

## **Bibliometric Analysis of Journals, Authors, and Topics Related to Halal Tourism Listed in the Database Scopus by Indonesian Authors**

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### **Abstract**

This study examines the current state of articles on halal tourism written by Indonesian authors and published in journals in the Scopus database. This study outlines traits, popular publications, writers, and subjects related to halal tourism. The Scopus database was used in this study along with bibliometric design analysis to find 65 articles by Indonesian writers that were linked to halal tourism. In August and September of 2021, data collection was done. To explain trends in Indonesian writers from articles, authors, and themes relevant to halal tourism, data were analyzed using Vosviewer and search results in the Scopus database. According to the study's findings, Indonesian authors have published more journal articles about halal travel in the Scopus database over the past few decades. Several publications with Scopus indexes have published articles on Halal tourism written by Indonesian authors. The most viewed journals are Islamic Marketing, and Abror is the author who contributes to the most articles in these publications. Indonesian authors do the most accurate writing on halal tourism, and difficulties with travel locations predominate.

Keywords: Bibliometric Analysis, Database, Halal Tourism, Scopus, Indonesia

### **Abstrak**

Studi ini mengkaji kondisi terkini artikel tentang wisata halal yang ditulis oleh penulis Indonesia dan diterbitkan dalam jurnal di database Scopus. Kajian ini menguraikan ciri-ciri, publikasi populer, penulis, dan subjek yang terkait dengan wisata halal. Basis data Scopus digunakan dalam penelitian ini bersama dengan analisis desain bibliometrik untuk menemukan 65 artikel oleh penulis Indonesia yang terkait dengan pariwisata halal. Pada bulan Agustus dan September 2021, pendataan dilakukan. Untuk menjelaskan trend penulis Indonesia dari artikel, pengarang, dan tema yang relevan dengan wisata halal, data dianalisis menggunakan Vosviewer dan hasil pencarian di database Scopus. Menurut temuan penelitian, penulis Indonesia telah menerbitkan lebih banyak artikel jurnal tentang wisata halal di database Scopus selama beberapa dekade terakhir. Beberapa publikasi dengan indeks Scopus telah menerbitkan artikel tentang pariwisata Halal yang ditulis oleh penulis Indonesia. Jurnal yang paling banyak dilihat adalah Islamic Marketing, dan Abror adalah penulis yang berkontribusi pada artikel terbanyak dalam publikasi ini. Penulis Indonesia melakukan penulisan paling akurat tentang pariwisata halal, dan kesulitan dengan lokasi perjalanan mendominasi.

Kata kunci: Analisis Bibliometrik, Basis Data, Wisata Halal, Scopus, Indonesia

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## **INTRODUCTION**

Topics related to halal tourism have become prevalent in Scopus indexed scientific publications. However, Indonesian authors' publication of articles on halal tourism tends to experience a significant increase in recent years. Research reports on halal tourism show that Indonesian authors rank second after Malaysia in publishing publications related to halal tourism (Abdullah, 2021b; Hidayat et al., 2021b). The increase in the number of publications is more influenced by the growing popularity of the term halal tourism as one of the tourism market segments in Indonesia, which is believed to influence economic improvement and business management (Fatkurrohman, 2017). In line with that, halal tourism has been

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known internationally since 2015, when an event "World Tourism Summit" in Abu Dhabi. Halal tourism is one of the market segments engaged in the tourism business, not only carried out by countries with a Muslim majority but has penetrated non-Muslim countries (Chookaew et al., 2015).

In the literature, discussions related to halal tourism are categorized into three different points of view; *First*, halal tourism is seen from the point of view of Muslim tourists (consumers), who carry out activities in travelling based on the principles and norms of teachings contained in the Islamic religion. (M. Battour, 2017, 2018; M. Battour & Ismail, 2016a; Chookaew et al., 2015; A. Jaelani, 2017; Samori et al., 2016). *Second*, halal tourism is viewed from the point of view of a product engaged in the tourism industry, especially halal products with friendly services, especially those related to the provision of sharia hotels, halal food, accommodation & transportation, and other attributes that have halal standards. (Adel et al., 2020; Afrian et al., 2017; Ambali & Bakar, 2014; Henderson, 2016; Lukman Santosa, 2020; Razzaq et al., 2016; Santoso & Argubi, 2019; Tieman, 2011; Wahidati & Sarinastiti, 2018). *Third*, halal tourism is viewed from the point of view of Islamic marketing, which has developed rapidly, not only in Islamic-based countries but has been adopted by various non-Muslim countries as a government and private business sector that can increase the economic income of the community. (Aziz et al., 2019; Baumgartner, 2016; Gilang Widagdyo, 2015; Mohsin et al., 2016; Ranasinghe & Sugandhika, 2018; Subarkah, 2018).

The studies these experts have carried out have provided a framework for thinking that halal tourism has comprehensively created a country's economic improvement. However, theoretically, it is still limited to a discussion of the position of tourism concerning the halal label. In line with that, this study complements the shortcomings in the aspect of methodological approach in explaining the bibliometric characteristics and trends of articles on halal tourism in the Scopus database written by Indonesian authors. A comprehensive study in the bibliometric analysis will explore the halal tourism literature for six years since 2016. To the author's knowledge, studies related to bibliometric research on halal tourism have been carried out by (Hidayat et al., 2021a) and (Abdullah, 2021a). However, not many studies have methodologically analyzed the trends and characteristics of journals, authors, and halal tourism by Indonesian authors using bibliometric analysis by combining two different analysis models, namely analyzing search results in the Scopus database and analysis using the Vosviewer software. In particular, this study explains the characteristics and trends of halal tourism articles, including research topics and future research opportunities.

This paper is based on the argument that there has been an increase in the number of articles indexed by Scopus every year, especially in the last five years, from 2016 to 2021. In line with that, articles on halal tourism have not provided a clearer picture of the substance of the conceptualization of halal tourism following the principles and values of Islamic teachings (Yasuda, 2017). Given the importance of this subject, practitioners and academics are expected to gain some valuable insights, so it is crucial to properly understand the progress of this subject and its potential for further application in other disciplines, also, due to the recent increase in the number of publications in the halal tourism literature. Thus, this study provides Indonesian authors with a new understanding of halal tourism on themes related to halal tourism from the perspective of Islamic sharia law (Prayag, 2020; Adel et al., 2020).

## **RESEARCH METHOD**

The research method used is bibliometric by applying two forms of analysis: analyzing search results in the Scopus database and using the Vosviewer software. Analyzing search results is one of the menus in the Scopus database, which analyses the year of publication, affiliation, authors, country, sponsor, and document source. Meanwhile, Vosviewer is software that is used to visualize the network, overlay, and

density. The data is taken from the Scopus database, with 65 selected articles available in the Scopus database related to halal tourism.

Bibliometric analysis was conducted to map and observe the distribution of Scopus indexed journal articles. This study uses bibliometric analysis in three research processes, namely; first, a data search was conducted through the Scopus database with the keyword "halal tourism in Indonesia" by limiting it to journals, then selecting the year, language, the scope of the study; second; the search results were compiled by selecting 65 documents related to halal tourism; third, analysis of search results was carried out in the Scopus database and continued with data analysis using the Vosviewer software. The research produced in this study analyses the characteristics and trends of journal articles, authors, and the topic of halal tourism. This study also analyses network visualization, overlay visualization, and density visualization in figure 1.

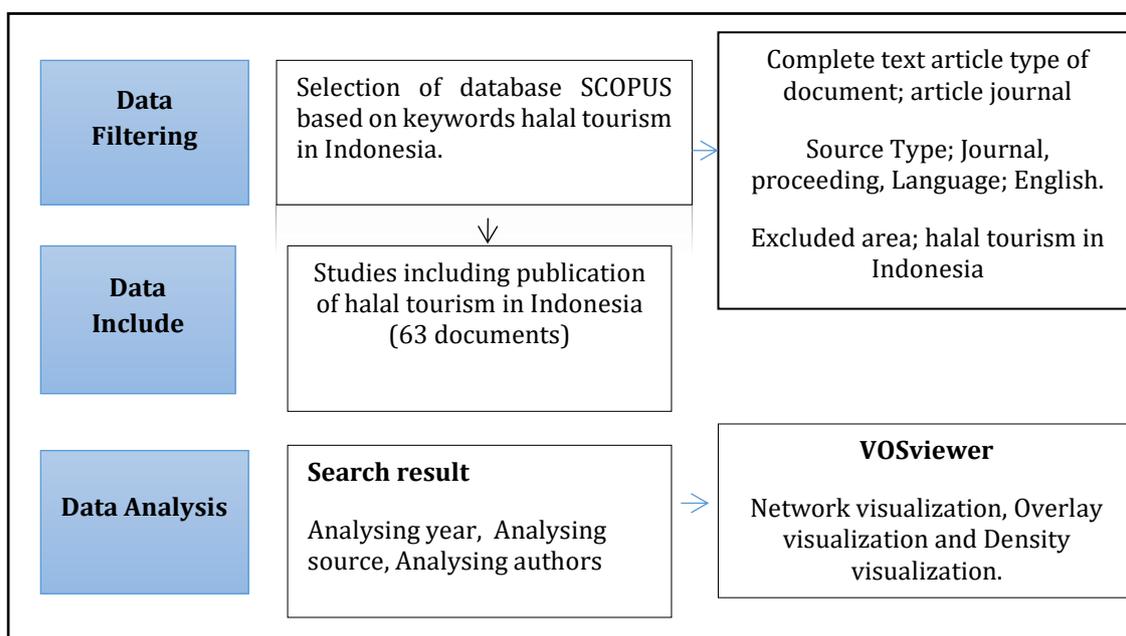


Figure 1. Software of bibliometric analysis using VOSviewer and Search result

Source: Author data analyzed, 2021

## RESULT AND DISCUSSION

The number of documents in the Scopus database related to halal tourism consists of four different types of documents; 53 (81.5%) articles, 6 (9.2%) conference papers, 4 (6.2%) reviews, and 2 (3.1%) book chapters. This document is verified into three parts covering trends and characteristics of journals, authors, and topics related to halal tourism in the Scopus database by Indonesian authors.

### Trend journal related to halal tourism indexed in Scopus by Indonesia authors

Based on search results in the Scopus data, the trend of the number of journal articles in the Scopus database by Indonesian authors on topics related to halal tourism in 2016–2021 increased in article publications with a total of 65 documents. As shown in figure 2.

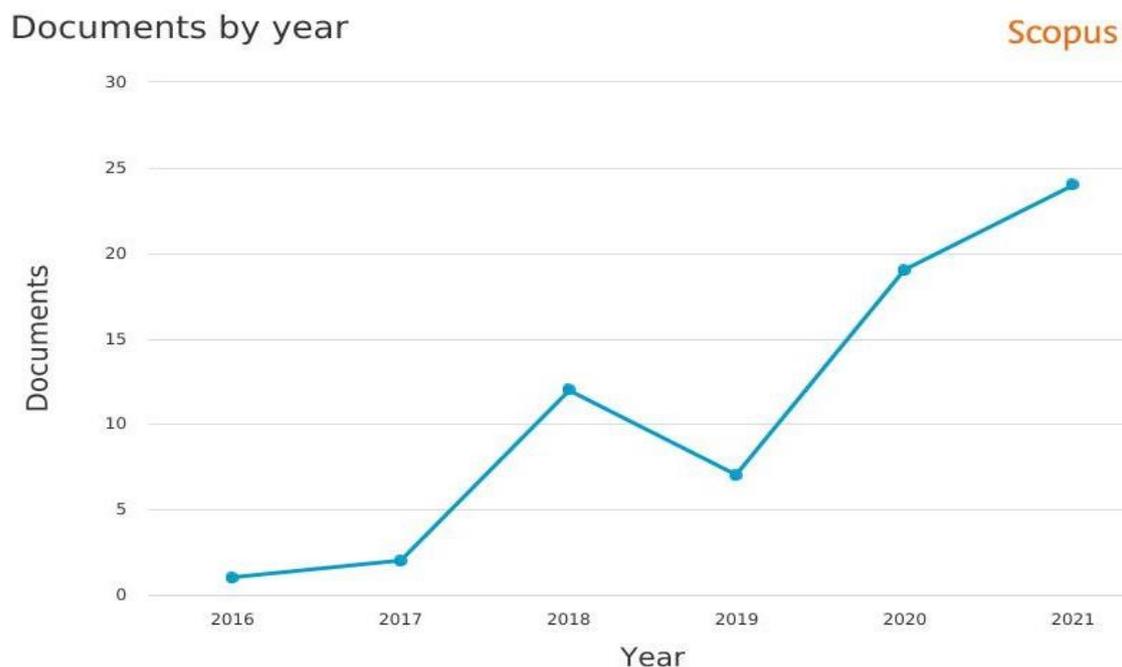


Figure 2. Analysis yearly trend article on halal tourism by Indonesian authors in Scopus  
Source: Author data analyzed, 2021

Based on analyzing search results in Scopus data, it was found that the journals related to halal tourism in the Scopus database by Indonesian authors consisted of 35 journals as follows; Journal of Islamic Marketing, Geojournal of tourism and geosites, Asia pacific journal of tourism, journal of environmental management and tourism, International Journal of religious tourism pilgrimage, International Journal of advanced science, IOP conference series earth and environmental science, Tourism management perspectives tourism, Advanced science letter, African journal of hospitality tourism, Asia pacific journal of tourism, Emerald reach proceedings series, food culture and society, Isprs international journal of geo information, Iaes International journal of artificial intelligent, International development planning review, International of quality research, International Journal of business and society, International Journal of civil engineering and technology, International of criminology and sociology, International Journal of innovation creativity change, International Journal of management and business, International Journal of supply chain, International Journal of tourism cities, journal ethic foods, Journal of physics conference series, Science editing, Tourism, Tourism analysis, Tourism and hospitality management, Wseas transaction on business and economic.

Based on Vosviewer's analysis based on a minimum frequency of one document, with a minimum number of four citations, 15 popular journals were obtained with a relatively diverse number of sources and total link strength, as shown in Table 1. Figure 3 shows a visualization of the number of documents for 2018-2021. Based on a minimum of two papers, I obtained nine popular journals from the Scopus database. Table 2 shows the number of Indonesian author's documents with at least two articles in the Scopus database based on a minimum of two citations. Therefore, we have 16 Indonesian authors who are well-known in the country's halal tourism industry. Figure 4 demonstrates that when two papers have a minimum of three citations, 16 renowned writers are found in Scopus-indexed journals.

**Table 1. Top 15 journals and their publication in Scopus**

No	Journal	Document	Citation	Link strength
1	Journal of Islamic Marketing	11	29	7
2	Geojournal of tourism and geosites	6	24	6
3	Asia pacific journal of tourism	1	44	7
4	Journal of environmental management and tourism	5	4	3
5	Tourism management perspectives on tourism	2	16	3
6	ISPRS international journal of geo-information	1	9	2
7	Management science letters	1	8	2
8	International journal of business and society	1	4	1
9	International journal of supply chain	1	7	1
10	Tourism	1	12	1
11	Tourism analysis	1	6	1
12	International development planning review	1	5	0
13	International journal of management and business	1	11	0
14	International journal of religious tourism pilgrimage	3	5	0
15	Proceeding of the 29 <sup>th</sup> international business information	1	4	0

Source: Author data analyzed, 2021

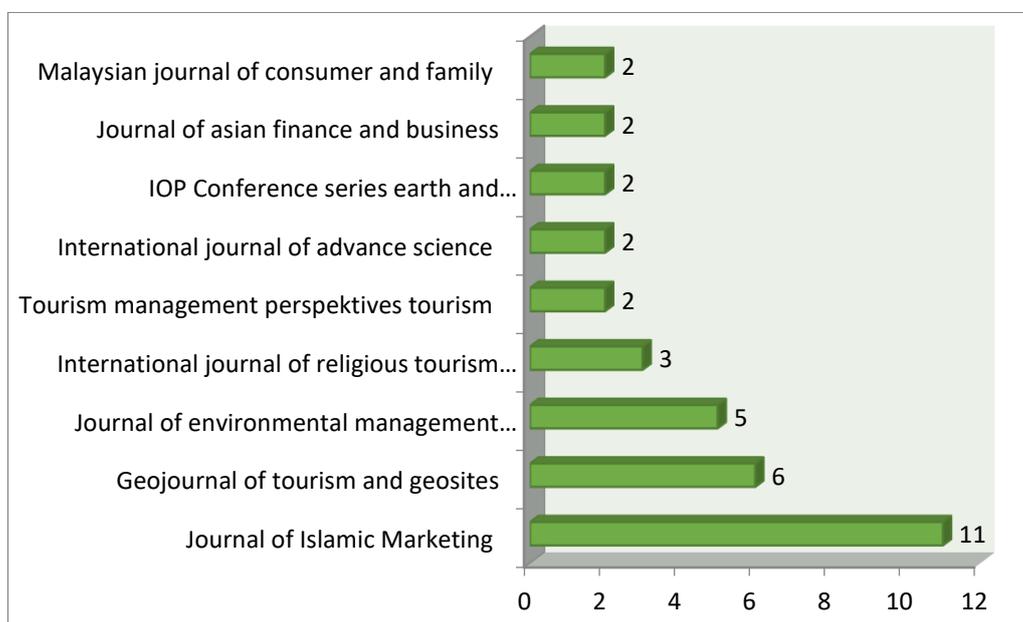


Figure 2. Top 9 journals and their publishers.

Source: Author data analyzed, 2021

**Table 2. Top 16 authors and their publications in Indonesia**

No	Authors	Document	Citation
1	Abror, A.	3	53
2	Trinanto, O	2	53
3	Wardi, Y.	3	53
4	Suhartanto, D	2	3
5	Wibisoso, N.	2	3
6	Afnarius, S.	2	9
7	Akbar, F.	2	9
8	Omar, M.W.	2	9
9	Patrisia, D.	2	9
10	Bastaman, A.	2	7
11	Darma, D.C.	2	3
12	Farida, U.	2	3
13	Junaidi, J	2	9
14	Kasdi, A.	2	3
15	Suhud, U.	2	3
16	Wilson, G.	2	3

Source: Author data analyzed, 2021

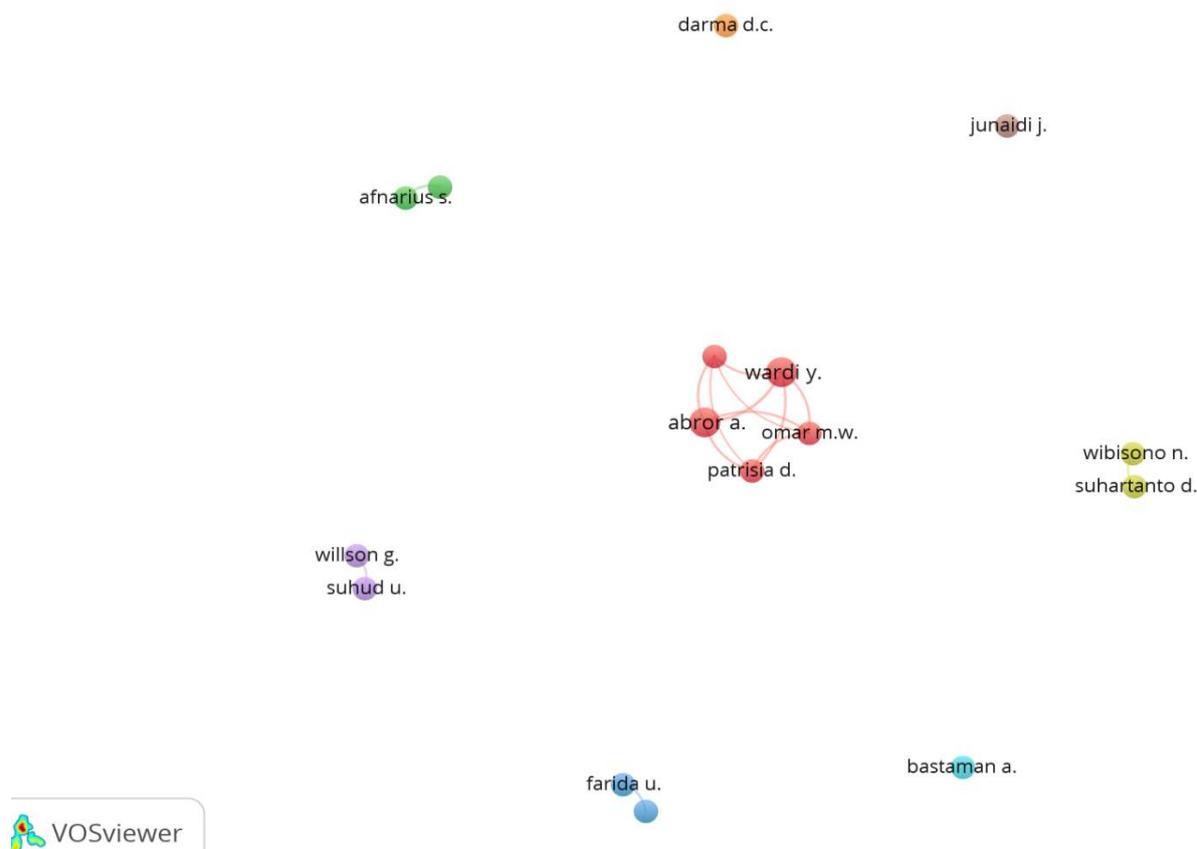


Figure 3. analysis of co-authorship network visualization of author

Source: Author data analyzed, 2021

**Topic article journal on halal tourism by Indonesian authors**

Based on the VOSviewer analysis, in the analysis number of occurrences of the keywords menu, 292 keywords were found. After being filtered using a minimum frequency of 2, 49 keywords were obtained that had met the threshold. Then from the 49 keywords, we purified and selected 26 keywords that have a relationship between one node and another; the closer the distance between one node and another, the higher the level of the node relationship. VOSviewer was used for bibliometric mapping of halal tourism in the Scopus database by Indonesian authors. The filtered keywords are then grouped into 6 clusters, as shown in figure 5.

Grouping keywords into six clusters Clusters have different colours. First, the red cluster with seven keywords includes; geo economy, halal product, Islamic principle, leisure industry, service quality, and tourist attraction. Second is the green group, with five keywords covering Indonesia, lesser Sunda islands, tourist development, tourist management, and tourist destinations. Third, the blue cluster with four keywords includes halal customer satisfaction, halal certification, Islamic value, and tourist behaviour. The four yellow groups include halal destinations, halal tourism, and sharia hotels. The five purple clusters have religiously, tourist satisfaction, and trust. The sixth cluster consists of DSN-MUI-fatwa and regional regulation. Figure 6 shows the research conducted by Indonesian authors related to halal tourism every year. Then, Figure 7 shows Indonesian authors' research trends and maps out further research opportunities for halal tourism.

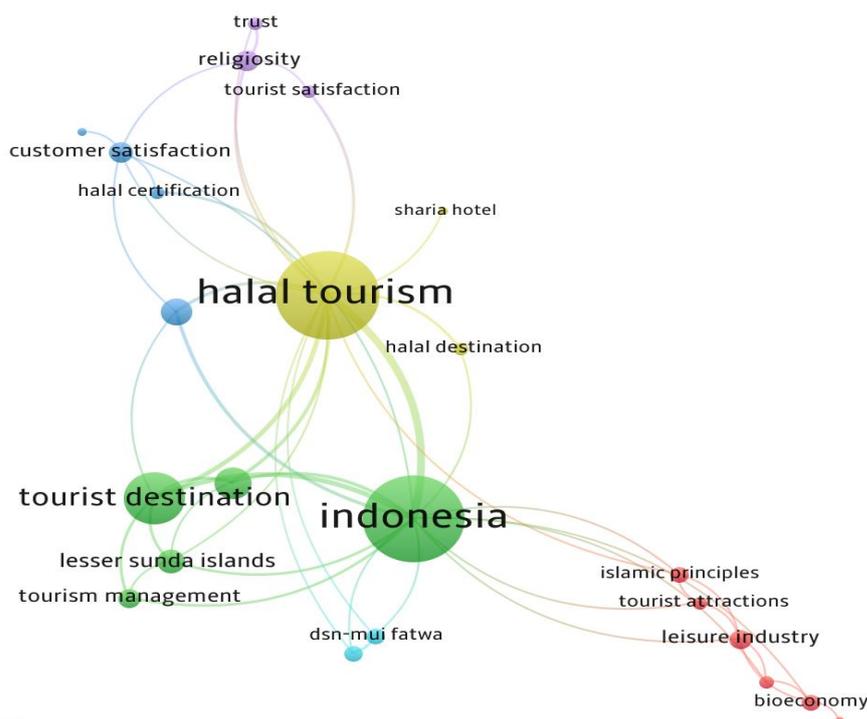


Figure 4. analysis of co-accurance network visualization of halal tourism in Indonesia  
Source: data analyzed

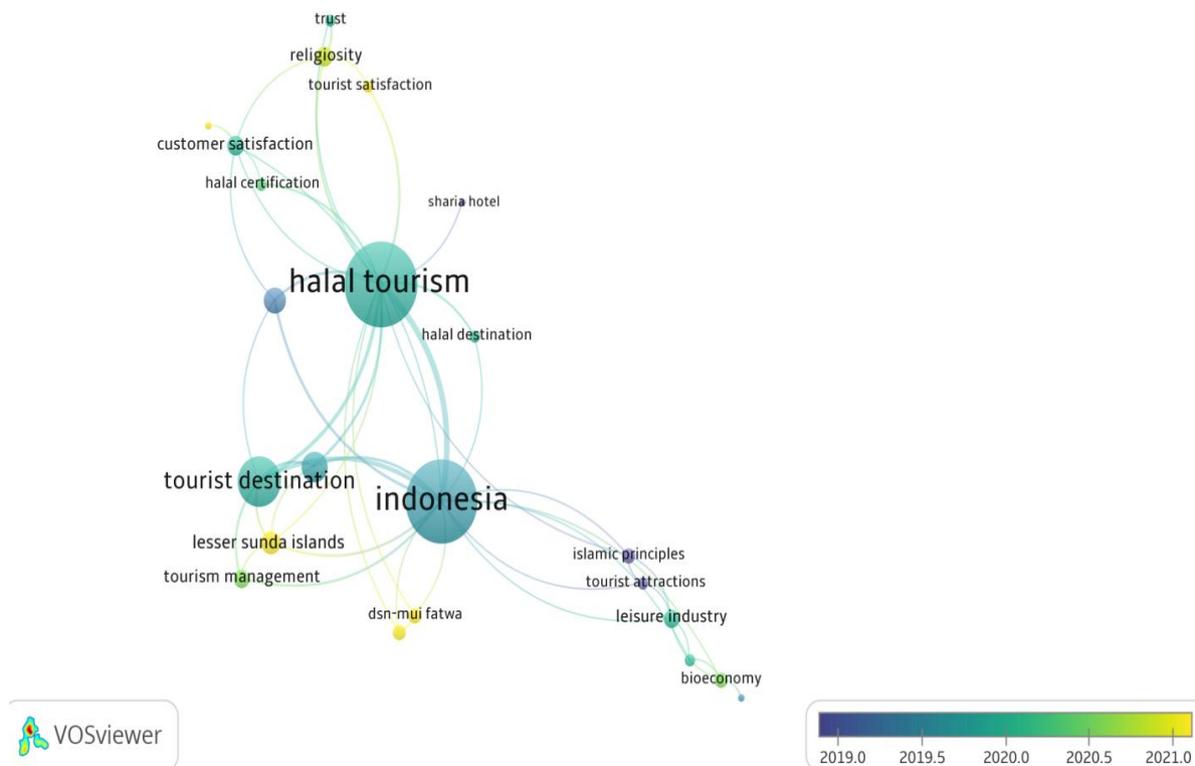


Figure 5. analysis of co-occurrence of overlay visualization of halal tourism in Indonesia  
Source: Author data analyzed, 2021

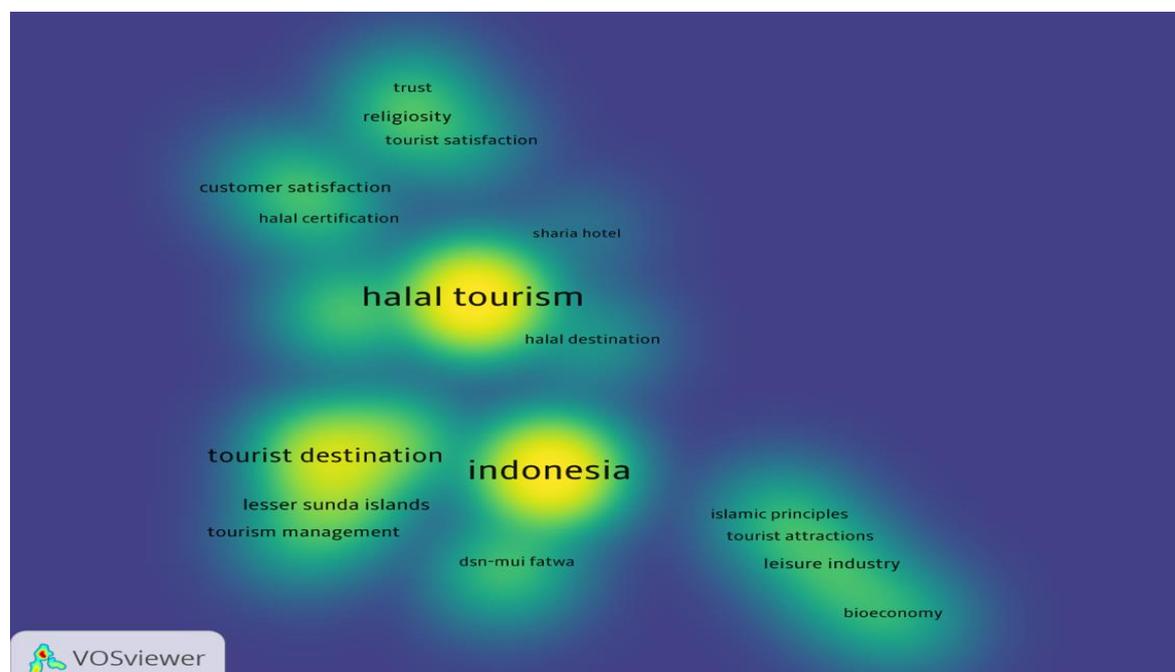


Figure 7. analysis of co-occurrence of density visualization of halal tourism in Indonesia  
Source: Author data analyzed, 2021

## **Discussion**

This study describes a bibliometric analysis of halal tourism by Indonesian authors using the Vosviewer software and analysis search results in the Scopus database related to journal articles published in the Scopus indexed journal in the field of halal tourism by Indonesian authors. Can see table 1, table 2 and figure 2 to 7 for the result. Since the implementation of an international event related to halal tourism in 2015, which was held in Abu Dhabi, it has become a significant factor in encouraging the interest of researchers around the world, including in Indonesia, in publishing in the Scopus indexed journal. In recent years, Indonesian authors' literature on halal tourism in the Scopus database has begun to reflect a tendency to continue to increase. However, this increase is not followed by a tendency to conduct more objective research in providing a theoretical conception of the practice of halal tourism from the perspective of Islamic law.

This study indicates that the characteristics and trends of journals, authors, and topics related to halal tourism by Indonesian authors in the Scopus database have increased significantly in the 2016-2021 decade, reaching 65 documents. The journal with the most Indonesian authors' documents on halal tourism is the Islamic Marketing journal, with 11 papers. Interestingly, although most Indonesian authors publish in these journals, it is not strong enough to be a reason for Indonesian authors to cite some of these journal articles. Which only had 29 citations compared to the number of sources in the Asia Pacific Journal of Tourism which reached 44 citations. This proves that the Indonesian authors in conducting authorities are not based on the number of documents owned by Indonesian authors. However, it is based on the belief that authors from other countries are better than Indonesian authors.

This study proves that the most famous authors in halal tourism are Abror, A, with 3 documents. However, in publishing Abror, it is not uncommon for A to collaborate with other authors such as Wardi, Omar, and Patrisia. The collaboration intends to obtain writing results that can contribute significantly to halal tourism in Indonesia. This is evidenced by the citation rates obtained by Abror, A, and Wardi, Y, which reached 53 citations compared to the number of sources by other authors, which only had 3-9 citations on average. Thus, Indonesian authors with the highest popularity with the most citations are dominated by Abror, A with three document articles entitled; a. Perceived risk and tourists trust the roles of perceived value and religiosity, b. Antecedents of word of a mountain in Muslim-friendly tourism marketing, c. Halal tourism; is the prototype of tourist satisfaction and word of mouth (WOM).

Studies related to halal tourism have attracted Indonesian authors in the last few years; this can be seen from the increasing number of authors published in various Scopus-indexed journals. This publication has been widely accepted by the scientific community in Indonesia, as evidenced by the citation rate of journal articles and the level of collaboration in the Scopus indexed articles between authors. In line with this, the results of this study found that Indonesian authors did not involve researchers from other countries in their publications. This is due to various main factors, namely the network factor in researching with authors from different countries and the ability of Indonesian authors to be doubted by authors from other countries in the field of halal tourism. Thus, it can be said that Indonesian authors prefer to publish in Scopus indexed journals by collaborating with Indonesian authors due to the proximity of knowledge in the field of halal tourism.

The most frequently used keywords in articles with the theme of halal tourism by Indonesian authors include halal tourism, Indonesia, and tourist destinations. Thus, most reports on halal tourism focus on prioritizing the topic of halal tourism, as indicated by the words used such as halal product, Islamic principle, leisure industry, service quality, tourist attraction, lesser Sunda islands, tourist development, tourist management, tourist destination, halal customer satisfaction, halal certification, Islamic value,

tourist behaviour, halal destination, halal tourism, sharia hotel, religiously, tourist satisfaction, trust, DSN-MUI-fatwa, and regional regulation. Therefore, it can be concluded that research on halal tourism by Indonesian authors is quite comprehensive and covers various sectors in the field of halal tourism.

Interestingly, there is the name Indonesia, and tourist destinations appear to have transparent colours in Figures 4, 5, and 6. This fact shows that some Indonesian authors focus more on their research in the territory of the Republic of Indonesia, especially related to the theme of tourist destinations. Therefore, research in the field of halal tourism by Indonesian authors still has a scope that only looks at halal tourism in the context of Indonesia as a predominantly Muslim country, and there is still little research on halal tourism by Indonesian authors by looking at how the conception and implementation of halal tourism are implemented in the country. Non-Muslim countries such as Singapore, China, and Japan have been early and have succeeded in implementing halal tourism as a superior product originating from Islam. Thus, it will make a positive contribution to the development of halal tourism in Indonesia.

The topic developments shown in the thematic maps provide an overview of the position of each topic related to the theme of halal products, Islamic principles, leisure industry, service quality, and tourist attractions, which have been carried out between 2019 and 2020. The latest topics Indonesian authors focus on are religion, DSN-MUI-fatwa (Fatwa of the National Sharia Council of the Indonesian Ulema Council), and regional regulations. The Indonesian authors' interest in this theme indicates that there has been a polemic in society regarding the conception and implementation of halal tourism in Indonesia. Thus, it can be said that the research results describe two different sides; one side wants to provide a theoretical conception of the practice of halal tourism. However, on the other hand, they do not have adequate capabilities to understand the concept of halal tourism from the perspective of Islamic law, giving rise to the assumption that halal tourism does not have a clear conception and creates ambiguity in the community.

## **CONCLUSION**

The publication of articles on halal tourism with the Scopus index by Indonesian authors has experienced a significant increase. However, it turns out that the rise in the number of publications is not accompanied by support from Indonesian authors to cite their work in halal tourism. In research, Indonesian authors do not collaborate much with authors from other countries. All articles published in the Scopus database have not touched on substantive topics, especially in providing standardization of the concept of halal tourism following Islamic teachings. Indonesian authors' topics in articles related to halal tourism tend to be subjective, which only see halal tourism as a sector that can improve the economy and expand business networks in Indonesia. Thus, this theme can continue to be developed, mainly by Indonesian authors, in providing a theoretical understanding of halal tourism from the perspective of Islamic sharia law.

This study has some limitations on the Scopus database source by excluding sources from other publications indexed by Google Scholar, Sinta, Crossref, and Web of Science. In searching the data, authors may miss some areas of study that are not published in the Scopus database. The selection of keywords may not be accurate for halal tourism in Indonesia, so the authors only found 65 article documents. In this study, despite using two analytical tools, subjective judgments by the authors were still present, leading to errors. Thus, a larger sample should be used by expanding the keywords in the accessed database, such as the use of Harzing's Publish or Perish, recommended as one of the sources in the search for data sets.

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