

# A Review on Halal Food Research

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Halal can be defined as a quality standard that complies with Islamic law and is used in every activity carried out by Muslims. Muslims choose halal products and services as a form of obedience to Islamic Sharia law. The quality of halal products, commonly known as Halalan Thoyyiban, is why Muslims and non-Muslims use halal products because there is a guarantee of cleanliness, safety, and product quality for the entire production chain. The State of The Global Islamic Economic 2016/2017 report shows that the halal industry is experiencing rapid development in halal food sectors. This study aims to determine the development of halal food research trends published by leading journals on Islamic financial economics. The data analyzed consisted of 1004 indexed research publications. The data is then processed and analyzed using the VoS viewer application to find out the bibliometric map of the development of halal food research. The results show that since 1990 there has been an increase in the number of published articles on halal food and Rohman A., who writes the most about halal food. The institution that publishes the most papers related to halal food is the Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur, Malaysia. In contrast, the country that publishes the most papers related to the halal food theme is Malaysia.

**Keywords:** Halal Food; Bibliometric; VoSviewer

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## INTRODUCTION

The issue of Halal food was originally religious. Currently, the issue of halal food is not only developing into a domestic political plan but also a foreign policy agenda in every Muslim country. It has even become an international trade issue. In the Technical Barrier to Trade World Trade Organization (TBT - WTO) forum, WTO member countries such as the European Union, the United States, and Australia paid full attention to regulations related to halal products that affect global trade traffic by voicing it in the form of Specific Trade Concern (STC) which is now a constant topic of discussion. Attention to halal products/services is an important issue considering that there are 1.9 billion Muslims globally. Of course, the world's Muslim community needs their basic needs to obtain products, including food and drink, that meet Shariah Islamiah. To protect the world's Muslim community from obtaining halal and *tayyib* products/services, food security, including K3L aspects, as well as penetration of fair halal trade traffic. It is undeniable that digitalization is rapidly transforming the halal food sector, e-commerce, and online grocery /delivery become critical as people had to stay at home due to social distancing during covid - 19. Therefore, the halal food industry moved a step closer towards the standardization of halal regulation. This has prompted several Member States of Islamic Organizations that are members of the OIC to form "The Standards and Metrology Institute for Islamic Countries (SMIIC)" with the vision of "To create the quality infrastructure that improves the economy, welfare and protects our Member States." The Standards and Metrology Institute for Islamic Countries (SMIIC), as an institute developing necessary mechanisms for the Organization of Islamic Cooperation (OIC) countries, aims to set new standards in the Member States and eliminate technical barriers to trade the trade among them accordingly. The Institute also aims to establish conformity assessment schemes to expedite the exchange of materials, manufactured goods, and products among the Member States, beginning with mutual recognition of certificates.

Halal can be defined as a quality standard according to Islamic Sharia law and is used in every activity carried out by Muslims (Bohari et al., 2013). Muslims choose halal products and services as a form of obedience to Islamic Sharia law. Although halal is closely related to Muslims, it does not mean that halal products only come from Muslims. Consumers of halal products originating from countries with minority Muslim populations have increased significantly in recent years. One of them is Russia, which is ranked 9th as a halal food consumer globally with \$37 billion in 2015 (State of The Global Islamic Economic, 2016/2017). The quality of halal products, or commonly known as Halalan Thoyyiban, is the reason for non-Muslims to use halal products (Samori, Salleh, & Khalid, 2016) because

there are guarantees of cleanliness, safety, and product quality for the entire production chain (from farm to plates).

The halal industry has experienced rapid development in recent years. The halal lifestyle that is identical with Muslims is spread to various countries, even to countries with minority Muslim populations. Therefore, Halal is a universal indicator for product quality assurance and living standards (Gillani, Ijaz, & Khan, 2016). Halal is usually only associated with material things. However, in Islam, halal includes deeds and work, commonly called Muamalah (Qardhawi, 1993).

2016/2017 State of The Global Islamic Economic report by Reuters 2016 shows the halal industry is experiencing rapid development in several sectors, halal food. Furthermore, the State of The Global Islamic Economy 2020/2021 report states that the effects of Covid-19 also affect the speed of the Islamic economy sector, especially the halal food sector, and other sectors, namely Muslim friendly travel, Islamic financial sectors, modest fashion, Pharmacy and cosmetics, media and Recreation. Based on data from the Central Statistics Agency (BPS), in 2010, the population of Indonesia reached 237.6 million people, with the Muslim population reaching 207 people or about 87 percent. With the largest Muslim population globally, Indonesia has a huge market potential for the world's halal industry. The State of The Global Islamic Economy 2016/2017 report published by Reuters 2016 placed Indonesia in the first rank for consumers of halal food products, amounting to \$154.9 billion. However, the Indonesian government has not been able to maximize the market potential because Indonesia is still ranked 10th for halal food producers. This study will try to map research related to halal food that has been published in Scopus indexed publications.

## LITERATURE REVIEW

Food is an important need for humans. In choosing food, most consumers prioritize the taste of food and pay less attention to its halalness. In line with the teachings of Islamic sharia, Muslim consumers want the products to be consumed to be guaranteed halal and pure. The provisions of halal, haram, tayyib, and *syubhat* (doubtful) contain spiritual values and reflect the nobility of one's character and morals. Therefore, Islamic sharia pays very great attention to determining whether drinking foods are halal, haram, or doubtful (*syubhat*) (Ali, 2016).

The food consumed is derived from plants and animals. All food and drinks derived from plants, in the form of vegetables, fruits, and animals, are halal, except those that are toxic and endanger human life (Ministry of Religion, 2003). Islam itself mentions several categories of halal and haram food, namely:

1. It does not contain the forbidden elements that have been mentioned in the Qur'an. Namely:

carrion (except the carcasses of grasshoppers and fish); blood (except liver and spleen); all that comes from pigs; animals without the name of Allah; the suffocated; the hit; that fell; the horned one; and devoured by wild animals (Q.S Al-Maidah: 3).

2. All plants are halal, except those that are unclean, mixed with unclean, dangerous, intoxicating, or anything related to the property rights of others (Sabiq, 1990).
3. Khamr or potentially intoxicating food and drinks such as liquor, alcohol, narcotics, marijuana, and others.
4. Pay attention to the tayyib aspect. The fulfillment of both must be balanced, not unequal. In general, tayyib means something good. For example, the goodness of food is not hated by the body and does not bring harm (loss) to the body (Thihmaz, 2001).
5. In the consumption of animals that must be slaughtered first, there are several conditions in slaughtering animals that are following the Shari'a (Sholeh, 2015), namely:
  - a. The person who slaughters is Muslim
  - b. When slaughtering must-read basmalah
  - c. Slaughter tools must be sharp
  - d. Slaughtering livestock must cut off the respiratory tract, food channel, and two arteries.
6. Food and drink obtained through vanity

According to Ali (2016), halal is allowed by the Shari'a to be done, used, or cultivated because it has unraveled the rope or bond that prevents it from elements that harm it, accompanied by attention to how to obtain it. In terms of rules, the halalness of an object is the original law. *Jumhur* (majority) 'ulama agreed to set the rules' 'الأصل في لأشياء الإباحة' (*al-ashlu alal aya'i al-ibahah*) which means the law of origin of an object is permissible. The opposite of the word halal is haram, that is, everything that is prohibited by religion. So that an object can be consumed until there is evidence that forbids it. In Islam, haram is viewed from two angles: first, its limitations and essence. Second, in terms of shape and nature (Dahlan, 1996).

Based on the Global Islamic Economic Report from 2016-2017, Indonesia is in the top 10 halal industry producers globally. Overall, the world's total expenditure in the halal industry reached US\$ 2.97 trillion. US\$ 1.9 trillion, or equivalent to Rp 25,270 trillion, is a contribution from the food sector. Currently, Indonesia is not yet among the top 10 producers of the halal food industry (Waharini, 2018).

According to the Islamic Economics Researcher, optimizing the management of the domestic halal industry can increase the State Revenue and Expenditure Budget (APBN). Based on available data, the halal food industry has a very large market. Based on BPS data,

Indonesia has the largest Muslim population in the world. This is a huge economic potential. The halal food industry sector has great potential to be developed. The average industrial sector is projected to grow by around eight percent in the period until 2021. It is analogous that if Indonesia can control 10 percent of the potential of the world's halal food industry, which reaches Rp. 25,270 trillion, it is certain that revenue from the halal food industry will only reach Rp. 2,527 trillion. Thus the increase in sources of state revenue will be higher (Akbar, 2017).

## RESEARCH METHOD

This study uses data on publications of papers sourced from various journals from 1990-2021 with research on halal food. Data collection is done through searching for articles indexed by the Google Scholar database. The search is done by typing the keyword 'halal food,' then selecting papers relevant to the research theme of halal food for journal criteria that are filtered and processed in software indexed by Google Scholar only journals equipped with DOI. From the search results, there are 1004 articles published from 1990-2021. The data in the form of topics used to publish halal food-themed papers were analyzed using Microsoft Excel 2010. In addition, the trend of publication developments on the halal food theme was analyzed using VOSviewer software.

The computer program that was introduced was called VOSviewer. VOSviewer is a program developed for creating and viewing bibliometric maps. This program is available free of charge to the bibliometric research community (see [www.vosviewer.com](http://www.vosviewer.com)). VOSviewer can create author maps or journals based on co-citation data or create keyword maps based on shared incident data. In addition, the program offers a viewer that allows bibliometric maps to be examined in detail.

To build the map, 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 constructed using appropriate mapping techniques. Therefore, this program can display maps built using the VOS mapping technique 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.

Several studies with the bibliometric method on the issue of halal and Islamic economics, in general, have been done by Antonio et al. (2020), Rusydiana (2021), Laila et al. (2021), Rusydiana et al. (2021), Marlina et al. (2021), Srisusilawati et al. (2021), and Assalafiyah (2021). Antonio et al. (2020), for example, examines the development of halal value chain research topics that are currently developing.

## RESULTS AND DISCUSSION

The following is a table that shows the collection of documents used in research with the theme of halal food in Islamic economic research. Of the total 1004 documents used, they are divided into 4 types of documents, including journal articles (781 documents), anthology/book chapters (92 documents), Conference Papers (94 documents), and Reviews (37 documents).

**Table 1:** Document Types

No	Document Types	Number of Articles
1	Journal article	781
2	Book chapter	92
3	Conference Paper	94
4	Review	37
	<b>TOTAL</b>	<b>1004</b>

Based on the results of grouping the types of documents above, the type of document most widely used as research subjects with the theme of halal food is documents in the form of book chapters with a percentage of 77.78% or as many as 781 documents. Meanwhile, the least used documents are in the form of a 3.68% or 37 documents review. This shows that the references used are quite valid because most of them come from documents in scientific journals.

### Bibliometric Graph Analysis

Bibliometrics is based on the calculation and statistical analysis of scientific outputs in articles, publications, citations, patents, and other more complex indicators. It is an important tool in evaluating research, laboratory and scientist activities, scientific specialization, and country performance. After establishing the background for bibliometric development, the report presents the database from which the bibliometric was created and the main indicators used.

To explore the meta-analysis results, in this section, a visual mapping chart from 1004 halal food journals will be presented. The results of the keyword mapping analysis become the basis for mapping together important or unique terms contained in certain articles. Mapping is a process that enables one to recognize elements of knowledge and their configuration, dynamics, interdependencies, and interactions.

Related to bibliometrics, science mapping is a method of visualizing the field of science. This visualization is done by making a landscape map that can display topics from science (Royani et al., 2013). The results of network visualization from 1004 word map journals with the theme of halal food can be seen:

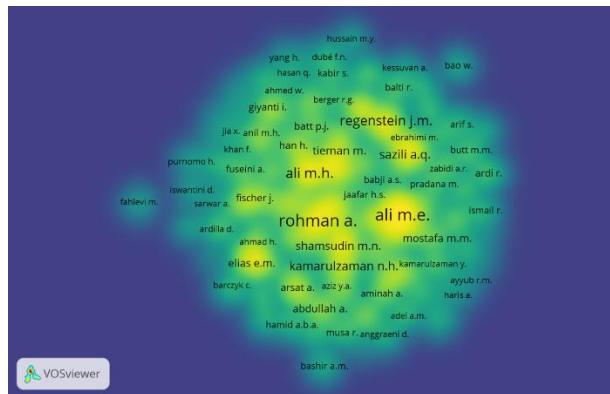
### Co-Authorship Analysis

Furthermore, the bibliometric results will be displayed based on the sub-themes, namely authors, organizations, and countries.

### 1. Co-authorship Authors

Using the VOSViewer software, we found the author's bibliometric mapping, as shown in the following figure. The bigger the shape and the brighter the color, the writer is publishing more and more writings related to halal food.

**Figure 1:** Co-authorship Authors



The appearance of cluster density depends on the level of yellow light brightness. This identifies that the yellow color on the map depends on the number of items associated with other items. This section is useful for getting an idea of the general structure of a bibliometric map by paying attention to which parts of the light are considered important to analyze. From the map, it is possible to interpret the authors who have published the most.

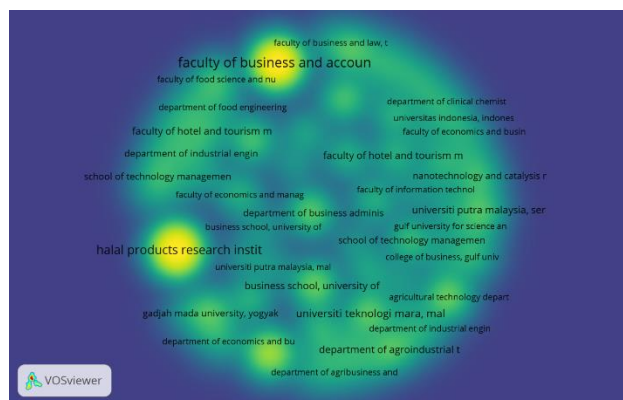
In general, each researcher has different tendencies. Some writers are indexed as a single author, others co-author with other researchers so that multiple clusters appear, which are indicated with different densities. However, authors with a fairly large density indicate that they publish more research on halal food themes than those with a lower density, so this result can be used to reference future researchers.

Based on these results, the bigger and brighter the author's name, the more papers he published. The author's most published publications related to the theme of halal food based on bibliometric mapping, namely Rohman A.

### 2. Co-authorship Institution (Co-citation)

In bibliometric analysis, the author's institution can be seen from which institution they come from. Through these results, we were able to interpret the institutions that wrote the most publications.

**Figure 2:** Co-authorship Institution (Co-citation)



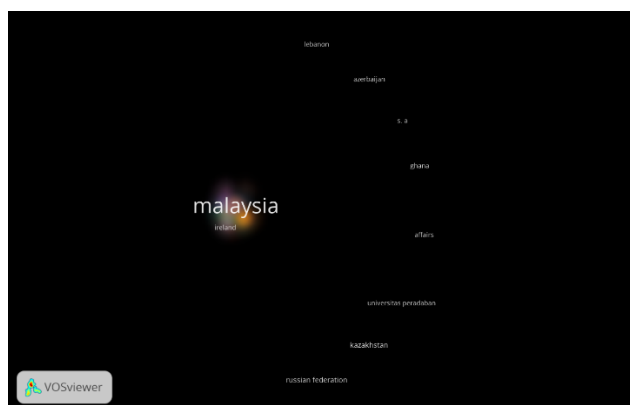
Based on the following picture, the cluster of visible institutions with glowing circles shows how productively these institutions have contributed to publishing papers with the theme of halal food. The largest number of institutions is calculated from the number of publications and links to other institutions, where an author can write many papers in different journals.

The most popular institutions are calculated based on the number of publications and links to other institutions, where a paper writer can write many papers in different journals. The most well-known ranking of institutions shown by the results of bibliometric mapping is the Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur, Malaysia.

**3. Co-authorship Country**

Furthermore, the visualization of the journal publisher mapping is illustrated in the bibliometric image of the journal source below. Based on the picture, it can be seen that several clusters of countries appear to publish the most articles with the theme of halal food.

**Figure 3:** Co-authorship Country



Based on the picture above, the larger the circle of the publishing country, the more papers that country publishes. For example, seen in that the country of Malaysia has the brightest light. This means that Malaysia publishes the most halal food-themed papers compared to other countries.

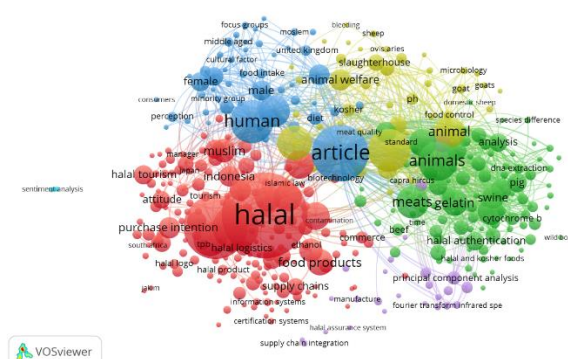
**Co-occurrence Analysis**

Furthermore, the bibliometric results will be displayed based on the sub-themes, namely all keywords, author keywords, and index keywords.

**1. Co-occurrence All Key Word**

VOSViewer can also find a bibliometric mapping of the most used keywords in halal food themes related to Islamic economics. The bibliometric mapping of the keywords used can be seen in the image below. Keywords that have a larger form indicate that the word is used more in journals related to halal food.

**Figure 4:** Co-occurrence All Key Word



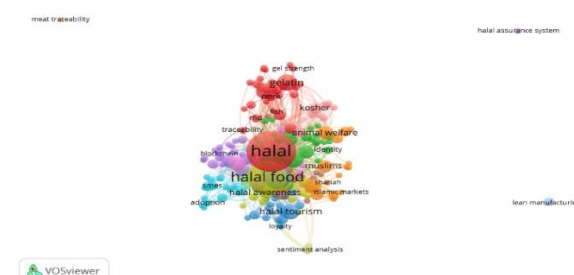
This data can be used to find out the trend of keywords in recent times. The bibliometric analysis shows several widely used keywords in the paper that are the object of research. The more keywords that appear, the wider the circle indication will be. While the line relationship between keywords shows how much they are related to other keywords.

Based on the analysis results using VOSviewer on keywords with the theme of halal food, there are many clusters and are interrelated with other keywords. Keywords that have the same color indicate a very close relationship. The most widely used keyword in halal food-themed journals is Halal.

**2. Co-occurrence Authors Key Word**

VOSViewer can also find a bibliometric mapping of keywords that authors most use in halal food themes related to Islamic economics. The bibliometric mapping of the keywords used can be seen in the image below. Keywords with a larger form indicate that the word is used more by writers in journals related to halal food.

**Figure 5:** Co-occurrence Authors Key Word



Based on the analysis results using VOSviewer on keywords that authors widely use in halal food-themed journals, there are many clusters and are interrelated with other keywords. Keywords that have the same color indicate a very close relationship. The most widely used keyword by the author is halal and halal food.

### 3. Co-occurrence Index

Then, this study also obtained results in the form of an index that is often used by the author and is interrelated in the theme of halal food-related to Islamic economics, as shown in the image below. An index that has the same color indicates a very close relationship.

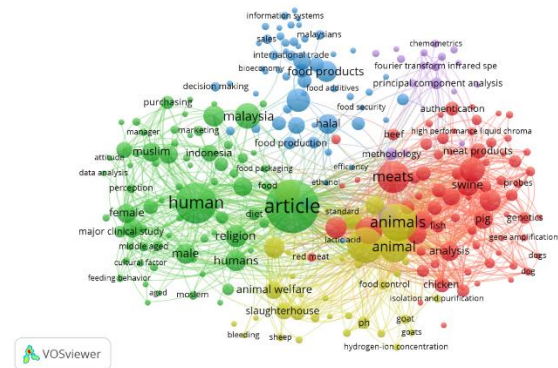


Figure 6: Co-occurrence Index

Based on the results obtained, the lighter the color, the more recent the index is used. For example, in the word index of halal food-themed papers related to Islamic economics, several words are used the most, namely human, animal, meats, and food products. The following is a summary of some of the findings related to halal food research.

Table 2. Summary

Rank	Keywords	Authors	An institution with The Highest Publication
1.	Halal	Rohman A.	Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur, Malaysia
2.	Halal Food	Ali M.E.	Halal Products Research Institute, Universiti Putra Malaysia, Serdang, Selangor 43400, Malaysia
3.	Article	Mustafa S.	Universiti Teknologi Mara, Malaysia
4.	Malaysia	Ali M.H.	Institute of Tropical Agriculture and Food Security, Universiti Putra Malaysia, Serdang, Selangor, 43400, Malaysia
5.	Human	Hashim U.	Institute of Nano Electronic Engineering, Universiti Malaysia Perlis, Kangar 01000, Perlis, Malaysia
6.	Meat	Che Man Y.B.	Universiti Putra Malaysia, Serdang, Malaysia
7.	Animals	Zailani S.	entre for Research in Biotechnology for Agriculture (CEBAR), University of Malaya, Kuala Lumpur, Malaysia
8.	Halal Certification	Regenstein J.M.	Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur, Malaysia
9.	Religion	Sazili A.Q.	Universiti of Malaya, Kuala Lumpur, Malaysia
10.	Food Quality	Iranmanesh M.	School of Management, Universiti Sains Malaysia, Penang, Malaysia

In addition, several important articles have the most impact and are widely cited by other research related to halal food. The first most cited article in keyword of ‘Halal Food’ by Shah Alam, & Mohamed Sayuti (2011). This paper aims to study, expand understanding, and identify the reason for halal food purchasing behavior in Malaysia. This paper uses multiple regression analysis to identify the factors affecting the halal food purchasing behavior of Malaysian consumers, and the results indicate that all factors have a positive and significant influence on halal food purchasing intention. This study is needed to identify and understand the problematic aspect of halal consumption, as Malaysia's goal is to play a bigger role in the halal industry. In the future study, the correlation between independent variables such as trust, moral obligation, habit, and self-identity need to be included.

The second most cited article in keyword of ‘Halal Food’ by Lada et al. (2009). This paper aims to examine the theory of reasoned action (TRA) in

predicting the intention to choose a halal product among Malaysian consumers. Using a sampling technique, there is a total of 485 responses who filled out the questionnaire. The result indicated that the TRA is a valid model in the prediction of the intentions to choose halal products. Attitude ( $\beta=0.288, p<0.001$ ) and subjective norm ( $\beta=0.814, p<0.001$ ) were found to be positively connected to intention, with the subjective norm being the more influential predictor. Subjective norm was also positively connected to the attitude ( $\beta=0.336, p<0.001$ ) to choose halal products. By offering an insight of intentions consumers to choose halal products, this study will primarily be beneficial to restaurants, fast food restaurants, and small and medium enterprises in Malaysia.

The third most cited article in keyword of ‘Halal Food’ by Bonne K., et al. (2007). This paper aims to study the determinants of halal meat consumption in a Muslim migration population using the theory of planned behavior. This paper uses independent samples

t-tests, correlations, and stepwise multiple regression with a data survey of 576 Muslim responses from North Africa that currently living in France. The result of this study is beneficial to food policy decision-makers and food marketers in their distribution and communication efforts targeted at the growing halal food market segment in Western Europe.

The fourth most cited article in keyword of 'Halal Food' by [Karim, A.A. & Bhat, R. \(2008\)](#). This paper aims to study the unique properties, alternatives to development, and future direction of gelatin. Fish gelatin may be a promising variety for shoppers that are concerned relating to the origin of those gelatins in the main due to spiritual sentiments and also the risk of potential contamination with viruses and prions (such because the animal disease prion) because it is widely extracted from animal sources.

The fifth most cited article in keyword of 'Halal Food' by [Mukhtar, A. & Butt, M.M. \(2012\)](#). This paper aims to research the role of the Muslim angle towards Halal products, their subjective norms, and religiousness in predicting intention to decide on Halal products. Using the convenience sampling method, there are 180 respondents and only 150 responses that match for further analysis. The analysis that was used is stepwise regression analysis. The results indicated that the theory of reasoned action (TRA) is a valid model in predicting intention to choose Halal products. The results further indicate that subjective norms ( $\beta=0.455$ ,  $p, 0.001$ ), attitude towards the Halal products ( $\beta=0.265$ ,  $p, 0.001$ ) and intrapersonal religiosity ( $\beta=0.167$ ,  $p, 0.001$ ) positively influence attitude towards the Halal products. The result said that the presence of a sturdy perspective towards Halal products in Muslim shoppers would possibly play a vital role in the exclusion or inclusion of brands, supporting their correspondence to Halal needs.

The sixth most cited article in keyword of 'Halal Food' Rohman et al., (2011). This paper aims to develop a quick and non-damaging technique for the detection and quantification of pork in beef dish victimization Fourier remodel infrared (FTIR) chemical analysis and partial least-square (PLS) activity. Using PLS regression to develop a calibration model at the selected fingerprint regions of 1200-1000  $\text{cm}^{-1}$ . The results showed that FTIR spectrometry is used for the detection and

quantification of pork in beef dish formulation for Halal verification functions.

The seventh most cited article in keyword of 'Halal Food' by [Asgar et al., \(2010\)](#). This paper summarizes data concerning the molecular, nutritional, and useful properties of different supermolecule sources to meat and presents current data to encourage any analysis to optimize the helpful effects of alternative protein sources.

The eighth most cited article in keyword of 'Halal Food' by [Nakyinsige et al., \(2012\)](#). This paper aims to study what makes meat halal, highlight the halal believability problems that occur in meat and meat merchandise and supply a summary of the doable analytical strategies for halal authentication of meat and meat products. Analytical techniques that are the most suitable for any particular sample are often determined by the nature of the sample itself. Halal standing of meat may be a credence attribute that can't be observed by the consumer, even upon consumption of the meat. The halal meat chain begins from the farm to the table.

The ninth most cited article in keyword of 'Halal Food' by [Aziz, Y.A., & Chok, N.V. \(2013\)](#). This paper aims to develop and to through empirical observation take a look at an abstract model on halal purchase intention by group action halal parts with marketing-related components. Using structural equation analysis from data through a self-administered questionnaire of 226 non-Muslim consumers, indicated that halal awareness, halal certification, marketing promotion, and brand were positively related to purchase intention, whereas food quality was negatively associated with it.

The tenth most cited article in keyword of 'Halal Food' by [Tieman, M. \(2011\)](#). This paper aims to explain the fundamental necessities of Halal food offer chains to make sure the integrity of Halal food at the purpose of consumption, which is an associate obligation for Muslims. Using exploratory analysis paper based on in-depth interviews to higher perceive what's Halal, the Muslim sources that are essential for Halal offer chains, and determine the rules and principles that are essential for the integrity of Halal supply chains. This exploratory research provides some fundamentals on the supply chain management of Halal products.

**Table 3. Most Cited Articles**

Rank	Title	Authors (Year)	Source	Cited
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1.	Applying the Theory of Planned Behavior (TPB) in halal food purchasing	Shah Alam, S., Mohamed Sayuti, N. (2011)	International Journal of Commerce and Management 21(1), pp. 8-20	284
2.	Predicting intention to choose halal products using theory of reasoned action	Lada, S., Harvey Tanakinjal, G., Amin, H. (2009)	International Journal of Islamic and Middle Eastern Finance and Management 2(1), pp. 66-76	252
3.	Determinants of halal meat consumption in France	Bonne et al. (2007)	British Food Journal 109(5), pp. 367-386	218
4.	Gelatin alternatives for the food industry: recent developments, challenges, and prospects	Karim, A.A., Bhat, R. (2008)	Trends in Food Science and Technology 19(12), pp. 644-656	215
5.	Intention to choose Halal products: The role of religiosity	Mukhtar, A., Butt, M.M. (2012)	Journal of Islamic Marketing 3(2), pp. 108-120	190
6.	Analysis of pork adulteration in beef meatball using Fourier transform infrared (FTIR) spectroscopy	Rohman, A., Sismindari, Erwanto, Y., Che Man, Y.B. (2011)	Meat Science 88(1), pp. 91-95	180
7.	Nonmeat protein alternatives as meat extenders and meat analogs	Asgar, M.A., Fazilah, A., Huda, N., Bhat, R., Karim, A.A. (2010)	Comprehensive Reviews in Food Science and Food Safety 9(5), pp. 513-529	156
8.	Halal authenticity issues in meat and meat products	Nakyinsige, K., Man, Y.B.C., Sazili, A.Q. (2012)	Meat Science 91(3), pp. 207-214	145
9.	The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach	Aziz, Y.A., Chok, N.V. (2013)	Journal of International Food and Agribusiness Marketing 25(1), pp. 1-23	143
10.	The application of Halal in supply chain management: In-depth interviews	Tieman, M. (2011)	Journal of Islamic Marketing 2(2), pp. 186-195	143

## FINDINGS

The way products and services are perceived and used has shifted significantly. For instance, halal items are no longer restricted to the food industry. Halal tourism, halal supply chain management, halal banking, and halal insurance are thriving (Hassan & Pandey, 2020). Muslims are extremely conscientious about the food they consume; it must be halal. Halal food is frequently connected with pork and is alcohol-free, as Sharia law requires. Additionally, the halal cuisine idea is based on integrity, values, and trust. There is no debate about the global importance of the halal food business. In practice, however, it is observed that adherence to Islamic rules, beliefs, and principles differs according to circumstances, individual variances, subjective norms, attitudes, and behaviors (Wisker, 2020).

While there are millions of food varieties available today, Muslim consumers remain sensitive and conscientious about halal rules. According to certain research, Muslims prefer to purchase halal-certified products. When consumers refer to halal food, they must adhere to certain Islamic criteria and the entire production process, which includes cutting, storing, preparing, and sanitation. According to halal guidelines, businesses must handle animals in a very clean and pure religious manner (Ali et al., 2020; Pradana et al., 2020). Halal-certified products, community knowledge of halal,

and demand for value-oriented products and services have all increased in recent years. When consumers purchase food products, they check to see if they are halal rather than tasting them. Companies improve their supply chain and logistics, diversify their portfolios by adding halal-certified foods and drinks and alter product ingredients to adhere to halal standards (Akn & Okumuş, 2020).

Halal certification and/or branding is critical for food manufacturers to assure product quality, safety, and compliance with Islamic guidelines. Halal certification is a term that refers to a certificate provided by an Islamic authority attesting to the products' compliance with Islamic dietary standards. It is critical for the Muslim community to obtain halal certification to ensure that the ingredients used, the processing, preparation, hygiene, and cleaning procedures adhere to halal requirements and are compliant with hazard analysis and critical control points, and other quality assurance standards. Once a business achieves halal certification, it may use the halal logo to demonstrate compliance. As halal developed into a global sign of quality assurance and perceived repute, numerous food firms sought halal certification to attract and maintain customers (Hanafiah & Hamdan, 2020; Quoquab et al., 2020).

The existence of a halal food business may pique the interest of those seeking a shopping system that adheres to their religious laws and restrictions (Wilson,



2014; Yunus et al., 2014). Despite its expansion, halal-labeled food still has a smaller market share in Muslim nations than non-halal-labeled food (Muflih & Juliana, 2020). Since the halal status of a product at the point of consumption is dependent on its ingredients, manufacturing, and logistics processes, which consumers cannot monitor, without a halal logo, it is difficult for Muslims to determine the halal status of a product at the point of purchase. Halal-certified products reassure Muslim consumers that the ingredients and manufacturing methods adhere to "Shariah," and their knowledge that a product has undergone this certification procedure may increase their propensity to purchase such products (Mehrshad & Hosseini, 2019).

Halal is not only a business term that is being used as a trademark on a worldwide scale. Halal, on the other hand, has multiple meanings, most notably for non-Muslim consumers; it is a symbol of health and hygiene. Halal is regarded as an indication of trust, comfort, and safety from a psychological standpoint. It provides consumers with peace of mind when they consume halal-certified food goods. According to the findings of this study, awareness was identified as the primary factor influencing the intention to purchase halal food products. Non-Muslim consumers appear to comprehend some information about halal food goods. They are aware of their advantages and rewards (Giyanti et al., 2020; Town, 2020).

Non-Muslim consumers, on the other hand, expressed doubt, with the Islamic killing procedure regarded as inhumane, indicating an unclear view of halal cuisine. By nurturing the relationship between the halal food business and non-Muslim consumers, the overwhelming religious character of halal products could be diminished. In this aspect, non-Muslim consumers' self-confidence should be bolstered to facilitate their decision to purchase halal cuisine. Internationalization of halal products is possible because the halal agenda places a premium on human morality and accountability, and halal promoters must live up to professional standards and expectations regardless of their inclinations (Wibowo et al., 2020).

On the other side, ensuring halal integrity is the industry's greatest difficulty. Integrity in halal provides an assurance and may increase demand for authentic halal products. Because the integrity of halal products is determined by numerous procedures throughout the supply chain, the supply chain approach is critical for ensuring halal integrity from the point of origin to the customer. It is critical to ensure that the integrity of halal products is maintained throughout the supply chain, from upstream to downstream, all the way to the point of consumption. However, it is extremely difficult to maintain halal integrity throughout the supply chain when there is a possibility of cross-contamination or when the producer of halal products tends to process halal and non-halal products concurrently, which is quite

likely throughout the entire supply chain processes (Fuseini et al., 2020; Mohamed et al., 2020).

## CONCLUSION

This research aims to try to find out the extent of the development of Islamic finance to find out how many journals are written with the theme of halal food. The results show that there has been an increase in the number of published articles on halal food themes since 1990.

Halal food research has been carried out in various countries. An increase in the halal food score in a country will be positively related to economic growth in that country, making economists do a lot of research related to halal food. Based on research using the bibliometric method, it was found that Rohman A. wrote the most about halal food. The institution that publishes the most papers related to halal food is the Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur, Malaysia. And the country that publishes the most papers related to halal food is Malaysia.

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