

Bibliometric Mapping of Halal Fashion Research Development With Scopus Index

Nadia Nurul Izza¹

¹Tazkia Islamic University College

According to the 2014 State of the Global Islamic Economy, the world's Muslim population of 1.6 billion people, or 25% of the world's population, has surpassed 7 billion. The Muslim population is scattered throughout numerous countries, and there are 56 Muslim-majority countries with a combined GDP of \$6.7 trillion. Overall, the potential for Muslim consumers can be seen in the fact that global Muslim consumers' spending in the food and lifestyle sector is expected to exceed \$3,7 trillion in 2019. This statistic represents a potential core market for the halal food and lifestyle sector. The growing Muslim population and purchasing power around the world, as well as the new period of modernization, support the trend of a rising halal lifestyles and Islamic trade. Sharia ideals will become increasingly prevalent as a way of life. Halal is viewed as a new trend for the 1.6 billion Muslim people. Global markets must respond to the distinct demands, preferences, and orientations of market and value economies, as well as trade economies. Halal lifestyle is a recent trend in Indonesia, and one aspect of it is the apparel sector or halal clothing. The purpose of this research is to discover the development map and trends of Halal Fashion as published by well-known publications in the field of Halal Industry. The data analyzed were more than 67 research publications indexed by Google Scholar. The export data is then processed and analyzed using the VOSviewer application program to find out the bibliometric map of the development of Halal Fashion. The results show that the number of publications on the development of the research role of the Halal Fashion continues to increase.

Keywords: Halal Fashion; Bibliometric; Dimensions; VOSviewer

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*Correspondence:
Nadia Nurul Izza
nadian.izza31@gmail.com

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INTRODUCTION

According to the State of the Global Islamic Economy in 2014, currently the world's Muslim population of 1.6 billion people or 25% of the world's population has reached 7 billion. The Muslim population is spread across many countries, and there are 56 Muslim-majority countries with a GDP of 6.7 trillion dollars¹. Overall, the potential for Muslim consumers can be seen from the aspect of global spending by Muslim consumers in the food and lifestyle sector which is estimated to reach \$3.7 trillion in 2019. This figure forms a potential core market for the halal food and lifestyle sector.

Halal lifestyle is very important for all Muslims in the world. It leads to a righteous and unbiased way of life. The word Halal comes from Arabic referring to the interpretation of the Qur'an which means that whatever is permitted by sharia. Sharia explains and regulates human attitudes in personal and social life (Anas, et al., 2010).

The increasing population and purchasing power of Muslims around the world, as well as the new era of modernization reinforce the trend of increasing halal lifestyle and Islamic trade. Sharia values will be more practiced as a way of life. Halal lifestyle is seen as a new pattern for the 1.6 billion Muslim population. Global markets must respond to the unique needs, preferences and orientations of market and value and trade economies. The current trending halal lifestyle in Indonesia consists of the halal food sector, sharia finance, halal travel, halal clothing or clothing, halal media and recreation, halal medicines, halal cosmetics and halal medical care (hospitals) (Nirwandar, 2015).

Turning to the fashion industry, the Central Statistics Agency (BPS) reported that fashion is one of the main contributors to the GDP of the creative economy with a contribution of 18.01 percent, equivalent to Rp. 166 trillion in 2016. In the same year the fashion sub-sector contributed 56 percent of the total creative economy exports. . Over the past three years, exports of Indonesian fashion products have continued to increase. Even in 2019, clothing products contributed US\$ 4.48 billion to the country's foreign exchange. However, Indonesian fashion products only control about 1.9 percent of the world market.

Indonesia has a great opportunity to develop a fashion business in the modest segment. Modest fashion is a term that refers to fashion trends with the concept of clothing being more closed or looking more polite. Someone who chooses modest clothing can be for

religious or cultural reasons. But gradually this style became a lifestyle trend.

Cited from CNBC, the Ministry of Industry published that the consumption of Indonesian Muslim fashion was worth US\$ 20 billion (Rp 280 trillion at an exchange rate of Rp 14,000/US\$) with a growth rate of 18.2 percent per year. Seeing the huge economic opportunities from this industry, the government is optimistic that Indonesia will be able to become the world's Muslim fashion mecca in 2020. One of the efforts made towards this goal, for example, is by holding the Modest Fashion Project (MFOP) program initiated by the Ministry of Industry. This program equips designers with in-depth knowledge of financing, production and marketing. There is also the Modest Fashion Founders Fund (MFFF) as an acceleration program for Indonesian polite fashion business actors in terms of capital by involving Islamic banking. Through this program, Indonesian modest fashion businesses are encouraged to meet the needs of a fast-growing halal lifestyle in the world. The designers themselves also support modest fashion by introducing their Muslim fashion designs through various fashion shows around the world. Like the well-known modest fashion designer, Dian Pelangi, who has walked to fashion week events in England, France, Germany, the Netherlands, Australia, and Middle Eastern countries. Another outstanding designer, Vivi Zubedi, was the only woman who exhibited Muslim clothing on the stage of The New York Fashion Week 2018. Its customers are now spread across various countries such as the United States, Europe, the Middle East, and even Africa.

According to the research results of The State of Global Islamic Economy Report 2018/2019 conducted by the Dubai International Financial Center with Thomson Reuters and Dinar Standard, published by detik.com, modest clothing will become mainstream in the world. This is indicated by several international fashion brands creating special modest fashion lines, such as Nike, Uniqlo, to Marc Jacobs who are now selling hijabs for school uniforms. The good news is that Indonesia is a country that has the second largest share in the modest fashion industry after Saudi Arabia. According to The State of Global Islamic Economy Report 2018/2019, Indonesia has a turnover value of around US\$ 20 billion for the modest fashion industry.

This research is related to Islam related to Halal Fashion from 2015-2022 which has experienced rapid development and is interesting to explore. This means that research on Halal Fashion in the literature has been more than 7 years. Therefore, it is necessary to discuss the development of this research.

Thus, the purpose of this research is to look at the bibliometric mapping of the 7-year trend of Halal Fashion research taken based on dimensions.ai metadata which includes authors and keywords published between 2015 and 2022.

LITERATURE REVIEW

The halal lifestyle (halal lifestyle) is needed by all human beings not only for Muslims, because the halal concept is universally applicable and philosophically and practically is an innovation from standard operating procedures (SOP) since fourteen centuries ago in Islamic sharia. In the halal lifestyle, there are elements of health, safety and security, prosperity and human dignity. The term halal lifestyle (halal lifestyle) is not intended for restrictions or coercion, but to reintroduce ramhatan lil'alamin, the teachings of Allah SWT from the point of view of sharia which has been stated in the Qur'an and hadith (Boediman, 2017).

Halal lifestyle is very important for all Muslims in the world. It leads to a righteous and unbiased way of life. The word Halal is Arabic referring to the interpretation of the Qur'an which means that whatever is permitted by the sharia. Sharia explains and regulates human attitudes in personal and social life (Anas, et al., 2010).

Muslims in Indonesia have started to be smart and smart about the choice of a halal lifestyle, because this halal lifestyle is quite challenging because the market segmentation is young people. Therefore, there must be a change in the mindset about halal and sharia to become more positive and inclusive, especially among young people (Lukistian, 2017). Yasinta Ismailia in her research concluded that the halal sector has a great opportunity in Indonesia due to the awareness of the Muslim community who wants to live more in accordance with sharia (Ismailia, 2018). This result is also reinforced by the statement of Bambang Brodjonegoro (Minister of PPN/Head of Bappenas) who stated that "Indonesia has the opportunity to become the largest market for halal products in the world, as well as a producer of halal products". Evidence of support from the Indonesian government for the development of the halal industry in Indonesia can also be seen from Bank Indonesia (BI) when it held the Indonesia International Halal Seminar & Workshop held by the Indonesia Halal Lifestyle Center (IHLC) to encourage the development of the potential of the sharia industry in Indonesia (Anggoro, 2018).

One form of Halal lifestyle that is developing in Indonesia is Halal Fashion. Fashion can be considered as part of consumer culture that defines their identity

through fashion. Fashion allows individuals to make statements about themselves and their identities, because fashion is a cultural phenomenon that deals with meanings and symbols through direct visual communication (Kratz & Reimer, 1998). By using clothes, accessories, or other fashion items, individuals can communicate who they are, who they want to be, and what social groups they associate with (Harun, 2016).

In Harun's research (2016) with a paper entitled 'Factors Influencing Fashion Consciousness in Hijab Fashion Consumption among Hijabistas' said that the globalization of Islam and the growing lifestyle of Muslim consumers in the Middle East, Europe, and Asia have resulted in Islamic-focused content appearing in the Middle East, Europe, and Asia. There are many telecommunications media, including Islamic clothing, which is also developing in the global market. According to Wilson (2014), marketers should pay attention to this market because Bloomberg estimates the global Muslim fashion market is worth \$96 billion as 800 million Muslim women worldwide are ready to be demanded and consumed. Among these women, about 40% of them are 25 years old. Young consumers tend to wear fashionable clothes.

The emergence of Muslim youth since the last decade has caused Halal fashion to rapidly develop into the market bringing about a new social era in Islamic fashion. Indirectly, halal fashion has played a role in the economic part of religion. In terms of belief, the religiosity factor becomes important; thus, it should be included as a predictor for consumer attitudes and purchase intentions (Aruan & Wirdania, 2020).

Through the rapid development in halal fashion, it is also necessary to understand customer preferences in halal fashion which is a very important benchmark for companies operating in the fashion industry because the industry is very competitive and tastes and preferences change rapidly. Having a good understanding of the real motives behind customer preferences for Muslim clothing will help business organizations to understand customers better (Amer et al., 2019).

In the last 10 years, the halal lifestyle in Indonesia has moved dynamically and surprisingly, including halal fashion which has now become an attractive market for both marketers and fashion designers. In addition, the rise of this industry is supported by the proliferation of various factors such as the media (Muslim magazines), Muslim designers, Muslim communities, and Muslim fashion stores. The Muslim fashion industry has finally become one of the promising industries in fashion retail in Indonesia and other Muslim-majority countries

(Dwijayanti, 2018). Indonesia is touted as the center of Muslim fashion around the world. The government has declared Indonesia's aspiration to become the center of the world's Muslim fashion model in 2020 (Purwaningwulan et al., 2019).

In addition, the Muslim population is predicted to be the largest in the world by 2050 (Hackett et al., 2015), where the largest population lives in Indonesia (13.1%), followed by India, Pakistan, and Bangladesh (PewResearch Center, 2015). From a marketing perspective, these trends may have a potential impact on the future of the fashion industry, especially in the Asian region. Therefore, marketers, designers and other players in this industry should take advantage of this opportunity (Aruan & Wirdania, 2020).

METHODOLOGY

This study uses data in the form of study journals and other study publications within the last 7 years that have been published with the theme of Halal Fashion using metadata sourced from the Dimensions database (<https://www.dimensions.ai/>). Data collection was carried out by taking the keywords Halal Fashion with the category of article titles and abstracts from the 2015-2022 period. As a result, there were 66 publications on January 10, 2022. The methodology used in this study is a qualitative study with a descriptive statistical approach to literature study from publications related to Halal Fashion and analyzed using Microsoft Excel 2010. Meanwhile, trends in the development of Halal Fashion publications were analyzed using VOSviewer software.

VOSviewer was developed for building and viewing bibliometric maps and is freely available to the bibliometric studies community (see www.VOSviewer.com). VOSviewer can create author maps or journal maps based on co-authorship data and co-occurrence keywords, i.e. build author and keyword maps based on shared incident data. This program offers the reader that the map allows bibliometrics to be examined in detail.

VOSviewer uses the VOS mapping technique (Van Eck and Waltman 2007a), where VOS stands for visualization similarity. Previous studies in which the VOS mapping technique was used refer to Van Eck and Waltman (2007b) and Van Eck et al. (in press). VOSviewer can display maps that have been constructed using appropriate mapping techniques.

Therefore, this program can display maps created using VOS mapping techniques and display maps built using multidimensional scaling techniques. VOSviewer runs on many hardware and operating system platforms

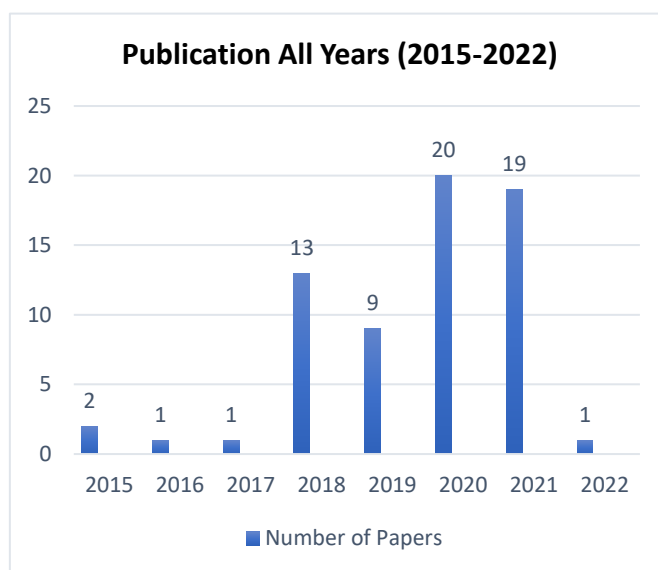
and can be started directly from the internet (Rusydziana, 2019).

RESULT AND DISCUSSION

Figure 1: Classification of publications by year of publication

Year	Publication
2015	2
2016	1
2017	1
2018	13
2019	9
2020	20
2021	19
2022	1
Total	66

Figure 2: Publication All Years (1996-2022)



This section discusses papers that have been published with the theme of Halal Fashion. As a result, there were 66 papers published in a 7-year observation period from 2015 to 2022. Table 1 presents the distribution of papers per year, which varies over the last 7 years with a range from 1 to 20 papers. The highest number of papers published in 2020 with 20 papers (30.30%) and the least, namely one paper published, occurred in 2016, 2017, and the latest is 2022.

Based on table and figure 1, there are fluctuations accompanied by an overall increasing trend in the number of papers published by various journals with the theme of Halal Fashion. From 2015 to 2021

there will be a fluctuating increase. This means that the theme of Halal Fashion is increasingly interesting to study along with the development of halal lifestyle. Meanwhile, for 2022, there is one paper because the number of papers does not cover the whole, considering that data collection for this research was carried out on January 10, 2022.

66 papers published with the theme of Halal Fashion in the last 7 years, the title of the most widely cited extensive paper is 'Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia'. This study shows the relationship between halal brand personality and brand loyalty, particularly related to millennial simple fashion consumption (Zainudin et al., 2020).

Figure 3: List of Top 5 Authors

No.	Author	Number of Paper
1	Ririn Tri Ratnasari	2
2	Bailin Wang	2
3	Farish A Noor	2
4	Tie Ke Li	2
5	Abdul Kadir Oman	2

Table 2 shows the five most prolific authors of papers published with the theme of Halal Fashion in the last 7 years. As the table shows, the five authors each wrote two papers published with the theme of Halal Fashion.

Figure 4: List of Top 10 Citations

No	Citations	Title	Author
1	11	Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia	Muhamad Izzuddin Zainudin, Faridah Haji Hasan, dan Abdul Kadir Othman (2020)
2	5	Halal Industry in Indonesia; Challenges and Opportunities	Ferry Khusnul Mubarak dan Muhammad Khoirul Imam (2020)
3	4	Halal Lifestyle di Indonesia	Hendri Hermawan Adinugraha dan Mila Sartika (2019)
4	3	The Impact of Customer Halal Supply Chain Knowledge on Customer Halal Fashion Purchase Intention	Eli Sumarlah, Tieke Li, Bailin Wang, Anitha Moosa, dan Irene Sackey (2021)
5	3	An Examination of Halal Fashion Supply Chain Management Risks Based on the Fuzzy Best-Worst Approach	Elie Sumarlah, Tieke Li, Bailin Wang, dan Indriya Indriya (2021)
6	3	Halal Brand Personality and Brand Loyalty among Millennials Modest Fashion Consumers in Malaysia: A Conceptual Paper	Muhamad Izzuddin Bin Zainudin, Al-Amirul Eimer Bin Ramdzan Ali, Ahmad Syahmi Ahmad Fadzil, Mohammad Fahmi Sarin, Nur Ain Syazmeen Binti Ahmad Zaki, Abdul Kadir Othman, dan Faridah Haji Hassan (2018)
7	3	The Islamic Economy - The Fastest Growing Large Economy. Eurasian Focus	Gaukhar Nurgalieva (2018)

8	3	Popular Religiosity in Indonesia Today: The Next Step after 'Islam Kultural'?	Farish A. Noor (2015)
9	2	Blockchain-Empowered Halal Fashion Traceability System in Indonesia	Eli Sumarliah, Tieke Li, Bailin Wang, Fauziyah Fauziyah, dan Indriya Indriya (2022)
10	2	Motivation and Obstacles Faced by Women Halal Fashion Entrepreneurs And Role Of The Business On Women's Economic Empowermentin Yogyakarta Indonesia	Andri Martiana, Maesyaroh, dan Sobar (2018)

Table 3 shows the top 10 papers ranked by total citations from the time of publication to the time this research was conducted on January 10, 2022 out of 66 papers published with the theme of Halal Fashion in the last 7 years from 2015 to 2022. The highest ranking, with a total of 11 citation, is the paper of Muhamad Izzuddin Zainudin, Faridah Haji Hasan, and Abdul Kadir Othman (2020) with the title 'Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia. Then in second place with a total of 5 citations written by Ferry Khusnul Mubarak and Muhammad Khoirul Imam (2020) with a paper entitled 'Halal Industry in Indonesia; Challenges and Opportunities'. Meanwhile, in third place, with citation

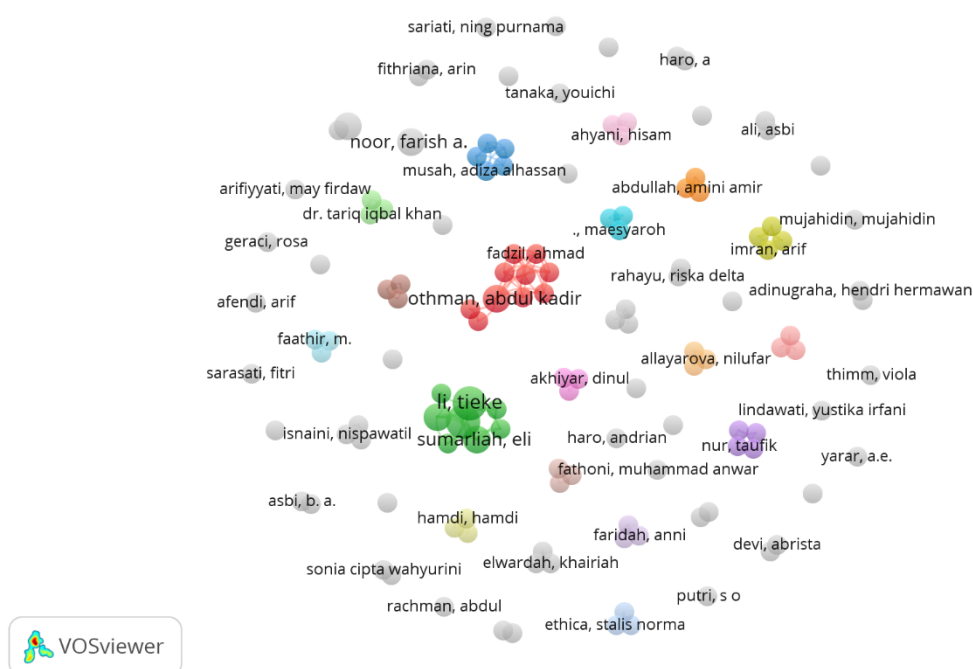
of 4 is a paper written by Hendri Hermawan, Adinugraha, and

Mila Sartika (2019) with the title 'Halal Lifestyle in Indonesia'. From this explanation, it can be concluded that writings that refer to the theme of Halal Fashion are interesting to explore as seen from previous works that have been widely cited in recent studies along with the development of the topic more deeply.

Bibliometric of Co-Authorship Author

In using the VOSviewer software, we found a bibliometric mapping from the author as shown in the following figure.

Figure 5: Co-Autorship Author



Co-authorship analysis is a form of analysis based on the interrelationships between items determined based on the number of documents co-written by the authors. One type of co-authorship is the authors' unit of analysis. In this analysis, the software will process the entire literature to find a description of the cluster of authors who have published their studies with the theme "Halal Fashion".

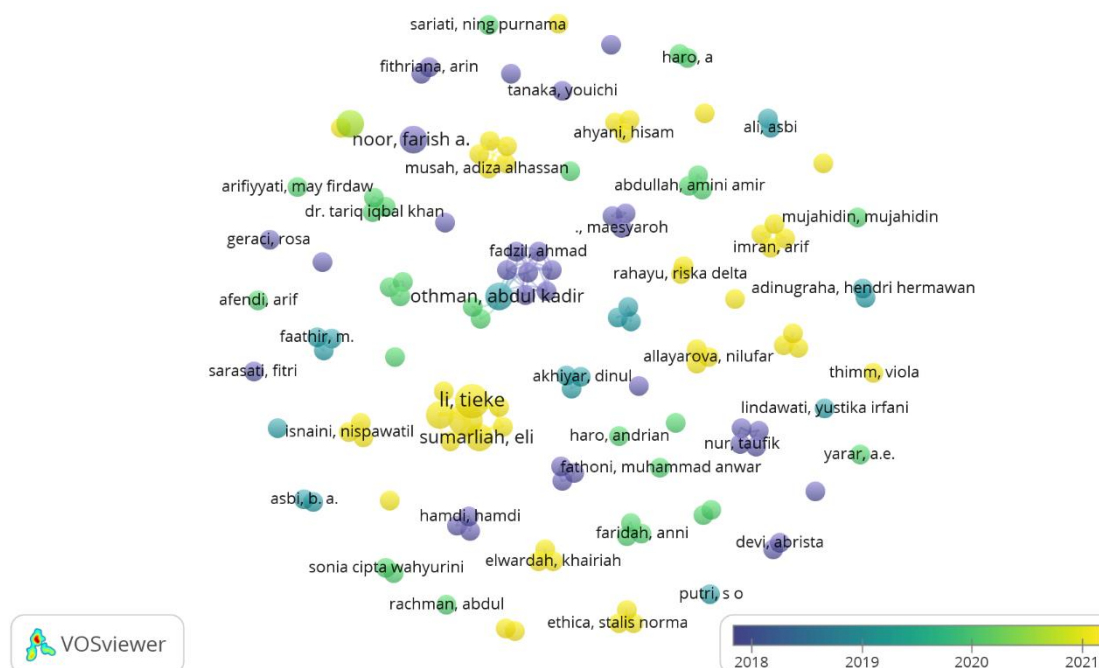
The results of software processing will display the author's name in a colored circle according to the type of co-author, or better known as network visualization. Authors who are related to each other are marked with the same color and there is a line between each other. The names appearing in the cluster indicate that they collaborated with each other in their studies. The size of the circle also indicates the number of papers the authors have written. The bigger the circle, the more papers the author has written.

Based on the picture above, the results show that the resulting cluster if the literature is grouped by author's name in a study themed Halal Fashion. The picture also shows the involvement of the author by collaborating in writing a journal with the theme of Halal Fashion. There are 131 authors grouped into 62 clusters of related authors, which are marked with the same color and there are fine lines between one another. Among them there are clusters of red, green, blue, yellow, brown, purple, orange, and so on. Meanwhile, some

authors listed in the gray circle and not associated with other circles indicate that the authors conducted individual studies and had no co-authors. Based on the results displayed, the red cluster is the largest cluster with 8 authors namely, Al-Amirul Eimer, Ahmad Fadzil, Faridah Haji Hasan, Abdul Kadir Othman, Mohammad Fahmi, Ahmad Syahmi, Muhammad Izzuddin, and Nur Ain Syazmeen. One of the papers written by the author of the red cluster is [Zainudin et al. \(2020\)](#) with a paper entitled 'Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia'. The study discusses the relationship between halal brand personality and brand loyalty with the aim of providing a better understanding of Islamic marketing concepts.

Meanwhile, one of the authors who conducted individual research was [Haro \(2020\)](#) with a paper entitled 'Are Zoya Muslim Fashion Products as Halal Lifestyle in Consumer Purchase Decision'. This study discusses the significant influence between lifestyle, brand image, and product attributes on purchasing decisions for Zoya Muslim fashion products in Jakarta. This study found that between brand image and purchasing decisions Zoya Muslim fashion products have a significant influence. Meanwhile, lifestyle and product attributes have no effect on purchasing decisions for Zoya Muslim fashion products. This condition can certainly provide benefits to be able to create a halal value chain in Indonesia.

Figure 6: Overlay Visualization



Based on the results shown in the co-authorship image, it is different from the previous images. The form used is an overlay visualization that displays images in a certain frame (either a circle or a rectangle) and is colored not based on the cluster, but based on the year of publication. The purpose of the overlay visualization is to provide an overview of the development of keywords based on their evolution every year, so that the year the author contributed in publishing a paper related to the Halal Fashion theme.

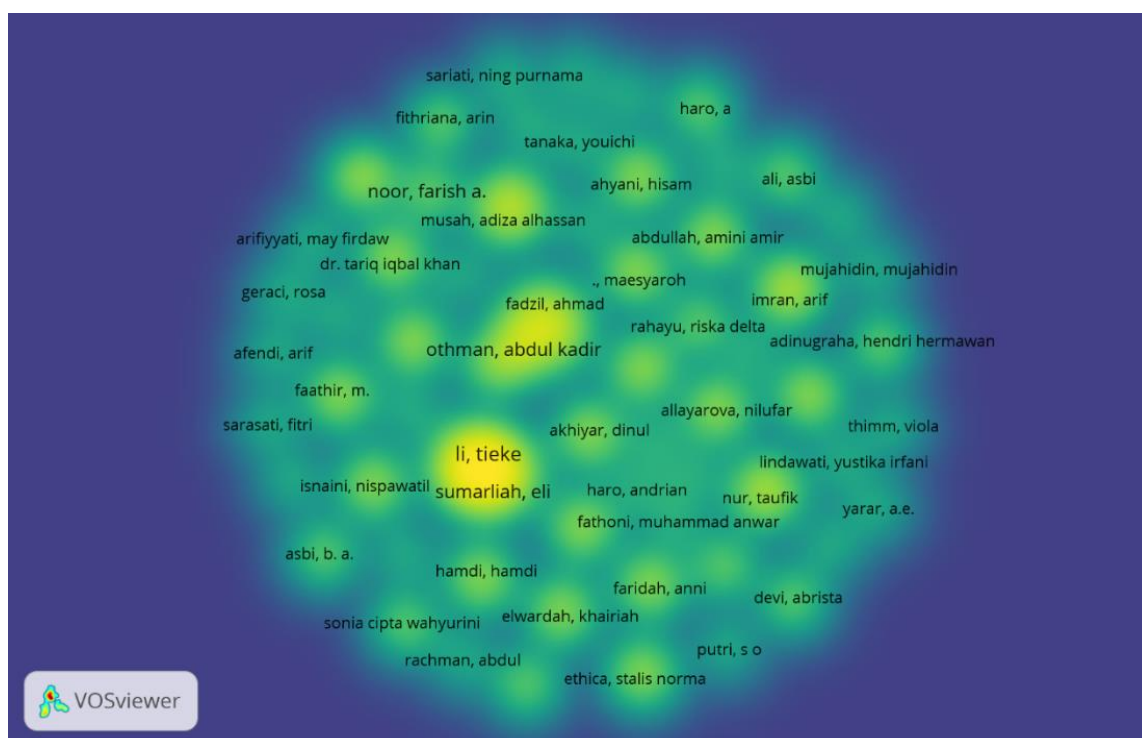
In overlay visualization, the color division is adjusted according to the year division, where the darker the color, the longer the publication year and the lighter the color, the newer the publication year. While the size is adjusted to the number of occurrences in the literature.

The author who first wrote a paper on Halal Fashion was Noor (2015) with a paper entitled 'Popular Religiosity in Indonesia Today The Next Step after Cultural Islam'. This study discusses the phenomenon of popular Islam seen everywhere and expressed through

various media such as fashion to architecture, including rules that are considered Islamic. This study finds that the development of the halal-haram trend driven by the world of fashion and cosmetics has led to the emergence of a new middle class that takes these aspirations upwards as capital.

If you pay close attention, the higher the level of research with the theme of Halal Fashion. This can be seen from the increasing number of new writers who publish research on Halal Fashion. An example is the paper written by Susilawati et al., (2021) with the title 'The halal fashion trends for hijabi community ideology and consumption. This study discusses the market potential that is quite large for the development of the halal fashion industry in Indonesia considering the goal of the hijab community in using halal hijab fashion as part of their identity in showing the existence of the hijab group through an ideological and consumption approach. The results of this study indicate that religious beliefs are the main basis in encouraging the use of hijab and factors of necessity.

Figure 7: Density Visualization



Based on the results shown in this co-authorship image, the VOSviewer software can display a co-authorship bibliometric map based on density visualization. In item density visualization, items are represented by their labels in the same way as in network visualization and overlay visualization. Each point in the

item density visualization has a color that indicates the item density at that point. Temperamentally, colors range from blue to green to yellow. The greater the number of items around the point, the higher the weight of the relationship between items and the color tends to be yellow. On the other hand, the smaller the number of

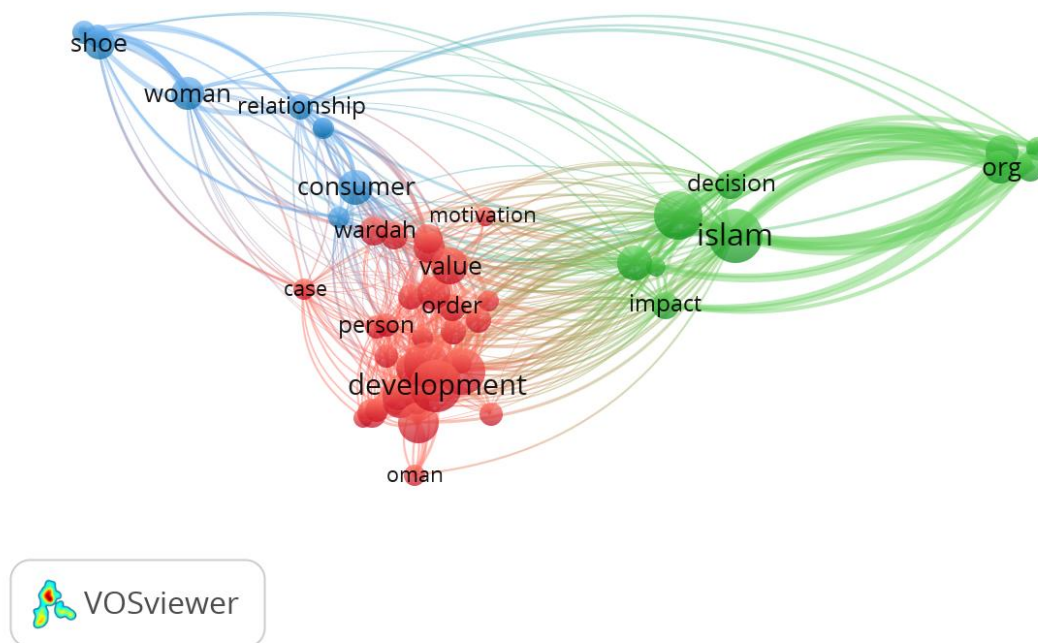
items around the point, the lower the weight of the relationship between the items and the color of the dots tends to be blue.

Bibliometric of Co-Occurrence

The image below presents a graphic visual mapping of a paper publication with the theme Halal

Fashion. The results of the keyword mapping analysis become the basis for the co-occurrence mapping of important or unique terms contained in certain articles. Mapping is a process that allows one to recognize elements of knowledge and their configuration, dynamics, interdependencies and interactions.

Figure 8: Co-Occurrence Network Visualization



Related to bibliometrics, science mapping is a method of visualizing a field of science. This visualization is done by making a landscape map that can display topics from science. The results of the visualization of the co-word map network for the publication of a paper with the theme of Halal Fashion can be seen in Figure 8 above.

Sorted from 50 keywords taken, the following are the keywords that often appear in a paper with the theme of Halal Fashion published on January 10, 2022, which are shown and their relationship with other keywords in 3 clusters, namely:

- Red Cluster 1 consists of 31 keywords, namely: case, company, covid, creative industry, development, economy, effect, existence, halal concept, halal cosmetic, halal fashion, halal food, halal tourism, Islamic economy, Islamic tourism, malaysia, motivation, Muslim consumer, Muslim woman, oman, order, person, principle, religion, sector, tourism, type, value, wardah, western world, world.

- Green Cluster 2 consists of 10 keywords, namely: decision, accessed from http, halal lifestyle, http, impact, Islam, Jakarta, Muslim, Muslim fashion, org.

- Blue Cluster 3 consists of 9 keywords, namely: brand loyalty, consumer, feet, halal brand personality, importance, man, relationship, shoe, woman.

Keywords are divided into 3 clusters above which are arranged in colored circles that indicate clusters. This data can be used to find out keyword trends. The bibliometric analysis shows some of the most widely used keywords in the paper, which are the object of the study. The more keywords that appear, the wider the circle shown. Meanwhile, the line relationship between keywords shows how big the relationship between one keyword and another keyword is.

Based on Figure 5, it shows the results of the co-occurrence image that are different from the previous image. The form used is an overlay visualization that displays images in a certain frame (either a circle or a

rectangle) and is colored not based on the cluster, but based on the year. The purpose of the overlay visualization is to provide an overview of the development of keywords based on their evolution every year, so that new terms that appear or have been used for a long time will appear in paper publications related to the Halal Fashion theme.

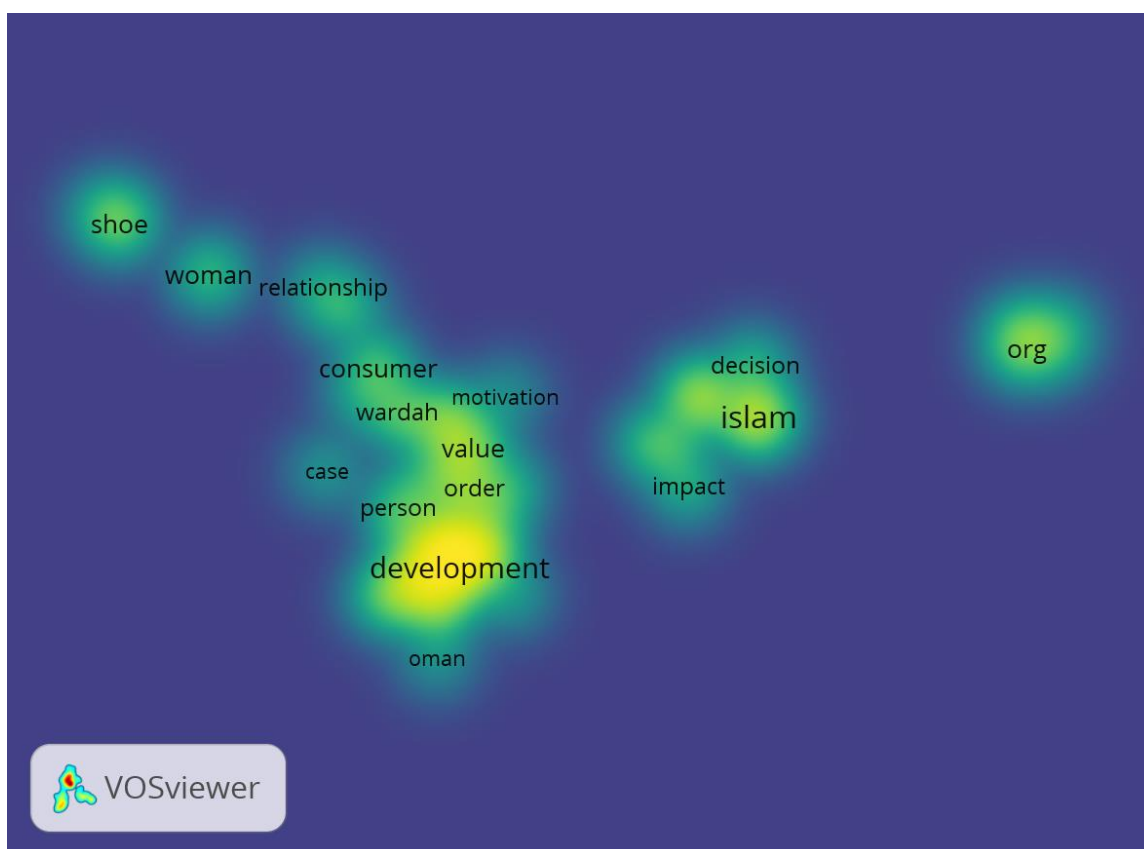
In overlay visualization, the color division is adjusted according to the year division, where the darker the color, the longer the word has been used in the publication and the lighter the color, the more recently the word appears in the publication. While the size is adjusted to the number of occurrences in the literature.

The word women is a word that has been used before. An example of a related paper that uses this term is the paper written by [Tarofder et al. \(2021\)](#) with the title 'The anatomy of non-Muslim consumers' halal fashion buying behavior: a quantitative approach'. The study discusses the classification of non-Muslim halal clothing buyers by applying quantitative techniques and identifying the determinants of non-Muslim women's

halal fashion buying behavior (Halal Fashion Buying Behavior). The results of this study reveal that the behavioral characteristics of non-Muslim women are explicitly related to their decision to purchase halal clothing. It was also found that the most decisive factor for non-Muslim HFBB was "cultural adaptation", although, there was no substantial evidence of a significant moderating effect of age and income on consumers.

If we look more closer, there are many new terms used in the paper with the theme of Halal Fashion. For example the paper written by [Afendi \(2020\)](#) with the title 'The Effect of Halal Certification, Halal Awareness and Product Knowledge on Purchase Decisions for Halal Fashion Products'. This study discusses the effect of halal certification, halal awareness and product knowledge on purchasing decisions for halal fashion products and provides a perspective on the importance of using halal products in society. This study found that halal certification had a positive but not significant effect on the mode of purchasing decisions of halal-labeled products.

Figure 9: Co-Occurrence Density Visualization



Based on the results shown in this co-occurrence image, the VOSviewer software can display a co-authorship bibliometric map based on density visualization. In item density visualization, items are represented by their labels in the same way as in network visualization and overlay visualization. Each point in the item density visualization has a color that indicates the item density at that point. Temperamentally, colors range from blue to green to yellow. The greater the number of items around the point, the higher the weight of the relationship between items and the color tends to be yellow. On the other hand, the smaller the number of items around the point, the lower the weight of the relationship between the items and the color of the dots tends to be blue.

FINDINGS

This study found that the theme of Halal Fashion has been widely discussed in various published papers. The population level and purchasing power of Muslims around the world are increasing, as well as the new era of modernization which strengthens the increasing trend of halal lifestyle and Islamic trade, especially the halal fashion sector. Muslims in Indonesia are starting to be smart and smart about choosing a halal lifestyle and adding to the level of halal awareness and product knowledge on purchasing decisions for halal fashion products and providing perspectives on the importance of using halal products in society. The emergence of Muslim youth since the last decade has caused halal fashion to develop rapidly to the market bringing a new social era in Islamic fashion. Indirectly, halal fashion has played a role in the economic part of religion. In terms of belief, the religiosity factor becomes important; thus, it should be included as a predictor for consumer attitudes and purchase intentions. Someone who chooses modest clothing can be for religious or cultural reasons. But gradually this style became a lifestyle trend. because the halal lifestyle is quite challenging because the market segmentation is young people. Therefore, there must be a change in the mindset about halal and sharia to become more positive and inclusive, especially among young people

In addition, the rise of this industry is supported by the proliferation of various factors such as the media (Muslim magazines), Muslim designers, Muslim communities, and Muslim fashion stores. The Muslim fashion industry has finally become one of the promising industries in fashion retail in Indonesia and other Muslim-majority countries (Dwijayanti, 2018). Indonesia

is touted as the center of Muslim fashion worldwide (Purwaningwulan et al., 2019).

From a marketing perspective, Indonesia has a great opportunity to develop a fashion business in the modest segment. These trends may have a potential impact on the future of the fashion industry, especially in the Asian region. Therefore, marketers, designers and other players in this industry should take advantage of this opportunity (Aruan & Wirdania, 2020).

CONCLUSION

This study examines the extent to which the Halal Fashion theme has developed in the scientific literature. The results show that there have been a number of paper publications with the theme of Halal Fashion in the last 7 years starting from 2015 to 2022, namely with 66 studies using metadata sourced from the Dimensions database (<https://www.dimensions.ai/>).

The results of this bibliometric research show that the map of research development in the field of Islamic business education is divided into co-authorship and co-occurrence types, with the most popular authors being in the red cluster consisting of 8 authors namely, Al-Amirul Eimer, Ahmad Fadzil, Faridah Haji Hasan, Abdul Kadir Othman, Mohammad Fahmi, Ahmad Syahmi, Muhammad Izzuddin, and Nur Ain Syazmeen.. Meanwhile, in co-occurrence, the most popular keywords from the results of the analysis unit ranged from 31 keywords, namely case, company, covid, creative industry, development, economy, effect, existence, halal concept, halal cosmetic, halal fashion, halal food, halal tourism, islamic economy, islamic tourism, malaysia, motivation, muslim consumer, muslim woman, oman, order, person, principle, religion, sector, tourism, type, value, wardah, western world, world.

The findings of this study are that during the new modernization era, there was an increase in the trend of halal lifestyle and Islamic trade, especially the halal fashion sector. This means that indirectly halal fashion has played a role in the economic part of religion. From a marketing perspective, Indonesia has a great opportunity to develop a fashion business in the modest segment. These trends may have a potential impact on the future of the fashion industry, especially in the Asian region. Therefore, marketers, designers and other players in this industry must be good at taking advantage of this golden opportunity.

It should be noted that the purpose of this research is to present an overview of research trends in

the Halal Fashion theme, but the limitation is only in the last 7 years. Although research has been carried out using specific bibliometric indicators so that readers can get a general representation of the most significant data, the results presented are still dynamic and may change over time. Suggestions for further research is to conduct a complete bibliometric analysis with more study elements or more diverse software to produce more comprehensive results.

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