

Measurement of Halal Industry: Literature Review

Muslikhati

University of Muhammadiyah Malang

muslikhati@umm.ac.id

Abstract

The halal industry is part of the world's supply chain. The use of halal raw materials in the halal industry is very important because every production industry requires input from other companies at home and abroad. The availability of halal raw materials is a necessity. Research on the halal industry is increasingly being carried out. Given the awareness of various parties (especially Muslims) who make halal indicators a key in their production activities. Research on halal supply chain collections uses the keywords halal industry and measurement between 2010 and 2021. The results of the review use 39 journals in the collection according to the topics of discussion around halal supply chain, halal industry and measurement. The findings show that the existence of the halal industry is very important. This is because the theme of the halal industry is needed to answer the challenges of community needs regarding the availability of halal products as a form of obligation in Islam. But unfortunately, research on measuring the halalness of products from the halal industry has not been carried out much. This happens because the measurement indicators are still very minimal and the availability of quantitative data in the halal industry is not widely available.

Keywords: *halal supply chain, halal industry, measurement*

Introduction

Supply chain is a concept in which there is a regulatory system related to the flow of goods or products, the flow of information, and the flow of finance . (Wahyuni et al, 2019) . The importance of making regulations on this supply chain is to break chains that are not needed in the product supply process. With the termination of this supply chain, it is hoped that it will be more effective and efficient. Paying attention to this supply chain is important because the main requirement in order to dominate the global market is the ability to manage production, starting from the availability of raw materials to product distribution. Management of the production process to marketing is the most important thing in *supply chain management* . Management that is well managed will be followed by the availability of goods, especially goods that are the main target of a country's exports. With the adequacy of these goods, the country includes having competitiveness in a product so that it can dominate the international market.

Management of the production process does not only limit the flow of goods in general. This cycle management is also needed for product cycles with certain qualifications, for example halal products. This is important because the demand for halal products in the market is increasing along with the increasing awareness of

Muslims of the importance of halal standards (Hashim & Shariff, 2016 ; Soon et al, 2017 ; Hasyim & Syarif, 2016) . This condition “forces producers to provide halal products that are integrated from upstream to downstream. The presence of a halal supply chain is actually needed to maintain halal status on all sides, from production to consumption. The increasing demand for halal products around the world is followed by an increase in demand for halal products, not only in Islamic countries, but also in non-Islamic countries. This condition requires a halal supply chain (Omar & Jaafar, 2011) . In relation to the halal supply chain, it is important to know and emphasize that the halal concept does not only apply to industries engaged in the food sector, but also all other halal supply chains starting from the input of raw materials, the production process to consumption or when the product arrives at consumer. the reason is that the input used according to halal standards including safety, quality and cleanliness is very important to do.

The halal industry is a trend in the world industry today (Fathoni, 2020) . The prospect of the halal industry grows from time to time. The awareness of Muslims to consume halal products opens opportunities for up to 5.2% every year. In addition, there are opportunities for the halal industry to explore the factors driving the industry to grow the fastest in the world (Azam & Abdullah, 2020) . The global halal industry is estimated to reach USD 2.3 trillion per year (minus Islamic finance). With these conditions, the role of the halal industry is increasingly strategic in the global market. The development of the halal industry is the main focus in the country's economic strategy. Not only for countries with a majority of Muslims, halal products have also become a new trend in countries with a non-Muslim majority (Nasution, 2020) . Not limited to food products, the halal industry has penetrated other products such as medicines, cosmetics, to the service sector such as logistics, marketing, packaging, branding and financing (Azam & Abdullah, 2020) . The existence of high awareness and concern for Muslim countries and non-Muslim countries is the reason for industries in these countries to have the integrity of halal products from upstream to downstream or along the halal supply chain.

Global Islamic Economics released data for 2019 stating that Islamic countries (Indonesia and other Islamic countries) are still far behind when compared to Brazil which is the number 1 exporter of halal products in the world with an export value of US\$5.5 billion, followed by Australia with valued at US\$2.4 billion. In more detail, currently, countries producing halal products that dominate the international market are: Australia and New Zealand dominate the world's halal meat products; Brazil with halal chicken products; South Korea dominates the world's halal cosmetic products; Japan and China with halal tourism services (Hudaefi & Jaswir, 2019) . At the very least, to create opportunities for the halal ecosystem, several things are needed, namely production, services, infrastructure, human resources and no less important is the role or support of the government by carrying out *support systems* and developing research that helps solve problems in society, especially problems related to needs in the industry. lawful.

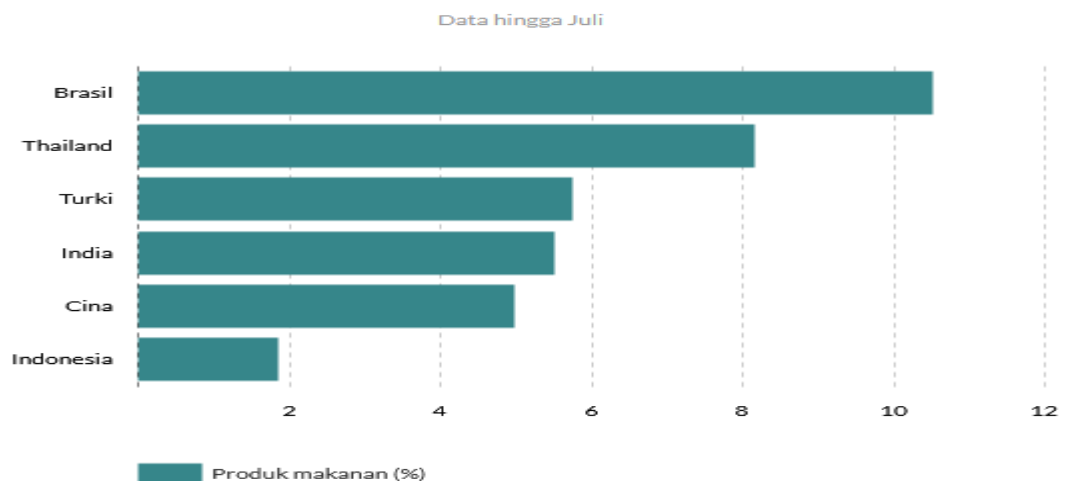


Figure 1. Halal Food Product Exporting Countries

The development of research related to the halal industry continues to increase along with the increasing public *euphoria* about halal products. Various studies related to the halal industry continue to be carried out, *supply chain models*, product halal status, competitiveness of halal products to research related to measuring the halal industry in the realm of economic development. In general, measurement in the realm of the halal industry is still around the scope of management within the company, including company performance and production performance. In addition, measurements in the realm of the halal industry are generally around the behavior of consumers of halal products. Research in the field of economics and econometrics has not been widely carried out. With the aim of knowing the research area on the measurement of the halal industry that has been carried out, this research tries to make a search and capture the many and unstudied themes related to the themes of the halal industry and its measurement, especially in the economic and econometric fields.

Literature Review

Halal value chain or also called *halal supply chain* is a series of activities of economic actors that are included in the supply chain from upstream to downstream by applying concepts that are in accordance with Islamic law. This supply chain starts from the selection of suppliers (raw materials), the production process to distribution by guarding against something that causes the product to become non-halal (haram) (Saputri, 2020). Halal is a term in the Koran which means permissible, or lawful. While haram is something that is prohibited, unlawful or illegal. According to the concept in Islamic teachings, it encourages all Muslims to consume what is lawful, holy and good. This is in accordance with the argument of the Qur'an Surah Al Baqarah verse 168 which means "O people! Eat what is lawful and good from what is in the earth, and do not follow the steps of satan; for verily satan is a real enemy to you."

The better understanding Muslims will need to consume halal products, now the need for halal goods has become a part or lifestyle of Muslims (Rohaeni & Sutawijaya,

2020) . This can be seen from the development of halal products and the increasing demand for halal product certification in the industry.

Sugiyono (2018) quantitative data is a research method that is based on positivistic (concrete data), research data is in the form of numbers that will be measured using statistics as a counting test tool, related to the problem being researched to produce a conclusion . Quantitative research has an important purpose in making measurements which is the center of measurement. This is because the results of measurements can help in seeing the fundamental relationship between empirical observations and the results of data taken quantitatively (Kuncoro, 2013)

Method

This study uses descriptive analysis based on a number of data related to the topic of industrial halal and its measurement in Scopus indexed journals in the form of articles. Searches are challenged in the Scopus journal because this journal is a world-reputed journal. The articles used are articles published between 2010 and 2021 using keywords in the search process, namely the halal industry. Over a span of 12 years research on the halal industry has reached 448 articles. Referring to the research objective, namely a review of halal industry articles that specifically discuss measurement in the halal industry, the next step is to conduct another search for articles that discuss measurements in the halal industry.

Subsequent article reviews are carried out based on the intensity metrics of mentioning keywords about the halal industry, *halal supply chain* and measurements in the halal industry. The results of this study try to provide information about research issues regarding halal industry, *halal supply chain* and measurement in the halal industry. It is hoped that this research can become basic knowledge for the development of research related to the halal industry and its development. The steps of analysis in this study are as follows:

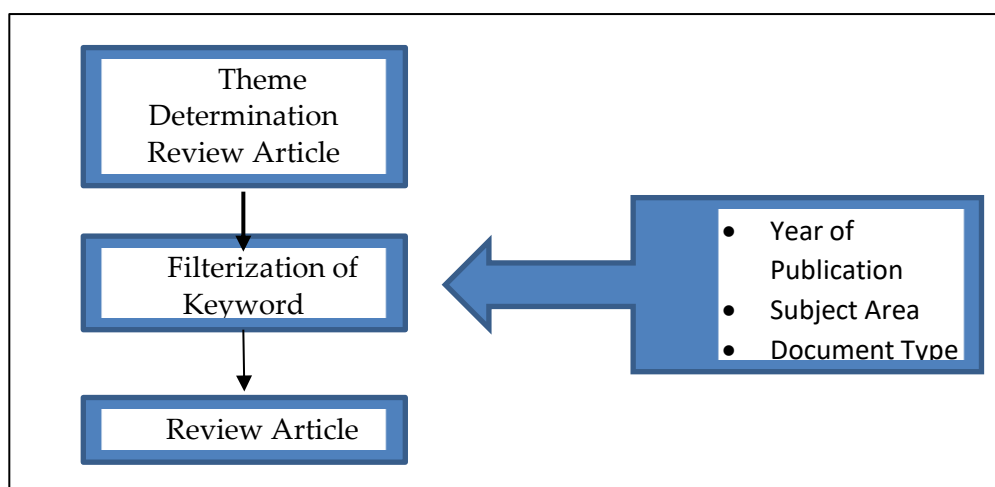


Figure 2. Research Flowchart

Source: Muslikhati, 2022

Discussion

Review of Articles on the Theme of “Halal Industry”

The first step in this research is to determine the research theme. Treatment of important themes is carried out as a guide in the process of finding articles that are in accordance with research objectives. The theme taken as *the keyword* in this study is about the halal industry (halal industry). The reason for raising this theme in research is due to the massive discussion related to the halal industry and the development of its research. The theme of the halal industry is also a trending research theme due to the increasingly promising position of the halal industry in the future (Yusril, 2020 ; Saputri, 2020 ; Asri & Ilyas, 2022) .

Keyword Filtering (Keyword)

The next stage in the process of reviewing articles related to the halal industry is searching based on the keyword " *halal industry* " . During the period from 2010 to 2021 which was determined in the study by entering the word halal industry in the search, there were 448 articles discussing the halal industry in the Scopus journal. In the period from 2010 to 2021, a lot of articles have been written on the theme of the halal industry, with progress increasing every year. However, an increase in the articles of the halal industry has started to bloom since 2017, decreased in 2018 and then increased again in 2020.

Table 1. Number of articles on the theme of the Halal Industry from 2010 - 2021

<i>No</i>	<i>Year</i>	<i>Number of Articles</i>
1	2010	4
2	2011	10
3	2012	16
4	2013	17
5	2014	23
6	2015	29
7	2016	36
8	2017	61
9	2018	47
10	2019	61
11	2020	79
12	2021	65

Source: Scopus, 2022

In Table 4.1 it can be seen that research with the theme of the halal industry has started to be carried out a lot since 2011. The peak will be in 2020 with a total of 79 research articles. In more detail, graph 4.2 shows the movement in the graph of writing articles on the halal industry over a period of 11 years. In 2010, research on industry was still very rare, namely only 4 articles. In 2011 research on the halal industry began to increase until it peaked in 2020 with 79 articles. It had decreased in 2018, namely as many as 47 articles, from 61 articles originally and then increased again in 2018 with 61 articles. In more detail, the graph of the increase and decrease in research on the halal industry is as follows:

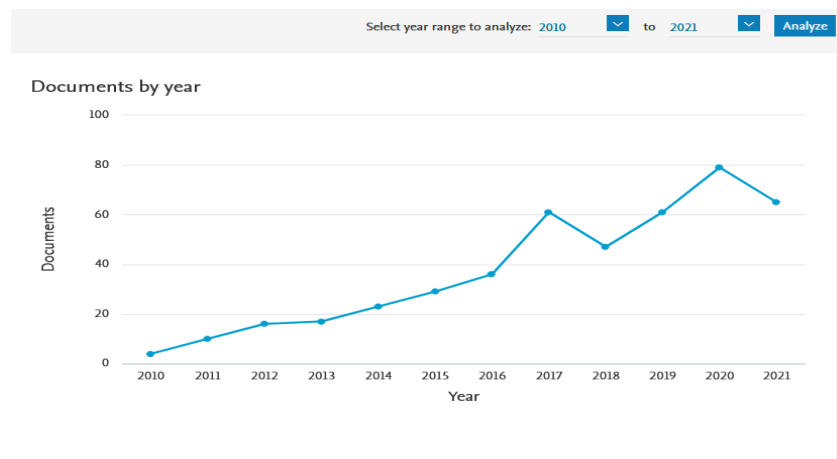


Figure 3. Halal Industry Article Documents

Source: Scopus, 2022

Next is the search by document area. From a search based on documents, it was found that research related to the halal industry in the business sector, namely management and placement of the highest order of about 25%, followed by research in the social field at 13.5%, agriculture at 9.3%, economics at 9.1%, computer science at 7.4%, engineering at 6.3 %, environmental and science decisions by 4% pharmacy 2% and others by 12%. If the fields of economics and management and business are combined, research related to industry sector reaches 34.6%.

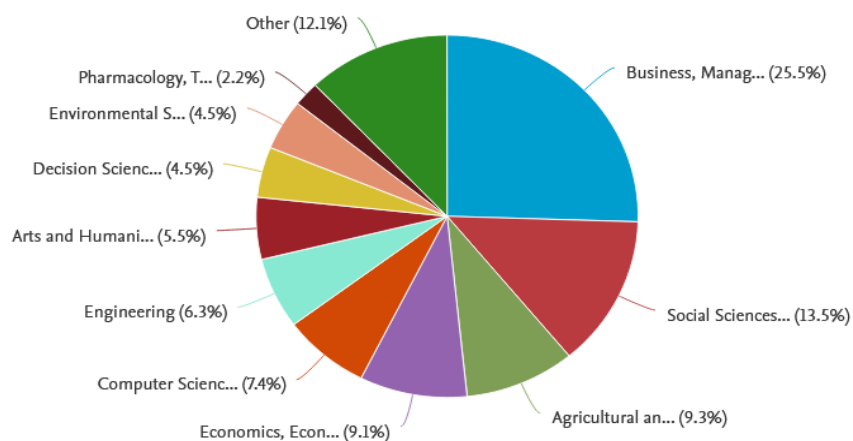


Figure 4. Document area

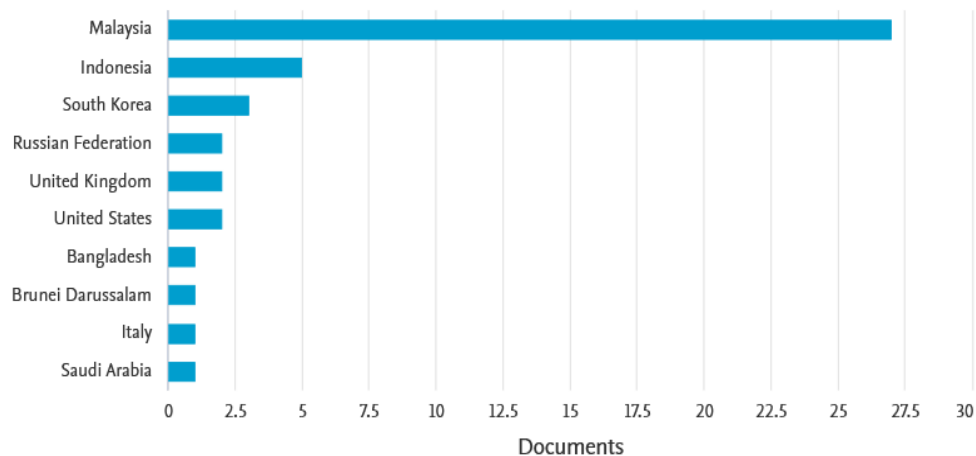
Source: Scopus, 2022

In addition to research based on the focus of discussion, research is divided based on country of origin. It was found that the majority of research with the theme of the halal industry were articles originating from Malaysia followed by Indonesia and South Korea. Consecutive countries with articles on the theme of the halal industry are as follows:

Graph 2. Countries with the Most Halal Industry Articles

Documents by country or territory

Compare the document counts for up to 15 countries/territories.



Source: Scopus, 2022

The next step is to sort the search by only entering research titles in 2 scientific scopes namely first, business, management and accounting; and secondly in the scope of economics, econometrics and finance. The results obtained in the search for these 2 scopes were as many as 140 articles. Out of 140 articles 76.2% or 125 articles are research on halal industry in the framework of business, management and accounting, while 23.8% or 39 articles discuss the halal industry from the point of view of economics, econometrics and finance.

Furthermore, to fulfill the purpose of this study, namely the involvement of measurements in the halal industry, the search for focus on research in the scope of economics, econometrics and finance. Research within the scope of economics, econometrics and finance is traced based on research findings obtained from 39 articles. Of the 39 articles in economics, econometrics and finance, discussions on measurement in the halal industry started in 2012, with the following details:

Table 2. Number of Articles in the Scope of Economics, Econometrics and Finance

No	Year	Number of Articles
1	2012	1
2	2013	2
3	2014	2
4	2015	3
5	2016	4
6	2017	9
7	2018	1
8	2019	3
9	2020	11
10	2021	3

Source: Scopus, 2022

In table 4.4 it can be seen that the halal industry themes studied during 2010 to 2021 were 39 articles. Of the 39 articles that met the research objective, namely looking

at the theme of measurement of the halal industry, there were only 23 articles, while the other 16 articles were research using qualitative methods.

Table 3. Number of Articles Based on Research Methods

<i>Research methods</i>	<i>Number of Articles</i>
<i>Qualitative Research</i>	19 Article
<i>Quantitative Research (by measurement)</i>	20 Articles
<i>Total</i>	39 Articles

Qualitative research, among others, was conducted by Schotter & Abdelzaher, (2013) While scientific attention to the role played by diasporans in facilitating trade across borders has recently increased, it is stated that this phenomenon has prevented many researchers from empirically examining how this process actually works. In contrast to previous studies that focused on diasporans from specific countries of origin, we take a different perspective on diasporans by looking beyond national boundaries. We focus on religious/cultural groupings, particularly Muslim diaspora living in the West. We use a phenomenological-based qualitative research approach to cover the effect of the Muslim diaspora on the process of internationalization of companies from Organization of Islamic Conference countries in the context of the halal industry. Our exploratory study provides some evidence for (1) the boundary spanner role played by Muslim diasporans in the halal industry across more than dyadic contexts and (2) for Rahnama's (2006) triple identity theory.

Qualitative research related to the halal industry was also carried out by (Halkias, Pizzurno, De Massis, & Fragoudakis, 2014) A case study of two Italian family businesses has been developed to develop their innovative processes in marketing Halal products and services to Muslim tourists. Specific product, service and solution processes adopted by hotel companies will be analyzed. Services include providing prayer rooms for observant Muslims, offering Halal food options on their restaurant menus, and receiving approval from local authorities to authorize Muslim women's-only beaches . (Gabdrakhmanov, Biktimirov, Rozhko, & Mardanshina, 2016) also conducted research using the same method, namely qualitative by looking at the evolution and development of halal tourism for the case of Russia. Abbas (2017) This article aims at the application of sharia-compliant principles in tourism and hospitality services in Malaysia as embodied in the Malaysian Standard MS 2610:2015 for Muslim Friendly Hospitality Service Requirements. It is hoped that this article will better explain how these guidelines can be applied by service providers interested in preparing themselves for more sharia-compliant hospitality services in the tourism sector. The same research by (HY Lee, Hwang, & Kim, 2019) and Safiullin (2016)

While research using quantitative methods by measuring size in the research method conducted by Abdullah et al (2012) which measures five customer preferences for customer satisfaction in the halal food service industry. The results of the study concluded that the five preferences proxied by the halal variable, price, service quality, brand and form had a significant positive effect on customer satisfaction. Slightly different from Abdullah's research, Yusoff et al (2015) measured consumer

preferences by including knowledge variables proxied by halal feed, halal slaughter processes, halal handling and storage, halal packaging, halal logistics, and halal retail on the intention to buy halal products for consumers. Research with a focus on indicators of halal products was also conducted by Lascu et al (2016) ; Rahim et al (2020); Shaari et al (2021) ; Husayn (2015); Derasit et al (2020) ; Mat et al (2020) ; Lee & Lee (2020) . In line with previous research Aini & Idris (2013) focus on the perceptions and characteristics of entrepreneurs in improving business performance.

Qaisar et al (2019) carried out by including variables on the level of awareness and understanding of the acceptance of halal products, especially cosmetic products. innovation and social influence have a significant positive impact while financial costs have a significant negative impact on the acceptance of Halal cosmetic products. The findings further illustrate that religiosity mediates awareness and understanding, the perceived attributes of innovation, financial costs and social influence impact on the acceptance of Halal cosmetic products. Research with the same object was carried out by Husain et al (2019) and Dalir et al, (2020) . Halal cosmetic cosmetics have experienced an increase . This trend is more pronounced in Asia Pacific, which is home to nearly 60% of the world's Muslim population. This research identifies the factors that influence the application of product quality standards (SPC) in halal cosmetic companies. Partial Least Square Structural Equation Modeling (PLS-SEM) is used to model the effect of implementing SPC in halal cosmetic companies . The results of the study show that Management Commitment has a significant effect on SPC implementation, the same as other factors .

Endri (2020) The purpose of this research is to analyze the factors that influence consumption patterns of Generation Y products in the halal industry in Indonesia. This study involved 30 people who were selected using a purposive sampling technique. Data was collected by filling out a questionnaire. The analysis used in this study is multiple linear regression with 4 dummy variables. The results of the regression test show that there is a positive influence on consumption patterns of generation Y products in the halal industry in Indonesia. Academic achievement has no positive effect on consumption patterns of generation Y products in the halal industry in Indonesia. Dummy variables, namely gender (male and female), occupation (employee/civil servant and self-employed), marital status (married and unmarried) and products purchased (goods and services) did not show differences in the influence of both men and women. employee/civilian maids and entrepreneurs, married and unmarried, goods and services in generation Y consumption patterns in halal industrial products in Indonesia

Meanwhile, on the focus of trade, Masron et al (2014) looked more at it from an economic perspective, namely the export variable in Malaysia. Masron views exports as an important growth factor for Malaysia, and the ability to maintain or increase export levels is an important factor to maintain and promote Malaysia's economic growth. this study attempts to hide the potential role played by halal development in Malaysia on its exports. This research found that the halal industry played a role in promoting Malaysian food exports to MEAC . Using a different theory, namely the theory of gravity in the case of meat exports from Australia , Kabir (2015) tries to

measure the halal industry from an export activity perspective, which is in line with research by Masron et al (2014) . While Hassan (2017) examines the mediating role of price adaptation strategies on the influence of political-legal factors in the halal industry on export performance. The results of the analysis show that the performance of Malaysian exporting companies is significantly influenced directly by the legal political factors of the halal industry and indirectly by the political legal factors of the halal industry through the implementation of price adaptation strategies .

Ismail (2017) investigated the role of geographic scope as a moderator on the relationship between international entrepreneurial orientation and the international performance of small and medium enterprises (SMEs) in the Malaysian halal food industry. Most of the previous studies reveal that there is a positive relationship between international entrepreneur orientation (IEO) and international performance. This research is a quantitative research designed using survey methods. The results show that there is a significant relationship between the two groups of small and medium enterprises on the level of geographical coverage, international entrepreneurial orientation and international performance. In addition, SMEs that export to a wider geographic scope achieve higher international performance and growth as global exporters compared to SMEs that operate within a narrower sphere.

Nirwandar (2018) using a mixed approach method between quantitative and qualitative approaches. The mixed methods research approach aims to overcome the weaknesses of the quantitative approach and the qualitative approach. In particular, the reason the researchers used a mixed methods approach in this study was because it produced a number of recommendations as an effort to improve planning for the development of urban Muslim behavior in consuming halal products. In addition, the action plan proposed as a result of the research is in the form of responsibility and lifestyle for Muslim communities.

Table 4. Number of Articles Based on the Focus of the Discussion

Article Focus	Amount
Management and Business	14
Trading	3
UKM	1
Halal lifestyle	1
Economy and Industry	1
Total	20

Hendayani & Febrianta (2020) This study explores the relationship between technology and efficiency and effectiveness in the performance of family business halal supply disruptions. The methodology used in this research is a quantitative method. This type of research is explanatory research with multivariate data analysis methods using Partial Least Square (PLS). The results show that there is a positive and significant relationship between each technology and its effectiveness. Technology can be used to ensure that all supply chain processes follow sharia procedures effectively in the family halal food business, but on the other hand this technology does not show a positive effect on the efficiency of the family halal food business. This

research proves that family business can increase the effectiveness of halal supply defects through technology, even though it reduces its efficiency .

Based on research using quantitative methods, articles can be grouped into 4 as shown in Table 4.

Conclusion

1. Discussions on the theme of the halal industry have begun to be carried out both domestically and abroad with the dominance of most research coming from Malaysia.
2. The focus of the discussion that was mostly carried out was in the field of management and business by measuring the preferences and loyalty of halal consumers using primary data (questionnaire).
3. The focus of the discussion on trade, SMEs, halal style and the economy and industry is still not much done.
4. Research using secondary data is still very rare, this is related to the availability of data from parties who provide it, such as the Central Bureau of Statistics, etc.
5. Collaboration between researchers and the government is needed in providing data for the benefit of better research for the development of science in the future.

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