

Research Trends in Halal Certification and Labeling: Bibliometric Analysis and Systematic Literature Review

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Article Info	Abstract
Received: 16-08-2024 Revised: 25-09-2024 Accepted: 17-10-2024 Published: 18-10-2024  <b>Keywords:</b> BPJPH; Halal Labeling; Halal Certification	Indonesia as a country with a Muslim majority makes halal not only a religious principle, but also a significant economic driver. Halal products are no longer just a preference, but a necessity for the majority of consumers in Indonesia. This study aims to see the research trend on halal certification and labeling with bibliometric analysis and systematic literature review. This type of research uses a combined qualitative and quantitative approach in the form of bibliometric analysis, as well as a systematic literature review (SLR) related to halal certification and labeling. Quantitative and qualitative approaches are used using Google Scholar data with a time span of 2018-2023 with the keywords "halal certification and labeling". From the results of the bibliometric analysis, there is a publication trend from year to year, where the publication trend of research on halal certification and labeling during the 2018-2023 period illustrates a significant increase in terms of the number of publications. In 2023, it was the year with the highest number of publications with 67 article publications, then the Indonesia Journal of Halal became the top journal that published a lot of research related to halal certification and labeling. then analyze the emergence of the most talked about keywords, namely "Halal Certification" and "Halal Label". The results of the systematic literature review using the Vosviewr application formed 4 clusters with several sub-themes including the importance of halal labeling, the importance of halal certification, the role of BPJPH in halal certification and labeling and the importance of awareness of halal products
Info Artikel	Abstrak
<b>Kata Kunci:</b> BPJPH; Label Halal; Sertifikasi Halal.	Indonesia sebagai negara dengan mayoritas beragama islam menjadikan halal bukan hanya sekadar prinsip agama, tetapi juga telah menjadi pendorong ekonomi yang signifikan. Produk halal bukan lagi sekadar preferensi, tetapi keharusan bagi mayoritas konsumen di Indonesia. Penelitian ini bertujuan untuk melihat tren penelitian tentang sertifikasi dan labelisasi halal dengan analisis bibliometrik dan systematic literature review. Jenis penelitian ini menggunakan pendekatan gabungan kualitatif dan kuantitatif berupa analisis bibliometrik, serta systematic literature review (SLR) terkait sertifikasi dan labelisasi halal. Pendekatan kuantitatif dan kualitatif digunakan menggunakan data Google Scholar dengan rentang waktu 2018-2023 dengan kata kunci "sertifikasi dan labelisasi halal". Dari hasil analisis

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bibliometrik terdapat tren publikasi dari tahun ketahun, dimana pada tren publikasi penelitian mengenai sertifikasi dan labelisasi halal selama periode 2018-2023 menggambarkan sebuah peningkatan yang signifikan dari segi jumlah publikasi. Di tahun 2023 menjadi tahun dengan jumlah publikasi tertinggi dengan 67 publikasi artikel, selanjutnya Indonesia Journal of Halal menjadi top jurnal yang banyak mempublikasi penelitian terkait sertifikasi dan labelisasi halal. kemudian analisis kemunculan kata kunci yang paling banyak dibicarakan yakni "Halal Certification" dan "Halal Label". Pada hasil systematic literature review menggunakan aplikasi Vosviewr membentuk 4 kluster dengan beberapa subtema diantaranya pentingnya labelisasi halal, pentingnya sertifikasi halal, peran BPJPH dalam sertifikasi dan labelisasi halal dan pentingnya kesadaran pada produk halal.

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## INTRODUCTION

Indonesia, as a country with more than 270 million inhabitants (2020 Statistics) , has the largest Muslim population in the world, creating high demands for halal products. As many as 87% of Indonesia's population is Muslim (Monavia Ayu 2022) , and halal is not just a religious principle, but has also become a significant economic driver. Halal products are no longer just a preference, but a necessity for the majority of consumers in Indonesia (Saputri 2020) . Historically, halal was believed to be close to the place of consumption, but with improved food processing technologies, and with increased migration and trade of products between distant regions, certification has become increasingly important to practicing Muslims (Fischer, 2012).

Providing halal labels on packaging is very important, because it is a source of information for consumers, especially Muslim consumers. Providing halal labels is also a form of supplier responsibility and provides protectionist rights for Muslim consumers as well as a form of ethics in the business world (Maslul & Utami, 2018). However, this is not widely done by producers or business actors. A small number of them still do this in order to gain profits by lying when describing their merchandise (Wahidah Z, 2023), such as the findings of BPOM which has taken samples and tested several Korean instant noodles. Of the several products tested by BPOM, there were four instant noodle products that tested positive for pork DNA. Korean products containing pork are Samyang (U-Dong instant noodles), Samyang (Kimchi flavored instant noodles), Ottogi (Yeul Ramen instant noodles) and Nongshim (Black Shin Ramyun instant noodles). In addition, BPOM also stated that

the food supplement drugs DS Viostin and Enzyplex tested positive for pork DNA (Drug and Food (Pusat Data dan Informasi Obat dan Makanan, 2018). Based on the provisions of Law Number 33 of 2014 concerning Halal Product Guarantee, business actors are required to include information about haram food on products that contain haram elements according to sharia (Maslul & Utami, 2018).

The Halal Product Guarantee Organizing Agency (BPJPH) acts as the main institution that guarantees the halalness of products. Since the enactment of the Halal Product Guarantee Law in 2014, as of 25 December 2023 BPJPH has issued 3,478,457 halal certificates (BPJPH 2023), indicating a significant increase in demand and industry compliance with halal standards. This high demand is reflected in the growth of the halal industrial sector, which reached more than 15% annual growth

Even though many products have obtained halal certification, public understanding of this certification is still limited. Since the implementation of the Halal Product Guarantee Law Number 33 of 2014 on 17 October 2019, issues related to halal certification have become a source of debate in society. Processing halal certificates is often considered a complicated task by business actors. Therefore, intensive outreach and education efforts are needed for the public as a strategic step to increase awareness of the importance of halal certification and an accurate understanding of the legal provisions that have been established (Mirdhayati et al., 2020).

Various studies have been conducted to explore aspects of halal certification and labeling. As done by Ilyas, certification and labeling are needed because advances in knowledge and technology complicate determining whether products are halal (Ilyas 2018). Apart from that, research from Muhtadi states that the existence of halal certification provides a guarantee of safety and halal certainty for products (Muhtadi 2020). Furthermore, research from Sri Ernawati and Iwan Koerniawan examined the influence of the halal label and halal awareness on interest in purchasing MSME products, where the results were that the halal label had a positive and significant influence on the purchase of MSME products (Sri Ernawati and Iwan Koerniawan 2023) from several previous studies, many of which studied in detail. Qualitative and quantitative. However, there are no studies that combine both methods, there is a need to develop a comprehensive understanding of research trends in this domain. Literature facts show that bibliometric analysis can provide in-depth insight into developments, trends and research focus that are relevant in the context of halal certification and labeling (Azis, Rozalinda, and Wira 2023).

This research aims to make a significant contribution to the literature by conducting a bibliometric analysis of halal certification and labeling research trends. By identifying emerging research patterns, this research aims to provide a better understanding of the dynamics and developments in this research, while providing guidance for future researchers. Bibliometric analysis as a research methodology allows visual mapping of scientific literature related to halal certification and labeling. By analyzing the number of publications, author networks, and most frequently occurring keywords, this research will provide a holistic picture of dominant research trends. Meanwhile, a systematic literature review approach can provide a structured framework for identifying, assessing and synthesizing halal certification and labeling (Triandini et al. 2019) . These two methods together provide comprehensive insight into existing research and help fill knowledge gaps for future research.

In addition, this research is based on the belief that an in-depth understanding of existing literature can provide a clearer view regarding research developments in the domain of halal certification and labeling. Thus, it is hoped that this research can provide a valuable contribution in the context of globalization of the halal product market. In line with the objectives of this research, the initial step in this research will be to identify the main themes that dominate the literature related to halal certification and labeling. . Next, this research will examine the collaboration patterns that can be identified in the documented research results, highlighting the dynamics of collaboration between researchers and institutions in this study. Lastly, through a systematic approach literature review, this research will try to explore potential knowledge gaps, providing a deeper understanding of areas that have not been fully explored in the literature review regarding the role of halal certification and labeling

## **RESEARCH METHODS**

This research combines a mixed approach (quantitative and qualitative) by utilizing data sources from the Publish or Perish application. The data used is qualitative, in the form of narratives, presentations and quotations from various library materials relevant to the research focus. Meanwhile, quantitative is in the form of bibliometric analysis with the Vosviewer application. The data collection technique is by searching for articles with the keywords "sertifikasi dan labelisasi halal" in the Publish or Perish application. Where 207 articles were obtained with the time period 2018-2023 from the publish or perish search.

After obtaining the data on these keywords, then copy it in Excel format, after that, in the application menu, publish or publish, save the result in Ris format. Then it is processed using the Vosviewer and Rstudio applications to produce visualizations regarding halal certification and labeling research.

Analysis techniques in the form of Bibliometric Analysis and Systematic Literature Review. Bibliometric analysis is a research method that utilizes a quantitative approach to analyze and measure information contained in scientific publications such as journal articles, conferences/proceedings and books. The main goal is to understand the patterns and developments of research in a scientific domain, measure the impact of publications, and analyze citation patterns, researcher collaborations, and scientific network structures (Hakim 2020). Meanwhile, a systematic literature review (SLR) is a methodology or analysis tool that processes and collects a number of researches to then be identified and analyzed through content analysis. This analysis can also be done either by conducting critical reviews, mapping or appreciating various previous research on the same topic. Therefore, SLR is very efficient in summarizing various literatures to help researchers answer research questions determined by researchers (Triandini et al., 2019). Furthermore, researchers analyze these articles. Researchers will group various findings into three large clusters, namely the importance of halal labeling and halal certification, the role of BPJPH in halal certification and labeling, and the importance of awareness of halal products. Each cluster will have sub-clusters below it. The number of sub-clusters depends on the findings during the study (Athief et al., 2022).

## RESULTS AND DISCUSSION

### Research Trends in halal certification and labeling

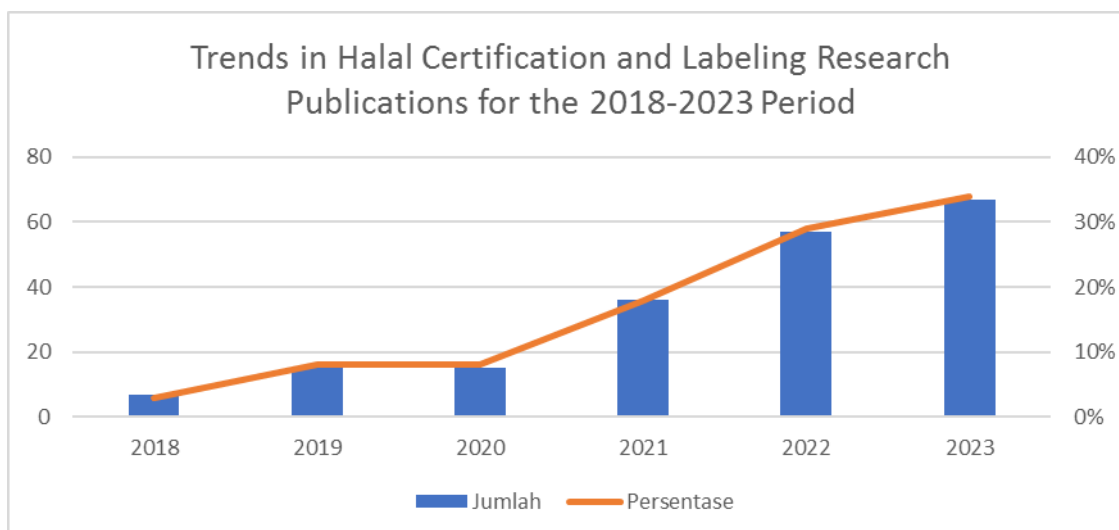


Figure 1: Publication Trends  
Source: processed data, 2024

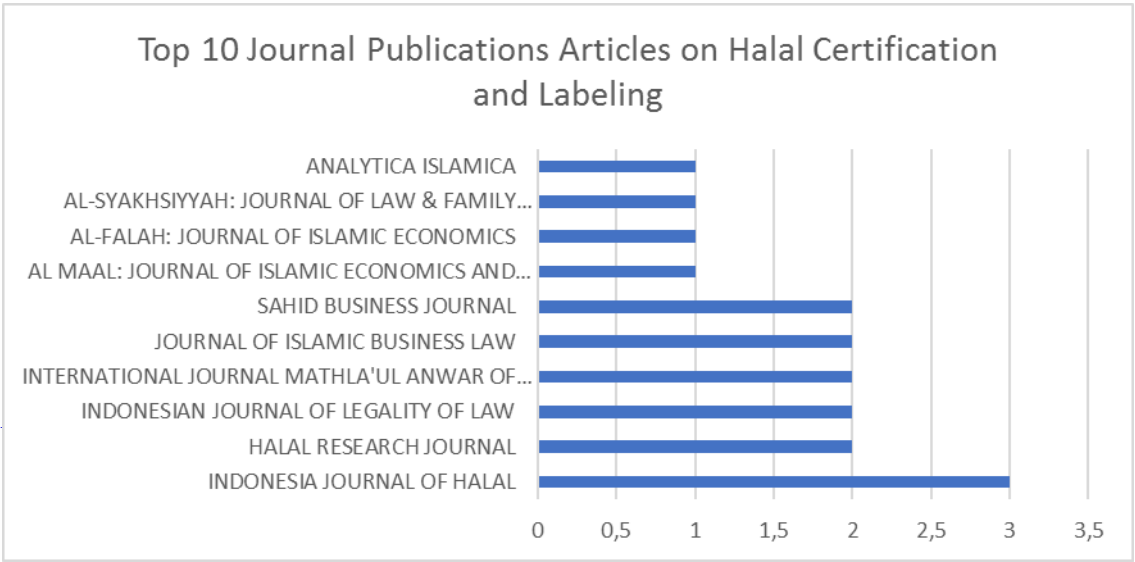
The figure above shows the trend of research publications regarding halal certification and labeling during the 2018-2023 period, depicting a significant increase in the number of publications. In 2018, there were 7 articles published, representing 3% of the total publications in that period. In the following year, the number of publications increased to 15 in 2019 and 2020, each accounting for about 8%.

A sharper increase occurred in 2021, where the number of publications increased to 36 articles, reaching 18% of total publications in that period. This growth trend continues consistently, with the peak occurring in 2022 with 57 articles, accounting for 29% of total publications. In 2023, there was a significant increase, with 67 articles published, accounting for 34% of the total publications in that period.

The high percentage of publications in 2022 and 2023 may reflect the increasing interest and attention to the topic of halal certification and labeling in academic literature. This could be caused by the development of the halal industry, growing consumer awareness, or perhaps changes in regulations related to halal that trigger increased research activities. Thus, this trend reflects positive dynamics in exploration and research in the field of halal certification and labeling during that time span.

Top Journals With the Most Publications

In the realm of academic literature, research on halal certification and labeling has become a major focus along with the rapid growth of the halal industry and consumer awareness. As a first step to understanding the contribution of scientific journals in disseminating the latest knowledge and findings in this field, we present the following table which details the top 10 journals that are most active in publishing articles related to halal certification and labeling in the 2018-2023 period. This table offers insight into various



sources of scientific literature which can be an important reference for researchers, practitioners and those interested in halal studies.

**Figure 2: Top Journal Publications Articles on Halal Certification and Labeling**

Source: Rstudio processed data, 2024

In the 2018-2023 period, ten scientific journals were identified as major contributors in publishing articles related to halal certification and labeling. The most active journal is "Indonesia Journal of Halal" with the highest contribution of 3 articles, showing its central role in accommodating the latest studies on halal.

Next, "Halal Research Journal," "Indonesian Journal of Legality of Law," "International Journal Mathla'ul Anwar of Halal Issues," "Journal of Islamic Business Law," and "Sahid Business Journal" each had 2 contributions. article. This reflects the role of several journals in becoming a platform for research and discussion of halal certification and labeling topics.

Furthermore, "Al Maal: Journal of Islamic Economics and Banking," "Al-Falah: Journal of Islamic Economics," "Al-Syakhsiyyah: Journal of Law & Family Studies," and "Analytica Islamica" have each published 1 article in that period. Even though their contributions are more limited, these journals still make a significant contribution in disseminating the latest knowledge and understanding related to halal certification and labeling.

**Top Authors With the Most Publications**





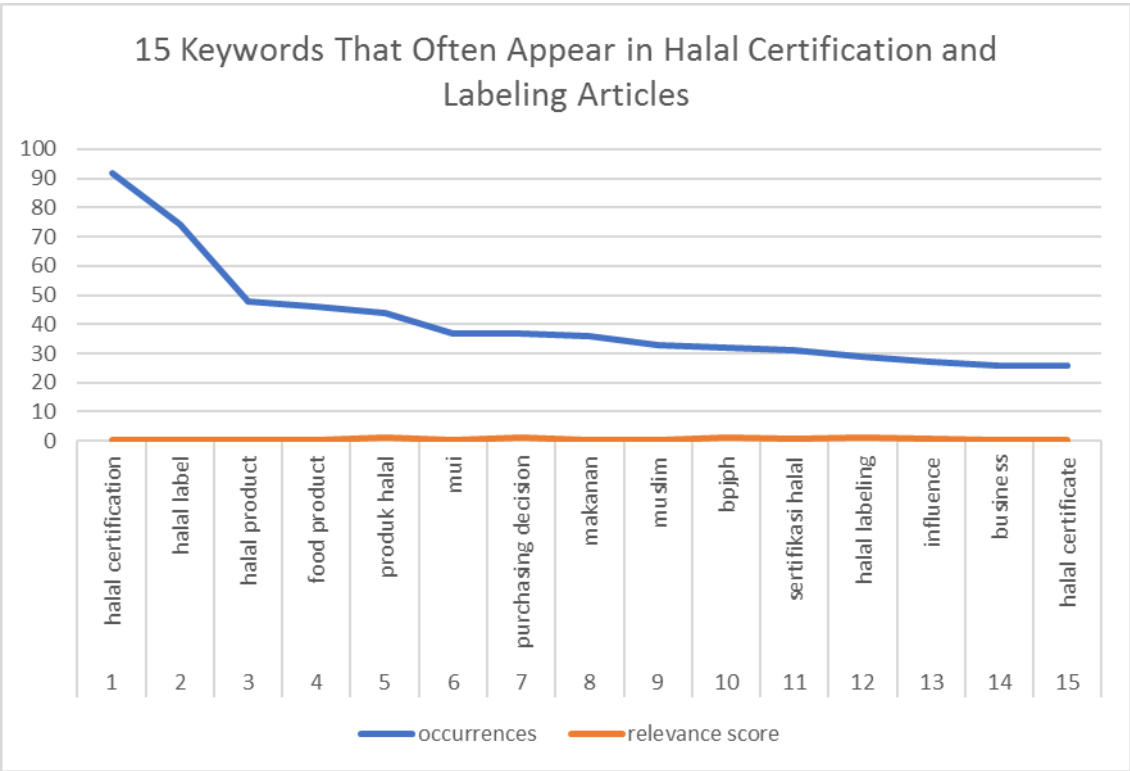
Figure 3: Top Authors

Source: Rstudio processed data, 2024

The image above shows a data analysis of top authors and research collaborations showing that author Alrasyid H has the most significant contribution with the publication of 3 articles, completely dominating the articles produced. Meanwhile, author Bahri S has a strong contribution with 2 articles, achieving a fractionalization of 0.83 of the number of possible articles. Similar results were found for authors Diana N, Haris Ah, Nasution J, Nurlela N, Pattenreng Ama, and Purnama Putra Bayu Ppb, each with a contribution of 2 articles and a fractionalization of 0.67. There is an anomaly in the authorship of Princess Ebp, which has a fractionalization of 1.50, perhaps due to intensive collaboration or special characteristics in her writing. These results reflect the diverse structure of research collaborations and can serve as a basis for further understanding the contributions of individuals in such research groups.

Frequently Researched Keywords With The Highest Occurrences

Several complex keywords in inflation research require mapping to obtain information on what topics are being widely discussed in halal certification and labeling research. Below is an image showing 15 keywords that dominate halal certification and labeling research for the 2018-2023 period.





**Figure 4: 15 Keywords that often appear in Halal certification and labeling articles**

Source: Vosviewr data processed, 2024

Figure 3 above displays data analysis of research on halal certification and labeling highlighting 15 keywords that frequently appear, with their respective occurrences and relevance scores. First, “Halal Certification” appears 92 times with a relevance score of 0.1644, indicating general usage without special emphasis on the concept of halal certification. Second, "Halal Label" appeared 74 times with a relevance score of 0.4437, indicating an increasing focus on the role of halal labels in conveying halal product information. "Halal Product" appeared 48 times with a relevance score of 0.296, highlighting attention to product aspects in the halal context, although with a lower level of relevance than other terms.

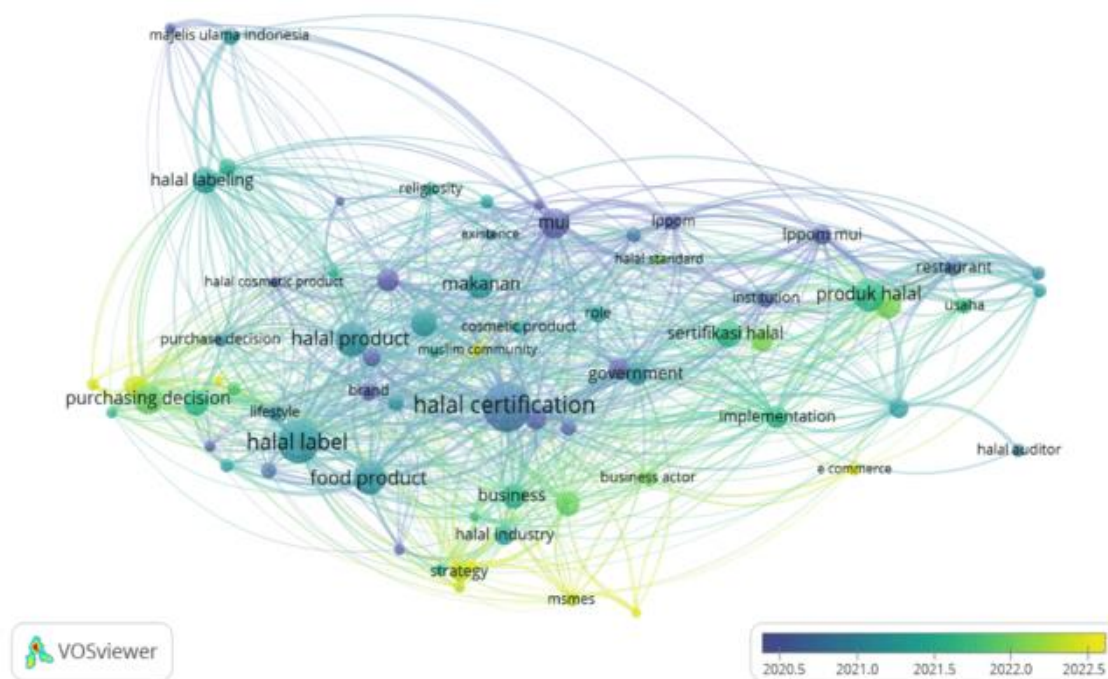
Furthermore, "Food Product" recorded 46 occurrences with a relevance score of 0.3858, indicating research is more focused on food products in halal certification. “Halal Products” appeared 44 times with a very high relevance score of 0.9801, highlighting the strong focus on products that meet halal standards. "MUI" appeared 37 times with a relevance score of 0.3234, indicating the role of regulatory institutions such as the Indonesian Ulema Council in halal certification. "Purchasing Decision" also recorded 37 events, but with a high relevance score (1,048), emphasizing the influence of consumer purchasing decisions on halal products.

Furthermore, “Food” appears 36 times with a relevance score of 0.3829, highlighting the focus on food products in halal certification studies. "Muslim" recorded 33 occurrences with a relevance score of 0.1725, indicating the involvement of religious factors in halal discussions. "BPJPH" appears 32 times with a relevance score of 1.0136, indicating the role of the Halal Product Guarantee Organizing Agency in certification regulations. "Halal Certification" recorded 31 events with a relevance score of 0.958, indicating continued discussion of certification aspects. “Halal Labeling” appeared 29 times with the highest relevance score, namely 1.2505, emphasizing the importance of clear and accurate labeling in halal certification literature.

Furthermore, "Influence" appeared 27 times with a relevance score of 0.836, indicating attention to the factors influencing the implementation of halal certification. "Business" recorded 26 events with a relevance score of 0.3607, indicating the involvement of business aspects in halal discussions. "Halal Certificate" also recorded 26 occurrences

with a relevance score of 0.4773, highlighting the role of halal certificates in the general halal certification literature.

### Utilization of Overlay Visualization to See the Distribution of Keywords Based on Publication Year



**Figure 5. Overlay Visualization**

Source: Olah Vosviewer data, 2024

In the Overlay Visualization, it is shown that if the color of the circle becomes darker, this indicates that the research carried out is research from a long time ago, namely 2018 . An example of keywords that indicate an old type of research is the keywords mui and Lppom Mui. These two words appeared a lot before the presence of BPJPH. Because in the initial process, the authority for halal certification and labeling was carried out by Mui. Then, if the color of the circle becomes brighter or yellow, it indicates that the research conducted using the subject is still new, namely around 2022/2023. The example in the visualization overlay refers to the words E-commerce, Umkm, purchasing decision etc. Based on the results of the analysis, it is concluded that all the keywords listed above fall into the current type of research. This phenomenon can be seen from several relatively bright colors that dominate the analysis circle. These findings provide a valuable reference for further development in the research domain. Furthermore, the results of this analysis

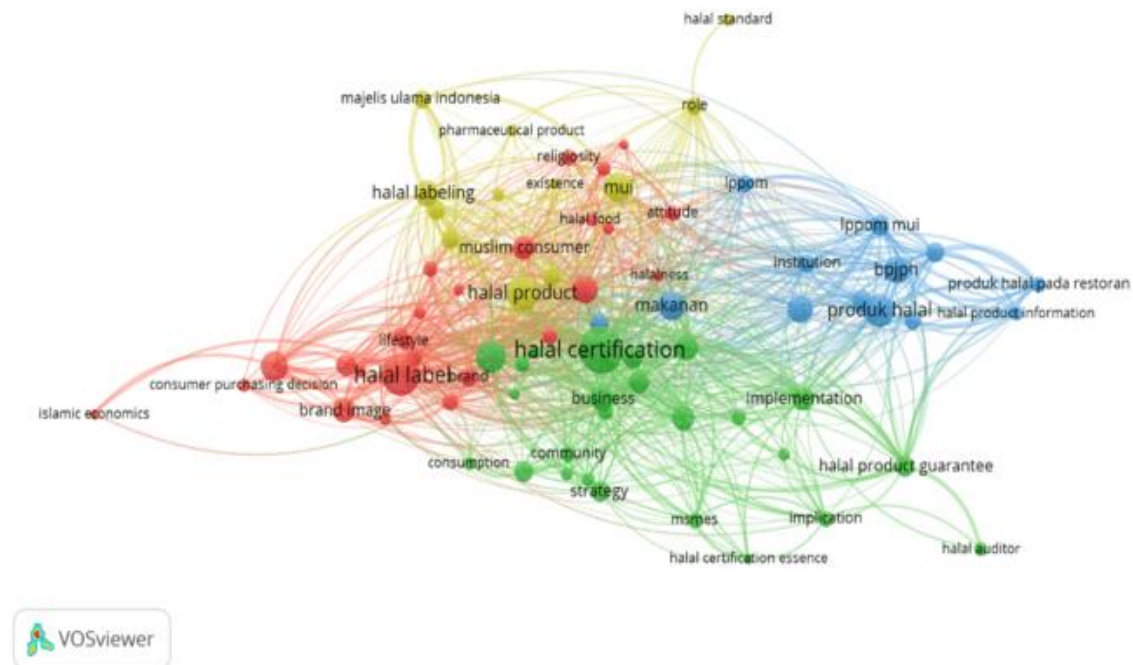
## Utilizing Density Visualization to See Density or Emphasis on Keywords



Source: Vosviewr data processing, 2024

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## Utilization of Network Visualization to Describe Keyword Patterns and Distribution



**Figure 7: Network Visualization**

Source: Vosviewer data processing, 2024

From the results of Vosviewer data processing above with the keyword "halal certification and labeling" for the 2018-2023 period. Displays visualization of keyword patterns and distribution where there are 4 clusters formed from each keyword. These four clusters are interconnected and related to other keywords. Analysis of keywords in literature related to halal certification and labeling, there are four terms, some of which appear most frequently. With the highest frequency, "halal certification" appeared 92 times, indicating that the halal certification process plays a central role in the context of this research. Meanwhile, "halal labels" recorded 74 incidents, highlighting the importance of halal labels in conveying halal product information to consumers.

Furthermore, the term "halal product" appeared 48 times, reflecting the focus on halal products as the main object of research. No less relevant, "food products" recorded 46 incidents, showing particular attention to food products in the context of halal certification and labeling. Thus, this analysis depicts a frequency distribution of keywords

that reflects a diverse but focused research focus on aspects of halal certification and labeling, including certification processes, halal labels, and food products.

From the explanatory data above, it can be seen that there is a relationship between keywords on the topic "Halal Certification and Labeling" . To clarify the visualization above, a table is displayed regarding the clusters generated from o is the Vosviewr data.

**Table 1: Cluster Division Based on VOviewr Visualization Results**

Cluster	Items	Sub-themes
o		
Cluster 1	Attitude , brand , brand image , buying interest , consumer purchasing decision, cosmetic , cosmetic product , halal awareness , halal cosmetic , halal cosmetic product , halal food , halal knowledge , halal label, halal logo , halalness , hypothesis , Islamic economics , lifestyle , Muslim , Muslim community , Muslim consumer , product quality , purchase decision, purchase intention , purchasing decision, religiosity	The Importance of a Halal Label
Cluster 2	Business , business actor , certification , certified halal , community , consumer protection , consumption , e commerce , food product , government , halal auditor , halal certificate , halal certification , halal certification essence , halal industry , halal product guarantee , implementation , implications of Islamic law , marketing, SMS, production, regulation, society, strategy	The Importance of Halal Certification
Cluster 3	BPJPH, halal product informatic ,	BPJPH's role in halal

institution , label , Ippom , Ippom mui , certification and  
food , halal products , halal products in labeling  
restaurants , restaurant , certification  
halal , umkm , business

Cluster 4 Awareness, existence, halal labeling, The Importance of  
halal product, halal standard, halal Awareness of Halal  
status, impact, labeling, Indonesian Products  
Ulema Council, MUI, pharmaceutical  
product, role

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Source: processed data, 2024

In keyword occurrence analysis VOSviewer groups keywords according to similar themes (shown in different cluster colors). The results are grouped into four clusters. A cluster is a tightly bound collection of nodes. Each node has a different color according to its cluster grouping (Azis, Rozalinda, and Wira 2023) . The SLR method used in this research is systematic content analysis. Bibliometric research results that have been visualized in several clusters are sample data in content analysis. Where in this research there are 4 sub-themes including Importance Halal Label , The Importance of Halal Certification, The Role of BPJPH in Halal Certification and Labeling, The Importance of Awareness of Halal Products .

### **Sistematisasi Literaturu Reviews the Importance of Halal Certification and Labeling**

After selecting several articles on relevant topics, there are several articles that discuss the importance of the halal label, including by (Herudiansyah et al., 2019; Rozjiqin & Ridlwan, 2022; Sholichah, 2023; Sumbalatu et al., 2023; Wardani & Aminy, 2023; Yulia et al., 2015).

#### **1. Because of God's command**

Halal requirements are proven by the halal label on the packaging, thoyyib is also the most important thing that every Muslim must pay attention to as stated in Surah Al-Maidah verse 88 which reads " And eat food that is halal and good from what Allah has provided for you, and Fear Allah in whom you believe." From the verse above we get an explanation of how humans are commanded by Allah, especially Muslims, to always eat food that is halal thoyyiban (halal and good), these two things are a necessity which is halal according to



the rules of the Shari'a and is good in terms of nutrition, health, aesthetics and others (Rozjiqin and Ridlwan 2022)

2. To see the origin, safety and quality of a product

Packaged food labels or registration numbers are given to people who buy and then consume food to ensure that they receive accurate and easy to understand information about the origin, safety, quality and nutritional value of each packaged food. Before food is made, it must be decided whether to buy it or eat it. Recognizing that healthy, halal-certified food is essential to maintaining a healthy immune system and avoiding disease is essential. Therefore, it is very important to choose different food ingredients used and the condition of the food, because if there is food that has been degraded with ingredients that are not suitable for consumption, it can hamper the body's strength and cause disease. (Sholichah 2023) .

3. As an effort to increase product sales

The halal label is also important for the level of product sales, where the use of a halal label can help increase sales of the product itself. The effect of halal labeling is very important to increase trust society where when consumers buy a product, the first thing they look at is whether the product has a halal label on the product or not(Wardani & Aminy, 2023).

4. Encouraging the Growth of the Halal Industry:

The halal label contributes to the growth of the halal industry as a whole. Continuously increasing demand encourages the development and diversification of products and services that meet halal standards (Yulia, Agama, and Indonesia 2015) .

5. Functions as a means of communication between producers and consumers about things that consumers need to know about the product, especially things that are visible or physically unknown.

Halal labels are an important means of communication between producers and consumers, helping to identify products that meet halal standards. Through this label, manufacturers can transparently convey information regarding invisible ingredients, production processes, and commitment to sharia principles. This not only creates consumer confidence and satisfaction, especially Muslim consumers, but also strengthens and supports faith-based purchasing decisions in the market in general (Sumbalatu et al., 2023)



6. Providing appropriate instructions to consumers to obtain optimum product function.

The halal label not only states that the product is halal, but also includes proper instructions for optimal use in accordance with religious norms. This not only ensures optimal product function but also provides guidance to consumers, especially Muslim consumers, to use the product in accordance with sharia principles, increasing consumer confidence and adding value to the product in the market (Herudiansyah et al., 2019)

### **Systematic Literature Review of the Role of BPJPH in Halal Certification and Labeling**

After selecting several articles with relevant topics, there are several articles that discuss the role of BPJPH in Halal Certification and Labeling, including by (Alfarizi, 2023; Citraningrum, 2023; Hamka et al., 2023; Kusumaningsih, 2023).

#### **1. Supervision of products that have a halal label in Indonesia**

In the Halal Product Guarantee Law Number 33 of 2014, three main entities, namely BPJPH, MUI, and LPH, have joint responsibility for implementing halal certification. In accordance with this law, halal certification is mandatory for certain products, and LPPOM MUI is responsible for investigating and testing halal certification of these products. Legal consequences for companies that do not consistently guarantee the halalness of their products include legal action if a product that has been labeled or certified halal turns out to contain ingredients that are not suitable. This shows the importance of compliance with the rules in maintaining the integrity of halal certification to ensure products remain in accordance with established halal standards (Citraningrum, 2023).

#### **2. Supervision Function of Halal Certificates for MSME Food Products**

The Halal Product Guarantee Organizing Agency (BPJPH) has a vision and mission to become the leading provider of halal product guarantees in the world, creating an effective guidance and supervision system. One of the positive impacts of monitoring MSME product licensing by BPJPH is encouraging the competitiveness of MSMEs to produce high quality products. BPJPH has the authority to carry out supervisory functions regarding halal certificates or guarantees of halal products, in collaboration with the Ministry, related institutions, LPH and MUI.

BPJPH's supervision objects include products, business actors and Halal Inspection Institutions (LPH). The latest regulations provide the option for MSME players to make

halal statements independently or self-declare, but this does not automatically mean that the product is automatically halal without going through a certain mechanism process. Even though MSME players are faced with procedures that may be considered difficult, this challenge needs to be of concern to the government, especially BPJPH, in socializing the importance of halal certification for MSME products. This aims to create consumer confidence in MSME products and increase understanding regarding product halalness (Kusumaningsih, 2023).

### **3. Enhancement of the Halal Ecosystem**

The importance of BPJPH in halal certification encourages improvements in operational performance, especially the trust and reputation of the MSME culinary business. From a macro perspective, MSMEs have contributed to encouraging national economic potential in the halal industry. Indirectly, improving business operational performance after halal certification is BPJPH RI's main success in improving Indonesia's halal ecosystem, perhaps this is even an example for the international world of the indirect role of halal certification institutions for the micro-scale economy (Alfarizi, 2023)

### **4. Carrying out the authority to socialize, promote and educate halal products**

Indonesia, with great potential as a producer of halal products in Asia, has the opportunity to lead international trade in halal products. To achieve this, the role of government and business actors is very necessary with key steps such as regulations supporting halal certification, industrial innovation, active promotion, public education, and increasing guarantees of halal certification. Through this strategic action, Indonesia can accelerate the realization of its goal of becoming a mecca for world halal products, meeting domestic needs and reaching the increasingly growing global market. The Halal Product Guarantee Organizing Agency (BPJPH) plays an important role in disseminating accurate and educational information about halal product standards, building public understanding, and carrying out promotions to increase awareness and acceptance of halal products (Hamka et al., 2023).

## **Systematic Literature Review The Importance of Product Awareness Halal**

There are several articles that discuss the importance of awareness of halal products, including (Hasan, 2016; Khasanah, 2020; Sara et al., 2022; Sri Ernawati & Iwan Koerniawan, 2023; Yunus et al., 2014).

### **1. The influence of knowledge on halal awareness**

Muslim awareness is characterized by knowledge regarding the slaughtering process, food packaging and food hygiene in accordance with Islamic law (Sri Ernawati & Iwan Koerniawan, 2023). Muslim awareness is reflected in understanding the slaughtering process, food packaging and food hygiene in accordance with Islamic law, as stated by Sri Ernawati and Iwan Koerniawan in 2023. This shows that knowledge of these aspects is the key to understanding and implementing the principles -Islamic principles related to food consumption. This awareness not only includes religious aspects but also emphasizes the importance of practical knowledge related to food production and preparation processes in accordance with the demands of Islamic law.

## 2. Halal awareness of purchasing interest

Research conducted by Yunus, Rashid, Ariffin, and Rashid (2013) stated that a Muslim's halal awareness has a significant effect on consumer purchasing interest in a product (Yunus et al., 2014). The results of this research indicate that understanding and awareness of halal aspects can be an important factor influencing Muslim consumers' purchasing decisions. The implication is that producers and business people need to consider halal awareness factors in the marketing and production of their products to attract the interest of Muslim consumers who are increasingly concerned with compliance with halal principles.

## 3. Halal awareness is the level of mastery of a Muslim to know everything related to halal.

Halal awareness from an industrial perspective is defined as awareness in consuming products that are free from alcohol, pork and their derivatives. In the halal context, awareness means knowing what is good or can be consumed and understanding what is bad or not allowed to be consumed based on religious rules. Halal awareness is the level of understanding of Muslims in knowing issues related to the halal concept (Sri Ernawati & Iwan Koerniawan, 2023)

## 4. Factors that are indicators of consumer awareness in choosing halal cosmetic products

The indicators include understanding and knowledge of both raw materials and the process of making cosmetics and distribution, religious obligations. Halal Awareness Muslims believe that consuming halal food will be a blessing and health for humans, the same belief also applies to the cosmetic products used. This is an indicator of consumer

halal awareness. Islam teaches us to always consume everything on earth that is halal and good, food, drinks and other products (Sara et al., 2022).

5. Social media serves as education and creates halal awareness

Hasan stated the importance of media, both online and conventional, to play a role in providing education and creating halal awareness among Muslim consumers (Hasan, 2016). Social media is a communication and information medium that can disseminate information massively and can be accessed by the public en masse. Efforts to increase awareness of the Muslim community need to be supported by.

6. Dissemination of actual and widespread information to the public intensively, sustainably and easily accessed.

Halal information and knowledge will be very effective and easily accepted by dissemination via social media. This aims to ensure that the dimensions of religiosity, especially dedication and cognition with the religious education background of Muslims can be optimized in relation to the decision to consume halal products (Khasanah, 2020)

## CONCLUSION

Based on bibliometric analysis, there is a publication trend from year to year, where the trend of research publications regarding halal certification and labeling during the 2018-2023 period depicts a significant increase in terms of the number of publications, where 2023 is the year with the highest number of publications with a total of 67 articles published, next in the top Indonesian Journal of Halal" with a total of 3 publications. Then the frequently appearing keyword "Halal Certification" appeared 92 times with a relevance score of 0.1644, indicating general use without special emphasis on the concept of halal certification. Second, "Halal Label " appeared 74 times with a relevance score of 0.4437, indicating an increased focus on the role of halal labels in conveying halal product information. Then, Vosviewr data processing produced 4 clusters which produced several subthemes including the importance of halal labeling, the importance of halal certification, the role of BPJPH in certification and halal labeling and the importance of awareness of halal products.

This study has practical implications, especially for industry players and regulators. First, the increasing number of publications on halal certification and labeling indicates that there is increasing attention to halal certification among manufacturers. Therefore, food, cosmetics, and other product industries need to consider obtaining halal certification as

part of their business strategy. Halal certification is not only a marketing tool, but also serves to increase consumer confidence and expand market share, especially among Muslim consumers. In addition, with the increasing focus on halal labels, practitioners need to ensure that these labels are clear and easily recognized to provide consumers with the right information about the halal status of the product. This can also help in increasing consumer awareness of the importance of halal products, which in turn can drive further demand for halal-certified products.

Socially, the results of this study underscore the importance of awareness and education about halal certification and labeling in the community. With more products being labeled halal, consumers have the opportunity to make choices that are more in line with their religious beliefs, which in turn can strengthen their religious identity and sense of security in consuming products that comply with Islamic law. In addition, the increasing number of publications in this field indicates that the halal issue is increasingly becoming a global concern, which can encourage international collaboration in the development of more comprehensive and widely accepted halal standards. Thus, this study not only provides insights for industry development, but also strengthens efforts to increase halal awareness and education at the community level.

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