

A BIBLIOMETRIC ANALYSIS OF HALAL RESEARCH TRENDS IN SOUTHEAST ASIAN NATIONS

Siti Qhairunissa Ramli¹, Nursyamimi Zawani Mohd Shoid², Muhammad Hazim Mohd Azhar³, Muhamad Zariff Ilias⁴, Nina Sakinah Ahmad Rofaie⁵

^{1,2,5}Universiti Malaya Halal Research Centre, Universiti Malaya, Malaysia (sitiqhairunissa@um.edu.my); (zawanishoid@um.edu.my); (nina.rofaie@um.edu.my)

^{3,4}Department of Aqidah and Islamic Thought, Academy of Islamic Studies, Universiti Malaya, Malaysia (17013390@um.edu.my); (17057691@siswa.um.edu.my)

⁵Department of Decision Science, Faculty of Business and Economics, Universiti Malaya, Malaysia (nina.rofaie@um.edu.my)

BACKGROUND:

The demand for halal products and services, including food, cosmetics, pharmaceuticals, and Islamic finance, is growing worldwide. This has driven many countries to adapt their industries to meet halal standards. In line with this, there has been a significant increase in research on halal across various countries, covering legal, production, marketing, and consumer acceptance aspects of the halal concept. All of this research needs to be utilized for the development of the halal industry. Accordingly, this study analyze research on halal by focusing on studies conducted in Southeast Asian Nations, namely MABIMS (which consists of Brunei, Indonesia, Malaysia, and Singapore) with the aim of understanding trends, collaboration patterns, and key focus areas in this research.

METHOD: A bibliometric study is a quantitative method used to analyze and measure the patterns and impact of scientific research. Data was obtained from the Scopus database over a period of 23 years, from 2001 to August 2024, using the keyword "halal". A total of N=1739 articles were retrieved through searches spanning more than two decades, and these were analyzed using VOSviewer software to visualize the collaboration network and research trends.

RESULTS & DISCUSSION: The results of the study indicate a significant increase in the number of publications related to halal, with Malaysia followed by Indonesia being the main contributors to scientific research output. The keyword analysis of "halal" highlights halal food, pharmaceuticals, cosmetics, and the supply chain as the primary themes. The collaboration network has been establish between Southeats Asian authors on halal research during the observed period.

CONCLUSION: This study provides an overview of the dominant developments in halal research and highlights current directions for research and innovation related to halal in the region.

KEYWORDS: bibliometric, halal, research trends, Southeast Asian Nations, Vosviewer.