

BIBLIOMETRIC ANALYSIS OF HALAL LIFESTYLE MARKETING MIX FOR THE PERIOD 2020-2025 WITH VOS VIEWER

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Abstract :

This study aims to explore research trends on the marketing mix in the context of the halal lifestyle using bibliometric analysis. Using the VOS viewer software, this research analyzes 997 documents published between 2020 and 2025 related to this topic. The findings indicate that the topic of the halal lifestyle marketing mix is gaining increasing attention from researchers, with journal publications being the primary source of information. Network visualization reveals five main clusters related to marketing aspects, religiosity, purchasing decisions, halal supply chains, and digital marketing. This study provides insights into research trends and the future direction of halal product marketing strategies.

Keywords : *marketing mix, halal lifestyle, bibliometric, VOSviewer, halal research.*

Abstrak :

Penelitian ini bertujuan untuk mengeksplorasi tren penelitian mengenai marketing mix dalam konteks halal lifestyle menggunakan metode bibliometrik. Dengan menggunakan perangkat lunak VOSviewer, penelitian ini menganalisis 997 dokumen yang dipublikasikan antara tahun 2020 hingga 2025 yang berkaitan dengan topik tersebut. Hasil penelitian menunjukkan bahwa topik Halal Lifestyle Marketing Mix semakin diminati oleh para peneliti, dengan publikasi jurnal sebagai sumber utama informasi. Visualisasi jaringan menunjukkan lima kluster utama yang berhubungan dengan aspek pemasaran, religiusitas, keputusan pembelian, rantai pasok halal, dan pemasaran digital. Studi ini memberikan wawasan tentang tren penelitian dan arah pengembangan strategi pemasaran produk halal di masa depan

Kata Kunci: *marketing mix, halal lifestyle, bibliometrik, VOSviewer, penelitian halal.*

INTRODUCTION

The halal industry is a global trend and continues to experience rapid growth every year (Adamsah & Subakti, 2022). According to data from the State of the Global Islamic Report (SGIER) 2023/2024 in (*Halal Industry, Supporting Economic Growth*, n.d.), the total consumption of halal products in the world is estimated to reach USD2.4 trillion by 2024, reflecting the surge in global demand for halal products.

As a country with the largest Muslim population in the world, Indonesia

has great potential in the halal industry so that it has a halal *lifestyle*. This is supported by the high demand for halal products in various sectors, including food, beverages, pharmaceuticals, cosmetics, and halal tourism. In Indonesia itself, halal product exports are recorded worth USD 41.42 billion or equivalent to IDR 673.90 trillion in 2024 (*Indonesian Halal Product Exports*, n.d.). Although, Indonesia is still lagging behind other countries such as Malaysia, Thailand, and the United Arab Emirates in the development of the halal industry. One of the main challenges is the lack of industry awareness of the importance of halal certification and the lack of a targeted national strategy (Hukum et al., 2020).

The marketing mix plays an important role in the marketing strategy of products and services in the halal lifestyle, which includes the food, beverage, cosmetics, pharmaceutical, halal tourism, and Islamic finance sectors. The concept of 4P (Product, Price, Place, Promotion) and its development such as 7P (plus People, Process, and Physical Evidence) are the main framework in understanding how the halal industry markets its products to Muslim consumers who are increasingly aware of the halalness of products (Kautsar et al., 2023).

The trend of marketing mix research and the combination of halal lifestyle has become quite popular in recent years, which is based on Islamic ethical values. Therefore, with the bibliometric analysis approach, it aims to identify the direction of related research development, so the researcher raises the title "Bibliometric Analysis of Halal Lifestyle Marketing Mix for the Period 2020-2025 With Vosviewer"

RESEARCH METHOD

The method used in this study is the bibliometric method, which is used to explore and classify literature that has been published in the field of Halal Industry. As a quantitative method, bibliometric analysis uses evaluative and descriptive approaches to represent research trends as well as characteristics of a series of publications.

The analysis in this study includes the type of document, year of publication, document language, publication by country, publication by institution, leading journals, co-authorship collaboration, and keyword association (co-occurrence author) as part of the scientific mapping. This study uses publication data that discusses the topics of "Marketing Mix" and "Halal Lifestyle". Data is collected through Google Scholar-indexed article searches, with information downloaded through Publish or Perish 8 including the year of publication, the name of the author and affiliate, keywords, language used, and the geographical distribution of the document.

Search results found that 997 documents accessed by this data were carried out on March 14, 2025 related to Halal Lifestyle Marketing Mix indexed by Google Scholar published between 2020 and 2025. The data is downloaded in .ris (research information systems) file format and then analyzed using the VOSviewer software. VOSviewer is used to visualize network patterns or relationships between bibliometrics into three categories, namely network visualization, overlay visualization, and density visualization. The mapping obtained through VOSviewer will be used as a reference in conducting accurate content analysis based on the

name of the researcher, year of publication, researcher productivity, and research trends in the Halal Lifestyle Marketing Mix.

FINDINGS AND DISCUSSION

Publications on Google Scholar In the table below, the types of documents with the theme of Halal Lifestyle Marketing Mix are described as indexed by google scholar. The number of documents obtained was 997 documents, which were divided into 6 types of documents, namely:

Table 1. Document type analysis

Document Type	Number of Articles	Percentage (%)
Journal Articles	654	65,60%
Conference papers	203	20,36%
Book	89	8,93%
Documents WEB	33	3,31%
Citation	17	1,71%
Word Document / Letter	1	0,10%
Total	997	100%

Based on the results of this classification, it can be seen that the most dominant type of document is journal articles with 65.60%, followed by conference papers (20.36%) and book chapters (8.93%). This shows that Halal Lifestyle Marketing Mix is increasingly in demand by researchers, especially through publications in scientific journals. In addition, halal conferences around the world are constantly growing, which can be the reason why conference papers are ranked second.

Meanwhile, publications about Halal Lifestyle Marketing Mix in other forms have a smaller number. This may be due to a higher level of difficulty in publishing these types of documents. Thus, it can be concluded that Halal Lifestyle Marketing Mix is gaining popularity among researchers, but further exploration is still needed to deepen the study in various publication formats.

Based on the visualization of Vosviewer through Network Visualization, it can be seen as follows:

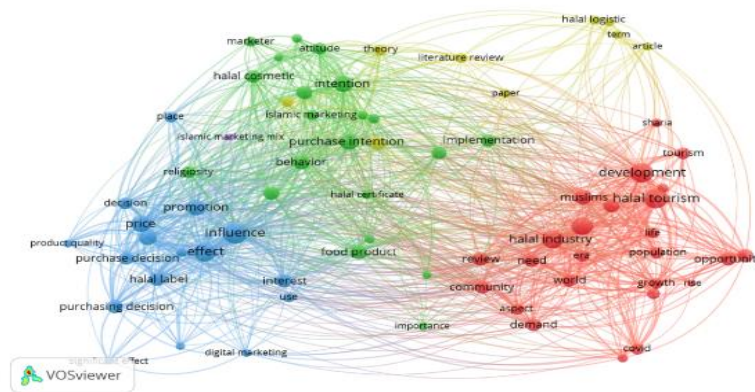


Figure 1. Network Visualization with keywords Halal Lifestyle Marketing Mix
Source : Processed Data (2025)

Figure 1 shows that there are 5 clusters with 73 items that show the relationship between words. Cluster 1 is red with 25 items consisting of aspect, challenge, community, country, covid, demand, development, era, growth, halal food industry, halal industry, halal tourism, life, muslims, need, opportunity, pandemic, population, potential, review, rise, sharia, tourism, trend, world. Cluster 2 is green as many as 21 items consisting of attitude, behavior, company, context, element, evidence, food product, halal awareness, halal certificate, halal cosmetic, halal logo, halal marketing, implementation, importance, intention, islamic marketing, marketer, purchase intention, relationship, religiosity, understanding. Cluster 3 is blue as many as 17 items consisting of brand image, consumer behavior, decision, digital marketing, effect, halal label, halal labeling, influence, interest, place, price, product quality, promotion, purchase decision, purchasing decision, significant effect, use. Cluster 4 is yellow with 9 items consisting of article, customer, halal logistics, halal supply chain, literature review, paper, quality, term, theory. And finally, cluster 5 with purple color has 1 item, namely Islamic marketing mix.

The relationship that occurs between words and other terms shows that there is a relationship in each of its networks. According to al husaeni & nandiyanto (2020 in Widiastiana Vista Wijaya et al., 2023) that each term is marked with a colored circle. The size of the circle for each term differentiates the frequency with which the term appears. The size of the label circle shows a positive correlation with the appearance of the term in the title or abstract. The more often the term appears, the larger the size of the circle. The respective clusters that are often researched in each cluster are development, intention, influence, quality and Islamic marketing mix.

Based on the results of Overlay Visualization to identify the Halal Lifestyle Marketing Mix in the year of publication, the terms/words are:

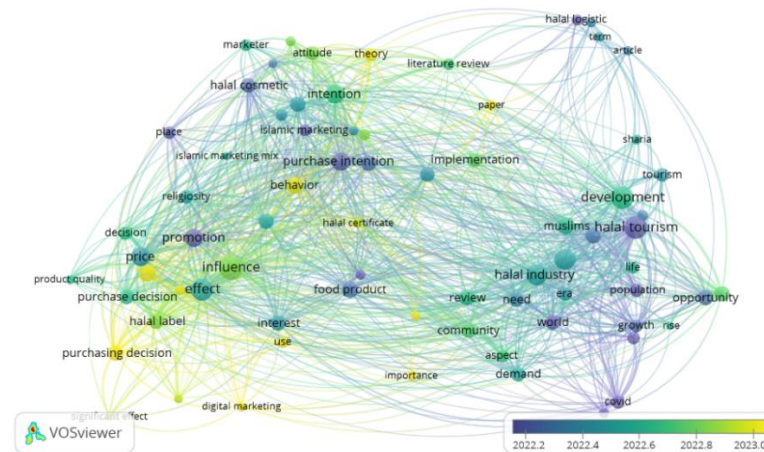


Figure 2. Overlay Visualization dengan keywords Halal Lifestyle Marketing Mix
Source : Processed Data (2025)

Based on Figure 2, you can see a visualization overlay with colored nodes that present words/terms with the year of publication. In 2023, "food product" can be seen as a keyword.

Research trends regarding the marketing mix in halal lifestyle have shown significant developments in recent years. The network visualization map displays five main clusters related to various aspects of halal marketing. The keywords "purchase intention," "halal industry," and "halal tourism" are at the center of many studies, reflecting the growing interest of academics in the factors influencing purchasing decisions in the halal industry.

In addition, this study also reveals that concepts such as "religiosity," "promotion," "price," and "halal certificate" are closely related in shaping consumer preferences for halal products. This shows that consumer awareness of halal certification and effective marketing strategies play an important role in building trust and increasing purchase intent.

In terms of the development of the halal industry, the clusters of "halal logistics," "development," and "muslims halal tourism" are part of the growing academic discussion. This indicates that there is attention to the halal supply chain as well as the growing opportunities for the halal tourism industry. The influence of "digital marketing" is also seen in several studies, showing that digital-based marketing is a major trend in the promotion of halal products.

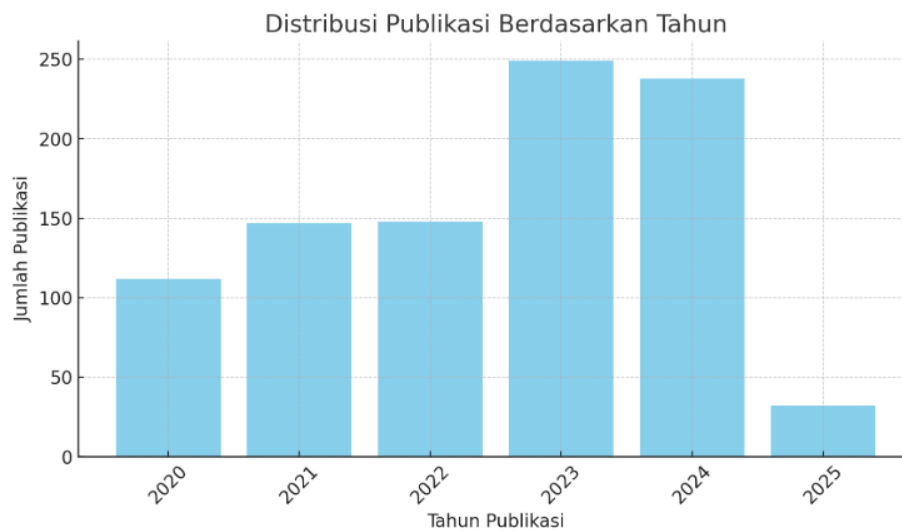


Figure 3. Distribution of Publications By Year

Based on the graph diagram that has been made, it can be concluded that the number of publications fluctuates from year to year. There is an increasing trend in certain years, which may be influenced by factors such as institutional policies, research interests, or the availability of resources. Conversely, a decline in publication in several years may reflect challenges in research, such as limited funding, lack of researcher participation, or other external factors. Overall, this publication pattern shows the dynamics in the world of research that can be used as evaluation material to increase productivity in the future.

There are several popular research title articles on the keywords Halal Lifestyle Marketing Mix:

Cites	Author	Title
642	YE Rachmad	Transforming Digital Consumers: The Power of Viral Diffusion in Consumer Behavior
455	T Nurhayati, H Hendar	Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness
178	J Jasmani, D Sunarsi	The influence of product mix, promotion mix and brand image on consumer purchasing decisions of sari roti products in South Tangerang
165	C Suparno	Online purchase intention of halal cosmetics: SOR framework application
164	N Ab Rashid, J Bojei	The relationship between halal traceability system adoption and environmental factors on halal food supply chain integrity in Malaysia

Table 1. Popular Publications with the highest number of citations related to Halal Lifestyle Marketing Mix

The publication with the highest number of citations is Rachmad's research titled "Transforming Digital Consumers: The Power of Viral Diffusion in Consumer Behavior", which has been cited 642 times. The study highlights how digitalization

and viral effects can affect consumer behavior, which is relevant in understanding halal product marketing in the digital age.

Nurhayati Research , Tatiek; Hendar, 2020, which has 455 citations, entitled "Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness". This study discusses how individual religiosity and knowledge of halal products can increase awareness and interest in buying halal products. The results of this study are important in understanding the psychological factors that drive the decision to purchase halal products.

Meanwhile, Jasmani, J.; Sunarsi, 2020 with 178 citations, discusses the influence of product mix, promotion mix, and brand image on purchase decisions on Sari Roti products. While it does not specifically address the halal industry, this study provides insight into how marketing mix strategies can be applied in the marketing of halal products.

On the other hand, Suparno's 2020 research entitled "Online purchase intention of halal cosmetics: SOR framework application", which has 165 citations, examines consumers' buying interest in halal cosmetics online using the SOR (Stimulus-Organism-Response) theoretical framework. This study makes an important contribution in understanding consumer behavior in buying digital-based halal products.

Finally, the research of Ab Rashid, N.; Bojei, 2020 with 164 citations, entitled "The relationship between halal traceability system adoption and environmental factors on halal food supply chain integrity in Malaysia", discusses the relationship between halal traceability system and environmental factors in maintaining the integrity of the halal food supply chain in Malaysia. This study provides insight into the importance of traceability systems in maintaining the halalness of products, especially in the halal food industry.

Overall, this research with a high number of citations reflects the main trends in the Halal Lifestyle Marketing Mix, such as digital marketing, consumer religiosity, marketing mix, online shopping behavior, and halal supply chain management. The findings from these studies can be an important reference for future research in developing marketing and management strategies for the halal industry more broadly.

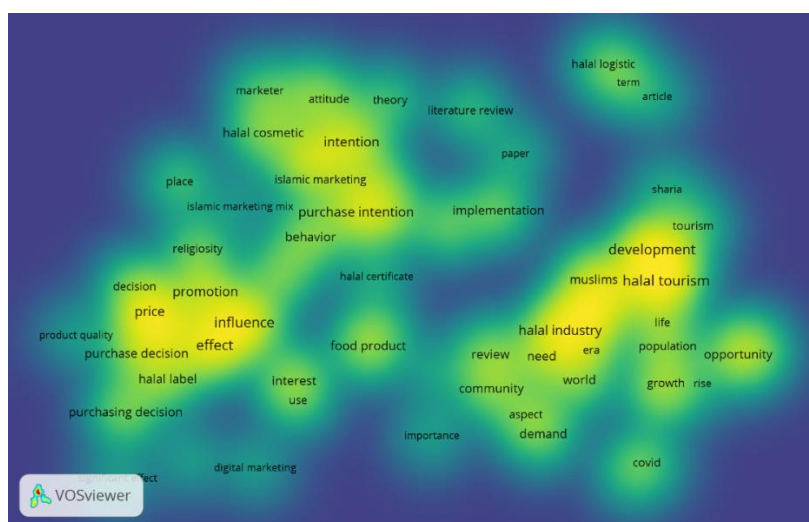


Figure 4. Density Visualization with keywords Halal Lifestyle Marketing Mix
Source : Processed Data (2025)

Finally, Density Visualization which is the last visualization of the VOSViewer system, it is described that the brighter the color that appears on a variable, the more often the variable is studied (Susanti et al., 2022). As in the following figure 4, the words that often appear are price, influence, effect, development, muslims, halal tourism, halal industry so that they can be used as follow-up suggestions for further research in choosing research variables.

CONCLUSION

This study shows that the marketing mix in halal lifestyle is an increasingly popular topic in academic research. From the results of bibliometric analysis using VOSviewer, it was found that related publications have increased significantly in recent years. The five main clusters identified in this study reflect various important aspects of halal product marketing, including religiosity factors, purchase decisions, halal supply chains, and digital marketing strategies.

The results of this study provide insight for academics and business practitioners in developing more effective halal marketing strategies. With the increasing consumer awareness of halal products, a more structured approach is needed in the marketing of halal products based on sharia principles. In addition, this study underscores the importance of further research to deepen understanding of the factors influencing purchasing decisions in the halal industry.

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