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# Contribution of the Halal Industry to Sustainable Economic Development in Indonesia: A Bibliometric Analysis

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## ABSTRACT

This study aims to investigate how the development of the halal industry promotes sustainable economic growth in Indonesia using bibliometric methods. The research employs bibliometric analysis with Publish or Perish and VOSviewer to map the literature and provide an overview. Based on the results of a systematic literature review, the researchers identified 500 Google Scholar articles from 2015 to 2023 through searches using Publish or Perish. The data was analyzed using VOSviewer to map the contribution of the halal industry to sustainable economic development. The results of the mapping are divided into three clusters: cluster 1 for economic development and growth, cluster 2 for the halal industry, and cluster 3 for halal tourism. The findings indicate that the halal industry in Indonesia plays a strategic role in economic growth. The halal industry can serve as a means for economic empowerment, employment expansion, and sustainable development, thereby enhancing the country's industrial competitiveness and boosting the national economy.

**Keywords:** Halal Industry, Sustainable Economic Development, Bibliometric

## 1. INTRODUCTION

The halal industry in Indonesia began to expand in the 1980s due to increased consumer awareness of halal products. In 2008, Indonesia passed Law Number 33 of 2004 concerning Halal Product Guarantee, which mandates that all products circulating in Indonesia must have halal certification from the Halal Product Guarantee Agency (PBJPH). Law Number 33 of 2004 concerning Halal Product Guarantee serves as the legal basis for the development of the halal industry in Indonesia. It has produced important policies to encourage the progress of the halal industry and form a halal ecosystem. This is supported by Indonesia's majority Muslim population. According to The World's 500 Most Influential Muslims 2024, Indonesia's Muslim population is projected to reach 240,62 million by 2023, which is approximately 86,7% of the national population of 277,53 million. This significant Muslim population has led to an increase in demand for halal product in Indonesia.

The halal industry is experiencing positive growth amidst the hustle and bustle of the global economy. In 2021, Muslims worldwide spent US\$ 2 trillion on halal products, with 1,9 billion individuals contributing to this spending. This figure grew by almost 9% (yoy) and is expected to reach US\$ 4,96 trillion by 2030. According to the Coordinating Minister for Economic Affairs, Airlangga Hartanto, Indonesia Muslims spending on halal products is predicted to increase by 7,8 percent in 2024.

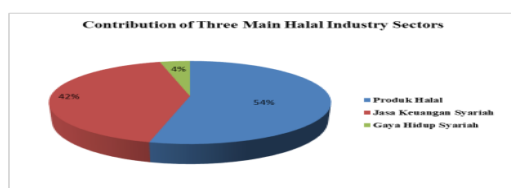
The halal industry presents significant opportunities for Indonesian business actors and it is crucial that the key make the most of this potential. According to the Indonesia Halal Markets Reports 2021/2022, the halal economy has the potential to increase Indonesia's Gross Domestic Product (GDP) by US\$ 5,1 billion or around 72,9 trillion rupiah per year through the export and investment sectors. The halal industry can serve as a source of inclusive and sustainable economic growth for the Indonesian economy.

At the end of 2023, Indonesia received good news. The State of Global Islamic Economics Report 2023 (SGIER 2023) ranked Indonesia third in the world in the development of halal economy, which means a one-rank increase compared to 2022. Indonesia maintained its second position in the halal food indicator and third position in the modest fashion indicator. According to SGIER 2023, in 2022 Indonesia exported \$13,38 billion worth of goods to OIC countries, making it the largest exporter, along with Turkey.

Indonesia actively partners with several countries to provide halal assurance services, such as Iran, Chile, Argentina, Hungary, Belarus and Turkey. During its tenure as G20 chair, Indonesia established the Halal 20 (H20) Forum as a milestone for the development of the global halal ecosystem and industry, as well as global halal partnership. In addition, the halal lifestyle industry has also experienced significant development, as evidenced by the determination of the Indonesian Ministry of Trade to make Indonesia a global center for halal modest fashion, such as Jakarta Muslim Week. The government has provided tremendous support for SME sectors, targeting around 30 million SMEs to enter the new world of digital platforms by 2024, thus further supporting Islamic economic development.

The development of the halal industry has become a primary agenda in the development of various countries, including Indonesia, where the majority of the population is Muslim [1]. The global halal market has grown rapidly and has become a new sector for economic growth, attracting the attention of both developed and developing countries. In Indonesia, the Ministry of BPPN advocates for a halal management process based on Islamic Sharia Law, as outlined in the publication of the Master Plan for Sharia Economic Development 2019-2024.

The production and processing of goods, which must be halal and *thayyib*, can become a new paradigm in the global industrial sector. The concept of halal and *thayyib* is expected to provide a new economic growth concept that also leads to sustainable development (Pujayanti, 2020). The aim of this research is to map out studies related to the role of the halal industry in supporting sustainable economic development in Indonesia. The study analyze the content of each cluster category in the meta-analysis, which consist of topics used in publications on the theme of the halal industry. The text appears to already meet the desired characteristics. Therefore, no changes were made.



## 2. LITERATURE REVIEW

### 2.1 Responding to the Halal Industry Opportunities

The large population of Muslims in Indonesia supports the growth of the halal industry, which has great potential for further development. From an investment perspective, the halal industry has already shown positive results. According to data from the Ministry of Industry of Indonesia, there are three sectors driving the development of the halal industry, as follows:

Based on the above graph, the halal product sector was able to contribute significantly, reaching 54%. As the country with the largest Muslim population in the world, it is not impossible for Indonesia's halal industry to develop even more rapidly. According to the State of Global Islamic Economics Report in 2023, Indonesia's halal food sector ranked second after Malaysia. The Ministry of Religious Affairs Program, through the Halal Product Guarantee Organizing Agency (BPJPH), appears to have successfully launched a strategy and design as a Global Halal Hub in forming a national halal ecosystem. One of these programs is the 1 million Free Halal Certification (SEHATI) program for Micro and Small Enterprises in 2023. The achievement of this program is also directly proportional to the increase in literacy and public awareness regarding halal products. As a result, the program made a significant contribution to Indonesia's rise in the halal food sector rankings.

The halal industry is an industry that includes businesses that operate in accordance with Sharia principles and meet the certification requirements of halal certification bodies. However, in Indonesia itself, it is not enough for producers to say that their products are halal, but there must be an official letter proving this in the form of a halal certificate [2]. The government has issued Law No. 33 of 2014 on Halal Product Guarantee as a reference for business actors in the production of halal food, which aims to increase Indonesia's growth as a halal food producer.

Halal certification is a policy based on Law Number 33 of 2014 that can be carried out by producers by registering their products with the Halal Product Guarantee Agency or BPJPH (Jaiyeoba, 2021). The existence of the Halal Product Guarantee Act (UUJPH) for producers is legal certainty for all procuded goods. Thus, the UUJPH has a positive impact on the business world because there is no doubt that products with halal certification are halal, thus convincing consumers that these products can be purchased, consumed or used [3].

The halal industry experiences substantial growth annually. According to the 2018 State of the Global Islamic Economy Report, the world's Muslim communities consume approximately US\$2,4 trillion in

total assets. The food and beverage sector accounts for US\$209 billion. Additionally, the travel sector spends US\$177 billion and US\$87 billion and US\$61 billion are spent on drugs and cosmetics, respectively. The halal industry in Indonesia is growing in tandem with the global halal industry. This growth is driven by Indonesia's predominantly Muslim population and presents an opportunity for further development [4]

## 2.2 Halal Industry and Sustainable Economic Development

The Indonesian halal industry has the potential to significantly contribute to the achievement of sustainable development. Its positive impact on the country's Gross Domestic Product (GDP) is evident, with a yearly contribution of US\$3,8 billion (Ministry of Finance of the Republic of Indonesia, 2019). This contribution is based on the significant consumer demand for halal products, which has a positive impact on imports and exports, ultimately affecting the country's per capita income.

The halal industry in Indonesia has also attracted US\$1 billion in investment from foreign investors and created 127,000 jobs annually. If this trend continues, the halal industry will further increase the values of exports and foreign exchange reserves. The halal industry presents a significant opportunity for development in terms of exports. The industry has the potential to generate export values ranging from US\$5,1 billion to US\$11 billion annually, with US\$7,6 billion generated in 2018. Indonesia, in particular, has a 3,8 percent global export opportunity for halal products. Furthermore, the industry has the potential to create 170,000 jobs to 330,000 jobs (Indonesia Halal Lifestyle Center, 2019).

The Vice President of the Republic of Indonesia, KH. Ma'ruf Amin, believes that collaboration in the halal industry is necessary to overcome challenges and achieve sustainable economic development. The principle of *ta'awun*, or mutual assistance, contributes to national growth (Meylinda and Matondang, 2023). In 2018, KNKS launched the Sharia Economic Master Plan (MEKSI) for 2019-2024 as a reference document for the development of a comprehensive Islamic economy, covering both the real (halal industry) and financial sectors. Subsequently, activities were undertaken to prepare the 2019 National Strategy for the Development of the Indonesian Halal Industry. The preparation stages involve primary and secondary data collection, mapping of basic conditions, regional and national Focus Group Discussion (FGD) activities, and field visits for benchmarking against countries with well-developed halal industries.

From this process, five national strategies for developing the halal industry in Indonesia were formulated. These strategies are abbreviated as GRIPS and include: (1)

Global Hub Development Strategy, which focuses on creating Indonesia as a Halal Hub in the production and trade of world halal products; (2) Research and Regulation Strategy, which focuses on strengthening research, regulations, policies, and the development of Islamic economics and the halal industry; and (3) Industrialization Strategy. The objective of this initiative is to enhance the value of halal products in Indonesia, making the halal industry more effective, competitive, and up-to-date with new technologies such as the digital economy, while also promoting sustainability.

The strategy includes five key components: (1) Halal certification, (2) Halal ecosystem development, (3) Halal value chain improvement, (4) Halal preference strategy, and (5) SME development strategy, with a focus on enabling MSMEs to become global players in the halal industry. The 2019 National Strategy for Halal Industry Development aims to develop an efficient, competitive, and modern Indonesian halal industry that incorporates new technologies, economic digitalization, and sustainability to support the nation's economic growth and become a benchmark for the global Islamic economy.

## 3. METHODOLOGY

This research attempts to analyze how the contribution of the Halal industry has an impact on sustainable economic development by collecting scientific journals, which are then analyzed using bibliometrics. Bibliometrics etymologically means the measurement of books. According to Tupan [5], bibliometric analysis was first introduced by Pritchard, Nalimow, and Mulchenko around 1969 in a paper titled "Statistical Bibliography or Bibliometrics?". The article defines bibliometrics as a mathematical and statistical application to books or other scholarly communication media [6]

Robin Chin Roemer & Rachel Borchardt [7], in their book *Meaningful Metrics: a 21st Century Librarians Guide to Bibliometrics, Altmetrics and Research Impact*, argue that bibliometrics is a set of quantitative methods used to measure, track, and analyze print-based scholarly literature. Bibliometrics is a scientific study that existed around 1980 and is included in the study of library science, but over time, bibliometrics has been studied and applied to all fields of science [8]. Simply put, bibliometrics is understood as a method that can provide an explanation of the process of written communication and its development in a discipline.

This research employs Harzing's Publish or Perish (PoP) software to gather scientific articles. PoP is a free tool that allows for searching, managing, and collecting

**Picture 1. Citation Metrics from Publish or Perish**

metadata on scientific papers across all fields of science. Asy'ari note that PoP is highly useful for finding articles and is linked to various publication sites, including Google Scholar, Crossref, Scopus, WoS, PubMed, and

Citation metrics	
Publication years:	2015-2023
Citation years:	9 (2015-2024)
Papers:	500
Citations:	2892
Cites/year:	321.33
Cites/paper:	5.78
Authors/paper:	2.07
h-index:	24
g-index:	44
hI,norm:	18
hI,annual:	2.00
hA-index:	11
Papers with ACC >= 1,2,5,10,20:	198,124,51,17,4

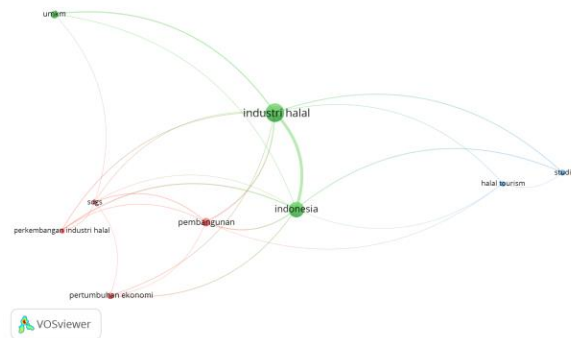
others[9]. This study aimed to facilitate researchers in finding reference materials for literature studies. A search was conducted on Google Scholar using the keyword phrases 'halal industry' and 'sustainable economic development' limited to 500 articles published between 2015 and 2023.

After obtaining the articles, we conduct bibliometric analysis of the data through the co-occurrence aspect (words/keywords matrix) using VOSviewer software. We use VOSviewer to conduct keyword analysis and identify the most frequently used keywords in the selected publications. This analysis reveals emerging themes, topics, and research areas in the study of the impact of the halal industry on sustainable economic development. VOSviewer is a bibliometric analysis tool used to visualize and analyze collected data (Devda, Shah & Vasavada, 2023). VOSviewer is well suited for mapping and clustering bibliometric data and is an effective tool for showing patterns and trends within a particular research area [10].

#### 4. RESULT AND DISCUSSION

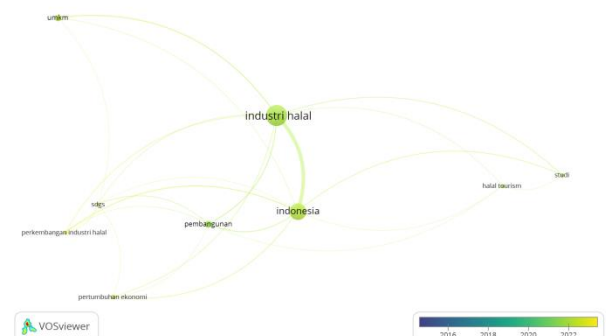
VOSviewer classifies metadata of scientific articles on the contribution of the halal industry to sustainable economic development collected through Publish or Perish. A map is created based on the title and abstract columns using the full counting method, resulting in 2928 terms. The minimum number of occurrences of a term is 5 times, and 36 thresholds were identified. The number of terms mapped depends on the decision to use the minimum term. The fewer terms, the narrower and more focused the keyword mapping will be to answer the research objectives. So this makes it easier for researchers to analyze what, why and how keywords are interconnected.

The system automatically selects the most relevant term at a threshold of 60%, resulting in 22 appropriate words. However, manual verification is necessary to select related words and discard unrelated ones, such as 'for', 'with', 'this', 'however', 'year', 'wrong', 'other than', and others. Therefore, only 9 words can be included in the mapping stage.



Picture 2. Network Visualization of Co-Occurrence

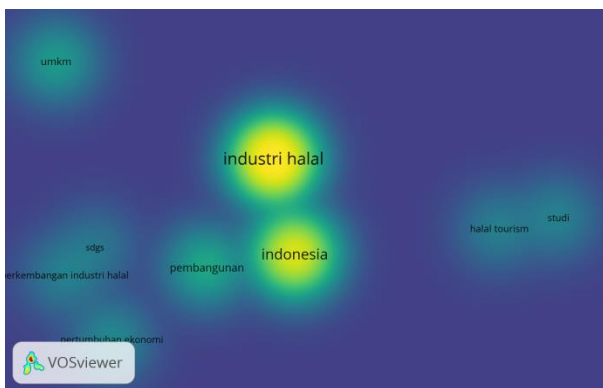
This study shows that research on the contribution of the halal industry to sustainable economic development has mostly been carried out between 2019 and 2023, as the implementation of halal certification began on October 17, 2019. This study shows that research on the contribution of the halal industry to sustainable economic development has mostly been carried out between 2019 and 2023, as the implementation of halal certification began on October 17, 2019. Academic interest in this topic has been growing during this period. The research on the halal industry demonstrates an increased awareness of its importance and urgency in addressing economic issues and its impact on sustainable economic development.



Picture 3. Overlay Visualization of Co-Occurrence

Figure 4 provides insight into future research opportunities and areas of novelty within the halal industry. Density visualization based on keywords can reveal research gaps that have not been explored or have

been explored infrequently. The degree of yellow in the circle area indicates the frequency of keyword usage. The most dominant keywords used are 'halal industry' and 'Indonesia', followed by 'development', 'economic growth', 'halal industry development', 'SDGs', 'halal tourism', 'MSMEs', and 'study'. To expand the scope of future research, it is recommended to use less commonly used keywords, such as 'Sustainable Development Goals (SDGs)', also known as dark keywords.



Picture 3. Overlay Visualization of Co-Occurrence

Table 1. Cluster Identification

Clusters	Total Items	Most Frequent Keywords	Keywords
1	4	Pembangunan (31), Pertumbuhan ekonomi (14)	Pembangunan, pertumbuhan ekonomi, perkembangan industri halal, SDGs
2	3	Industri halal (254)	Industri halal, UMKM, Indonesia
3	2	Halal tourism (10)	Halal tourism, studi

The keyword network visualization map reveals three clusters, distinguished by the colors red, green, and blue. These clusters contain the most frequently occurring terms from the total articles collected through Publish or Perish (PoP), indicating three classifications of published articles. See the table below for details.

The clusters that emerged using VOSviewer provide an overview of the research directions in the study of the contribution of the halal industry to sustainable economic development. Each cluster reflects specific aspects of the concepts that help to understand how they relate to and affect one another. Cluster 1 focuses on economic development and growth, highlighting the challenges and opportunities related to the development of the halal industry. The halal industry is an important part of the global economy and is instrumental in achieving the Sustainable Development Goals (SDGs), particularly in reducing poverty levels by creating new jobs.

Cluster 2 refers to the halal industry, which has great potential to support the growth of MSMEs. The halal

industry and MSMEs can play an important role in the development of local economic communities by creating jobs, increasing household income, and realizing overall prosperity. Therefore, the halal industry can be a driver for significant growth of MSMEs, especially if supported by the government and financial institutions for sustainable economic development. Cluster 3 discusses the potential economic benefits of halal tourism. It highlights how promoting Muslim-friendly tourism can increase accessibility and inclusiveness for Muslim travelers, ultimately leading to opportunities for local economic empowerment.

Table 2. Keywords Analysis

Most Occurrences		Fewer Occurrences	
Occurrences	Term	Occurrences	Term
254	Industri Halal	11	Studi
150	Indonesia	10	Halal Tourism
31	Pembangunan	10	Perkembangan Industri Halal
23	UMKM	7	SDGs
14	Pertumbuhan Ekonomi		

Keyword analysis provides valuable insight into the most frequently occurring terms in the literature on the contribution of the halal industry to sustainable economic development. The term halal industry (254 occurrences) is the term with the highest number of occurrences due to the main focus of the literature on the halal aspect of the industry. Researchers are interested in understanding the opportunities, challenges, developments, progress and how the impact of the existence of the halal industry. This is in line with the global economy which agrees that the halal industry is a source of new economic growth.

This is not without reason, citing data from the Pew Research Center's Forum on Religion and Public Life, the world's Muslim population in 2020 reached 1.9 billion. This number is estimated to continue to grow until it reaches 2.2 billion people or 26.5 percent of the total world population in 2030. The increase in the world's Muslim population will certainly be accompanied by an increasing demand for halal products and services.

Indonesia is ranked second in terms of frequency of occurrence (150 times), reflecting the high number of research related to the halal industry in the country. According to the State of Global Islamic Economics Report 2023, released by Dinar Standard in Dubai, Indonesia has moved up to third place from its previous ranking of fourth. Indonesia has solidified its position as a global leader in the halal sector, particularly in the areas of halal food production and halal fashion. Furthermore, President Joko Widodo has mandated the continued strengthening of Indonesia's efforts to become a Global Halal Hub by 2024.

This vision is being realized through policies that support the accelerated development of halal industrial areas, such as Halal Modern Valley in Banten, Safe Lock Halal

Industrial Park in East Java, and Bintan Inti Halal hub in Riau Islands. Istiqlal states that the Indonesian government is focusing on developing the Global Halal Hub Indonesia (GHHI) to support the halal economy and expand the halal global market [11]

The term 'development' (31) suggests a connection between the halal industry and economic development. This is particularly relevant in the food sector, which poses one of the biggest challenges for the halal industry [12]. The term 'UMKM' (23) is also closely related to the halal industry. Despite the impact of the Covid-19 pandemic on the Indonesian economy, it managed to grow by 1.81% in the third quarter of 2022 compared to the previous quarter. According to press release HM.4.6/553/SET.M.EKON.3/10/2022, MSMEs accounted for 60.5% of the GDP growth and 96.9% of national employment. The government aims to increase Indonesia's GDP and exports by targeting halal certification for all MSMEs this year. Halal certification is a valuable tool for Indonesian MSMEs to gain a competitive edge in the international market.

The discussion of the halal industry will include the term economic growth (14). Indonesia's economic history has not forgotten the experience of the global economic downturn caused by the Covid-19 pandemic. According to Hasanah [13] the growth of the halal industry continues despite the economic crisis in various countries. The growth rate of the halal industry was 6.2% before the Covid-19 pandemic and decreased to 3.1% during the pandemic. Despite a 50% decrease from the previous year, the halal industry continues to make significant contributions to the national economy. According to data from the Ministry of Finance of the Republic of Indonesia in 2019, the halal industry contributed 3.8 billion USD to the GDP, attracted 1 billion USD in foreign investment, and created 127 thousand jobs annually [13].

The concept of halal tourism has been found to positively impact economic development, according to research conducted by Suryani & Bustamam [14]. Several tourist attraction areas in Pekanbaru City, Kampar Regency, Rupat Island, Bengkalis Regency, and Siak Regency have contributed to the local economy by creating job opportunities for local residents, such as becoming tour guides, hotel or restaurant employees, or even providing transportation facilities to tourist sites. Tourism is a significant contributor to economic development. Progress and improved welfare have made tourism a fundamental aspect of human needs and lifestyle. The concept of halal tourism involves integrating Islamic values into all aspects of tourism activities, ensuring adherence to Islamic sharia

The development of the halal industry in Indonesia is believed to be an important asset in the development of the national sharia economic and financial ecosystem[nal

economy. Sustainable growth and policies that support the development of the halal industry will make a significant contribution to the national and global economy. SDGs (7) are directly related to sustainable economic development.

According to Pujayanti [15] in the journal titled 'Halal Industry as a Paradigm for Sustainable Development Goals in the Era of the Fourth Industrial Revolution', the presence of the halal industry in the global economy contributes to the implementation of the Sustainable Development Goals. Halal industry can contribute to several goals, such as no poverty, zero hunger, good health and well-being, quality education, gender equality, affordable and clean energy, decent work and economic growth, industry, innovation and infrastructure, reduced inequalities, responsible consumption and production, climate action, life below water, and life on land.

## 5. CONCLUSION

In conclusion, the halal industry has emerged as a pivotal driver of economic development in Indonesia, responding to the demands of its predominantly Muslim population. The enactment of Law Number 33 of 2004 has provided a robust legal framework, establishing the Halal Product Guarantee Agency (PBJPH) and mandating halal certification for all products circulating in the country. This legislative support, coupled with Indonesia's substantial Muslim population, has fueled the growth of the halal industry, making it a significant contributor to the nation's Gross Domestic Product (GDP).

The positive trajectory of the halal industry is evident in Indonesia's rankings on the global stage, achieving third place in the development of the halal economy according to the State of Global Islamic Economics Report 2023. The country has become a major player in halal exports, especially to Organization of Islamic Cooperation (OIC) countries, showcasing its commitment to halal assurance services through partnerships with various nations.

Moreover, Indonesia's strategic initiatives, such as the establishment of the Halal 20 (H20) Forum and its focus on halal lifestyle industries like modest fashion, underline its dedication to creating a comprehensive global halal ecosystem. The government's support for small and medium-sized enterprises (SMEs), aiming to digitize around 30 million SMEs by 2024, further reinforces the commitment to inclusive economic development.

The paper's literature review emphasizes the symbiotic relationship between the halal industry and sustainable economic development. The industry has not only shown

positive results in terms of GDP contribution but has also attracted foreign investments and generated employment opportunities. The comprehensive strategies outlined in the 2019 National Strategy for Halal Industry Development, focusing on global hub development, research and regulation, and industrialization, highlight Indonesia's commitment to making the halal industry more competitive, efficient, and aligned with sustainable development goals.

The methodology section introduces a bibliometric analysis, revealing a growing academic interest in the contribution of the halal industry to sustainable economic development. The research findings, visualized through network maps and clusters, provide insights into key themes and future research opportunities. The keyword analysis underscores the importance of terms such as 'halal industry,' 'Indonesia,' and 'development' in academic discourse.

In essence, the halal industry in Indonesia has transcended its economic significance, becoming a cornerstone for sustainable development. As it continues to evolve and integrate with global markets, the industry stands as a beacon of economic progress, driven by the principles of Sharia and a commitment to fostering inclusive and sustainable growth. Indonesia's journey in positioning itself as a global halal hub reflects a broader narrative of the halal industry's potential to shape economies and contribute meaningfully to a more sustainable future.

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