

Research Article

Bibliometric Analysis : Promotion of Halal Tourism on Social Media

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ABSTRACT

This study aims to analyze the bibliometric characteristics and publication trends of scientific research on halal tourism in Indonesia based on data from the Scopus database. Data collection was conducted in May 2024 using the keyword "halal tourism" and covered the period from 2019 to 2024. Data analysis was performed using the VOSviewer application. The results show an increasing number of scientific publications related to halal tourism in Indonesia in the Scopus database. The Journal of Islamic Marketing emerged as the most popular journal, and articles were the dominant type of document. The Scopus database analysis was applied to conduct a systematic literature review in this study. There are six research clusters based on a keyword-based search approach. The keywords "economic growth" and "perceived value" emerged as focal points of recent research in 2022. Articles on halal tourism continue to grow. The analysis results indicate that the halal industry, in the context of scientific publications, has developed significantly, as evidenced by the substantial number of publications in the halal industry sector.

Keywords: Halal Tourism; Social Media

1. INTRODUCTION

Self-efficacy is judgement of a person to his capabilities to plan and implement the action to reach certain goals. Social media has become a platform for promoting halal tourism. Halal tourism has become a trend at the local, national, and even international levels. (Bandura, 2023) This is evident from the continuously growing prospects of the halal industry each year. According to the *State of Global Islamic Economy Report, approximately 1.8 billion Muslims utilize the halal industry. Consumer opportunities in the halal industry increase by 5.2% annually, with total consumer spending reaching \$2.2 trillion. This figure is projected to continue growing yearly, with the compound annual growth rate (CAGR) of the halal industry expected to reach \$6.2 trillion between 2018 and 2024. Total consumer spending on the halal industry is also projected to rise to \$3.2 trillion by 2024. The data shows that the halal industry has a promising future. (Schunk, 2023)

Indonesia's majority Muslim population is a crucial factor in this growth. This potential is primarily driven by Indonesia's large Muslim population, which constitutes 12.7% of the global Muslim population. (Yusuf, Arief Anshory, Akhmad Rizal Shidiq, 2019) With an estimated population of 273 million, 87.2% of Indonesia's population is Muslim. Due to this large Muslim population, the demand for halal products is also high. Indonesia is considered a microcosm of the global halal market. In fact, total spending on halal products in Indonesia was \$218.8 billion in 2017.

The role of halal tourism in Indonesia is vital in driving the country's economic growth. Indonesia's halal tourism has great potential and is rapidly growing, particularly in the sectors of halal food and beverages, fashion, and tourism. In recent years, halal tourism in Indonesia has become a significant source of income for the community, driven by increasing public awareness of the importance of consuming halal products and services as Muslims. (Palupi, Majang, Rizqi W. Romadhon, 2020)

The development and challenges of the halal industry in Indonesia have become a focus of research and discussion in recent years. Challenges include competition from non-Muslim countries, a lack of global consensus on halal certification, and inconsistencies among Islamic countries in setting halal product standards. (Jailani, Novalini, 2022) Internally, issues such as low halal awareness among Indonesians, the enactment of Law No. 33 of 2014 on halal product assurance, and a lack of competitiveness are significant challenges. In Indonesia's agricultural industry, the development of agriculture and the fast-moving consumer goods (FMCG) sector remains suboptimal. Additionally, the growth of halal food e-commerce in

Indonesia is still limited. Conversely, the development of the fashion sector in Indonesia is rising and positively impacts economic growth. However, the halal fashion industry also faces challenges such as foreign competition, lack of uniform halal standards, and legal issues related to halal product assurance (Jennings & Greenberg, 2019).

Given these phenomena, the researcher is interested in further exploring the development of the halal industry. This study aims to examine halal tourism promotion on social media using a bibliometric analysis approach. (Jacquelynn S et al., 2020) The analysis covers aspects such as publication year, authors, keywords, and journals publishing papers related to the halal industry. The study also seeks to identify various indicators that can be used to promote halal tourism.

2. RESEARCH METHOD

In this study, the researcher used a qualitative method, followed by bibliometric analysis. Bibliometrics refers to a bibliographic study used in scientific activities, based on data assumptions linked to other research. The researcher collected data by searching the Scopus database using the keyword "Halal Industry." (Astuti, 2019) Data was gathered through the search of Scopus-indexed articles using the categories: *Article Title*, *Abstract*, and *Keywords*. This search yielded a population of 981 documents related to the halal industry in the Scopus database, published between 2014 and 2024. The data was downloaded in CSV format and analyzed using VOSviewer software. VOSviewer was used to visualize the network patterns or relationships between bibliometric elements into three categories: Network Visualization, Overlay Visualization, and Density Visualization. The mapping generated by VOSviewer will serve as a reference to obtain accurate data based on researchers' names, publication years, researcher productivity, and trends in halal industry research (Sihombing, 2022).

3. RESULTS AND DISCUSSION

3.1 Development of Scopus Journal Publications

Before conducting analysis using VOSviewer, the data is first processed through the available platform on the Library eResources website. The steps for analyzing Scopus journals on the Library eResources website involve several stages aimed at understanding and evaluating the quality of published journals (Trimulato, Trimulato, Sagir Muhammad Sulaiman, 2023) These steps include:

1. Open <https://library.uum.edu.my/eresources/> and click "Access Here."
2. A page will appear requiring you to enter your login code and password.
3. Once the page with several journal options appears, click "Elsevier – Scopus."
4. A search field will appear; fill in this field using the keywords from the desired article title.

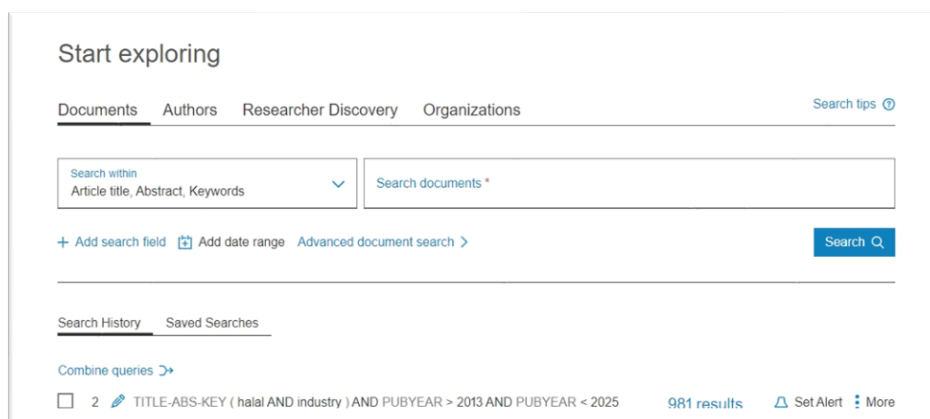


Figure 1. the Library eResources website

5. Finally, click "Search." The results of journals matching the previously entered keywords will then appear.

The results show that the bibliometric analysis using VOSviewer software from scientific research publications indexed on the Scopus platform identified a total of 981 published journals. (Trimulato, Trimulato, Sagir Muhammad Sulaiman, 2023) The data was obtained by analyzing the keyword "halal industry" over the past 10 years, specifically from 2019 to 2024.

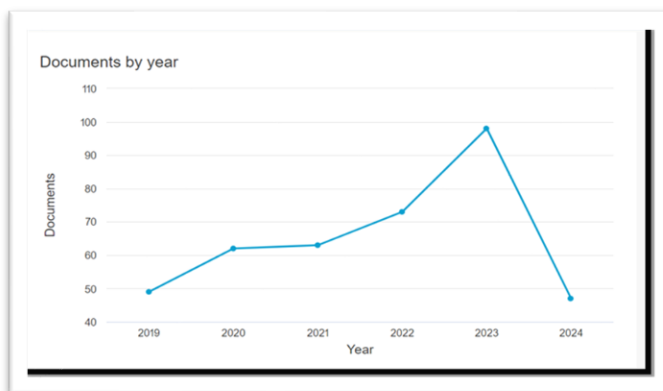


Figure 2. Scientific Publication Data on the Halal Industry for the 2019-2024 Period

Figure 1 shows that over the past 10 years, publications on the halal industry have increased significantly. The number of publications, from highest to lowest, occurred as follows: in 2023, there were 98 publications; in 2022, 73 publications; in 2021, 63 publications; in 2020, 61 publications; the lowest in 2019, with 49 publications; and the most recent data in May 2024 shows 47 publications. **Figure 2** shows the results of the Scopus journal analysis based on the number of journals published by each author. Below is the ranking of authors with the most journal publications.

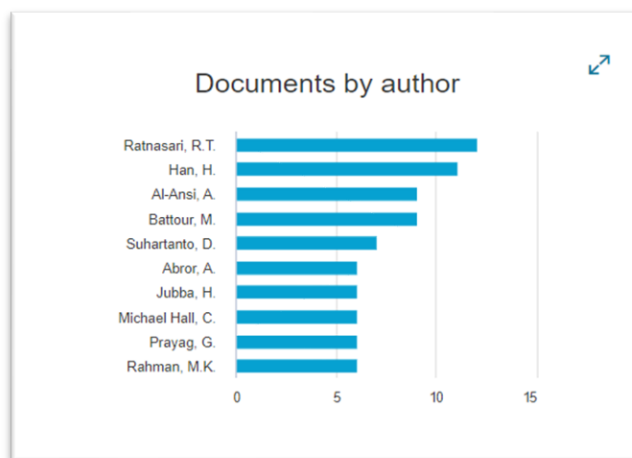


Figure 3. Scopus Analysis Results Based on Author Names

Figure 2 above shows the ranking of the top 10 authors with the highest number of journal publications indexed in Scopus. The horizontal axis represents the number of documents published, ranging from 0 to 15, while the vertical axis lists the authors' names. Ratnasari, ST holds the first position as the most productive author, with between 10 and 15 documents published, followed by Han, H, who also published between 10 and 15 documents. Al-Ansi, A and Battour, M each contributed nine documents, indicating significant research activity. Suhartanto, D produced about 7 documents. Abror, A, Jubba, H, Michael Hall, C, Prayag, G, and Rahman, M.K each produced approximately 6 documents, representing the lowest publications.

Additionally, to understand the yearly publication trends and the number of publications by each author, the Scopus website also provides information on the types of documents published. Figure 3 below presents a pie chart showing the types of the 391 documents indexed in Scopus. From this data, it is found that the most common document type is article, accounting for 70.5%, followed by conference papers at 29.5%. Other document types include book chapters, reviews, conference reviews, books, short surveys, notes, letters, and editors. The percentage breakdown of each document type is shown in **Figure 3** below.

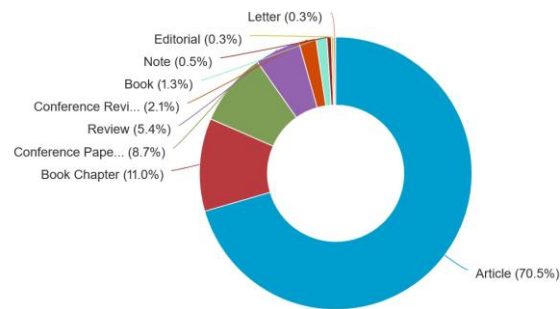


Figure 4. Scopus Analysis Results Based on Document Type

3.2. Bibliometric Mapping of Research Related to the Halal Industry

3.2.1. Analysis Based on Author

In VOSviewer software, there are 3 visualization views in bibliometric analysis: Network, Overlay, and Density Visualization. Density Visualization in VOSviewer is used to display the distribution of keywords used in the research. In Density Visualization, colors are used to represent keywords. (Cheng, Peng, 2021) Generally, lighter colors indicate keywords that are less frequently used, while darker colors represent keywords that are more frequently used.

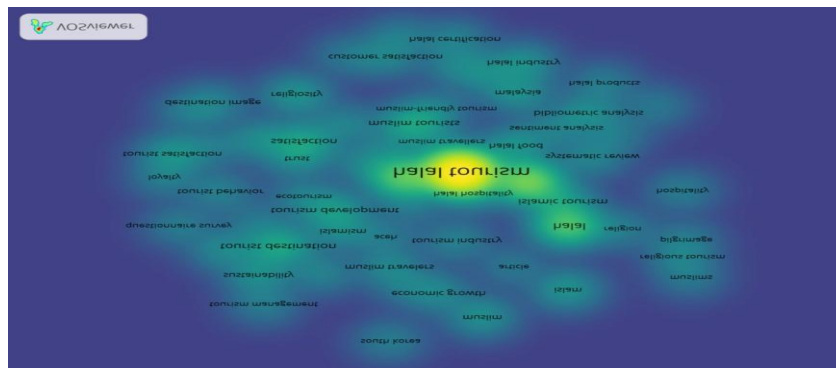


Figure 5. Density Visualization Analysis Based on Author Using VOSviewer Software

Figure 4 shows the density visualization analysis based on authors using VOSviewer software. As seen in the figure, several authors' names are surrounded by a brighter and broader yellow color compared to the names around them. Consistent with the analysis in **Figure 2**, which shows the ranking of the top 10 authors with the highest number of Scopus-indexed journal publications, the VOSviewer analysis shows the same result, with the author Ratnasari, ST having the highest number of publications.

3.2.2. Analysis Based on Keywords

Research related to the potential of the halal industry for economic growth was conducted using the bibliometric method. Keyword analysis with VOSviewer is a method used to analyze and visualize keywords related to a research topic. VOSviewer is an application that helps build and visualize bibliometric networks, such as journals, titles, authors, and publications, and analyzes the relationship between keywords and research topics (Oyewola, David Opeoluwa, 2022). In keyword analysis with VOSviewer, the researcher can select keywords relevant to the research topic and input them into the application; in this case, the keyword used is "halal industry." VOSviewer will then analyze the keywords and build a bibliometric network that shows the relationship between the keywords and the research topic. Keyword analysis with VOSviewer can help identify trends and patterns in research, as well as understand the development of knowledge in the field. The analysis using these keywords resulted in 391 publications, which are documents published between 2019 and 2024. These 391 publications discuss the halal industry (Borgohain, Dhruva Jyoti, Sohaimi Zakaria, 2022).

Keyword analysis using VOSviewer software presents the analysis in 3 views with different purposes: network visualization, overlay visualization, and density visualization. Network Visualization is used to display the relationships between subjects, such as research, researchers, or journals. Network Visualization shows nodes representing subjects and lines connecting them, indicating relationships between subjects. (Kuzior, Aleksandra, 2022) This view is typically used to

Figure 7 above shows the keywords most frequently used for documents titled "halal industry." For example, in the image, keywords like "food" and "halal tourism" are frequently used, as indicated by the circles with lighter colors compared to other keywords.

3.2.3. Development of Halal Tourism

The development of halal tourism requires halal certification for food, beverages, medicine, and cosmetics, which is currently growing rapidly and involves the mixing of various ingredients and the use of complex processes. (Gujarati, 2019) This, of course, creates vulnerabilities. Many ingredients used in food production, including animal fats, gelatin, enzymes, and meat-based materials, are inherently susceptible from a halal perspective. Therefore, the existence of the halal industry is essential, particularly to maintain the halal status of food, cosmetics, and medicine. Additionally, the halal industry is also needed to ensure that consumers have access to healthy and halal products. (Yuniar & Kusrini, 2021)

With the establishment of a specialized body aimed at addressing the significant market potential for halal products domestically, the Halal Product Assurance Organizing Body (BPJPH) was created. Since the establishment of BPJPH on October 17, 2017, and the initiation of halal certification procedures in 2019, BPJPH has successfully issued halal certificates for three years, with an average of 250,000 certificates issued annually. This number has increased 2.5 times since halal certificates were issued before BPJPH inspection. While this is encouraging, the acceleration of this process needs to be improved. By 2022, BPJPH had certified 344 halal supervisors, 18,248 halal product process assistants (PPH), 497 halal auditors, and 28 Halal Testing Institutions (LPH). In terms of the number of halal product certificates issued, the number of supervisors, halal assistants, auditors, and halal inspection institutions are still far from the required needs. With an assumption that 60 million industries in Indonesia implement halal certification, the halal certification process will take 240 years to complete without any acceleration. (Noor, Najihah Mohd, 2024)

3.2.4. Promotion of Halal Tourism

In addition to the development of technology, information, and communication, which continues to increase the number of internet users worldwide every year, this also applies to Indonesia and the global community. (Noor, Najihah Mohd, 2024) Besides Facebook, Twitter, YouTube, Path, Line, and BBM, which are popular social media platforms in Indonesia, there are now several social media platforms that have rapidly grown, such as TikTok, WhatsApp, and Facebook, with billions of users worldwide. With the increasing number of users, this presents a great opportunity for businesses to promote their products, including the tourism sector, to continue promoting Indonesia through various new media platforms as a means of promoting halal tourism. Through social media, promotion becomes easier and can reach a wider audience. Considering that Indonesia is the largest Muslim-majority country in the world and a potential market for halal products, there is a need to accelerate the growth of the domestic halal industry

3.2.4. Impact of Social Media

The development of globalization, marked by the rapid advancement of technology, has greatly influenced almost all areas of life, especially the economy. (Bartl et al., 2024) In the economic sector, this development has led to increased competition, particularly among business actors. Hard work and a quick response in understanding the changing lifestyles of consumers are necessary to ensure companies can maintain their survival. Online marketing is a component of e-commerce with a specific focus on marketing strategies, including the creation, distribution, promotion, and pricing of goods and services in the internet market or through other digital tools (Boone and Kurtz, 2005). One marketing communication strategy is to optimize the marketing division to form a unified workforce and solid team capable of increasing sales. Some of the key marketing variables include how to create products, set prices, and implement product promotions. (Imamov, Marsel, 2021)

The effectiveness of promotion heavily depends on the selection of the form or type of promotion. Through the internet, a company can reach a wider and more intensive consumer base. Additionally, the use of communication technology by business actors offers several advantages to consumers, such as cost and time efficiency, convenience for buyers (consumers), clearer information about products, competitive prices, discounts, and product comparisons. (Oppong, Felix, 2020). Moreover, according to the digital site Around The World 2020, the number of internet users has increased to 4.58 billion, and about 7% of that total, or approximately 298 million, are new users. This data suggests that online marketing for product promotion is quite effective. Social media is one tool that can be used for online product marketing. Social media has become a promising tool for contemporary businesses. One social media platform with the largest number of active accounts compared to others is Facebook. Facebook offers easy access to various features designed to deliver

advertisements to target audiences. According to a survey conducted by JAKPAT Mobile Survey, which researched social media trends in Indonesia in 2016, Facebook is the most accessed and popular social media platform among the public.

4. CONCLUSION

The bibliometric analysis of Halal Tourism research from 2019 to 2024 shows significant growth, which is one of the factors contributing to the increasing number of studies on Halal tourism. In recent years, Indonesia and Malaysia have stood out as major contributors, reflecting substantial academic involvement in this field. Prominent authors such as Ratnasari, ST are recognized as key contributors to this research. The use of VOSviewer in this analysis provides valuable insights into the development of themes and collaborative networks in the field. Technological advancements have greatly influenced almost every aspect of life, particularly in the economic sector, which includes Halal tourism. Through social media, promotion becomes easier and can reach a larger audience. Given that Indonesia is a Muslim-majority country with the largest Muslim population in the world and is a potential market for Halal products, there is a need for the acceleration of the growth of the domestic Halal industry. Social media is a powerful platform for shaping marketing strategies, and businesses and hotels must rely on user opinions and incorporate them into their services. At a higher level, governments can also use social media guidance to position their country as a top Halal tourism destination. Hopefully, this work will provide benefits for the future development of Halal tourism.

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