

CHAPTER I

INTRODUCTION

A. Research Background

Over the past few decades, the halal product industry has witnessed exponential growth. As reported in the State of the Global Islamic Economy (SGIE) Report 2021/2022, Indonesia has consistently retained its position as the third-leading country in the overall global assessment.¹ The halal industry sectors, including halal food, Muslim fashion, pharmaceuticals, and cosmetics, have also seen an improvement in rankings compared to the previous year. The development of these sectors presents significant opportunities for the halal industry in designated economic zones.²

These designated economic zones are designed to support the halal ecosystem, encompassing production processes, certification, and product distribution. These areas not only provide facilities for industry players to meet international halal standards but also offer various logistical advantages to enhance the competitiveness of halal products in the global market. Furthermore, these zones are expected to serve as hubs for innovation and cross-sector collaboration while simultaneously accelerating the sustainable growth of the halal economy.³

¹ State of the Global Islamic Economy Report, "State of the Global Islamic Economy Report," *DinarStandard*, 2023, p. 20.

² R T Ashari, "Pengembangan Sistem Logistik Produk Halal Di Indonesia," *Halal Research Journal*, 2021, p.13.

³ Shanti Darmastuti, Afrimadona jdep, and Andi Kurniawan, "Kawasan Ekonomi Khusus (KEK) Dan Pembangunan Ekonomi: Sebuah Studi Komparatif Indonesia Dan Cina," *Jurnal Dinamika Ekonomi Pembangunan* 1, No. 2 (2024): p.3

Indicator Scores Breakdown for Top 15 Ranking Countries								
Rank	Country	GIEI	Islamic Finance	Halal Food	Muslim-Friendly Travel	Modest Fashion	Media & Recreation	Halal Pharma & Cosmetics
1	Malaysia	193,2	408,7	128	99,4	73,6	74,4	73,9
2	Saudi Arabia	93,6	194,9	48,5	99,7	34,3	37,5	34,3
3	Indonesia	80,1	93,2	94,4	60,7	66,3	52,4	58,6
4	United Arab Emirates	79,8	115,7	59,2	136,2	31,3	41,3	41,3
5	Bahrain	75	125,1	55	88,1	33,4	49,6	38,5
6	Iran	74,6	159,8	41,2	65,7	20,5	24,2	33,1
7	Türkiye	74	46,1	85,1	161,8	86,2	46	52,6
8	Singapore	62,7	52,2	67,7	50,3	64,3	26,3	79,9
9	Kuwait	57,1	124,2	40,3	40,2	20,1	26,8	37,3
10	Qatar	57,1	123,6	49,7	60,4	20,4	26,8	37,2
11	Jordan	52,2	65,6	49,4	18,3	22,1	26,3	39,9
12	Oman	50	78,7	48,3	48,3	20,1	24,4	26,3
13	Pakistan	47,5	54,1	53,8	25,3	32,4	17,2	43,2
14	South Africa	44,7	45,7	53,8	32,4	32,4	31,9	43,2
15	United Kingdom	44,7	46	43,2	28,1	47,7	54,4	48,2

Source: *State of the global Islamic Economy Report 2023*

Halal products have become an integral part of the global economy, not only in Muslim-majority countries but also in regions with a minority Muslim population.⁴ Halal, an Arabic term meaning "permissible," refers to anything allowed under Islamic law. In the context of products, this includes food, beverages, cosmetics, pharmaceuticals, and various other consumer goods that comply with specific standards and regulations set by halal certification authorities. The increasing awareness and demand for halal products worldwide have driven significant growth in this industry, making it a crucial subject for economic and business research.⁵

The halal product business is projected to reach trillions of dollars in the coming years. Factors such as the growth of the Muslim population, rising per capita income, and globalization, which facilitates halal product distribution, have contributed to the expansion of the halal market.

⁴ A Kadir and A Efendi, "Strategi Pengembangan Industri Produk Halal," *Economics and Digital Business Review*, Vol. 8 No 1. 2023, p. 5.

⁵ Endang S Soesilowati, "Business Opportunities for Halal Products in the Global Market: Muslim Consumer Behaviour and Halal Food Consumption," *Journal of Indonesian Social Sciences and Humanities*, Vol. 3, No. 1 (2018), p. 151.

Additionally, non-Muslim consumers are increasingly attracted to halal products due to their perception of higher hygiene, ethical standards, and quality.⁶

Amid growing attention to halal products, this research becomes highly relevant. Through bibliometric analysis, the researcher aims to provide a deeper understanding of how research in the halal product business has evolved, who its key contributors are, the most frequently studied topics, and how collaboration patterns among researchers are formed.⁷ Thus, this study is expected to make a significant contribution to existing literature and further support the development of the halal product business.

This study crucial contribution to a broader understanding of the halal product business. It will offer valuable insights for all stakeholders involved in this industry, including researchers, industry players, policymakers, and consumers. By conducting this research, an integrated and collaborative research ecosystem is expected to be created, ultimately driving the sustainable growth and development of the halal product business worldwide. Therefore, the researcher is interested in conducting this study under the title: **“Development of Halal Product Business Research: A Bibliometric Analysis.”**

B. Research Questions

On this occasion, the researcher has formulated the research questions for this study. The research questions for this study are:

1. What are the publication trends in halal business research from a bibliometric analysis perspective?

⁶ Indonesia Michael Page, “Pengaruh Industri Halal Terhadap Perkembangan Ekspor Produk Halal Indonesia,” 2022, p.20.

⁷ A Rejeb et al., “Integrating the Internet of Things in the Halal Food Supply Chain: A Systematic Literature Review and Research Agenda,” *Internet of Things Elsevier*, 2021.

2. What are the collaboration networks among researchers, institutions, and countries, as well as the most influential sources in halal business research based on bibliometric analysis?

C. Research Objectives

Based on the background and research questions outlined, the aim of this study is:

1. To analyze publication trends in halal business research from a bibliometric analysis perspective.
2. To identify researcher collaboration patterns, countries, and journals or publication sources with the highest citations and the most influential relationships in halal business research.

D. Research Scopes and Limitations

To avoid broad discussions and ensure the research remains focused, this study limits its scope to mapping research related to the halal product business using bibliometric analysis.

E. Research Benefits

This research is expected to provide benefits for the development of science both academically and practically. The benefits of this research are:

1. Academic Benefit
 - a. This research is expected to contribute to knowledge and provide an overview of the development of research related to the halal product business.
 - b. It serves as a reference for future studies that wish to explore similar topics, particularly in bibliometric analysis of the halal product business, enriching the academic literature in this field.
2. Practical Benefit
 - a. It can help practitioners and policymakers understand the direction of research development, identify gaps in the literature, and explore new opportunities for research and development in this field.

- b. This study is expected to provide meaningful contributions to the advancement of knowledge and business practices in the context of halal products, offering recommendations for future researchers on potential areas of study within the halal product business.

