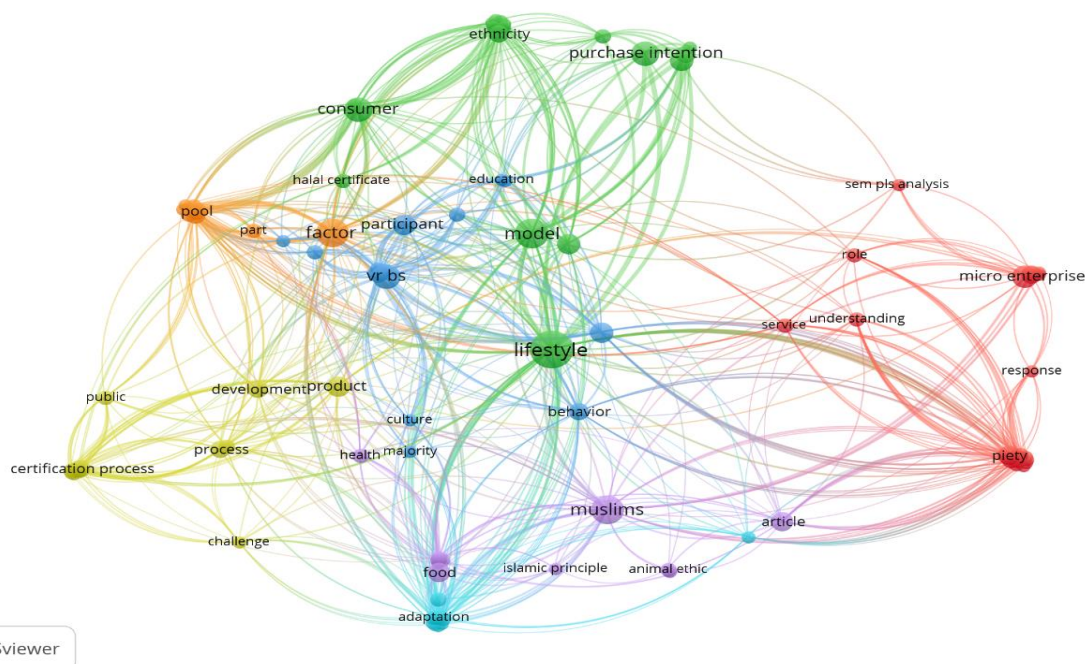


Figure 1. Research map

Cluster 1: Halal Lifestyle in Beauty Industries

The research topic "Halal Lifestyle in Beauty Industries" focuses on how halal principles are applied in the beauty industry and how this affects consumer behavior, marketing strategies, and product innovation. A number of studies relevant to this topic include research from Dalir et al (2020) developing a configuration model to predict the profitability of halal cosmetic companies in the Indonesian and Malaysian markets. The results revealed that unique and different models explain the conditions of high and low profitability in the Indonesian and Malaysian halal cosmetics markets. While customer-focused sales strategies are necessary for higher profits in both markets, margin-focused sales strategies seem to be an important factor only in Malaysia. The complexity of sales strategy interactions with industry factors and the differences between the two study markets confirm that complexity theory can support the research configuration model. Idris et al (2020) investigated the factors that influence Malaysian Muslim women in choosing non-halal certified foreign branded cosmetic products, highlighting the preference for these items despite Malaysia's status as a halal hub. The study identified internal factors such as quality and trust, and external influencing factors, while categorizing the level of halal awareness among consumers.

Zukhrufani & Zakiy (2019) analyzed the influence of beauty influencers, lifestyle, brand image, and halal labeling on halal cosmetic purchasing decisions. The results of this study indicate that beauty influencers, lifestyle, brand image, and halal labeling have a positive influence on purchasing decisions for halal cosmetics. Aoun & Tournois (2015) investigated how brands integrate religious issues into their strategies through Halal branding in halal cosmetics. In this study explained, holistic branding is a broader concept than recognized by mainstream theory. Brand attributes go beyond function and emotion, offering insights into the spiritual dimension. This research identifies attributes that reflect the brand's worldview and contribute to holistic branding namely spiritual ethos and belief system, sustainable philosophy and ecological ethics, wholeness and inclusiveness.

Ali et al (2016) examined the most rapidly growing sector in Islamic marketing and economics, namely "halal cosmetics". This study explains, beauty is one of the biggest realities in this world, everyone wants to look beautiful and charming, which is why in modern times the cost of cosmetics is increasing. Cosmetics are

items used to enhance beauty. There are many types and categories of cosmetics. Muslims are bound to religious requirements in every sphere of life, including cosmetics, therefore, there is great scope for the halal cosmetics industry to expand and gain profits. It is a source of marketing expansion. Non-Muslims are also attracted to halal cosmetics because of their natural, eco-friendly and green ingredients. Facts and figures also show evidence that the halal perspective of cosmetics is of concern to consumers, manufacturers, manufacturers and marketers.

Listyani et al (2019) examined the disciplining of middle-class Muslim women's bodies by the beauty industry through halal cosmetics using an ethnomethodological approach. The results show that the manipulation of the beauty industry places women as active consumers but remain passive at the same time because they cannot resist this current of body legitimization. Middle-class Muslim women's dependence on beauty products shows that women are now fully under the control of the beauty industry regime that continues to direct the discourse of beauty and women's appearance needs. The beauty of middle-class Muslim women has now been reproduced and uniformly discouraged by the beauty industry through halal cosmetics.

Swidi et al (2010) describe the emergence, growth and prospects of halal cosmetics in Malaysia. Muslims around the world are almost completely dependent on cosmetic products made by non-Muslims. Moreover, Muslims seem to have taken a backseat in a cosmetic industry that is dominated, and to some degree monopolized, by non-Muslims. Thus, the issue of Halal ingredients in cosmetic products poses a serious challenge. On the other hand, increasing consumer awareness and demand for Halal products, not just Halal food and beverages, has provoked old and new cosmetic industry players to create Halal products. However, in the global cosmetics industry, there is a new trend of a wave of Halal cosmetics and personal care products. The increasing number of Muslims worldwide and the rising awareness among their current generation are two important reasons behind this new trend in behavioral change among Muslim consumers.

Cluster 2: Halal Awareness

The topic of "Halal Awareness" focuses on consumers' understanding and awareness of the concept of halal in various aspects of their lives, including in product choices, lifestyles, and purchasing decisions. A

number of relevant studies include [Mutmainah \(2018\)](#) examining how religiosity, halal awareness, halal certification, and food ingredients affect halal food purchase intentions among Indonesian Muslim consumers. The research findings show that all of these factors have a significant positive effect on purchase intentions, which highlights the importance of halal certification to meet the needs of Muslim consumers. [Genoveva & Utami \(2020\)](#) analyzed the impact of brand image, halal label, and halal awareness on Wardah consumers' purchasing decisions. Although Wardah is known as a halal cosmetics brand, most Muslim millennials do not consider the halal label when purchasing cosmetics. This study found that although brand image and halal awareness significantly influenced purchasing decisions, halal labeling did not show a significant effect.

[Haqqoni et al \(2020\)](#) examined the impact of COVID-19 on public awareness of halal food products and healthy lifestyles, which showed an increase in awareness and consumption of halal food post-pandemic. To support the Sustainable Development Goals (SDGs), this study recommends increasing public awareness through a regulatory, education and literacy (REL) system to promote the halal industry in Indonesia. [Nurfajrina et al \(2021\)](#) analyzed the impact of halal awareness and lifestyle on Muslim consumers' purchasing decisions related to Japanese food in Jakarta, and found that both variables significantly influenced purchasing decisions. [Purnomo et al \(2024\)](#) investigated the impact of halal certification and halal awareness on purchasing decisions in the food and beverage industry, particularly in a Muslim-majority context. The research findings show that halal certification and halal awareness significantly influence consumer choice.

[Muarrifah & Puspitarini \(2023\)](#) examined the factors that influence halal awareness of food products in the Penginyongan community, focusing on religiosity, healthy lifestyle awareness, halal certificate logos, media exposure, and halal literacy. This study concluded that healthy lifestyle awareness and halal certificate logos significantly affect halal awareness, religiosity, media exposure, and halal literacy have no partial effect. [Nur et al \(2021\)](#) explain the effect of awareness, lifestyle, and halal certification on public buying interest in MSME halal food products. This study emphasizes, to increase buying interest in halal food products for MSMEs, factors that can be considered important are halal awareness and halal lifestyle, because both have a significant influence on buying interest. [Pratama et al \(2023\)](#) investigated the relationship between awareness

of halal-based products and services and people's intention to buy. This study concluded that awareness of halal-based products and services has a significant influence on purchase intention. This study also reveals that consumers are expanding their consumption of traditional halal products and services (food, Islamic banking, fashion) to lifestyle (shopping) and well-being (fitness and swimming pools)

Cluster 3: Halal Lifestyle and Sharia Financial Literacy

The topic "Halal Lifestyle and Sharia Financial Literacy" examines the relationship between halal lifestyle and sharia financial literacy. This research can cover several aspects related to the understanding of sharia principles in financial management as well as how the application of halal lifestyle affects financial decisions and the use of Islamic financial products. Relevant research on the topic has not been found enough. A number of relevant studies, namely [Habibi et al \(2023\)](#) analyzed the effect of financial literacy and trust on the saving intention of millennials in Padang City, both directly and through the moderating role of halal lifestyle. The results of this estimation show that financial literacy has a direct and significant effect on saving intention and trust has a direct and significant effect on saving intention. Halal lifestyle significantly strengthens the effect of financial literacy on saving intention of millennials in Padang City. Conversely, halal lifestyle weakens the influence of trust on the saving intention of millennials in Padang City.

[Antara et al \(2016\)](#) analyzed Halal Literacy and Islamic Financial Literacy on the attitude of halal business producers towards the adoption of Islamic financing. Halal business is not just about halal ingredients and production. In addition to focusing on halal production, proper halal business actors must also concentrate on adopting halal financing called Islamic financing. However, an assessment of the level of awareness, knowledge, and skills about halal and Islamic financing among business people should be prepared. Halal Literacy and Islamic Financial Literacy are two important concepts that can lead to a person's behavior towards his decision especially in adopting Islamic financing. [Rahmi \(2022\)](#) investigated halal lifestyle literacy during the COVID-19 pandemic. This research emphasizes that the halal industry has become a new commodity that is favored by all countries around the world, including Indonesia, and the main challenge for the development of the halal industry is to strengthen its

position as a producer in the global halal industry market.

Sari et al (2024) investigated the process by which the level of immersion in a virtual reality-based behavioral simulation (VR-BS) impacts non-cognitive and cognitive outcomes. As the study explains, VR-BS creates a sense of cool and vividness, which in turn has an impact on increasing participant engagement. In addition, the use of VR impacts natural mapping, which increases user engagement through its perceived ease of use. As predicted, user engagement influenced VR behavior, which was mediated by users' attitudes towards VR media. However, VR interactivity did not influence cognitive aspects. Rachman et al (2022) analyzed the Islamic financial literacy index and strategies to increase the Islamic financial literacy index in the millennial generation. The results of this study explain that the Islamic financial literacy index of the millennial generation is still low so that several strategies are needed to increase the Islamic financial literacy index, namely the strategy of education and socialization of the importance of Islamic finance in financial management for the millennial generation through social media.

Cluster 4: Halal Lifestyle on Product Development

The topic "Halal Lifestyle on Product Development" discusses how halal lifestyle principles affect product development, be it in the food industry, cosmetics, fashion, or other sectors. This research highlights how the needs of consumers who adopt halal lifestyles encourage companies to create products that not only comply with halal standards, but also fulfill other aspects such as quality, sustainability, and ethical values. However, research that discusses this topic is still not widely found, and a number of relevant studies include Enceng et al (2024) analyzing the role of understanding sharia principles in optimizing halal product development. The results showed that a comprehensive understanding of sharia principles plays an important role in optimizing the development of halal products. This is reflected in the process of selecting raw materials, product formulation, packaging design, and marketing strategies that are in line with Islamic values. Sharia-based halal product development is proven to be able to increase consumer confidence, product differentiation, and company competitiveness in the market.

Moosavi-Movahedi et al (2021) studied halal products and halal lifestyle. This study explains that the consumption of halal products including food,

pharmaceuticals, personal care products, and cosmetics continues to increase worldwide. The main reason for the high demand for halal products is the good properties of these products such as health, safety, and hygiene. Miskiyyah & Muarif (2022) analyzed the effect of product knowledge, lifestyle, and halal awareness on the intention to buy halal products, and the results found that product knowledge, lifestyle, and halal awareness have a significant influence on the intention to buy halal products. Haro (2020) analyzed whether lifestyle, brand image, and product attributes have a significant effect on purchasing decisions for Zoya Muslim fashion products. The results showed that brand image on purchasing decisions for Zoya Muslim fashion products had a significant effect. Meanwhile, lifestyle and product attributes have no effect on purchasing decisions for Zoya Muslim fashion products. Purnomo et al (2024) investigated the impact of halal certification and halal awareness on purchasing decisions in the food and beverage industry, especially in the context of the Muslim majority. The research findings show that halal certification and halal awareness significantly influence consumer choice.

Cluster 5: Halal Lifestyle and Sustainable Nutrition on Food

The topic "Halal Lifestyle and Sustainable Nutrition on Food" addresses the relationship between halal lifestyle and sustainability principles in diets and how these two concepts affect food development, consumption and distribution. This research can cover various aspects that connect halal lifestyle with sustainable nutrition, which supports the overall health of individuals, communities and the planet. There is limited research on the topic, with Matnor et al (2024) examining the importance of natural foods in achieving a sustainable halalan toyyiban lifestyle, aligning it with Maqasid Shariah objectives. This research highlights the importance of prioritizing natural foods to promote positive health outcomes and overall well-being. Given, natural foods free from additives and modifications are considered nutritious and healthy foods that provide benefits to well-being. However, despite their role in contributing to excellent health, environment, and economy, and considering factors such as modernization, modern products, and technological advancements, the consumption of natural foods has become less desirable to the public, as the demand for modern and processed foods has increased.

Keleher et al's (2024) research incorporated halal into a healthy and equitable diet to address food

and nutrition security among k-12 and university students. This study was motivated by food and nutrition insecurity occurring at alarming rates in the US education system, ranging from 17% among K-12 students to 58.8% among college students. Many American Muslim students face food and nutrition insecurity due, in part, to a lack of recognition of students' adherence to halal dietary guidelines and the availability of certified halal options in schools. This has implications for health, learning and social outcomes. [Abidin et al \(2024\)](#) explored the concept of "Healthy Nutrition," which emphasizes sustainable nutrition by integrating health with ecological, economic, social, and cultural dimensions. The research highlights similarities between modern sustainable nutrition approaches and the dietary practices of early Muslims, particularly the preference for plant-based and minimally processed foods.

Cluster 6: Halal Lifestyle and Tolerant Society

The topic "Halal Lifestyle and Tolerant Society" discusses how the halal lifestyle-which includes aspects of life that are in accordance with the principles of Islamic sharia-can contribute to the formation of a tolerant society. There are still very few studies with this topic. A number of relevant studies include [Khalek & Mokhtar \(2022\)](#) revealing the experience of religious tolerance in halal dining among Muslims and non-Muslims in West and East Malaysia. Religious tolerance is essential for developing harmonious coexistence between members of a civilized multi-religious society. This notion was previously observed through the perspective of law, recognition and respect, as well as the absence of religious discrimination and conflict. However, this study looks at it from a different perspective, through utilizing the dynamics of halal dining as an analytical tool to examine the dimensions of religious tolerance. The findings show that Malaysians practice a high level of tolerance in dining with few exceptions.

[Khambali et al \(2017\)](#) the practical concept of moderation in the life of converts and their relationship with Muslims and non-Muslims. The results showed that the value of moderation is applied in the aspect of tolerance. The application of wasatiyyah in the practice of tolerance has helped non-Muslim family members to change their attitudes and perceptions towards Islam. This research shows the values of wasatiyyah in the life of religious tolerance, need to be nurtured especially in multiethnic societies when sharing residence, education

and work for better social development as well as a prosperous pluralistic society.

Cluster 7: Halal Lifestyle and Sharia Principle of Pool Management

The topic "Halal Lifestyle and Sharia Principle of Pool Management" discusses how sharia principles can be applied in fund or investment management that involves collaboration or pooling of funds from several parties, and how the concept of halal lifestyle plays a role in directing such management. Research on the topic has not been highlighted much before. One study that is quite relevant is the research of [Kamri et al \(2018\)](#) investigating the criteria for Sharia-compliant hotels and the extent to which waqf hotels have complied with Sharia rules and regulations. In his research explained, Sharia-compliant hotels are a growing halal sector in Malaysia. The continuous increase in Muslim travelers has led to a higher demand for such hotels. As its potential grows, various interested parties have taken the opportunity to jump into this industry, including many State Religious Councils. In this aspect, the councils have used waqf assets to build hotel premises and facilities. Since the hotel was built using religious funds, its activities must also fully comply with Islamic rules. The findings of this study reveal that efforts to manage hotels based on Shariah have begun. Although in many aspects the Shariah criteria have been satisfactorily met, there is still much room for further research and improvement.

CONCLUSION

Halal lifestyle is needed by all human beings not only for Muslims, because the concept of halal is universal and philosophically and practically is an innovation since fourteen centuries ago in Islamic sharia. The focus of this research is to try to find out the extent of the development of studies on the theme of Halal Lifestyle. Based on research using the bibliometric method found that there are at least 7 clusters of research maps related to Halal Lifestyle, namely: (1)Halal Lifestyle in Beauty Industries, (2)Halal Awareness, (3)Halal Lifestyle and Sharia Financial Literacy, (4)Halal Lifestyle on Product Development, (5)Halal Lifestyle and Sustainable Nutrition on Food, (6)Halal Lifestyle and Tolerant Society, and (7)Halal Lifestyle and Sharia Principle of Pool Management.

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