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Emerging Themes and Research Directions in Halal Fashion: A Bibliometric Study

Sitti Aisya¹, Nur Syamsu²

Abstract

This study aims to explore the trends and developments in Halal fashion studies published in Scopus-indexed journals. This study uses a quantitative method of bibliometric analysis to analyze the characteristics of articles, keywords, abstracts, authors, and related journals. This study analyzed a total of 17 articles written by 50 authors and published in 17 different journals. The results showed that research on the phrase Halal fashion experienced a significant increase from 2009 to 2023. In the source analysis category, the Journal of Islamic Marketing ranks top in Halal fashion publications in terms of impact measurement and total citations. Based on the author analysis category, it was found that Management and Science University and the University of Indonesia were the affiliations of authors who ranked first. The author's country affiliation places Indonesia in the first place, followed by China and Malaysia. In the document analysis category, Echchaibi's work published in 2009 ranked first in terms of citations. In the category of word analysis, the keywords that are widely used by the authors are Halal fashion, hijab, Islam, and Islamic marketing. The research makes a significant contribution to mapping trends in research related to Halal fashion.

Keywords: Halal fashion; Muslims empowerment; Bibliometric.

INTRODUCTION

Recently, Halal fashion has become increasingly important (Zaki et al., 2023). The diversity of Muslim consumers and increased awareness of the halal lifestyle have driven significant growth in the Halal fashion market (Sumarliah

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et al., 2021). The development of Halal fashion is not just a fashion trend but also an interesting phenomenon that reflects how Islamic knowledge is spread with modern trends (Echchaibi, 2009).

Digitalization of marketing in the Halal fashion industry through websites and social media effectively promotes stylish Islamic clothing that adheres to religious principles (Echchaibi, 2012). This reinforces a major shift in Halal fashion trends, driven by developments in Islamic marketing in promoting Islamic clothing that is fashionable and in line with religious values (Shamma & Maher, 2012; Zainudin et al., 2020). This phenomenon reflects the widespread popularity of Islam throughout the world, which is reflected in various aspects of life, from fashion to architecture, as well as new cultural norms that are considered Islamic (Noor, 2015).

Immigration of Muslims to the Western world and increasing awareness of the halal lifestyle have driven demand and opportunities for fashion companies (Baig & Ali, 2020). Increasingly fierce competition encourages innovation in creating attractive Halal fashion products. Regulation and standardization of the halal market are also important focus (Nugraha et al., 2023). However, challenges such as creating attractive designs considering Islamic ethical principles and understanding the preferences of diverse Muslim consumers still need to be overcome (Zaki et al., 2023).

The halal market has shown great potential in Islamic food, drink, and lifestyle (Ali et al., 2021; Setiyono & Fawzia, 2021). Muslim consumption is estimated at \$2.2 trillion, with 10% allocated to modest fashion (Aytaç, 2020). There has been a steady increase in modest fashion sales in the Gulf region and Indonesia. Turkey leads consumption with a value of over \$25 billion annually, followed by Iran, Indonesia, Egypt, Saudi Arabia, and Pakistan (Anggara et al., 2023; Aytaç, 2020; Zaki et al., 2023). The modest fashion industry emerged as a response to the inclusion of Muslim women with support from the fashion industry, media, and the halal market (Baig & Ali, 2020; Sumarliah et al., 2021). Big retailers recognize the value of this market, with Muslim consumers spending billions of dollars on modest fashion (Anggara et al., 2023; Sumarliah et al., 2021; Tarofder et al., 2022). Social media and hijabi influencers also play an essential role in changing perceptions and expanding diversity in fashion (Sumarliah et al., 2021; Tarofder et al., 2022; Zainudin et al., 2020). Modest fashion is an important



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sector in the halal market, contributing 10% of the sector's total value of \$2.2 trillion (Krisjanous et al., 2021). Even though there are many untapped opportunities, many modest fashion brands and collections have been launched. This opens up business opportunities to meet the needs of modest attire in accordance with the beliefs of Muslim women.

The huge potential for the development of the Halal fashion industry and market has not been accompanied by a large number of studies on this topic. Data-driven research is mainly done in this regard. Therefore, a more in-depth analysis of Halal fashion is very important to map and understand the dynamics of this market. This article examines various studies exploring Halal fashion using bibliometric analysis methods. Even though a previous article has discussed this topic with a similar analysis, the metadata (Izza, 2022a) and the approach/application used are different. Based on our search, this research is one of the first literature reviews with the theme of Halal fashion using the Scopus-indexed as one of the most prominent and influential bibliographical indexes in the academic and scientific fields (Binh Pham-Duc et al., 2022) using the Biblioshiny, an application for bibliometrics.

Previously, there were several studies related to Halal fashion that used bibliometric methods. First, research by Pradana et al. (2023) concluded that there was an increase in publications related to the theme of Halal fashion in Scopus data. This research focuses on bibliometric analysis on the Scopus database, which searches article titles, keywords, and abstracts using the VOSviewer application. Second, research written by (Izza, 2022b) also concluded an increase in publications related to Halal fashion. This research focuses on journal publications with the theme of Halal fashion contained in the dimension database, focusing on searching for authors and keywords using the VOSviewer application. The main difference between the author's research and the two studies lies in focusing on a broader halal theme search data analysis, including source analysis, author country distribution analysis, document analysis, and keyword analysis. In addition, the author also uses thematic analysis to formulate a map of the sustainability of the Halal fashion theme using the biblioshiny application.



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LITERATURE REVIEW

The term Halal fashion began to be recognized globally in the mid to late 2000s (Aytaç, 2020). At that time, several figures and companies began introducing this concept and making it part of the growing fashion industry (Aytaç, 2020). One of the companies that played a role in introducing the term Halal fashion was Aab, a Muslim fashion brand founded in 2007 in England by Nazmin Alim (Gitaharie et al., 2020; Shamma & Maher, 2012). This brand focuses on designs that comply with Sharia principles and meet the needs of functional and fashionable Muslim clothing (Shamma & Maher, 2012; Sumarliah et al., 2021). Halal fashion is a fashion style that adheres to Islamic standards of safety, modesty, hygiene, and comfortable clothing. In another definition, the concept of Halal fashion relates to fashion that complies with Islamic Sharia principles. The concept of Halal fashion relates to the mode that adheres to Islamic law principles. This involves selecting clothing that meets specific requirements in terms of covering the aurat (parts of the body that are supposed to be covered according to Islamic guidelines), the material used, and the simplicity of the design (Echchaibi, 2009).

Some experts provide a definition and understanding of the context of Halal fashion, where Halal fashion includes clothing and accessories that comply with Islamic rules and principles in terms of polite body closure, selection of halal materials, and modest designs that meet the standards of modesty in Islam, with an emphasis on covering the genitals, choosing halal materials, and modest styles (Bradley & Homberger, 2015). They also respect Muslim beliefs and principles, including proper body covering, the use of halal materials, and designs that comply with religious values.

Some of the basic principles in the concept of Halal fashion are the need to cover the aurat in accordance with Islamic guidelines (Sumarliah et al., 2022; Sumarliah et al., 2021). For women, this means covering the body from wrist to ankle, except for the face and hands (Thimm, 2021). For men, clothing should cover the body from the navel to the knees (Anggara et al., 2023; Tarofder et al., 2022). Clothing in Halal fashion must be made of halal materials and not contain haram materials such as silk, pig skin, or non-halal animal materials (Ajaib & Altunişik, 2022). Halal materials include ethically sourced cotton, linen, and wool. The materials are designed to be modest, not tight, and not flashy (Krisjanous et al.,



2021). The main goal is avoiding clothing that attracts attention or seduces others. The concept of Halal fashion also includes good production ethics. This includes fair working conditions for workers, not using child labor, and ensuring products do not involve exploitation or harmful practices (Anggara et al., 2023).

RESEARCH METHOD

This research uses bibliometric analysis to measure and quantitatively analyze scientific works, including articles in the Scopus category. The first step we took was to search for Scopus articles with the phrase Halal fashion, which resulted in 22 scientific works found in the search results in the form of articles, books, book chapters, conference papers, conference reviews, reviews, editorials, erratum, and notes. The next step is to filter several documents, which produce documents in the form of articles and conference papers. This step produces 17 articles, considering the relevance of our research objectives on reading the title, abstract, and keywords in the documents. Then, we process and check the information obtained for bibliometric analysis purposes. The steps taken in producing 17 journal articles are shown in Figure 1.

Bibliometric analysis in this study used the R Studio software to obtain more accurate and precise analysis results. R Studio is software designed for quantitative and qualitative research developed by Aria and Cuccurullo. The application is continuously updated, and the latest version provides a web interface (Biblioshiny) that allows users to perform bibliometric analysis without the required coding skills (Aria & Cuccurullo, 2017).

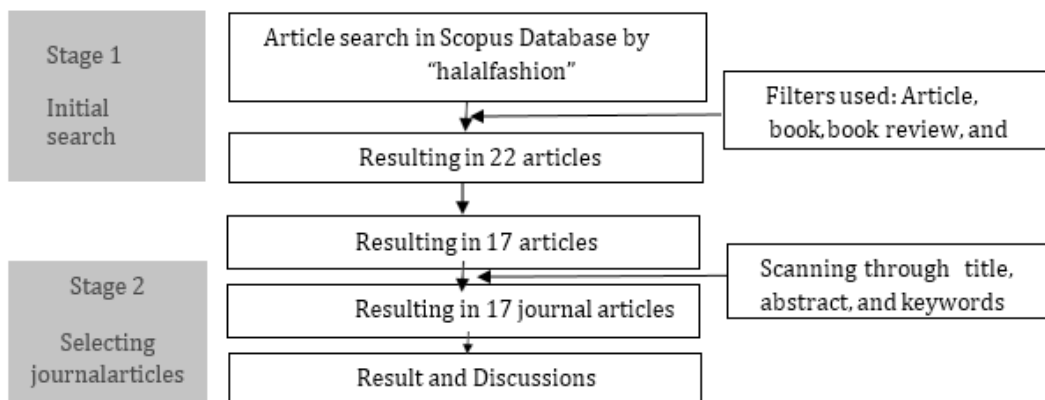


Figure 1 The steps involved in producing 17 journal articles



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RESULTS AND DISCUSSION

Results

Descriptive Statistics and Overview of the Sample

Research trends and publications with the phrase Halal fashion on Scopus cover the period from 2009 to 2023. This information shows that research and publications on Halal fashion have been carried out for fourteen years. In terms of source information, 16 sources were used in this analysis, including journals and books. This shows that the topic of Halal fashion has attracted interest from various researchers and academics. Furthermore, for the number of documents, there are 22 documents related to the topic of Halal fashion. This number indicates that several studies and publications have been conducted in this field. The annual growth rate of 8.16% shows that the interest in Halal fashion is increasing over time, indicating that this topic is gaining recognition and attention in the research community. Furthermore, recent studies have been carried out, indicating that the topic of Halal fashion remains relevant and continues to attract researchers' interest. The only single publication in 2009 that was the start of this topic received an average of 1.27, implying that the work has a good impact on Halal fashion (Pfaffenberger, 1983). In 2021, it was found that there was an increase in citations with an average of 3.08, where there were three articles that showed a good impact on the development of research in this field (Belhassen et al., 2008). It can be seen in Figure 2. Detailed information about the bibliometric data used in this study can be found in Table 1.

Table 1 *Descriptive Statistics of Sample*

Description	Results
Main information about the data	
Timespan	2009:2023
Sources (journals, books, etc)	16
Documents	22
Annual growth rate %	8.16
Document average age	3.59
Average citations per doc	4.864



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References	1050
Document contents	
Keywords plus (ID)	70
Author's keywords (DE)	93
Authors	
Authors	50
Authors of single-authored docs	8
Authors collaboration	
Single-authored docs	8
Co-Authors Per Doc	2.59
International Co-Authorships %	18.18

Source: R Biblioshiny application, 2023

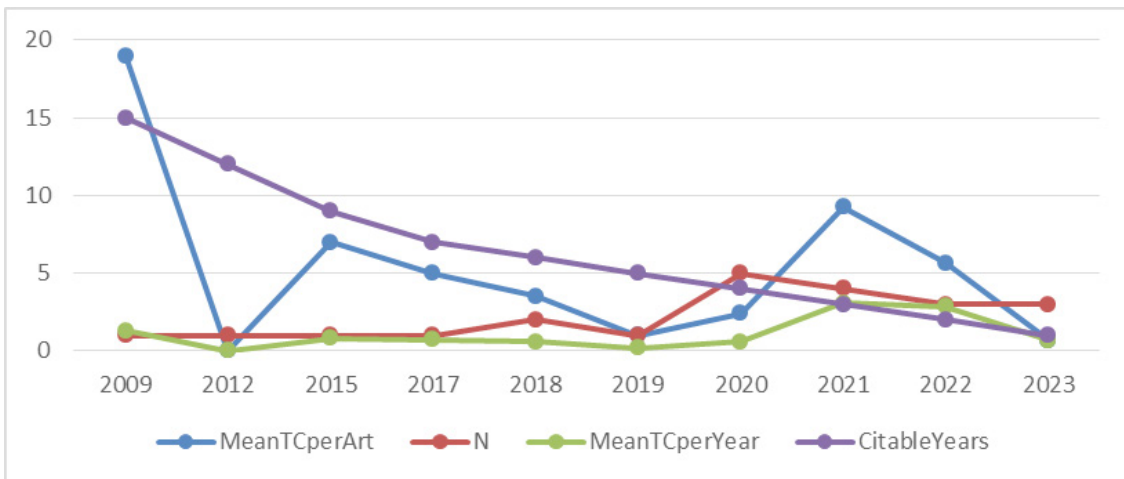


Figure 2 Annual Scientific Production

In Figure 2, a Three Field Plot is presented, which illustrates the relationship between several elements, such as the author's name (AU), journal publication (SO), and keywords (DE). This relationship is indicated by the gray line. The greater the flow generated in processing application data, the greater the contribution. The results of data processing show that Soon. J, Tan K.H, and Khan M are the most active writers in compiling and publishing articles on the theme of Halal



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fashion. In terms of publishing articles on Halal fashion, the journals that play the most roles are the Journal of Islamic Marketing and the Information Resources Management Journal. Finally, the keywords most used in articles related to Halal fashion are Halal fashion, customer behavior, halal product, and modest fashion.

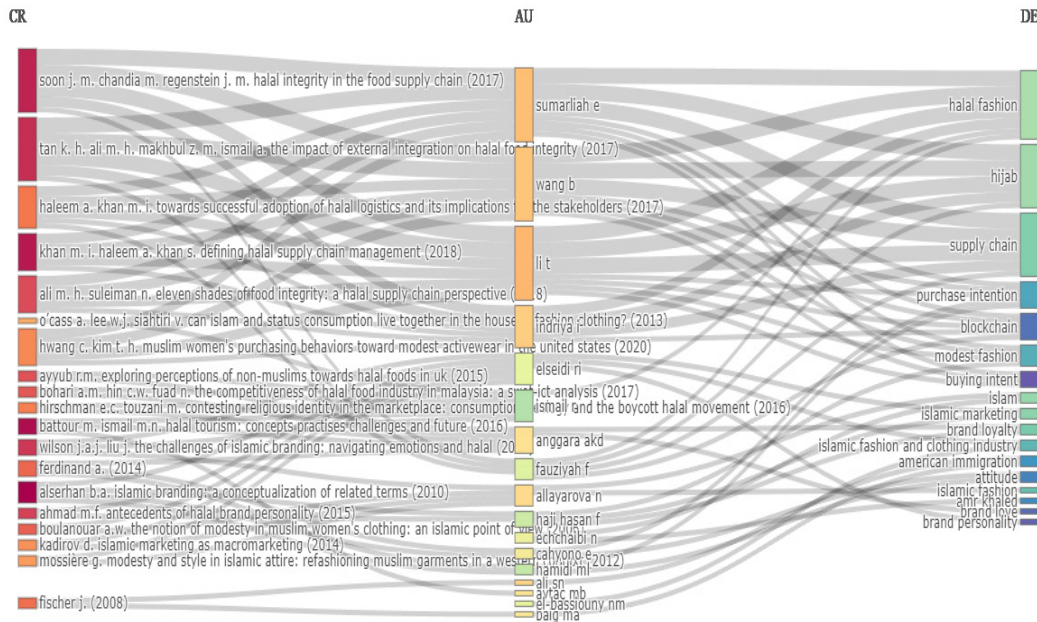


Figure 3 Annual Scientific Production

Sources Analysis

This section will give information regarding journal publications that have made the greatest contribution and influence in publishing articles on Islamic Fintech. Different approaches are used, such as the number of articles published (NP), impact measurement, and the number of citations obtained by journal publications (TC).

Table 2 Top 10 Journal Discussing Topics of Halal fashion

No	Sources	Articles
1	Journal of Islamic Marketing	6
2	Information Resources Management Journal	2
3	African Journal of Business and Economic Research	1



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4	Al-Jami'ah	1
5	Building Consumer-Brand Relationships in Luxury Brand Management	1
6	Cogent Business and Management	1
7	Contemporary Issues in Finance, Accounting, And Consumers' Behavior: Lessons From Indonesia	1
8	Food Research	1
9	Humanities and social sciences reviews	1
10	International journal of information systems and supply chain management	1

Source: Secondary data processed through the RBiblioshiny application, 2023

Table 2 describes a list of the ten most relevant journal publications with a focus on Halal fashion, based on the number of articles published and the journals most cited by the articles included in this research category, which are dominated by six articles about the Journal of Islamic Marketing and two articles about the Information Resources Management Journal. It is followed by the African Journal of Business and Economic Research, Al-Jami'ah, Building Consumer-Brand, Relationship in Luxury Brand Management, Cogent Business and Management, Contemporary Issues in Finance, Accounting, and Consumers' Behavior: Lessons from Indonesia, Food Research, Humanities And Social Sciences Reviews, and International Journal of Information Systems and Supply Chain Management which are 1 article for each. This condition also occurs in other publication sources we do not present, which is 1 article for each.

In addition to the list of the ten most relevant journal publications focusing on Halal fashion, the author also displays the top 10 journals that have influence based on impact measurement and total citations obtained from articles published by these journals. The following is the data related to these journals.



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Table 3 Top 10 Journal Publications Based on Impact Measurement and Total Citations

1	Element	Impact Measurements			Total Citations	
		h-index	g-index	m-index	Sources	Articles
2	Journal of Islamic Marketing	3	5	0.42857143	Journal of Islamic Marketing	101
3	Information Resources Management Journal	2	2	0.66666667	British Food Journal	18
4	Al-Jami'ah	1	1	0.11111111	Journal of Business Research	14
5	Building Consumer-Brand Relationships in Luxury Brand Management	1	1	0.25	European Journal of Marketing	10
6	Humanities and Social Sciences Reviews	1	1	0.16666667	Journal Of Product and Brand Management	9
7	International Journal of Information Systems and Supply Chain Management	1	1	0.5	Supply Chain Management	9
8	IOP Conference Series: Science and Engineering Materials	1	1	0.2	Journal of Brand Management	8
9	Journal of Arab and Muslim Media Research	1	1	0.06666667	Journal of Consumer Research	8
10	Wseas Transactions on Environment and Development	1	1	0.33333333	Journal of Fashion Marketing and Management: An International Journal	8

Source: Secondary data processed through the RBiblioshiny application, 2023

Regarding impact measurement, the results of the application analysis place the Journal of Islamic Marketing at the top with an h-index of 3, a g-index of 5, and an m-index of 0.429. Then, it is followed by the Information Resources Management Journal with an h-index of 2, g-index of 2, and an m-index of 0.7, followed by several journal publications. Meanwhile, in terms of total citations obtained, the first place is taken by the Journal of Islamic Marketing occupies the top position with a total of 101 citations, the second place is followed by the British Food Journal with a total of 18 citations, and the third place is taken by



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Journal of Business Research with a total of 14 citations, as well as several other journal publications.

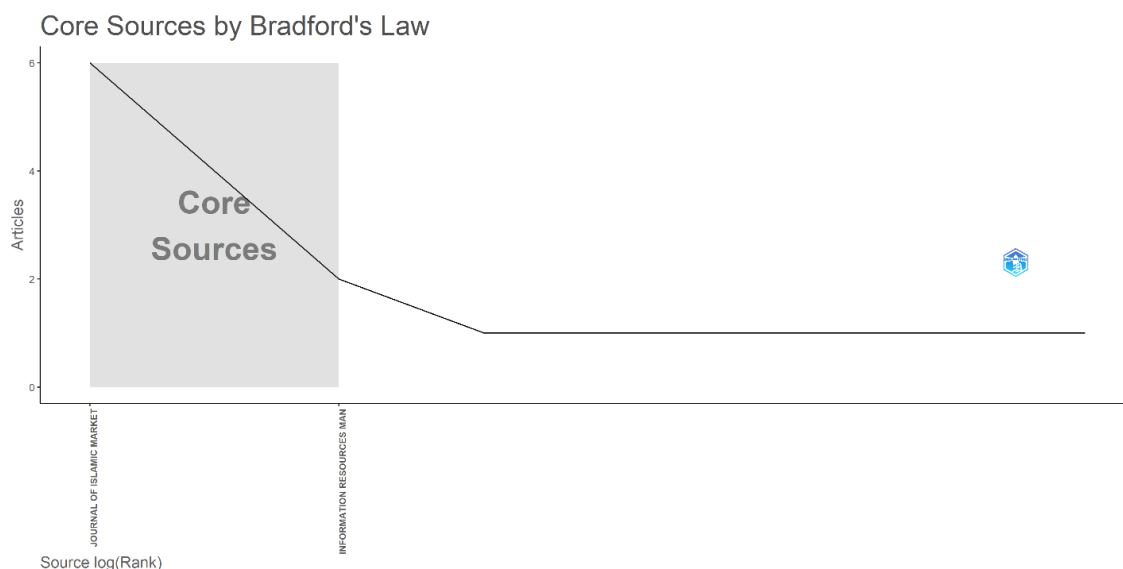


Figure 4. Source Clustering through Bradford’s Law

Figure 4 illustrates the distribution of journal publications covering the issue of Halal fashion based on Bradford law. Bradford’s Law guides the identification of important journals in a field of study and provides insight into the distribution and availability of literature on a specific topic. All published articles are divided into several groups, namely core journal groups (zone 1), intermediate journals (zone 2), and broad journal groups (zone 3). Out of 16 journal publications, two published articles are included in zone 1, which indicates the highest quantity of publications on the Halal fashion theme, namely the Journal of Islamic Marketing and the Information Resources Management Journal. Thus, the selected journal publications must be in the field of Halal fashion, which is considered appropriate as a publication platform for scholars of Islamic Economics as well as references with the theme of Halal fashion.

Author Analysis

Analyzing aspects related to authors in bibliometric studies becomes important for investigating authors, affiliations, and countries that have the



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greatest influence and contribution to research on a particular topic. Table 4 below describes the ten authors with the most significant influence in publishing articles on halal cosmetics based on the number of articles published, impact measurements, and total citations obtained.

Li. T, Sumarliah. E, Wang. B ranks highest in the publication of articles on the theme of Halal fashion, with three articles, followed by Indriya I. with two articles, and then several other authors, each with 1 article. Judging from the impact measurement, Li. T, Sumarliah. E, Wang. B got the first rank (h-index 3, g-index 3, m-index 1, followed by Indriya I (h-index 2, g-index 2, m-index 0.7), and Ali SN (h-index 1, g-index 1, m-index 0.07), and other authors. Finally, looking at the total citations obtained by each author, it was found that Li. T, Sumarliah. E, Wang. B obtained a total of 45 citations, followed by Indriya I, who received a total of 28 citations, Ali SN with a total of 19 citations, and other authors.

Table 4 Top 10 Authors Based on Number of Publications, Impact Measurements, and Total Citation

No	Authors	Articles	Authors	h_index	g_index	m_index	TC	Author	TC
1	Li T	3	Li T	3	3	1	45	Sumarliah E	18
2	Sumarliah E	3	Sumarliah E	3	3	1	45	LiT	18
3	Wang B	3	Wang B	3	3	1	45	Wang B	18
4	Indriya I	2	Indriya I	2	2	0.66667	28	Indriya I	18
5	Ali SN	1	Echchaibi N	1	1	0.06667	19	Sumarliah E	17
6	Allayarova N	1	Moosa A	1	1	0.33333	17	Li T	17
7	Anggara AKD	1	Sackey I	1	1	0.33333	17	Wang B	17
8	Aytaç MB	1	Haji Hasan F	1	1	0.25	11	Sumarliah E	10
9	Baig MA	1	Othman Ak	1	1	0.25	11	Li T	10
10	Cahyono E	1	Zainudin Mi	1	1	0.25	11	Wang B	10

Source: RBiblioshiny application, 2023



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The authors' analysis can also be reviewed through Lotka's Law approach, which states that the productivity distribution of scientific researchers is uneven. More specifically, the distribution of scientific writer productivity follows an unequal pattern or tends to be concentrated. This means that only a small number of writers have a high level of productivity, while the majority of writers have a low level of productivity.

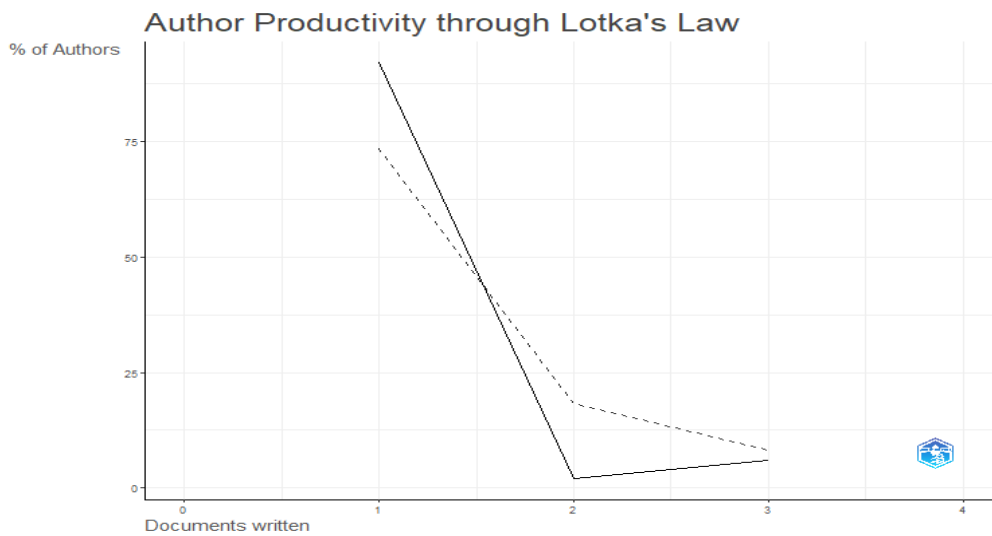


Figure 5 Source Clustering through Lotka's Law

In Lotka's Law in bibliometrics, researchers can identify the most prolific groups of writers and provide insight into productivity patterns within the scientific community (Pao, 1985). The resulting ordinate shows the percentage of authors from various kinds of literature, while the abscissa shows the number of documents. The resulting dotted line illustrates Lotka's Law. The figure below shows that 42% of the total authors included in this research sample published an article, and the percentage of authors who were published and involved in more than 1 article was 92%, with details of the percentage of authors publishing two articles by 2%, and authors who published three articles by 6%.

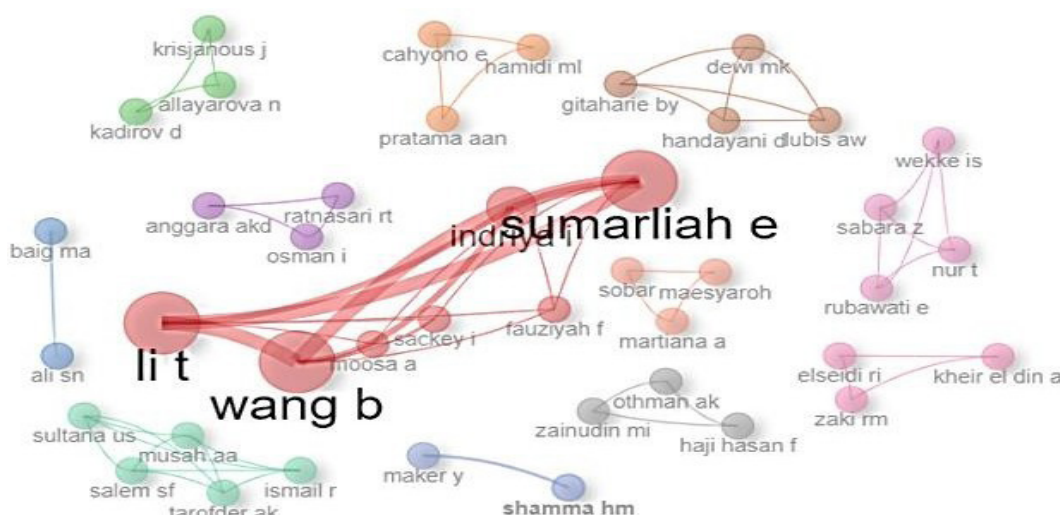
Information about the authors of the articles in this research sample can also be analyzed through the research collaboration network formed between them. These networks reflect collaborative relationships between two or more authors working on research projects (Song et al., 2019). The figure generated by



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the application shows several authors' names and their connections. The linkages between authors are shown through groups of the same color and the lines connecting them. The circle size indicates the number of articles produced by each author; thus, the larger the circle size, the more articles the author produces. Based on the results of data analysis, there are 12 cluster collaboration networks formed, where the red cluster is the largest cluster indicating collaboration between the seven authors in this study, namely Li T, Sumarliah E, Wang B, Indriya I, Fauziyah F, Moosa A, and Sackey I. The next cluster is colored light blue, consisting of 5 authors, namely Ismail R., Musah A. A., Salem S.F., Sultana U.S., and Tarofder A.K. Then, the blue cluster shows collaboration between 4 authors: Nur T., Rubawati E., Sabara Z., Wekke I.S., and others.

Figure 6 Collaboration Network



Information on the author can also be used to analyze the affiliation and country of the author who has succeeded in publishing articles with the theme of Halal fashion. Based on the analysis of data obtained from the application, it was found that the Management and Science University and the University of Indonesia were the authors' affiliations, which were ranked first and succeeded in publishing 4 articles, followed by Victoria University of Wellington with three articles each, and Ain Shams University Cairo, Mara, The University of Technology, Airlangga University with two articles, Aksaray University with 1 article, and several other affiliates. Furthermore, the top countries based on



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the origin of the authors were found to be Indonesia, which ranked first with a total of 20 articles, followed by China, with 12 articles, then Malaysia, with eight articles, and several other countries.

Table 5 *Top 10 Affiliations and Country Addressing Topics of Halal fashion*

Most Relevant Affiliations		Country Scientific Production		
No	Affiliation	Articles	Region	Total
1	Management and Science University	4	Indonesia	20
2	Universitas Indonesia	4	China	12
3	Victoria University of Wellington	3	Malaysia	8
4	Ain Shams University Cairo	2	Egypt	6
5	Mara University of Technology	2	New Zealand	3
6	Universitas Airlangga	2	Qatar	2
7	Aksaray University	1	Turkey	2
8	College of Islamic Studies	1	Germany	1
9	German University in Cairo	1	Singapore	1
10	Hamad Bin Khalifa University	1	Sri Lanka	1

Source: Authors' analysis via RBiblioshiny. The table is reproduced via Excel.

Document Analysis

In this research, an investigation was also gained globally obtained citations (GC) in relevant articles in the field of Islamic Fintech. The purpose of this investigation is to measure the number of citations received by the articles included in this study from the entire Scopus database and to evaluate the effect of each article on receiving citations from different disciplines (Aria & Cuccurullo, 2017; Grant et al., 2000; Waheed et al., 2018). The following table describes the top 10 documents by global citation (GC). This table places Echchaibi's work published in 2009 as the first rank with a total of 19 citations. This work was followed by Sumarliah's work, which was published in 2021 with a total of 18 citations, and Zainuddin's work, which was published in 2020 with a total of 11 citations and several other articles.



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Table 6 *Top 10 Articles by Most Global Cited Documents*

No	Document Title	Author & Year Published	Source	Global Total Citations
1	Hyper-Islamism? Mediating Islam from the halal website to the Islamic talk show	(Echchaibi, 2009)	Journal of Arab and Muslim Media Research	19
2	An examination of Halal fashion supply chain management risks based on the fuzzy best-worst approach	(Sumarliah, 2021)	Information Resources Management Journal	18
3	An examination of Halal fashion supply chain management risks based on the fuzzy best-worst approach	(Sumarliah, 2021)	Information Resources Management Journal	17
4	Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia	(Zainudin, 2020)	Journal of Islamic Marketing	11
5	Blockchain-empowered Halal fashion traceability system in Indonesia	(Sumarliah, 2022)	International Journal of Information Systems and Supply Chain Management	10
6	Motivation and obstacles faced by women Halal fashion entrepreneurs and the role of the business on women's economic empowerment in Yogyakarta, Indonesia	(Martiana, 2018)	Humanities and Social Sciences Reviews	7
7	Popular religiosity in Indonesia today: The next step after 'Islam Kultural'?	(Noor, 2015)	Al-Jami'ah	7
8	Clothing of righteousness: exploring tensions of halal maternity wear on online apparel websites	(Krisjanous, 2021)	Journal of Islamic Marketing	6
9	The Trojan horse of affluence and halal in the Arabian Gulf	(El-Bassiouny, 2017)	Journal of Islamic Marketing	5
10	Islamic apparel brand personality model	(Zaki, 2023)	Journal of Islamic Marketing	2

Source: Authors' analysis via RBiblioshiny. The table is reproduced via Excel.



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Word Analysis

In bibliometrics, word analysis involves using methods and techniques to understand and analyze words used in scientific literature and academic publications. This analysis aims to identify trending topics that are the focus of scientists, patterns, and relationships between words in the corpus of the text, which is related to this research. Keywords are words or phrases that stand out in an article and are used to find the structure of the text or important aspects contained in the article (Song et al., 2019). The figure below shows keywords often used in published articles on the theme of Halal fashion. From many keywords used by the authors, the word Halal fashion is the word most often used as a keyword, then “Hijab”, “Islam”, and “Islamic Marketing”, as well as several other keywords.



Figure 7 Visualization of keywords in Halal fashion research

Between keywords or visualize the relationship between topics discussed in scientific publications. Network analysis can reveal entities that occur most frequently together, show groups of thematically related entities, or identify



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entities that play a central role in a network. In a co-occurrence network, each entity is represented as a node in the network, and the co-occurrence relationships between these entities are represented as connections (edges) between the nodes (Esfahani et al., 2019).

The figure below reveals the relationship between keywords, as shown in Figure 7. Keywords that have a significant influence are shown through the size of the circle they generate and are connected to other keywords. The results of application data processing produce 4 clusters, shown by the color produced by each cluster. The largest cluster is red, where the word "Halal Fashion" is the most influential and is connected with other words such as "Fashion Store," "Supply Chain," and "Halal Tourism." The next cluster is the blue cluster, which shows the word "Halal Products," which is connected with the word "Consumer Behavior." The next cluster is the green cluster, which shows the word "Fashion Industry" connected with the words "Modest Fashion," "Brand Personality," and "Market Based," and the last cluster is purple, which shows "Islamic Marketing" which is connected with the word "Emirates UAE" and Arab Emirates.

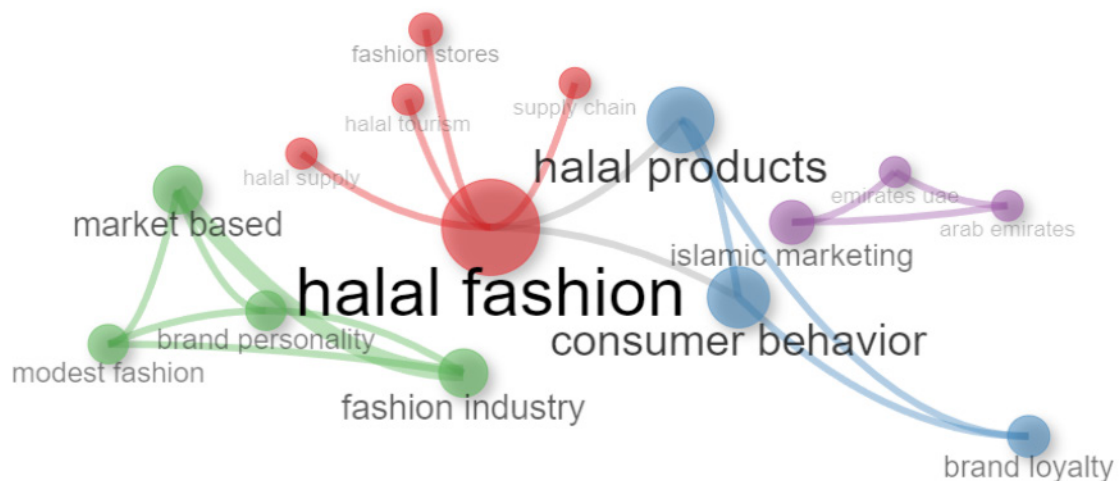


Figure 8 Co-occurrence Network

The subsequent analysis is a thematic map using the keywords/abstract used by the authors. Thematic maps can be used to visualize themes or topics appearing in a literature collection in bibliometric analysis. This can help



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identify themes/trends that can develop in the future and become a reference for researchers who are conducting research on halal cosmetics. Thematic map analysis maps words into 4 important quadrants (Aria & Cuccurullo, 2017).

Figure 8 displays a thematic map in the “Halal fashion” field divided into 4 quadrants, namely Q1-Q4. The Q1 quadrant, located at the upper right, represents a central motor theme that has the potential to develop. Quadrant Q4, which is located at the bottom right, reflects the basic theme, which is also the central theme but has limitations in its development. Quadrant Q2, located at the top left, reflects a special theme with unique characteristics and the potential to develop. Meanwhile, the Q3 quadrant, which is located at the bottom left, shows themes that appear but tend to decline and do not develop. The word analysis used in making this thematic map is abstract. This approach provides more detailed and extensive information to identify the themes in the thematic map.

Figure 8 shows a thematic map of the most used keywords in this research sample. Words grouped in the upper right quadrant consist of 3 clusters: “Islamic Marketing, Luxury Consumption, and Consumer Culture,” and the second cluster is “Fashion Industry, Market Based, Brand Personality.” The third cluster is “Halal Products, Consumer Behavior, and Brand Loyalty.”

The lower right quadrant consists of two clusters. The first is “Halal Fashion, Halal Tourism, and Halal Supply.” The “Muslim Fashion and Non-Muslim Woman” clusters are in the upper and lower right quadrants. The top left square consists of two clusters: the first is “Supply Chain, Global Copying, and Halal Lifestyle”; the second is “Muslim Women, the Muslim World, Designers, and Producers” in the upper left and lower left quadrants.

The lower left quadrant consists of 4 clusters: the first cluster is Risk Management and Islamic Economics; the second cluster is Designers Producers, Muslim World, and Muslim Women in the upper left and lower left quadrants; the third cluster only includes Muslim Society; while the fourth cluster includes Muslim fashion and non-Muslim women who are in the lower left quadrant and lower right quadrant.



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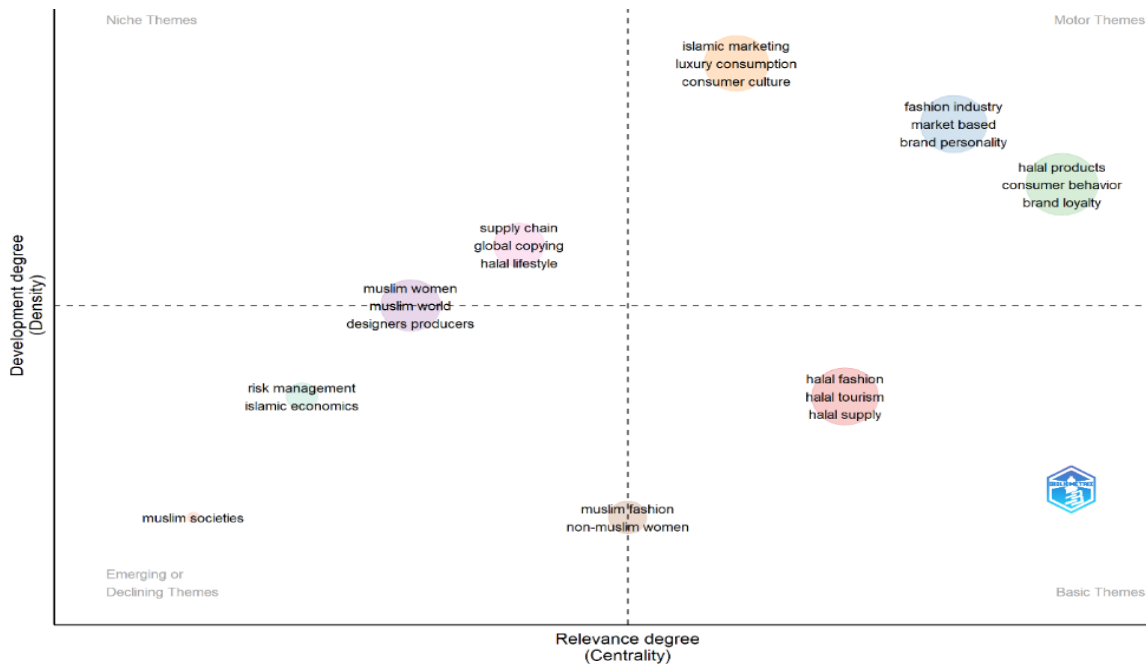


Figure 9 Thematic map by author's keywords

Discussion

Through bibliometric analysis using data from the Scopus database, this research explores specific phrases and treatments in the context of Islamic Economics. When we compare the progress of topics such as halal tourism and halal supply, which are the main focus in developing the halal industry (Ghlamallah et al., 2021), research on Halal fashion emerges as an interesting topic, especially as an impact of the COVID-19 pandemic. Along with its global spread, this pandemic has reduced economic growth and created a financial crisis that has hit various sectors (Rabbani et al., 2021; Sumarliah et al., 2021; Sumarliah et al., 2021; Wardhani et al., 2021). However, in the midst of these challenges, the Halal fashion industry is starting to develop along with the end of the COVID-19 pandemic around the world (Hornuf, 2016; Sumarliah et al., 2022; Tarofder et al., 2022). This research aims to reveal interesting trends and potentials in Halal fashion, making it an interesting discourse dealing with ongoing global changes.

The development of Halal fashion is not only a fashion trend but also an interesting phenomenon reflecting how Islamic religious knowledge is spread



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through modern media and trends (Echchaibi, 2009). In this digital era, the Halal fashion industry uses media technology such as websites and social media to effectively promote stylish Islamic clothing that adheres to religious principles (Echchaibi, 2012). This reinforces a major shift in Halal fashion trends, driven by the development of Islamic marketing in promoting fashionable Islamic clothing in line with religious values (Shamma & Maher, 2012; Zainudin et al., 2020). This phenomenon reflects the widespread popularity of Islam among Muslims worldwide, which is reflected in various aspects of life, from fashion to architecture, as well as new cultural norms that are considered Islamic (Noor, 2015).

Research with the phrase Halal fashion has increased significantly every year. Initially, their numbers were limited in 2009-2012, but then there was a marked increase. Research trends will continue to increase until 2021, indicating a growing interest in studying Halal fashion. 2020 and 2021 will be the peak of research with a significant number of articles. A number of researchers were very active in this field, while most of the other authors contributed only one or two articles. Several countries dominated the scientific production of Halal fashion. Indonesia has the highest research frequency with 20 articles, followed by China with 12 articles, and Malaysia with 8 articles. Other countries such as Egypt, New Zealand, Qatar, and Türkiye also contributed fewer articles. Thus, these data demonstrate a global interest in research and development of the fashion industry that complies with Halal principles. Relevant topics can be determined through thematic map analysis, which gives insight into the current status of research in Halal fashion and developments that may occur in the future (Agbo et al., 2021). This provides significant benefits by providing understanding to various parties involved in Halal fashion. Research topics with the theme of Halal fashion are proposed based on the results of thematic map analysis, presented in the following clusters:



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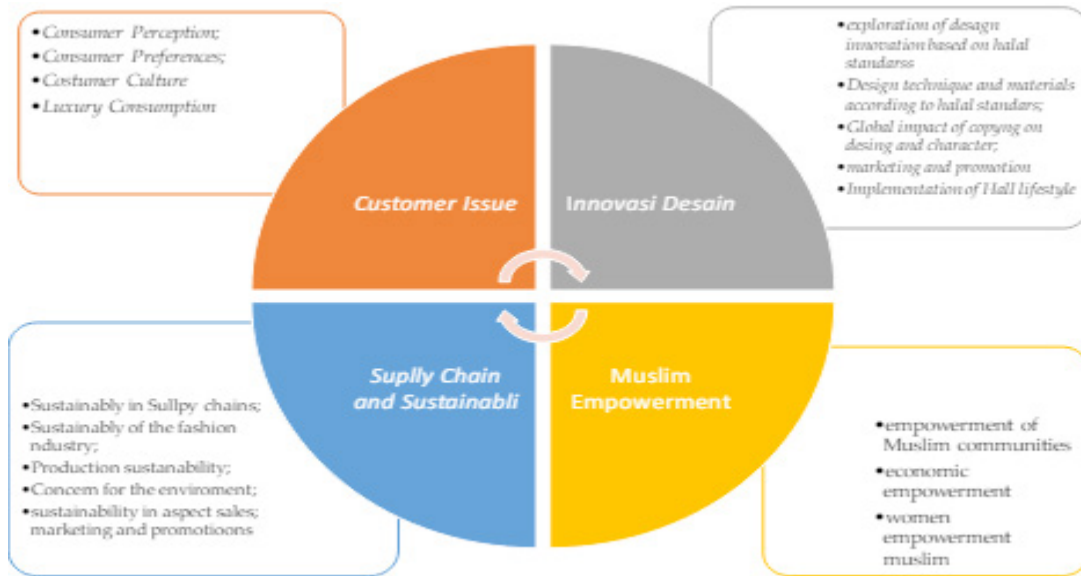


Figure 9 Thematic recommendation cluster chart related to Halal fashion

In Figure 9, several thematics analyses provide recommendations regarding potential topics for Halal fashion research consisting of 4 clusters, as follows.

1. Customer Issue Analysis:

Research on customer perceptions and preferences in Halal fashion has the potential to reveal their preferences in depth regarding brands, designs, materials, and trends that meet Halal standards that are in line with religious values. Through this research, there will be a deeper understanding of how consumer perceptions, preferences, and culture influence Halal fashion industry trends. In addition, this research can also reveal the influence of local and global culture and religious values in shaping consumption and adoption behavior trends with relevant fashion. In addition, this research can also look at aspects of luxury consumption in the context of Halal fashion.

2. Implementation of Halal Lifestyle, the Global Impact of Copying and Innovation in Design, Industry, Sales Marketing, and Promotion

The research has the potential to explore innovation in designing Halal standards based on the fashion industry. Its focus includes



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developing new techniques and materials that comply with Halal standards while considering the uniqueness of Muslim culture and identity in creating attractive designs. In addition, research can also examine the impact of the global 'copying' phenomenon on design innovation and the characteristics of Halal fashion. This involves an analysis of how the influence of global fashion, both from the West and other Muslim countries, influences trends and designs in Halal fashion, and how cultural and religious aspects are taken care of in this process. Furthermore, research can explore innovation in sales, marketing, and promotion of Halal fashion products. In this case, research can study innovative strategies used to expand the market target and create wide awareness about Halal fashion products. On the other hand, we can identify the implementation of Halal Lifestyle in Halal fashion. This research will involve the study of how fashion trends can be integrated with other aspects of everyday life, such as food, travel, and overall lifestyle. The aim is to understand how Halal fashion can meet the needs of Muslim consumers who live a halal lifestyle and explore the potential for innovation in this research.

3. The Sustainability Issue and Supply Chain:

Research has the potential to reveal the importance of sustainability in the Halal fashion supply chain. Its focus includes the analysis of sustainable production practices, using environmentally friendly resources, and compliance with Halal Standards in all production and distribution steps. In addition, research can also highlight sustainability in the fashion industry as a whole. This involves research into how the fashion industry as a whole can adopt sustainable practices, starting from design and moving up to the production, distribution, and selling of fashion products. In production, research can examine the efforts of implementing sustainable production practices in Halal fashion. This involves adopting environmentally friendly production methods, using responsible raw materials, and strictly monitoring compliance with Halal Standards. In addition, research can also give special attention to aspects of sustainability in sales, marketing, and promotion of Halal fashion products. This involves exploring innovative strategies to increase



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awareness of Halal fashion products and increase the participation of customers who care about sustainability. Overall, this research aims to understand and reveal the importance of sustainability in Halal fashion in the supply chain, as well as how aspects of sustainability can be implemented in the production, distribution, and promotion of Halal fashion products.

4. Muslim Empowerment

Research can potentially reveal the role and empowerment of Muslim women in the Halal fashion industry. Its focus includes the study of their contribution as designers, entrepreneurs, and customers in this industry, besides the factors that influence their participation and decision-making. This research will explore efforts to empower Muslim society in the context of the Halal fashion industry. This involves examining how the industry can positively contribute to the economic empowerment of Muslim society as a whole. In addition, this research will focus on empowering Muslim women in the Halal fashion industry. This includes exploring the role of Muslim women as creative designers, competitive entrepreneurs, and customers who have an important role in shaping trends and demand in this industry. The research will also analyze the factors that influence the participation and decision-making of Muslim women in the Halal fashion industry. The factors can include social, cultural, economic, and environmental aspects that affect Muslim women's opportunities, motivations, and constraints in this industry. Finally, this research aims to understand and reveal the role and empowerment of Muslim women in the Halal fashion industry, along with the factors that influence their participation and decision-making.

Nowadays, most of the research related to Halal fashion uses a quantitative approach. However, research with a qualitative approach still needs to be conducted to provide a deeper understanding of this topic. The quantitative approach has provided valuable insights into the role of the media in the formation of modern Muslim identities, the influence of the media on the views and behavior of Muslim society, the motivations and barriers that female Halal



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fashion entrepreneurs face, the influence of halal brand personality on brand loyalty, costumers' knowledge about the Halal Supply Chain, and factors that influence Halal brand awareness and customer purchase intention.

However, the quantitative approach tends to focus more on the measurement and generalization of data. By using a qualitative approach, researchers will be able to explore more deeply the factors that influence the motivations and barriers of female Halal fashion entrepreneurs, its impact on women's economic empowerment, particular aspects of the personality of the Halal Brand that can influence brand loyalty, types of knowledge particularly in the Halal Supply Chain that influence customer purchase intentions, and the factors that are influence Halal brand awareness and how it affects customer purchase intentions. Thus, by applying a qualitative approach in a deep way, research on Halal fashion can provide a more comprehensive and in-depth understanding of this phenomenon. Qualitative research can provide a more detailed and contextual perspective, enriching our understanding of the media's role in forming modern Muslim identities, the relationship between customers and Halal brands, and other factors that influence customer purchase intentions in the context of Halal fashion. Thus, future research dealing with a qualitative approach has great potential to complement existing research and provide deeper insights into Halal fashion.

CONCLUSION

Based on the research results using R-Studio Biblioshiny, research on Halal fashion has increased significantly from 2009 to 2023. In the source analysis category, the Journal of Islamic Marketing is the top journal related to Halal fashion publications in terms of impact measurement and total citations, with an h-index of 3 and a total of 101 citations. Meanwhile, based on the author analysis category, it was found that Management and Science University and the University of Indonesia were the authors' affiliations ranked first. While the top countries based on the authors origin, Indonesia is ranked first, followed by China and Malaysia. In the document analysis category, Echchaibi's work published in 2009 ranked first in terms of citations, with a total of 19 citations. The keywords the authors widely use in the word analysis category are Halal fashion, hijab, Islam, and Islamic marketing.



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Based on the thematic analysis conducted by the author, there are several recommendations regarding potential topics to be developed. First, analyze customer issues related to Halal fashion. Second, research explores innovation in design, industry, sales, marketing, and promotion of Halal fashion. Third, sustainability issues in the Halal fashion supply chain. Fourth, this research can potentially reveal the role and empowerment of Muslim women in the Halal fashion industry. Overall, the research contributes significantly to mapping trends related to Halal fashion.

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