

Halal Research During COVID-19 Pandemic: A Bibliometric Analysis

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Abstract

After the COVID-19 pandemic, there has been a worldwide increase in awareness of the concept of halal. During this crisis, the number of research papers published on Halal and COVID-19 has also increased, possibly due to the increased reliance on the internet. This study conducts a systematic review and bibliometric analysis of 156 relevant papers, using Google Scholar and Harzing Publish or Perish, to identify trends and provide future research directions in the field of halal studies. The result of Vosviewer shows that there are six clusters of keywords with a significant number of studies discussing halal tourism and halal food. Indonesia and Malaysia are frequently studied on this topic. Towards the end of the pandemic, the topic of halal tends to increase in certification issues.

Keywords: Halal, COVID-19, Bibliometric Analysis.

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Introduction

The COVID-19 pandemic has resulted in changes in consumer behavior and food awareness, including more caution about health and changes in eating habits (Ben Hassen et al., 2020; Kuna, 2020), increased food waste awareness (Pappalardo et al., 2020), and challenges in the food retail and service sectors in Canada (Goddard, 2020). The pandemic has also had an impact on the food supply chain, including movement restrictions for workers, changes in consumer demand, closures of food production facilities, and financial pressures (Aday & Aday, 2020). Halal research is a field of study that deals with Islamic dietary laws, and in the context of the COVID -19 pandemic, it can be related in several ways: studying the impact of the pandemic on halal supply chains, ensuring food safety and access to halal food during the pandemic, understanding the impact of the pandemic on the health and nutritional status of Muslims and the role of halal food in supporting it, improving the halal certification process during the pandemic, and studying the halal slaughter process, its impact, and how it can be improved for more sustainable and hygienic halal food production. Overall, halal research can play an important role in helping the Muslim

community address the challenges of the pandemic COVID -19 and ensure that they have access to safe, nutritious halal food.

There are several reasons why researchers may be interested in studying the relationship between halal and COVID -19. One reason is food safety and the possibility that the virus spreads through food. Researchers may be interested in studying whether halal foods are less likely to be contaminated with the virus or whether they are more effective in preventing the spread of COVID -19. Another reason is the economic impact: Researchers could study the economic impact of the pandemic on the halal food industry, including the global supply chain and trade in halal products. In addition, researchers may be interested in examining how the pandemic has affected the Muslim community's ability to use and practice halal. In addition to the above factors, researchers may also be interested in examining the cultural and societal impact of the pandemic. This includes examining how religious and cultural beliefs about halal affect people's perceptions and behaviors related to COVID -19. Also, the business perspective, i.e., how the pandemic is affecting the halal industry and how businesses are adapting.

Research has shown that the halal industry, like other industries, has been impacted by the COVID-19 pandemic. However, the halal industry has been found to be generally more resilient than other industries. This is due to various factors such as the increasing demand for halal products, the growing awareness of the halal industry among consumers, and the flexibility of halal businesses to adapt to the changing market conditions. Several studies have highlighted the spillover effects the pandemic has had on the halal industry (Jaiyeoba, 2021; Laila, 2021) and how it has affected the halal tourism industry in places like Semarang City, Indonesia (Ahmad, 2021) as well as small-scale halal businesses such as Micro, Small and Medium Enterprises (MSMEs) in Indonesia (Eko, 2021). Nevertheless, it has also been observed that the industry has potential opportunities because of COVID-19 (Hidayat, 2021) and need for more research to fully understand the impacts of the pandemic on the halal industry. The need for more research would not only help in understanding the current state of the industry but also to develop strategies to help it to cope with the pandemic and thrive in future. The goal of this research is to investigate and analyze the trends in halal-related studies that have been conducted during the Covid-19 pandemic. This research aims to gain a better understanding of how the halal industry and halal-related research have been affected by the pandemic, and to identify areas where further research is needed. The research will be conducted in several sections.

The first section of the research will delve into prior research on halal, utilizing bibliometric analysis techniques. Bibliometric analysis is a method used to analyze and visualize patterns in scientific publications. It allows researchers to identify important trends and patterns in the literature and to understand the overall state of a field of study. In this research, bibliometric analysis will be used to identify the key trends and patterns in halal-related research published during the Covid-19 pandemic. The second section will detail the data and methodology employed in the study. The data used in this research will be collected from Google Scholar database, and will include articles, conference proceedings, and other publications related to halal and the Covid-19 pandemic. The methodology for the bibliometric analysis will be discussed in detail, including the selection of databases, the search strategy, and the data analysis methods that will be used. The following section will present the results and their implications. The results will be presented in the form of tables, figures, and graphs, and will show the key trends and patterns in halal-related research published during the Covid-19 pandemic. The implications of the results will be discussed, including the impact of the pandemic on the halal industry, the areas where further research

is needed, and the potential implications for policymakers and practitioners in the halal industry. Lastly, the paper will conclude with recommendations. The recommendations will be based on the findings of the research and will include suggestions for further research, as well as recommendations for policymakers and practitioners in the halal industry to help them respond to the challenges posed by the Covid-19 pandemic.

Literature Review

Halal and Bibliometric Studies

Bibliometric studies on halal have covered a variety of topics, with over 20 studies published in Scopus and Google Scholar indexed publications, according to Harzing Publish or Perish. These studies have been published post the pandemic outbreak. The literature suggests that the field of halal research has grown over the years and the pandemic has given an additional boost to the field of halal research. Some researchers have studied halal issues in general (e.g. Hashim et al., 2022; Haleem et al., 2020), while others have focused on specific aspects of the halal industry. The most common topic among halal-related bibliometric studies is halal tourism, with research published by Bayuny (2022), Mas'ud & Hamim (2022), Abdullah (2021), Hidayat et al. (2021), Rusydiana et al. (2021), Suban et al. (2021), and Yagmur et al. (2020). Halal tourism studies are based on the concept that halal tourism is a subcategory of Islamic tourism, and it relates to the provision of a safe and halal-friendly environment for muslims, which includes halal food, prayer facilities and other halal-friendly facilities.

The second most studied topic is halal food, with researchers such as Agrawal & Tripathi (2021), Rejeb et al. (2021), Handayani et al. (2022), Priantina & Sapian (2021), Antonio et al. (2020), Omar et al. (2020), and Wahyuni et al. examining the topic from a supply chain perspective. Halal food research studies have covered the topic from various angles such as quality control, certification, traceability, consumer behavior, and impact of pandemics on halal food supply chains, among others. Other topics studied through bibliometric analysis include halal cosmetics, with research published by Suryani et al. (2022), Zakaria et al. (2022), and Azmi et al. (2021), and halal fashion, with research by Izza (2022). The studies on halal cosmetics, focus on understanding the preference of muslim consumers on halal cosmetics and its impact on the industry. Research on halal fashion, emphasizes on the concept of Islamic modesty and how it applies to fashion, fashion and textile industry challenges and opportunities in producing halal clothing and the impact of pandemics on the halal fashion industry. Studies that may be related to halal and digitalization include Masudin et al. (2022), which discusses halal traceability systems, and Yanti et al. (2022), which examines halal blockchain. These studies examine the impact of technology on the halal industry and how it could potentially improve the halal industry supply chain, traceability, and certification process.

Research Methods

Data Collection and Filtering

Laila et al. (2021) discussed halal studies in relations with Covid. The paper was prepared in November 2020 when the Pandemic was in the early phase. This study will cover

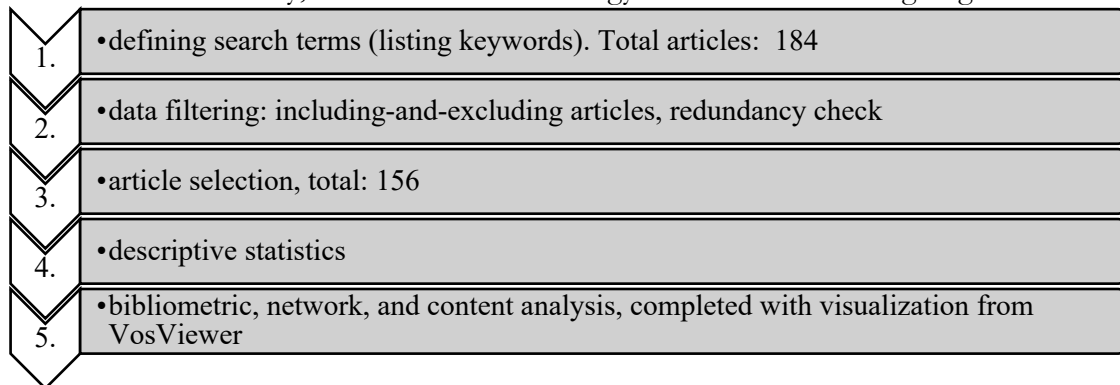
all papers related to halal and Covid up until 10 January 2023. The Google Scholar database was selected for its comprehensive coverage and to include papers written in Bahasa Indonesia. To conduct this study, a list of keywords was chosen, specifically "halal" and "covid" in the title, which returned 184 papers. After searching, a filtering process was applied to exclude shorter articles, such as news or editorials, papers written in languages other than English and Bahasa Indonesia, and redundant papers. The final number of articles used for analysis was 156.

Method

Bibliometric and content analysis are used to structure the discussion and address the research objective (Fahimnia, Sarkis, & Davarzani, 2015). This method was chosen because it is used to identify information about the selected articles. The bibliometric data used for the discussion include the author(s)'s name, title and abstract, name and year of publication, and number of Google Scholar citations. This research adapts the steps of bibliometric analysis as outlined by Fahimnia, Sarkis, and Davarzani (2015). The study begins by examining descriptive statistics on the number of articles per year, top articles based on citation count, and leading publications based on number of articles. To analyse the network of keywords within abstracts, the study employs the VOSviewer software, and the methods proposed by Dessouky and Dessouky (2017). The VOSviewer visualization is used to show the clustering of keywords and the Overlay Visualization method is applied to identify trends in keywords used in recent years. Additionally, wordmap analysis using Atlas.ti is utilized to provide a more detailed examination of the full texts of the selected articles.

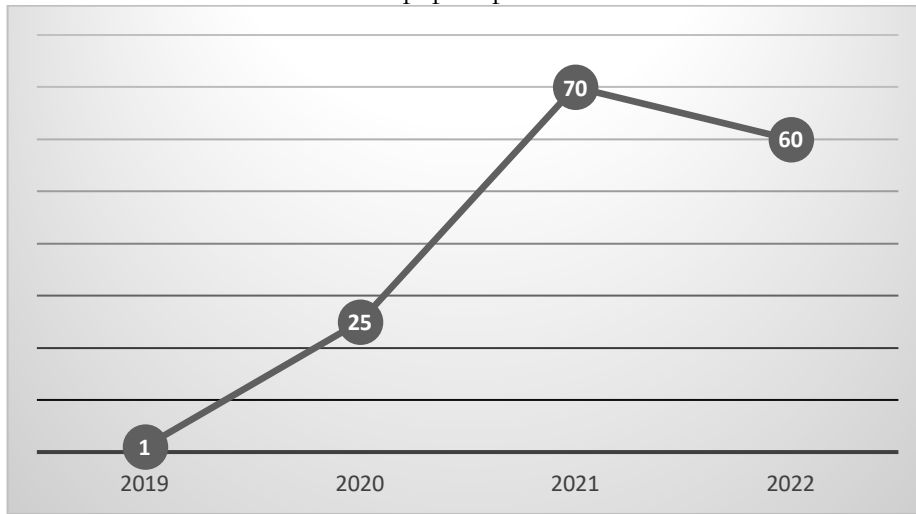
Figure 1. Stages of Research

In summary, the research methodology includes the following stages:



Result and Discussion
Descriptive Statistics

Figure 2. Number of Articles Published During Covid
 The distribution of papers published is as follows:



In 2019, there was only one paper on halal published, as the Covid-19 pandemic had just begun. After that, the number of publications on halal in relation to the pandemic increased, reaching a peak in 2021 with seventy publications. The most influential papers based on the number of Google Scholar citations are:

Table 1. Top Articles based on Number of Citation

Cites	Authors	Title	Year	Source	Indexed by
28	S Holidah, M Pasaribu	Halal Tourism on Mandailing Natal Is Hampered Due to The Covid-19 Pandemic	2021	Proceeding International Seminar of Islamic Studies	Google Scholar
22	M Arda, YH Manurung	The Effect of Consumer Motivation on Halal Food Purchase Decisions on Street Traders of Kesawan Medan Area in The Pandemic Period of Covid 19	2021	Proceeding International Seminar of Islamic Studies	Google Scholar
21	SE Hidayat, A Rafiki, MDTP Nasution	Halal industry’s response to a current and post-COVID-19 landscape and lessons from the past	2021	Journal of Islamic Marketing	Scopus Q2
13	MAN Sholeh, MI Helmi	The COVID-19 vaccination: Realization on halal vaccines for benefits	2021	Samarah: Jurnal Hukum Keluarga dan Hukum Islam	Scopus Q3 and Sinta 1
11	N Laila, AS Rusydiana,A Assalafiyah	The Impact of Covid-19 on The Halal Economy: A Bibliometric Approach	2021	Library Philosophy and Practice	Scopus
11	R Rahmawati, KA Parangu	Potensi pemulihan pariwisata halal di Ponorogo (Analisa strategi pada masa Pandemic COVID-19)	2021	Journal of Islamic Economics	Google Scholar

10	Z Shokhsanam, Y Ahn	Employee service quality at Uzbekistani halal restaurants amid the COVID-19 pandemic	2021	Sustainability	Scopus-Q1
10	H Peristiwo	Impact of the Covid-19 pandemic on Indonesia halal tourism transportation	2021	Journal of Digital Marketing and Halal Industry	Sinta 3
10	C Susilawati	Role of the halal industry in recovering the national economy in Covid-19 pandemic	2020	International Journal of Nusantara Islam	Sinta 3

The paper by Holiday & Pasaribu (2021) received the most citations with 28, followed by Arda & Manurung (2021) with 22 citations. Both papers were presented at the International Seminar of Islamic Studies organized by the University of Muhammadiyah Sumatera Utara (UMSU) in Medan, Indonesia. Out of the top ten papers, the majority of them focus on the impact of COVID-19 on the halal tourism industry (Holiday & Pasaribu, 2021; Rahmawati & Paragu, 2021; Peristiwo, 2021; Susilawati, 2020). Arda & Manurung (2021) and Shokhsanam (2021) address the topic of halal food, Sholeh & Helmi (2021) study halal vaccines, Hidayat & Rafiki (2021) and Susilawati (2020) examine the halal industry and its relation to the national economy. Lastly, Laila et al. (2021) conducted a bibliometric analysis.

Vosviewer Clustering, Atlas.ti Word Map, and Overlay Visualization

Vosviewer analysis from the abstracts keywords results in these clusters:

1. Cluster 1 (15 keywords): consumer, crisis, decision, effect, halal awareness, halal certification, halal label, halal labeling, influence, pandemi covid, pandemic, pandemic covid, product, product knowledge, study.
2. Cluster 2 (13 keywords): benefit, concern, covid, halal, halal covid, halal status, halal vaccine, Malaysia, role, safety, vaccination, vaccine, vaccine halal.
3. Cluster 3 (10 keywords): analysis, aspect, business, case study, development, effort, era, halal product, MSMEs, strategy.
4. Cluster 4 (8 keywords): challenge, economic sector, halal business, halal product business, Indonesia, opportunity, paper, potential.
5. Cluster 5 (8 keywords): concept, halal industry, impact, outbreak, perspective, post covid, research, tourism.
6. Cluster 6 (5 items): halal cosmetic, halal food, halal lifestyle, halal tourism, sector.

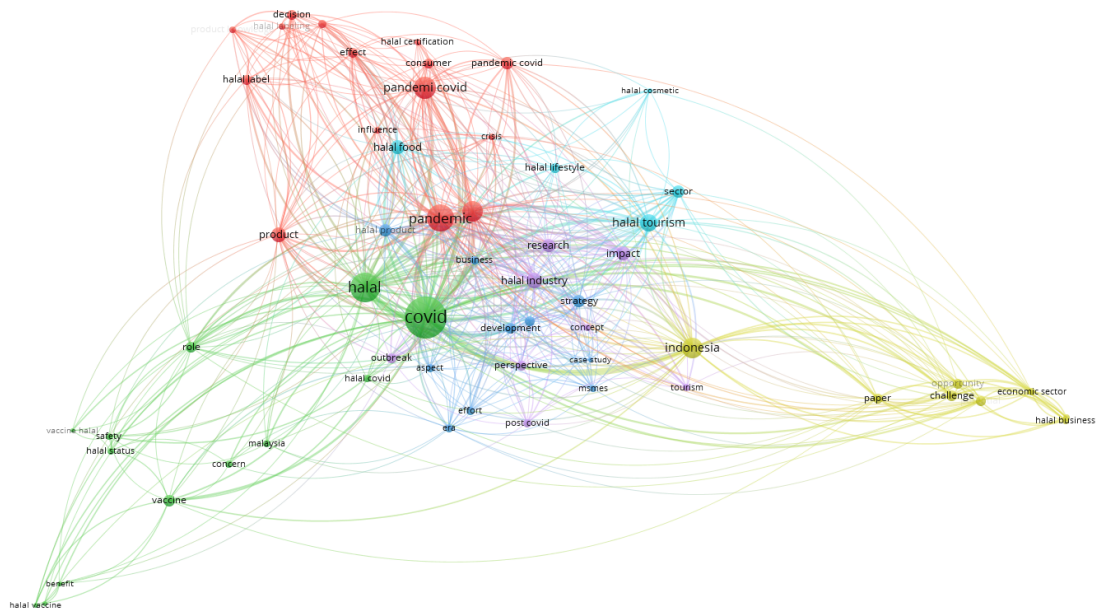


Figure 3. VosViewer Visualization

The articles discuss the use of synonyms for Covid such as "crisis," "pandemic covid," "pandemic," "pandemic covid," "pandemic covid" (in Bahasa Indonesia), "outbreak," and "post covid." The scope of the coverage of the papers seems to be broad, with sectors such as halal cosmetics, halal food, halal lifestyle, halal tourism, and halal medicine and pharmaceuticals represented by keywords such as "halal vaccine," "vaccine," "vaccination," and "vaccine halal." There are also significant discussions about halal certification, as evidenced by the presence of keywords such as "halal certification," "halal label," "halal labeling," "halal status," "halal vaccine," and "halal product." Research on these topics appears to have been conducted primarily in Indonesia and Malaysia, and the subjects of these studies range from consumers, businesses, small and medium-sized enterprises, halal businesses, and halal product businesses to macro-level subjects such as Indonesia and Malaysia, the economic sector, and the halal industry.

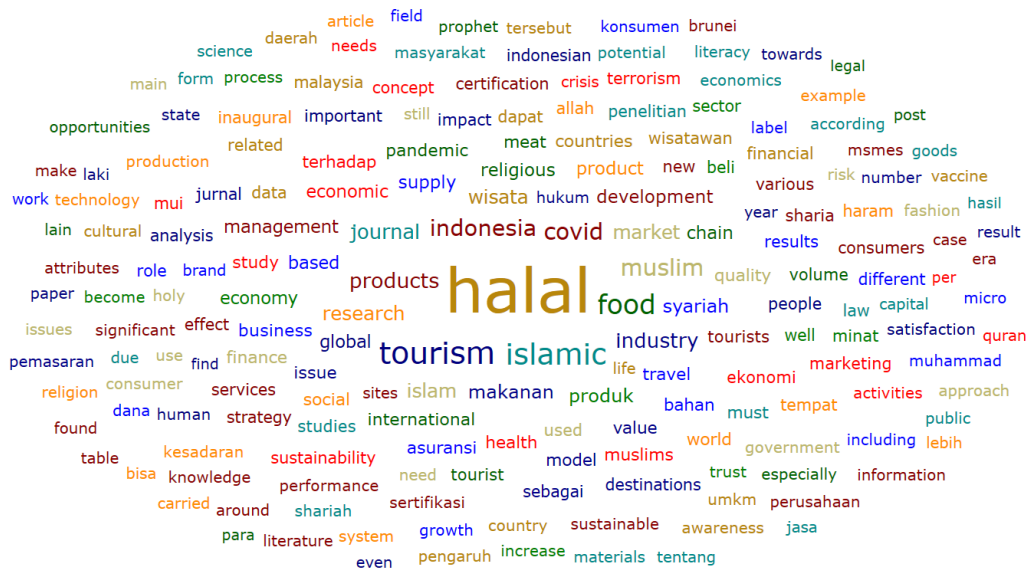


Figure 4. Atlas.ti Word Map

led to increased attention on halal labels and an increased search for information on halal products, especially herbal ones. Jaiyeoba (2021) suggested that the pandemic has also had spillover effects on the halal industry, specifically on halal food, cosmetics, pharmaceuticals, and muslim-friendly travel. These studies suggest that the pandemic has raised awareness about halal food consumption among consumers.

The covid-19 pandemic has had a negative impact on halal tourism, according to several studies (Peristiwo, 2021; Musfiroh et al., 2021; Ahmad et al., 2021). However, Muawanah et al., (2021) found that the Indonesian state takes steps to prioritize improving destinations and providing budget, marketing, and infrastructure support in order to maintain halal tourism during the pandemic. Given limited resources, there may be opportunities for small and medium-sized enterprises (SMEs) in the halal industry in the post-COVID-19 world. For example, Siswoyo (2021) found that the MSME-based halal industry is a potential area of focus for governments. Khairawati et al. (2022) identified ways in which SMEs in the culinary field, such as product innovation, organizational innovation, marketing innovation, forming partnerships, and managing halal products, can increase their competitiveness in the post-COVID-19 world. On the other hand, Haque (2020) noted that the COVID-19 pandemic has also created challenges for businesses, including uncertainty and layoffs, which may impact halal SMEs in the post-pandemic world. Overall, while there may be opportunities for halal SMEs in the post-COVID-19 world, it is also important to recognize that the pandemic has presented new challenges for these businesses.

Research suggests that there are potential opportunities for the halal industry in the post-covid world, particularly in certain countries. Pratama (2022) found that the halal tourism market in Japan holds potential for growth and has government support. Hasanah (2021) similarly found that the halal industry in Indonesia has growth opportunities due to a rising Muslim population and growing interest in halal products. Yudha & Kafabih (2021) identified potential for growth in the halal industry in Indonesia but highlighted the need for support from different parties. These studies indicate that the halal industry has the potential to grow post-covid but may require support to do so.

Conclusion and Recommendation

Research topics related to halal are dominated by halal tourism and halal food, as the halal sector is most affected by the covid outbreak. Halal pharmaceuticals, halal cosmetics, and halal media are also part of the halal industry discussed during the Covid 19 pandemic. The COVID -19 pandemic had an impact on the halal industry, with research revealing both challenges and opportunities. The pandemic led to increased awareness of halal labels and increased searches for information about halal products. The pandemic also impacted the halal industry, particularly halal foods, cosmetics, pharmaceuticals, and Muslim-friendly travel. These studies suggest that the pandemic has increased consumer awareness of halal food consumption. As several studies show, the pandemic has had a negative impact on halal tourism. The authors also discuss business challenges, including uncertainty and layoffs, that may impact halal SMEs in the post-pandemic period. They also address potential opportunities for the halal industry in the post-pandemic period.

The COVID -19 pandemic has significantly changed the halal industry, highlighting the need for flexibility and adaptability for business survival. This change has also led to the growth of halal travel booking platforms. In addition, the pandemic has increased consumer concerns about health and safety, which has led to the need for companies to take stronger measures to protect their customers, such as increased hygiene, spatial distancing, and the use of personal protective equipment. Finally, the pandemic has demonstrated the

importance of collaboration, as businesses and organizations have had to work together to overcome challenges and support each other in the halal industry, resulting in increased collaboration between businesses and organizations to ensure the continuation of the halal ecosystem.

Limitations of the Study

This study uses only the Google Scholar database extracted by Harzing Publish or Perish and is analyzed by VosViewer. Therefore, not all available articles in Bahasa and English may be covered and the result of the bibliometric analysis may change with other software. The limited keywords may also not cover all articles whose content relates to Halal studies in the context of the Covid 19 pandemic, so the result of this study may not be generalizable to all articles in the context of Halal and Covid 19. Also, not all full texts of the articles are available, so the result of the Atlas.ti word map may also be incomplete.

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