Halal Studies: Various Approaches and Research Designs

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Abstract:

Research on *halal* studies continues to develop and demonstrates rapid trends and significant growth, meaning it remains highly relevant today and into the future. The research approaches available are also highly diverse. The increasing complexity of human life, particularly for Muslims, necessitates new developments in approaches and methodological aspects, as it inevitably overlaps with other disciplines. This research aims to explore the variety of approaches and designs in *halal* studies research. This research employed qualitative methods with a literature review approach. The results indicate that *halal* studies research can be conducted through qualitative, quantitative, or mixed methods, using various approaches, such as monodisciplinary, intradisciplinary, crossdisciplinary, multidisciplinary, interdisciplinary, and transdisciplinary. Research design is the most important aspect in formulating the research's novelty, significance (usefulness), and contribution. These aspects include the research title, research problem, research focus, research theory, population and sample, data collection instruments and techniques, and data analysis. The importance of research design lies in its function as a foundation for ensuring valid and reliable research data, thus producing credible and accountable findings. Research design provides a systematic guide for planning, collecting, and analyzing data to accurately address research questions and provides a framework for efficient research execution and replication by other researchers.

Introduction

Halal is no longer simply a term for anything permitted in Islam, but has also become a lifestyle trend and a choice for Muslims worldwide. Previously, the terms *halal* and *haram* were only focused on food and drink, but with the complexity of human life, the terms *halal* and *haram* have expanded to encompass various aspects of life (Sup et al., 2020). Until now, the focus of the development of the *halal* industry is divided into seven fields, namely food and beverages, pharmaceuticals, cosmetics, fashion, tourism, creative economy, and financial institutions (KNEKS, 2024).

Research on *halal* studies continues to develop and shows rapid trends and significant increases. This statement can be generalized through the Scopus library data exploration method. Researchers used Publish or Perish versi 8.17.4863.9118 software. The library data explored were all publications in Scopus with titles containing the words *halal*, *Muslim-friendly*, *halal-friendly*, and *thayyib* in the time span between 2005 and 2024. The command format for keywords in the title used is as follows: (1) *Halal*, the keyword used is "Halal"; (2) *Muslim-friendly*, the keyword used is "Muslim-Friendly" OR "Muslim Friendly"; (3) *Halal-friendly*, the keyword used is "Halal-Friendly" OR "Halal Friendly"; (4) *Thayyib*, the keyword used is "*Thayyib*" OR "*Thayib*" OR "*Thoyyib*" OR "*Thoyib*" OR "*Tayyib*" OR "*Tayib*" OR "*Toyyib*" OR "*Toyib*". The results of the library data exploration obtained are as follows:

Figure 1. *Halal*-Themed Publication Trends in Scopus 2005-2024
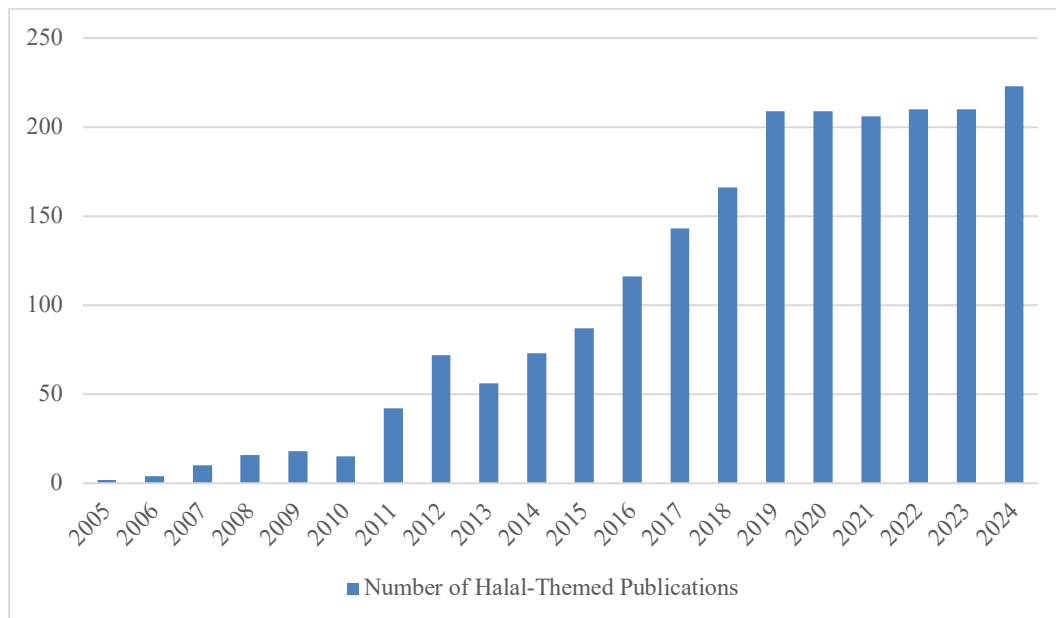
Source: Data Processed

Table 1. Number of *Halal*-Themed Publications in Scopus 2005-2024

| Year	Number of Publications			
	Halal	*Muslim-Friendly*	*Halal-Friendly*	*Thayyib*
2005	2	0	0	0
2006	4	0	0	0
2007	10	0	0	0
2008	16	0	0	0
2009	18	0	0	0
2010	15	0	0	0
2011	41	0	1	0
2012	72	0	0	0
2013	56	0	0	0
2014	73	0	0	0
2015	86	1	0	0
2016	116	0	0	0
2017	137	6	0	0
2018	164	0	0	2
2019	> 200	4	4	1
2020	> 200	6	2	1
2021	> 200	5	1	0
2022	> 200	7	2	1
2023	> 200	6	4	0
2024	> 200	18	2	3

Source: Data Processed

Based on the literature data exploration results, several generalizations were obtained as follows. *First*, the research topic remains relevant, research on *halal* studies will continue to show an increase by the end of 2024, indicating that this research remains highly relevant and warrants further investigation. *Second*, the literature sources are adequate, there are over a thousand sources on the topic of *halal* studies, ensuring that research on *halal* studies will not be short of resources for its discussion.

Any research can be conducted using various approaches, such as monodisciplinary (Liu et al., 2023), intradisciplinary (Sicca, 2022), crossdisciplinary (Sy et al., 2023), multidisciplinary (Chams et al., 2020), interdisciplinary (Al-Kfairy et al., 2024), or transdisciplinary (Lawrence et al., 2022). It is also possible that *halal* studies can be conducted using these various approaches. This research aims to explore the variety of approaches and designs in *halal* studies. Research design is a crucial aspect of any research. Besides being a scientific discipline, its primary function is to ensure valid and reliable research data, provide guidance for research, and maintain the credibility of research results, ensuring they are useful and accountable.

Methodology

This research uses a qualitative method with a literature study approach (Sup, 2021b) (Sup, 2020) (Sup et al., 2020). This research utilizes primary literature sources on research approaches and designs applicable to *halal* studies. The data was collected using documentation methods and then analyzed descriptively at each stage of the research to form a comprehensive and systematic discussion concept (Ghozali et al., 2024) (Sup et al., 2022) (Sup, 2021a) (Hartanto et al., 2021). The research flowchart is as follows:

Figure 2. Research Flowchart
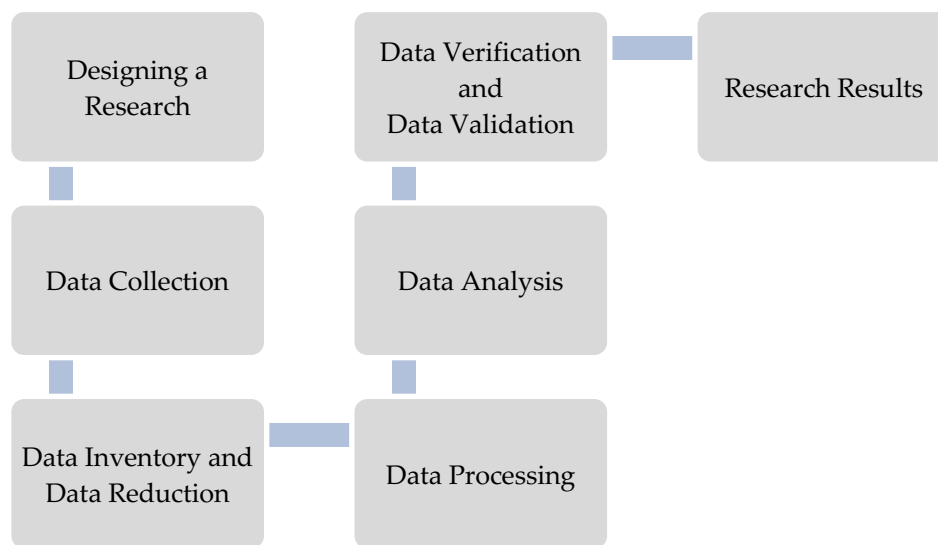
Source: Data Processed

Results and Discussion

In general, research on *halal* studies can be carried out using various approaches as follows (Ahid, 2018). Monodisciplinary approach, a particular scientific discipline, using a particular method, with a particular specialization alongside other sciences, both theoretical and practical sciences, for example *Halal Fiqh*. Intradisciplinary approach, intradisciplinary relationships within a particular type of scientific discipline, for example *Halal Fiqh* from the perspective of Islamic scholars (Hanafi, Maliki, Syafi'i, and Hanbali). Crossdisciplinary approach, a collaborative relationship between two types of disciplines, for example *Halal Fiqh* and Nutrition. Multidisciplinary approach, a collaborative relationship between more than two types of science, each of which remains independent, for example *Halal Fiqh*, Nutrition, and Public Health. Interdisciplinary approach, a form of synthesis between two different types of science and developing into a discipline of its own, for example between *Halal Fiqh* and the Environment to become *Eco-Halal*. Transdisciplinary approach, if the form

of synthesis involves more than two types of scientific disciplines, and forms a separate scientific discipline, for example *Halal Fiqh*, Environment, and Tourism become *Eco-Halal Tourism*.

The design of *halal* studies research can be simply described as follows. *First*, the title should be well-written, engaging, and neither too short nor too long, reflecting the research problem, the theory used, and the research object. The title should be concise and free from any other interpretations (Ahmadi, 2019).

Second, the research problem, which contains the rationale underlying the choice of the research topic, requires a scientific solution. In this section, the researcher conducts exploratory research (a grand tour) with the aim of building an argument that their research is important and interesting from a particular scientific perspective. It begins by describing the current facts related to the research problem. Then, the researcher briefly explains the research object and the identified problems that are the focus of this research. If researchers encounter more than one problem, one primary problem is selected that can encompass the other problems and then formulated into a problem statement to be addressed in the research. Afterward, it is important to present the theory to be used and its relationship to the research problem, thus identifying the research gap. Research problems generally take the form of gaps between theory and theory, theory and practice, or practice and practice. Problem identification must be supported by relevant literature sources (Samsu, 2017). It is important for researchers to also review previous and similar research conducted by other researchers to obtain an explanation of the similarities and differences with their own research, with the aim of clarifying and emphasizing the research's position. The final section of the review contains the results of the generalization of the review of previous research, as well as the research's novelty, significance (usefulness value), and contribution. After the research problem has been properly inventoried, the researcher then conveys the main objectives of the research and the reasons why this research is important and necessary to be researched. A good research problem is considered appropriate and suitable if: (1) It can be answered effectively through the research process; (2) It is possible to research it; (3) The data is adequate; (4) The findings bring meaningful, important results and novelty for the development of theory and practice; (5) It is in accordance with the researcher's scientific background; (6) The researcher is able to provide time, facilities, funds and solutions to problems that may arise in the research process (Hardani et al., 2020).

Third, the research focus must be determined to avoid bias due to the large amount of data being researched and to maintain focus on the research problem. Furthermore, research fields typically encompass a broad range of topics, so research

limitations are necessary to ensure the research remains focused and directed. The research focus embodies the research motive, and therefore, it encompasses both empirical (phenomenal) and theoretical meaning (Harahap, 2020).

Fourth, research theory is a set of constructs, definitions, limitations, and propositions that present a systematic view of phenomena, have a logical and consistent relationship between two or more concepts and do not overlap, include all variables needed to explain the phenomena faced, and can be tested empirically (Syukur, 2018). Qualitative research contains theories relevant to the research problem and will be used in analyzing the research findings. It's important to note that theories not directly related to the research being conducted do not need to be included. Meanwhile, in quantitative research, theories should at least include the following: (1) Research variables contain relevant theories that explain the research variables in depth, which will be used in developing research indicators and questionnaires. Research variables are the objects of observation as factors that play a role in the events or phenomena being researched. Generally, research variables are divided into Variable X (independent), Variable Y (dependent), and Variable Z (intervening). Before determining the position of research variables, pay attention to the time sequence (by looking at which variables occur first compared to other variables), impact/consequences (by looking at which variables are the impact or consequences of the presence of other variables), and the theory used as the basis for determining the position of research variables. After the research variables are identified, an operational definition is needed, namely a definition based on observable properties, including what activities are carried out, how the activities are carried out, or the static properties of the thing being defined. An operational definition is an explanatory definition as a limit given by researchers to variables so that they have definite/fixed criteria and can be measured and empirically; (2) Research variable development, which contains generalizations obtained from previous research and theories about the research variables used. The purpose of developing research variables is to obtain up to date research variables and indicators that are appropriate to the research object; (3) The relationship between variables, arranged in the form of a diagram that explains the relationship between Variable X (independent), Variable Y (dependent), and Variable Z (intervening), along with the indicators in these variables. The relationship between research variables can be between two variables (bivariate) or between more than two variables (multivariate); (4) A research hypothesis contains basic assumptions / temporary answers / initial guesses regarding the possible results of the analysis of the relationship between research variables. If the research hypothesis has been tested and proven true, then the hypothesis can become a theory. Research

hypotheses are generally written with the symbols H1, H2, H3, and so on. The function of a hypothesis is to test the truth of a theory, provide new ideas for developing a theory, and expand the researcher's knowledge of a phenomenon being researched. In formulating a hypothesis, what needs to be considered is that it must express the relationship between two or more variables, must be stated clearly and not have multiple meanings (specific and referring to one meaning), and must be empirically testable (expressed in operational form). The requirements for a hypothesis are, relevance, the hypothesis must be relevant to the facts being researched. Testability, it can be observed and measured. Compatibility, the hypothesis must be consistent with other similar hypotheses and proven to be true, so that each hypothesis forms a system. Predictive, it contains the power to predict what will happen or what will be discovered. Simplicity, it is stated simply, easily understood, and achievable. The purpose of a hypothesis is to bridge theory with reality, a powerful measuring tool in the development of science (as long as the hypothesis is able to produce a discovery), and a guide to identifying and interpreting a result.

Fifth, population and sample. A population is a collection of all possible objects (people/objects/other measurements) that are the object of interest, or the entire object that will/is to be researched. Members of a population can be living things, inanimate objects, and humans, where the characteristics they possess can be measured or observed. Populations can be divided into two groups. A finite population is a population whose elements are limited to a size of N. An infinite population is a population that undergoes a continuous process so that the size of N becomes infinitely variable. Basically, the population in each research is reflected in the title, so each term or concept contained in the title requires clear boundaries to facilitate the determination of the research sample. In defining a population, three criteria must be met, content, scope, and time. Population boundaries encompass the following concepts. Target population, the population planned by the researcher. Survey population, the population limits found in the field. Within population boundaries, it is even better if a sampling frame can be defined, namely a list of the names of all members of the population, with the provisions that it includes all sample elements, is not duplicated, is up to date, and can be traced in the field (Walliman, 2011).

A sample is a portion of a specific population of interest, or a portion of the population that is the object of research (literally, a sample is defined as an example). When determining/taking a sample from a population, the sample must be representative of the population. The importance of using samples includes the researcher's limitations (in terms of time, energy, and cost), it is faster and easier, and it provides more and more in-depth information. Samples can be divided into two

groups. Probability sampling is a sample selected from a population in such a way that each member of the population has an equal probability or chance of being selected. Non-probability sampling is a sample selected from a population in such a way that each member does not have an equal probability or chance of being selected (Walliman, 2011).

In qualitative research, sample size can be determined as follows. Narrative research can use 1 or 2 individuals, unless a larger group of participants can be used to develop the story. Phenomenological research can use 1 to 325 individuals, but it is recommended to study only 3 to 10 individuals in 1 phenomenology, or in other opinions can use 10 individuals. Grounded theory can use 20 to 30 individuals to develop a well-saturated theory (nothing new is found or final) but may be able to use a much larger number. Ethnographic research focuses more on defining a group within its culture, using numerous artifacts, interviews, and observations to achieve clarity. Case study research should not use more than 4 or 5 cases in a single case study. This number allows for identifying themes within the cases and conducting cross-case analysis. Any case study containing more than 1 case reduces the level of detail a researcher can provide (Cresweel, 2007).

In quantitative research, sample size can be determined using the following methods:

1. Isaac & Michael Table.

N	s			N	s			N	s		
	1%	5%	10%		1%	5%	10%		1%	5%	10%
10	10	10	10	280	197	155	138	2800	537	310	247
15	15	14	14	290	202	158	140	3000	543	312	248
20	19	19	19	300	207	161	143	3500	558	317	251
25	24	23	23	320	216	167	147	4000	569	320	254
30	29	28	27	340	225	172	151	4500	578	323	255
35	33	32	31	360	234	177	155	5000	586	326	257
40	38	36	35	380	242	182	158	6000	598	329	259
45	42	40	39	400	250	186	162	7000	606	332	261
50	47	44	42	420	257	191	165	8000	613	334	263
55	51	48	46	440	265	195	168	9000	618	335	263
60	55	51	49	460	272	198	171	10000	622	336	263
65	59	55	53	480	279	202	173	15000	635	340	266
70	63	58	56	500	285	205	176	20000	642	342	267
75	67	62	59	550	301	213	182	30000	649	344	268
80	71	65	62	600	315	221	187	40000	563	345	269
85	75	68	65	650	329	227	191	50000	655	346	269
90	79	72	68	700	341	233	195	75000	658	346	270
95	83	75	71	750	352	238	199	100000	659	347	270
100	87	78	73	800	363	243	202	150000	661	347	270
110	94	84	78	850	373	247	205	200000	661	347	270
120	102	89	83	900	382	251	208	250000	662	348	270
130	109	95	88	950	391	255	211	300000	662	348	270
140	116	100	92	1000	399	258	213	350000	662	348	270
150	122	105	97	1100	414	265	217	400000	662	348	270
160	129	110	101	1200	427	270	221	450000	663	348	270
170	135	114	105	1300	440	275	224	500000	663	348	270
180	142	119	108	1400	450	279	227	550000	663	348	270
190	148	123	112	1500	460	283	229	600000	663	348	270
200	154	127	115	1600	469	286	232	650000	663	348	270
210	160	131	118	1700	477	289	234	700000	663	348	270
220	165	135	122	1800	485	292	235	750000	663	348	270
230	171	139	125	1900	492	294	237	800000	663	348	271
240	176	142	127	2000	498	297	238	850000	663	348	271
250	182	146	130	2200	510	301	241	900000	663	348	271
260	187	149	133	2400	520	304	243	950000	663	348	271
270	192	152	135	2600	529	307	245	1000000	663	348	271
								∞	664	349	272

2. Krejcie & Morgan Table.

Populasi (N)	Sampel (n)	Populasi (N)	Sampel (n)	Populasi (N)	Sampel (n)
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

3. Nomogram Harry King.
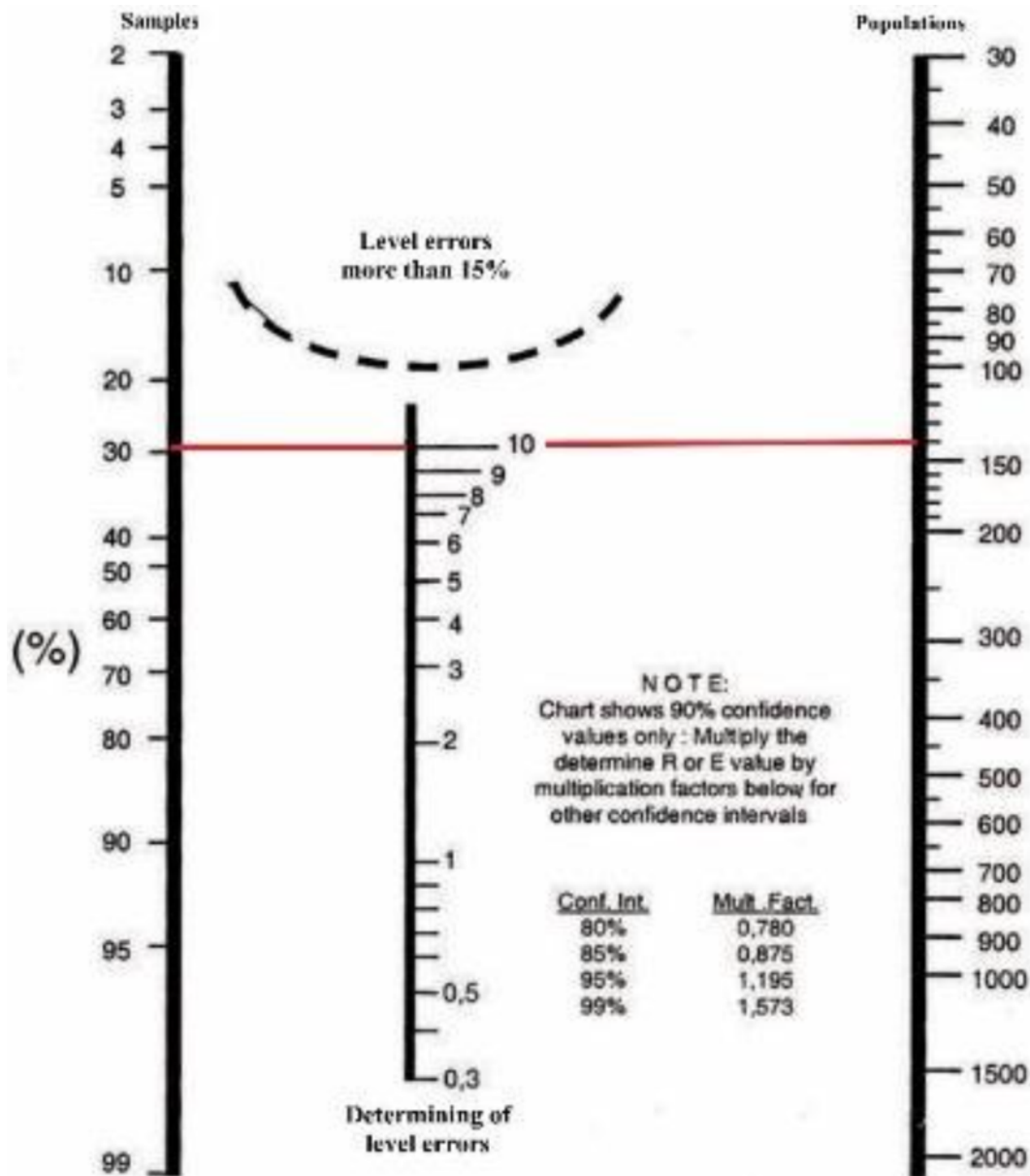
4. Slovin Formula.

$$n = \frac{N}{1 + Ne^2}$$

n = *Sample size.*

N = *Total population size.*

e = *Margin of eror.*

5. Joseph F. Hair Formula.

According to Joseph F. Hair, "*Sample size must be equal 10 times the largest number of formative indicators used to measure a single construct or 10 times the largest number of structural paths in a particular construct in the structural model*" (Hair, 2017).

After the sample size is determined, sampling is carried out using the following methods. Probability sampling: (1) Simple random sampling, is the random sampling of a population without considering the strata in the population and each member of the population has an equal opportunity to be sampled; (2) Stratified random sampling, is by dividing the population members into several subgroups called strata, then a sample is selected from each stratum; (3) Cluster sampling, is a technique for selecting samples from small groups of units, the cluster members are similar to the population members but in smaller numbers. Then, non-probability sampling: (1) Systematic sampling, is a sample arranged in a certain way and taken based on repeating a specified sequence; (2) Quota sampling, is limited to meeting a certain desired number; (3) Purposive sampling, is convenience sampling, based on the researcher's wishes in accordance with the research objectives, or judgment sampling, based on an assessment of characteristics that are in accordance with the research objectives (Walliman, 2011).

Sixth, data collection instruments and techniques. Observation, collecting field notes by observing as both a participant and an observer. The method begins with observing as an outsider and then participating as an insider. Ideally, observation will involve more time spent as a participant than as an observer. Research instruments can include field notes and drawings. Interviews can be conducted openly, either unstructured, semi-structured, or structured. Record the results and then transcribe them. Interviews can also be conducted through focus group interviews. Research instruments can include transcripts of questions and transcripts of interview results. Documentation, by compiling a journal (diary) during the research, collecting physical and electronic letters, physical and electronic data, physical and electronic documents, and other information related to the research. Research instruments can include notes, recording devices (voice, images, and video), and scanners for documents. Questionnaires, by collecting responses/answers to questionnaires in physical or electronic form. The research instrument is a questionnaire (Creswell, 2012).

For questionnaires, the measurement scales that can be used are as follows. Nominal, the answer to the question is in the form of two choices "yes" and "no". Ordinal, the answer to the question is in the form of a ranking, for example "strongly disagree", "disagree", "neutral", "agree", "strongly agree". Interval, the answer to the question concerns the frequency in the question, for example "1 time", "2 times", "3 times", "4 times", "5 times". Ratio, the answer is in the form of an actual number. Attitude, the measurement scales is Likert attitude scale, Thurstone scale, Guttman scale, or Semantic Difference.

Seventh, research data analysis is a process carried out after data collection and data reduction (Fitri et al., 2020). In qualitative research, research data analysis can be conducted using the following methods, depending on the type of qualitative research used: (1) Content Analysis (Mayring, 2014); (2) Narrative Analysis; (3) Discourse Analysis; (4) Interactive Analysis (Data Reduction, Data Presentation, dan Conclusion Drawing) (Hamzani et al., 2023); (5) Thematic Analysis (Braun & Clarke, 2006); (6) Delphi Technique (Naisola-Ruiter, 2022).

In quantitative research using PLS-SEM (Hair et al., 2014) (Hair et al., 2019), research data analysis was carried out through the following stages: (1) Descriptive analysis; (2) Outer model measurement (Convergent Validity Test, Discriminant Validity Test, and Reliability Test); (3) Inner model measurement (Coefficient Determination R Square / R^2, Path Coefficient, T-Statistics / Bootstrapping, Effect Size / f^2, and Relevance Prediction / Q^2); (4) Hypothesis analysis (Sup et al., 2023) (Lahuri et al., 2025) (Sa'diah et al., 2025). Meanwhile, in quantitative research using SPSS, research data analysis is carried out through the following stages: (1) Descriptive analysis; (2) Validity Test; (3) Reliability Test; (4) Classical Assumption Test (Normality Test and Heteroscedasticity Test); (5) Linearity Test; (6) Simple Linear Regression Analysis; (7) Hypothesis Testing (Coefficient Determination R Square / R^2 and t Test / Partial Test); (8) Hypothesis Analysis (Sup & Sabaruddin, 2024).

Conclusion

The results indicate that *halal* studies research can be conducted through qualitative, quantitative, or mixed methods, using various approaches, such as monodisciplinary, intradisciplinary, crossdisciplinary, multidisciplinary, interdisciplinary, and transdisciplinary. Research design is the most important aspect in formulating the research's novelty, significance (usefulness), and contribution. These aspects include the research title, research problem, research focus, research theory, population and sample, data collection instruments and techniques, and data analysis. The importance of research design lies in its function as a foundation for ensuring valid and reliable research data, thus producing credible and accountable findings. Research design provides a systematic guide for planning, collecting, and analyzing data to accurately address research questions and provides a framework for efficient research execution and replication by other researchers.

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