

A Qualitative Review on Halal Food: NVivo Approach

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Abstract

The State of the Global Islamic Economy Report 2019/2020 notes that global Muslim spending on food is estimated to reach \$1.37 trillion in 2018, growing by 5.1% from 2017. Expenditure is expected to grow by 6.3% annually to reach \$2.0 trillion by 2024. Today, the Muslim consumer market has been recognized as another important segment for cross-sectoral businesses. The increasing interest has made researchers focus on the halal food sector. This study aims to identify and map research related to the development of halal food research through reputable journals indexed by Scopus with a qualitative approach using NVivo 12 Plus software. The data analyzed consisted of 372 journals published in the last 21 years (2001-2021). This study also found that halal food chain management, formal halal certification and technology that can verify and support this certification will ensure compliance with Islamic law, generate trust among consumers, and become the main strategy for accelerating sharia economic growth.

Keywords: *halal food, halal food chain, qualitative analysis, NVivo 12 Plus*

Introduction

Halal food is one of the most crucial issues among Muslim consumers. Therefore, the concept of halal has generally been adopted by most of the food industry in Islamic countries (Pradana et al., 2022). The term "halal" refers to food encompassing all aspects starting from farming and ending at the dinner table where halal food must be free from any component prohibited for consumption by Muslims, known as haram (Mohamed, 2020). Halal is also interpreted as a type of food management system guaranteeing food safety and quality. It also receives great attention in practice and research, as evidenced by the halal food market, which is still growing in terms of supply and demand (Giyanti et al., 2021).

On the other hand, the growth of the global halal industry has brought changes in the mindset of both Muslims and non-Muslims. This makes the global halal industry a growing and developing consumer segment worldwide. The demand for Halal food products has increased globally due to the growing Muslim population worldwide (Abdalla Mohamed Bashir, 2020). This also follows the State of the Global Islamic Economy Report 2018/2019, which notes that halal food has more companies than other sectors of the Islamic economy.

With the largest Muslim population in the world, Indonesia has great potential to promote the Islamic economy and develop the halal industry through a halal and healthy lifestyle. This is also driven by increased awareness and literacy in choosing

hygienic and halal food among the Muslim and non-Muslim communities. Quoted from the State of the Global Islamic Economy Report 2019/2020 notes that global Muslim spending on food is estimated to reach \$1.37 trillion in 2018, growing by 5.1% from 2017. Expenditures are expected to grow by 6.3 % per year to reach \$2.0 trillion by 2024.

Currently, halal products have become part of the world's business, which has a very large and promising value. Not only Islamic countries that care about halal products, but "secular" countries and Muslim minorities also make this halal issue a competitive advantage (Halal go.id). This is evidenced by the increasing literature review of halal food trends, especially in non-Muslim countries, as happened in Spain (Pradana et al., 2022), France (Bonne et al., 2007), Belgium (Bonne & Verbeke, 2008), Italy (Boni, 2019; Secinaro, 2021), U.K. (Elseidi, 2016; Fuseini, 2020), U.S. (Roodbar & Veeck, 2021), New Zealand (Wan-Hassana & Awangb, 2009), South Africa (AM Bashir, 2019; Abdalla Mohamed Bashir, 2020; Bhoola, 2020), India (Hassan, 2020), Bangladesh (Polas, 2020), China (Shahzad, 2021), Japan (Raffi & Hasan, 2019; Takeshita, 2020), Thailand (Mahama, 2020; Nawawi, 2020; Shaari, 2020).

In addition, several previous studies have discussed issues related to halal food, including the supply chain of halal food (Ali et al., 2017; Mohamed, 2020; Rashid, 2020), halal certification (Anwar et al., 2018; Tawil et al., 2015) which is directly related to the halal logo (Kawata et al., 2013; Muhamad et al., 2017; Quoquab et al., 2020).

Purwanto et al. (2020) explored a sequential, mixed methodology study that aimed to examine and examine the effects of purchase intentions of non-Muslim consumers in Indonesia on perceptions of halal food, quality of halal food and safety of halal food and knowledge of halal food. The results of this study found that acceptance of halal food has a significant impact on repeat purchases. Halal food quality has a significant effect on repeat purchases.

Nuraini & Sucipto (2021) compared the regulations and practices of halal food products in several Asian countries using a systematic review method. These countries (Malaysia, Indonesia, Japan and South Korea) are ranked in the top 10 by the Global Muslim Travel Index (GMTI) based on the criteria of Accessibility, Communication, Environment and Services in the category of "Muslim Friendly Destinations" in terms of Organization Islamic Cooperation (OIC) and non-OIC countries, with the largest number of Global Muslim Travelers in the world. This study found that the guarantee of halal products must be well realized to increase the confidence of Muslim tourists in Indonesian food products.

Khan et al. (2022) identified the risk elements associated with the halal food supply chain and prioritized them for better management. Research shows that "supply-related risk" is the most prominent risk. The issue of raw material integrity is an important element in the halal food supply chain. The failure of suppliers to deliver materials that comply with Halal standards reduces the industry's economic benefits. This study recommends that the integration of internal processes and outsourced elements can reduce the risks of the halal food supply chain by having a holistic view of the processing and delivery of halal food.

Even so, little research still maps and examines the overall theme of halal food. Considering this gap, researchers are trying to develop research that aims to identify and map research related to the development of halal food research through reputable Scopus-indexed journals with a qualitative approach using the NVivo 12 Plus software. The data analyzed consisted of 372 journals published in the last 21 years (2001-2021).

Furthermore, this paper is structured as follows. First, this paper presents the research background, followed by a review of related literature. Then, the following sections present the research methods used and the research findings. Finally, contributions, practical implications, and research limitations are also explained.

Methodology

Data

This study used Scopus-indexed metadata to analyze data from research publications with the keywords "halal food" based on titles, abstracts, and keywords published within the 2001-2021 timeframe. The results obtained were 372 selected articles.

Method

The analysis of the 372 papers combines qualitative methods with descriptive statistics. According to Yusuf (2017:328), in-depth qualitative research is a research technique that focuses on exploring the meaning, characteristics, symptoms, understanding, concepts, symbols, and descriptions of a phenomenon using multiple methodologies and narrative styles. Qualitative methods seek, collect, evaluate, and interpret extensive visual and narrative data to gain deeper knowledge about an event or topic of interest. Descriptive research is qualitative; learn the techniques of collecting, collating, and summarizing research data in statistics. Data must be frequently and sufficiently summarized for evaluation in tables, graphs, and other graphical displays. In addition, other advantages of qualitative methods are richness in data collection, valid coding, and reliable interpretation (Izza, 2021; Moretti et al., 2011).

Approach

Next, the authors build a study framework, as shown in Figure 1, which describes the methodology used to conduct a qualitative study using the NVivo 12 Plus. NVivo, one of today's most popular qualitative data management programs, has its roots in NUD*IST. Software developers have described it as an improved and extended version of NUD*IST3. NVivo has features such as character-based encoding, rich text analysis capabilities and multimedia functions which are essential for qualitative data management. One of NVivo's strengths lies in its high compatibility with research designs. The software is not methodologically specific and works well with various qualitative research designs and data analysis methods such as discourse analysis, grounded theory, conversation analysis, ethnography, literature review, phenomenology, and mixed methods (Zamawe, 2015). In addition, another advantage of using NVivo 12 Plus is that it can collect, organize, analyze, and visualize unstructured or semi-structured data by importing data in various file formats, organizing demographic data, source code, capturing ideas, running queries, and visualizing project items. (Izza & Rusydiana, 2022).

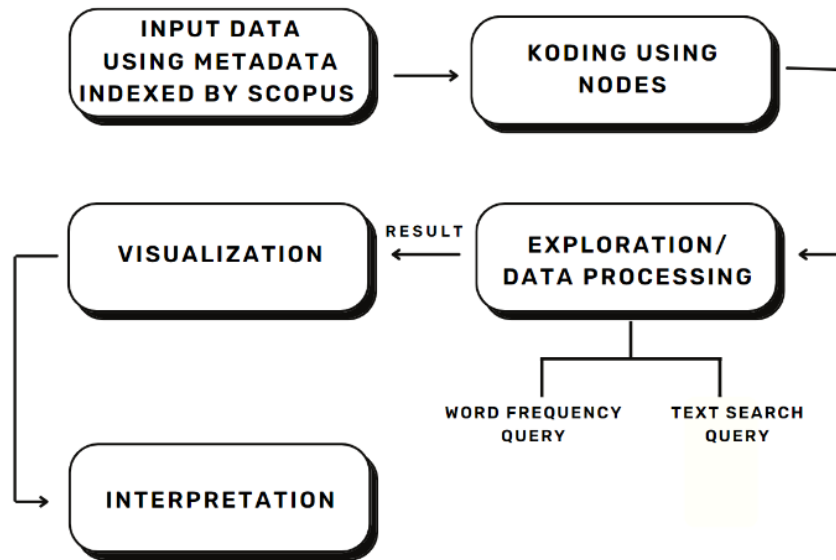


Figure 1. NVivo 12 Plus Qualitative Approach Methodology

Result and Discussion

Meta Analysis

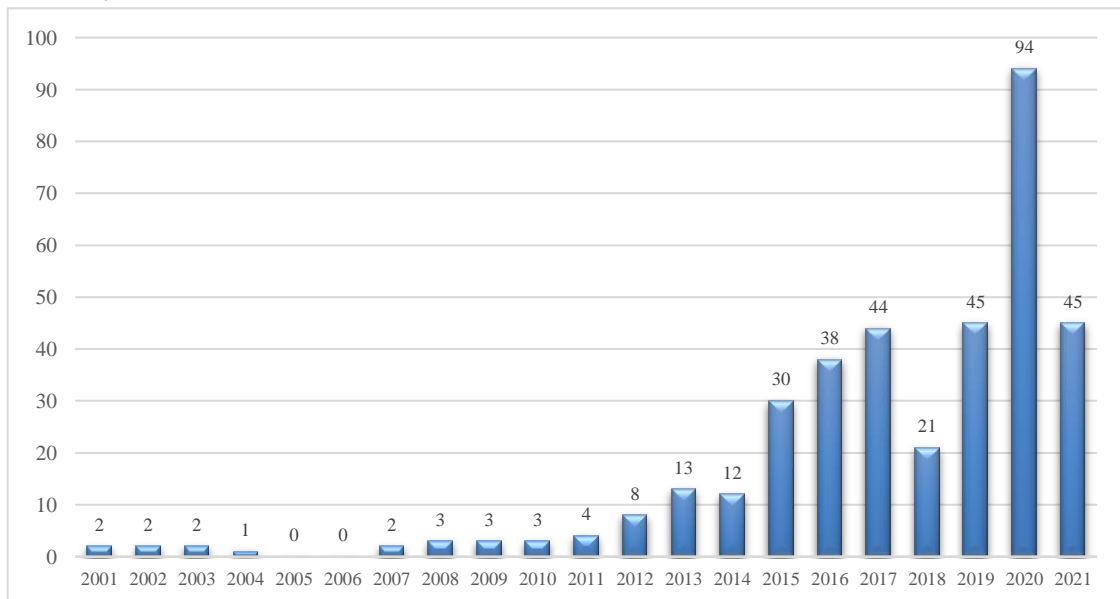


Figure 2. Number of Publication Per Year

Figure 2 shows the number of papers on halal food published by reputable Scopus-indexed journals. There were 372 published papers within a 21-year observation period, from 2001 to 2021, ranging from 0 to 94 papers. The most published papers on halal food were in 2020, with 94 papers and the fewest publications, namely in 2005 and 2006, with no publication quantity index in that year.

Furthermore, this section describes the publication of halal food papers based on journals that include Scopus-indexed reputation. Of the 372 studies, research with the theme of halal food is found in the following journals:

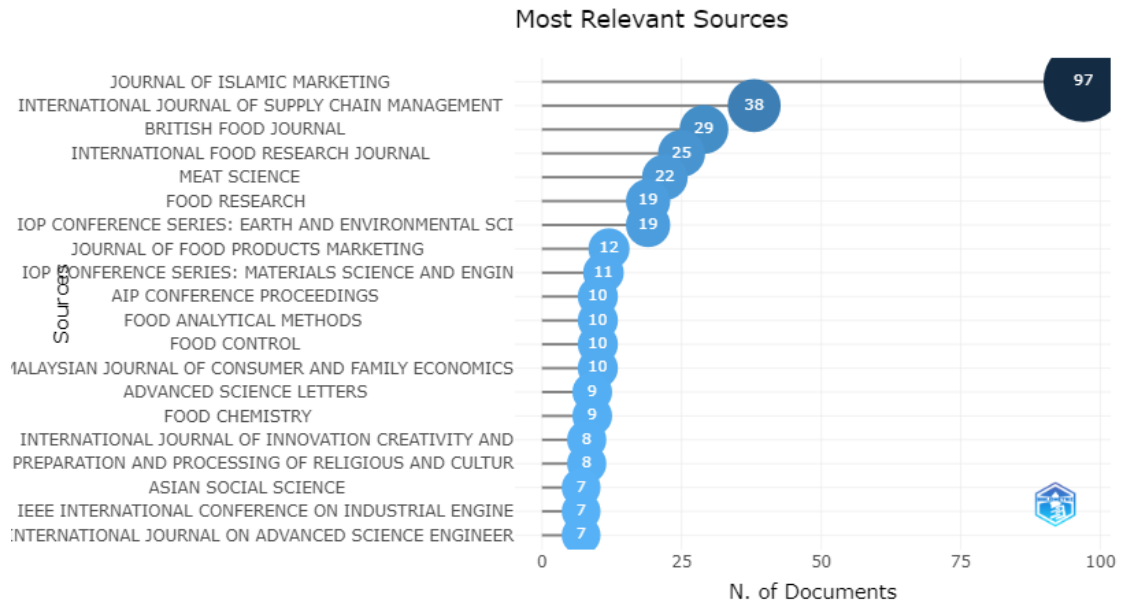


Figure 3. Journal Classification of Halal Food

Based on Figure 3, there is a tendency for the disparity in journal contributions in articles that discuss the theme of halal food. Multidisciplinary topics such as marketing, supply chain management, food chemistry, and science engineering are all research fields interested in halal food. Thus, various journals with various disciplines are presented in our data set, such as the Journal of Islamic Marketing, International Journal of Supply Chain Management, British Food Journal, etc. However, the number of articles may increase along with scientific developments and the increasing trend of halal food in the research world.

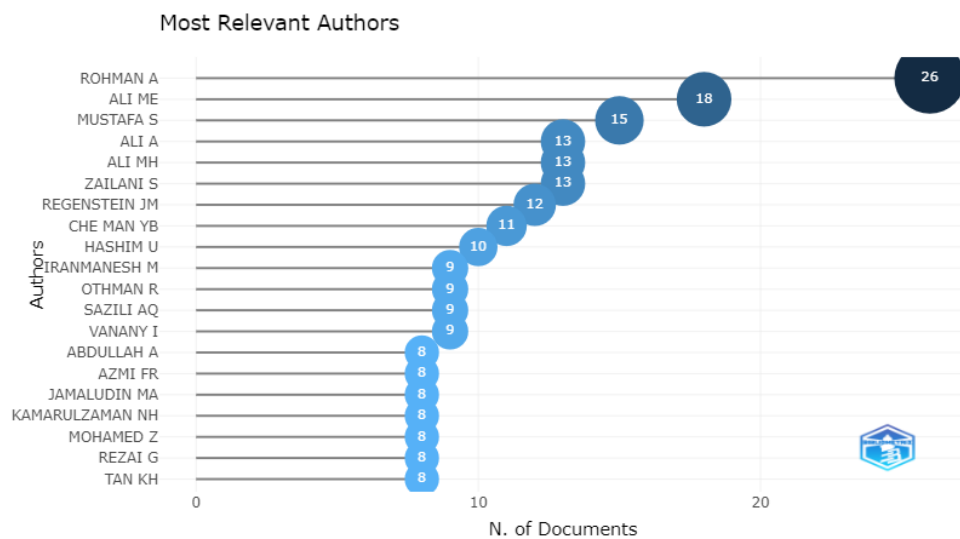


Figure 4. Most Relevant Authors

Figure 4 lists the most productive article writers with publications on halal food published in the last 21 years. Rohman A. is a prolific writer with 26 publications, followed by Ali M.E. with 18 publications, and followed by Mustafa S. with 15 publications.

One of the studies by Rohman & Che Man (2012) is entitled "*Analysis of Pig Derivatives for Halal Authentication Studies*". This research examines pork derivatives such as lard and pork in any food system prohibited for consumption by Muslims and Jews. In this study, accurate and reproducible results are needed to ensure halal, halal and whole food with analytical methods using several analytical techniques; namely, Fourier transform infrared (FTIR) spectroscopy, chromatography-based techniques, differential scanning calorimetric (DSC), and electronic nose for the detection and quantification of pork derivatives (lard, pork, gelatin) in food products.

Table 1. Most Cited Publication

Citation	Authors	Title	Year
217	Bonne K., Vermeir I., Bergeaud-Blackler F., Verbeke W.	Determinants of halal meat consumption in France	2007
143	Aziz Y.A., Chok N.V.	The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal	2013
121	Bonne K., Verbeke W.	Muslim consumer trust in halal meat status and control in Belgium	2008
106	Golnaz R., Zainalabidin M., Mad Nasir S., Eddie Chiew F.C.	Non-muslims' awareness of Halal principles and related food products in Malaysia	2010
89	Haque A., Sarwar A., Yasmin F., Tarofder A.K., Hossain M.A.	Non-muslim consumers' perception toward purchasing halal food products in Malaysia	2015
81	Marzuki S.Z.S., Hall C.M., Ballantine P.W.	Restaurant managers' perspectives on halal certification	2012
71	Verbeke W., Rutsaert P., Bonne K., Vermeir I.	Credence quality coordination and consumers' willingness-to-pay for certified halal labelled meat	2013
68	Zailani S., Kanapathy K., Iranmanesh M., Tieman M.	Drivers of halal orientation strategy among halal food firms	2015
64	Riaz M.N., Chaudry M.M.	Halal food production	2003
55	Soon J.M., Chandia M., Regenstein J.M.	Halal integrity in the food supply chain	2017

Table 1 describes the publications with the highest citations from each journal obtained from Scopus-indexed metadata. One of the articles with the most citations is a study by Bonne et al. (2007) entitled "Determinants of halal meat consumption in France". This study aims to determine the determinants of halal meat consumption in a migrating Muslim population using the theory of planned behavior as a conceptual framework. This study found that positive personal attitudes toward the consumption of Halal meat, peer influence and perceived control over the consumption of Halal meat predicted the intention to eat Halal meat among Muslims.

Word Frequency Query

Wordcloud



Figure 5. Wordcloud of Halal Food

Analysis through the word frequency tool aims to find research problems with the highest repetition seen from the material sought. Frequently used words and terms in the text are shown in Figure 5 based on automatic coding. The word size in the word frequency results shows a higher frequency of occurrence than the others.

Based on the results of the word frequency of 372 halal food-themed publications obtained from mapping and the percentages calculated automatically by the Nvivo 12 Plus Wizard. The word 'products' is the word with the highest frequency in published journals, with a percentage of 0.77%, followed by the word 'supply' with a total percentage of 0.52% and followed by the third highest word, namely 'certification' with a percentage of 0.47%. In addition, the automatic coding results also show several other interesting terms such as industry, quality, consumption, awareness, logo, and others.

Treemap

The next tool presented from Word Frequency analysis is a treemap. A treemap is a chart showing data in hierarchical order, a collection of nested rectangles with different dimensions, sizes, and shapes. Size shows the amount based on frequency and percentage. The treemap is scaled to fit the space offered. The sizes of the rectangles should be

considered in a grid relationship, resulting in a larger display area on the top left of the chart, compared to a smaller rectangle on the bottom right (Help NVivo, 2020). From the analysis of Word frequency in the form of a treemap resulting from this analysis, it has shown three different aspects of Halal food

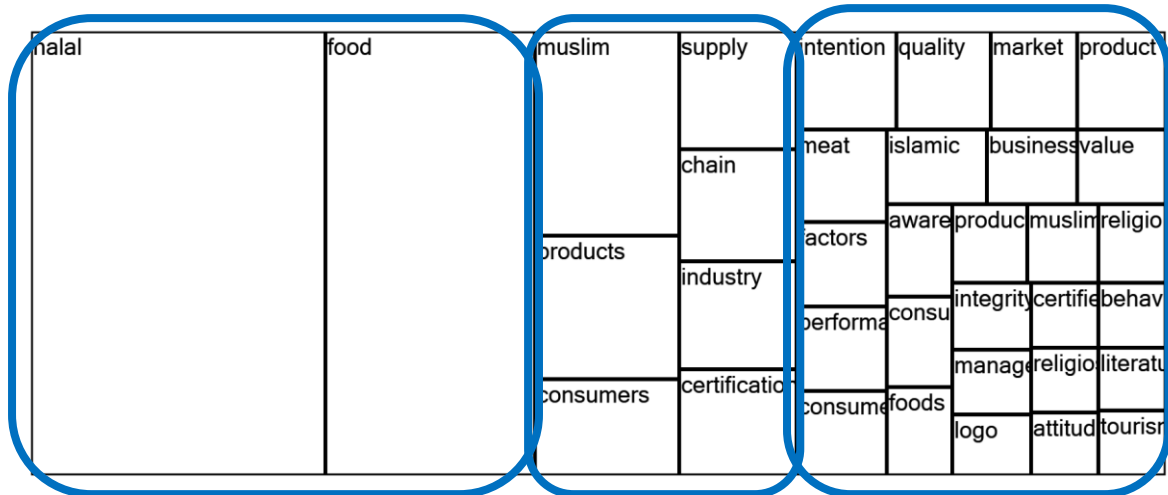


Figure 6. Treemap of Essential Concerns, Focus, and Anecdotes, Based on Halal Food Theme

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a) Concerns

- Halal
- Food

b) Focus

- Muslim
- Products
- Consumers
- Supply Chain
- Industry
- Certification

c) Anecdotes

- Intention
- Quality
- Market
- Meat
- Awareness
- Integrity
- Management
- Religion
- Behavior
- Tourism, and so on.

Cluster Analysis

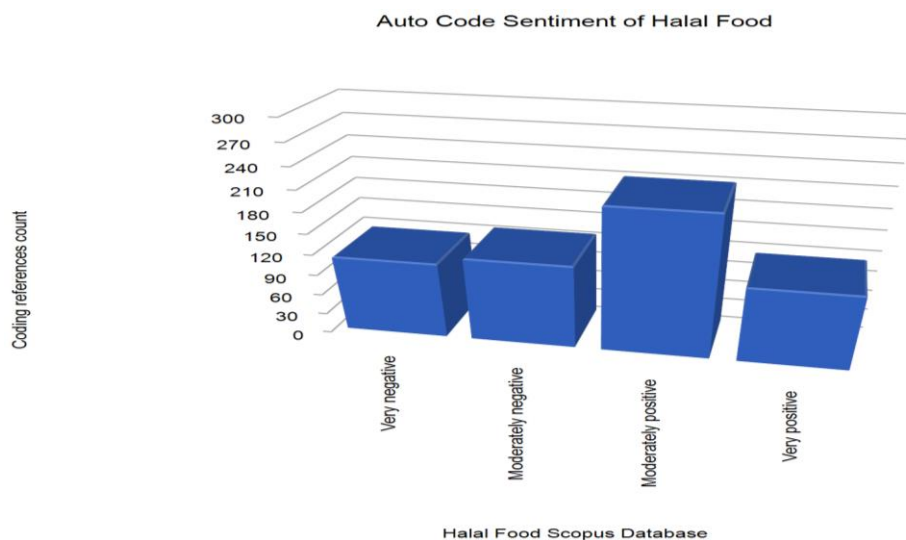
Items clustered by word similarity



Figure 7. Items Clustered Analysis of Halal Food

Furthermore, Figure 7 shows cluster analysis, a technique used to explore and visualize patterns in the halal food theme by grouping sources or words that are similar or related. There are two main clusters in general that group words and their associations.

- Cluster 1 discusses halal food in general. Among the general themes discussed in this cluster are halal foods awareness (Abdullah et al., 2019), halal food supply chain integrity (Mohamed, 2020), halal food standards (I Giyanti, 2020), halal food purchases (Lim, 2022), halal food product labeling (Osman et al., 2020), halal food manufactures (Ali et al., 2022), halal food logo (F Quoquab, 2020), halal food logistics (Kwag, 2019), halal food certification (Ratnasari, 2019), and so on.
- Cluster 2 discusses halal products that are directly related to halal food. Among the general themes discussed in this cluster are halal product purchase intention (Nurhayati, 2020), halal bakery products (Rimadhani & Baga, 2017), dairy products (Sucipto et al., 2018), fermented products, halal meat production (Farouk et al. al., 2016), and so on.



Sentiment Analysis

Next, the authors conducted a sentiment analysis on the halal food theme using automatic sentiment coding from NVivo 12 Plus. In NVivo, sentiment expression is to know whether it is positive, negative or neutral (positive and negative intersection), and text analysis is applied. This process uses a scoring system. Each word that contains feelings has a predetermined score. Its content is encoded in a set of sentiments, ranging from very positive to very negative (Pazmiño et al., 2020). Then, these results are carried out to determine experts' perceptions on the theme of halal food. The study's results revealed that most had a moderately positive attitude toward halal food. This figure explains that 209 references coded with moderately positive sentiment, 124 references coded with moderately negative sentiment, 113 with very negative sentiment, and 112 references coded with very positive sentiment. The following references are coded based on the sentiment classification:

Sentiment	References Coded	Title	Authors
Very negative	The current complex halal food supply chain (S.C.) has caused food scandals, which have illustrated the weakness of multiple food quality standards and certification and audits in ensuring food safety.	Impact of supply chain integration on halal food supply chain integrity and food quality performance	Mohd Helmi Ali, Mohammad Iranmanesh, Kim Hua Tan, Suhaiza Zailani, Nor Asiah Omar
Moderately negative	The incredulity among Muslim consumers due to fake and doubtful halal logos has led to some querying halal compliance and halal integrity among food small and medium enterprises (SMEs).	An investigation of adoption intention of halal traceability system among food SMEs	Kamarulzaman N.H., Muhammad N.A., Mohd Nawi N.
Moderately positive	The paper aims to explore the development of the halal industry in Thailand. It endeavours to investigate the main factors behind the country's success as one of the largest exporters of halal-certified foods and products in the Southeast Asian region, in spite of the fact that Thailand is a non-Muslim-majority country.	The emergence of halal food industry in non-Muslim countries: a case study of Thailand	Mohd Nawawi M.S.A., Abu-Hussin M.F., Faid M.S., Pauzi N., Man S., Mohd Sabri N.
Very positive	The number of Muslims in the world continues to increase. Projected in 2026, more than 230 million Muslim tourists will contribute U.S. \$ 300 billion to the global economy. Halal tourism is growing and becoming a new phenomenon through increased consumer knowledge and awareness of	Comparison of halal food regulation and practices to support halal tourism in Asia: A review	Nuraini S., Sucipto

halal products and services. Halal guarantee, priority on food products, is an opportunity for business supporters. The Global Islamic Report approved total expenditure in the food sector to reach the U.S. \$ 1,303 billion and is projected to increase in 2023 by the U.S. \$ 1,863 billion. This paper compares halal food product regulation and practices in several Asian countries using a systematic review method. These countries (Malaysia, Indonesia, Japan, and South Korea) are ranked in the top 10 by the Global Muslim Travel Index (GMTI) based on the criteria of Accessibility, Communication, Environment, and Services in the category of "Muslim friendly destinations" in terms of Organization Islamic Cooperation (OIC) and non-OIC countries, with the largest number of Global Muslim Traveller tourists in the world. Halal product guarantees must be realized properly to increase the confidence of Muslim tourists in the food products of the country. The implementation of standards and regulations in each country is different. Each country develops halal and quality products in tourist destinations for Muslim Global tourists and increases the number of visits. Halal tourism has become one of the strategic sectors to increase the country and the people's income in the country.

Findings

This research found that the theme of halal food has been widely discussed in various published papers. It is noted that global Muslim spending on food is estimated to reach \$1.37 trillion in 2018, growing by 5.1% from 2017. Expenditures are expected to grow by 6.3% per year to reach \$2.0 trillion by 2024 (DinarStandard, 2019). With this amount, the need for halal products will increase and become increasingly challenging. Moreover, globally, the need for halal products, including processed food, agricultural products, fisheries, cosmetics, medicines and pharmaceuticals, as well as fashion and other goods, is increasing from year to year (Matsuki, 2021). Increased public awareness of food safety has driven a rapid increase in halal food authentication, which includes production methods, processing techniques, undeclared components, and substitute species in halal food products (Abdul Rohman & Fadzillah, 2018).

The fact that Muslims continue to show rapid growth, the product industry will continue to grow, especially halal certification as a form of halal authentication of a food product. In addition, increasing demand and positive perceptions of halal food provide opportunities for food manufacturers, including food manufacturing SMEs. UKM, as one of the backbones of the economy, can take advantage of this opportunity so that UKM products are not only able to become hosts in their own country but also able to dominate the global halal market. SMEs must be halal-certified to meet the demand for halal food products (Ida Giyanti et al., 2021).

Even though it is growing, the market share of food labeled halal in Muslim countries is still lower than that of non-halal (Muflih & Juliana, 2021). Thus, food safety scandals and religious preferences worldwide make marketing strategies more challenging for marketers to keep their customers loyal in the fast-food industry. Therefore, it is very important for food marketers, especially fast-food marketers, to increase customer loyalty by building customer trust and confidence in product quality and safety by having a logo or being certified. Food quality and trust are two important factors in building customer loyalty. However, it cannot work alone without a logo to build trust and justify its standards and quality (F Quoquab, 2020).

Furthermore, the development of the halal food and beverage industry in Indonesia requires a chain that can describe a map of opportunities and challenges in the industry. In the context of the halal food and beverage industry, the halal value of a product must be maintained from raw materials to finished products that are ready for consumption. Halal value chain management is necessary to ensure the quality of halal products and services. Product handling must be different and separate between halal and non-halal. The process must occur from upstream to downstream so that people can easily distinguish between the two (Bappenas, 2018).

Finally, there is a great demand for measures to help Muslims with religious obligations to ensure that the products they consume and use are Halal. Hand in hand with halal food chain management, formal halal certification and technology that can verify and support this certification will ensure compliance with Islamic Law and generate trust among consumers (Lubis et al., 2016). Thus, the 2019-2024 Islamic Economics Masterplan as a strategy to realize Indonesia as a world producer of halal products can be realized by strengthening the halal value chain, which is the main strategy for accelerating Islamic economic growth.

Conclusion

This research examines how far the halal food theme has developed in the scientific literature. The results show that there have been several paper publications with the theme of halal food in the last 21 years, from 2001 to 2021, with 372 studies equipped with a Scopus-indexed Digital-Object-Identifier (DOI).

In addition, this review includes an analysis of word frequency from a comprehensive evaluation of interdisciplinary research related to halal food. From the frequency of words that often appear after the word halal food, there are the words products (0.77%), supply (0.52%), and certification (0.47%). In addition, it was also found that most experts' perceptions of the halal food theme had a moderately positive attitude towards it. This research also found that halal food chain management, formal halal certification and technology that can verify and support this certification will ensure compliance with Islamic Law and generate consumer trust. Thus, the 2019-2024 Islamic Economics Masterplan as a strategy to realize

Indonesia as a world producer of halal products can be realized by strengthening the halal value chain, which is the main strategy for accelerating Islamic economic growth.

It should be noted that although the purpose of this study is to provide a qualitative approach to halal food trends in the world of research, the period covered is limited and the results offered are still dynamic and may change over time, with new trends emerging or variables increasing in the future, which will come. Finally, it should be noted that this research has limitations. The limited time frame and the results offered are still dynamic and can change over time, with new trends or variables that emerge besides the database used by Scopus. Suggestions for further research can use a better database such as WoS for more comprehensive results.

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