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The Impact of Covid-19 on The Halal Economy: A Bibliometric Approach

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Abstract

This study aims to determine the map of the development of research on the halal economy's theme during the COVID-19 pandemic published by digital object identifier-equipped journals. The study was conducted in November 2020. The data analyzed were more than 200 published papers. The object of the study is a published journal in 2020. The data is then processed and analyzed using the VOSviewer application program to determine halal economic research development's bibliometric mapping. The results showed halal finance, halal banking, halal philanthropy, and halal food were the most popular topics used. The research development map of this theme is divided into 4 clusters. Cluster 1 consists of 15 topics, cluster 2 consists of 12 topics, cluster 3 consists of 12 topics and cluster 4 consists of 11 topics. The findings from this study indicate that the halal economy sector is also affected by COVID-19 and explains the halal economy's role in mitigating the risk of the economic crisis due to the pandemic.

Keywords: *COVID-19, Halal Economy, Bibliometric*

INTRODUCTION

The whole world is currently experiencing a reasonably long crisis due to the COVID-19 pandemic since the beginning of 2020. The virus, which originated in China, has caused severe economic damage (Brodeur et al., 2020). Inflation experienced by Indonesia in March 2020 was recorded at 0.10% (Month on Month) and 2.96% (Year on Year), Even though in February 2021, the Central Statistics Agency of the Republic of Indonesia recorded inflation in February 2021 at 0.10% MoM or an annualized rate of 1.38% YoY. This condition at that time affects the rupiah exchange rate against the US dollar and the problem of meeting the availability of food, raw materials and other supporting commodities properly (Suar et al., 2020).

Islam comprehensively regulates every aspect of human life. It regulates everything that humans must do or what they have to abandon. All orders and prohibitions that have been established by the Sharia aim to achieve goodness. The completeness of Islamic law is proven by carrying out all worship during the COVID-19 pandemic, even though with several reliefs established by Allah and the economic field. Economic rules following sharia principles are then called in this study the halal economy.

Halal is a term used to indicate permissibility for consumption in Islam. The word halal comes from Arabic, which means permissible, justified, welcome to be consumed according to Islamic law rules and does not endanger health. All types of products, especially food and beverages, are lawful except for some of the argument's prohibitions (Haque et al., 2018). If it is related to industrial products, halal can be interpreted as products allowed to be consumed by a Muslim (Aniqoh & Hanastiana, 2020).

The halal economy continues to develop as the world's Muslim population grows. The halal economy is based on the observance of sharia, which has implications for values, integrity and trust that affect all aspects of a Muslim's economic activity (Vanany et al., 2019). The halal economy's scope is now more than just the halal food and beverages industry but covers every economic activity, such as Islamic finance, halal cosmetics, halal pharmaceuticals, Muslim-friendly travel, modest fashion, and Islamic-themed media and recreation based on State of the Global Islamic Economy 2020/21 Report by Salaam Gateway. The report stated that the pandemic is forecasted to result in an 8% decrease in global Muslim spending in 2020 for the Islamic economy sectors covered in this report.

The halal economy is also widely discussed in various scientific studies published in journals, especially Islamic economics and finance journals. More than 200 scientific research papers were published by various journals, both national and international, in the early 2020 observation period until the time this paper was written, namely November 2020, which discusses the halal economy in the COVID-19 pandemic. All papers studied were indexed by the Google Scholar website and only papers that had a Digital Object Identifier (DOI) were selected to be used as research objects. Paper with this theme is interesting to discuss, considering the importance of scientific research to generate ideas and innovations that can answer economic problems.

This study aims to look at the bibliometric visualization that shows the mapping of research trends on the theme of halal economics in the field of sharia economics and finance to determine

various popular trends, namely topics and keywords, authors, journals and top citation in halal economic research.

This research is structured as follows—the second part reviews, in general, the research method, namely the bibliometric method. The third section presents and reports the results of descriptive research as well as provides a content analysis of each cluster category in a meta-analysis consisting of the topics used in published papers on the theme of Halal Economy, followed by explaining the visualization of bibliometric mapping, which consists of trends in keywords, authors, published journals to citation of halal economics theme papers. The fourth section will explain the findings of this study. The fifth part is the closing of the paper, which contains a summary of the main discussion and conclusions.

LITERATURE REVIEW

The State of the Global Islamic Economy Report, published by Thomson Reuters in collaboration with DinarStandard stated that what is meant by the halal economy is an economic system consisting of sectors whose products and services are structurally and substantially influenced by Islamic law, encouraged by the principles of Muslim consumer lifestyle and business practices.

The field of the halal economy is very broad, State of the Global Islamic Economy 2020/21 Report by Salaam Gateway stated that those included in the core opportunities of the Halal Economy are halal food, Islamic finance, halal products, halal fashion, Muslim friendly travel, and Islamic-themed media and recreation. Although each sector has different halal assessment variables, common religion-based values such as ethical values unite the entire field as an intrinsic unit, serving the same sharia compliance-based consumers with product variations according to their respective sectors.

Research on the halal economy has been carried out by many experts, both discussing in general and in specific fields, but no research has reviewed all of the research on this theme to see the development of halal economic trends in terms of published scientific articles. Therefore, this study aims to see the visualization of trend mapping using the bibliometric method.

The bibliometric method is an important research topic in bibliometrics (Börner et al., 2003). Two different bibliometric aspects are the construction of the bibliometric map and the graphical representation of the map. Research related to the effects of differences in similarity measures (Ahlgren et al., 2003; Klavans & Boyack, 2006; Van Eck & Waltman, 2009) tested with different mapping techniques (Boyack et al., 2005; Van Eck & Waltman, 2007; White, 2003). The graphic representation of the bibliometric map has received less attention. Although some researchers seriously study graphical representations (Chen, 2003; Skupin, 2004), most articles published in the bibliometric literature rely on simple graphical representations provided by computer programs such as SPSS and Pajek.

For thumbnails containing no more than 100 items, a simple graphical representation usually yields satisfactory results. However, there appears to be a trend towards larger maps, and for

such maps, a simple graphic representation is inadequate. A large bibliometric map's graphical representation can be further improved by using a zoom function, unique labeling algorithms, and density metaphors. Such functionality is not included in the computer programs commonly used by bibliometric researchers. In this paper, we introduce a new computer program for bibliometric mapping. This program pays special attention to the graphical representation of bibliometric maps.

Several research with the bibliometric method on the issue of halal and Islamic economics in general have been done by Antonio et al. (2020), Rusydiana (2021), Laila et al. (2021), Rusydiana et al. (2021), Marlina et al. (2021), Srisusilawati et al. (2021), and Assalafiyah (2021). Antonio et al. (2020), for example, examines the development of halal value chain research topics that are currently developing. Meanwhile Rusydiana (2021) examines the financial and social issues of Islam associated with the current Covid-19 phenomenon. One of them is related to the topic of halal food which was the beginning of the cause of Covid-19 in Wuhan China.

DATA AND RESEARCH METHODS

This section discusses the use of VOS, which is to build a bibliometric map. VOS's purpose is to place items in such a low dimension that the distance between the two items accurately reflects the items' uniformity or association. For each pair of items i and j, VOS requires a similarity input sij (sij ≥ 0). VOS treats the equation sij as a measure on a ratio scale. The equation sij is usually calculated using the power of association defined in Equation 1. VOS determines the location of the item on the map by minimizing

$$V(x_i, \ldots, x_n) \ = \ \sum_{i<j} s_{ij} \|x_i - x_j\|^2 \qquad (1)$$

to:

$$\frac{2}{n\,(n-1)} \sum_{i<j} \|x_i - x_j\| = 1 \qquad (2)$$

Therefore, VOS's idea is to minimize the weighted sum of the squares of the distance between all pairs of items. The equation between those items weights the square of the distance between pairs of items. To avoid worthless solutions where all items have the same location, limits are imposed so that the average distance between two items must be equal to one.

Two computer programs have implemented the VOS mapping technique. Both are available free of charge. A simple open-source program is available at www.neesjanvaneck.nl/vos/, and a more advanced program called VOSviewer (Van Eck et al., 2010) is available at www.vosviewer.com. Both programs use the variant of the SMACOF algorithm mentioned above to minimize Equation 1 to Equation 2.

This study uses paper publication data sourced from various journals with research on the halal economy's theme. The data was collected through a search for articles indexed by the Google Scholar database within the last year, the search was carried out by typing the keywords 'Covid-19 and Halal', then selected papers relevant to the theme of halal economy research, as

for the criteria for the paper which was finally filtered and processed in the software is indexed by Google Scholar and filtered only DOI-equipped papers. From the search results, there were 217 published articles until November 2020. Data in the form of topics used in the publication of a paper on the theme of Halal Economy were analyzed using Microsoft Excel 2010. As for the development trend of the publication on the theme of Halal Economy, it was analyzed using VOSViewer software.

The computer program that was introduced was called VOSviewer. VOSviewer is a program developed for building and viewing bibliometric maps. This program is freely available to the bibliometric research community (see www.vosviewer.com). VOSviewer can create author maps or journals based on cocitation data or build keyword maps based on shared incident data. The program offers a viewer that allows the bibliometric map to be examined in detail.

VOSviewer can display maps in a variety of ways, each emphasizing a different aspect of the map. It has functions for zooming, scrolling, and searching, which facilitate detailed inspection of the map. The display capability by VOSviewer is beneficial for maps containing at least a large number of items (e.g., 100 items). Most computer programs used for bibliometric mapping do not satisfactorily display such maps.

To build maps, VOSviewer uses the VOS mapping technique, where VOS stands for similarity visualization. For previous studies where the VOS mapping technique was used. VOSviewer can display maps built using suitable mapping techniques. Therefore, this program can be used to display maps built using the VOS mapping technique and display maps built using multidimensional scaling techniques. VOSviewer runs on many hardware and operating system platforms and can be started directly from the internet.

FINDING AND DISCUSSION

Research Topic

Spirituality and consumer choice of products have an important relationship. The emergence of a trend in the Halal economy in most Muslim countries has shifted the consideration of consumer choice to Sharia-compliant products. The millennial generation who are quick to receive information has also accelerated the Halal industry which continues to grow rapidly (Norafni et al., 2020).

The halal economy has then become a viable market for products and services around the world (Siah et al., 2017). Halal branding has experienced tremendous growth in various sectors (Setiawati et al., 2019), from halal finance, halal banking, halal philanthropy, halal food, halal tourism, halal fintech, halal pharmaceuticals, halal cosmetics, halal media, to halal fashion.

Table 1 below shows some specific topics in the research paper on the theme of the halal economy. Based on the following table, it can be seen that the top 4 research topics used in this theme paper over the past year were 137 papers related to halal finance, then 97 papers on halal banking, 96 papers on halal philanthropy and 91 papers on halal food topics. Each paper can

contain more than one topic, so the number is more than the number of papers used as the object of research.

Table 1: Research Topic

Topic	Number of Paper
Halal Finance	137
Halal Banking	97
Halal Philanthropy	96
Halal Food	91
Halal Tourism	54
Halal Fintech	44
Halal Pharmaceuticals	36
Halal Cosmetics	30
Halal Media	21
Halal Fashion	19

The topic with the lowest number of discussions is halal fashion with 19 papers, so it needs to be considered for researchers to reproduce more quality research related to this topic. The absence of relatively complete and comprehensive data may be why research related to the above topic is not widely published in the paper on the halal economy's theme.

The popularity of halal finance in research on the halal economy is due to a large number of economic activities related to finance, so special rules are needed in halal finance so that they can be applied following Islamic law. In various works of literature, it is found that halal finance has the aim of rearranging modern financial practices to be in line with the principles and values of Islamic law. This industry has grown rapidly and reached global financial markets (Laldin & Furqani, 2013).

According to Platonova (2013), halal finance has emerged in modern times as an alternative to ethical financial propositions formed by Islamic norms and principles. In this new construction, the basis of Islamic lawful economics from Islamic finance requires that Islamic norms must be integrated as a substance in financial activities. Musari (2016) also states that halal finance has a responsibility to advance the socio-economic development of society without attracting interest.

As halal finance has experienced rapid growth in the last two decades (Saba et al., 2019), so are other popular keywords, namely halal banking. The halal banking sector is considered relatively contemporary and has unique characteristics (Sulub et al., 2020). Many global organizations and local committees were then formed to regulate the sector, such as the Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI) in Bahrain and the Islamic Financial Services Council in Malaysia.

The history of halal banking can be traced back to the 1960s in the Middle East. Since then, the emergence of the Islamic banking industry has increased exponentially, although it still represents a small share of the global financial market. Halal banking is stated to have higher

asset quality, better capital and tends not to disintermediate during the financial crisis period compared to conventional banking (Rafay & Farid, 2013).

Bibliometric Graphic Analysis

This part will present a graphic visual mapping of a paper's publication on the halal economy's theme. The keyword mapping analysis results form the basis for the co-occurrence mapping of important or unique terms contained in a particular article. Mapping is a process that allows a person to recognize elements of knowledge and their configuration, dynamics, interdependencies, and interactions.

Related to bibliometrics, science mapping is a method of visualizing a field of science. This visualization is done by creating a landscape map that can display topics from science. The results of the visualization co-word map network for the publication of a paper on the theme of Halal Economy can be seen in Figure 1 below.

Figure 1: Bibliometric Keyword Mapping
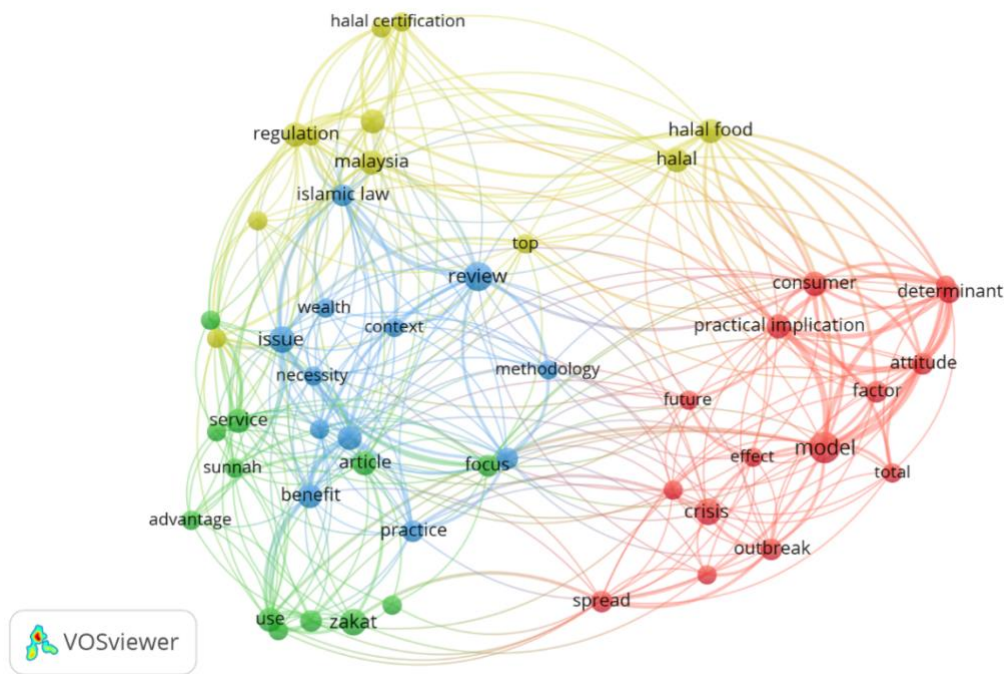
Several keywords that have frequently appeared in papers on the theme of the halal economy in the past year are displayed and their relation to other keywords in 4 clusters, namely:

- Cluster 1 in red consists of 15 keywords: attitude, consumer, crisis, determinant, effect, factor, future, individual, literature, marketing strategy, model, outbreak, practical implication, spread, total.

- Cluster 2 in green consists of 12 keywords: advantage, article, focus, form, fund, home, Islamic bank, Islamic banking, service, sunnah, use, and zakat.

- Cluster 3 in blue consists of 12 keywords: benefit, context, Islamic law, issue, maqasid al-Sharia, methodology, necessity, practice, researcher, review, sustainability, and wealth.

- Cluster 4 in yellow consists of 11 keywords: consensus, halal, halal certification, halal food, halal product, line, Malaysia, recommendation, regulation, standard, and top.

The keywords divided into the 6 clusters above are arranged in a colored circle indicating the clusters. This data can be used to determine the trend of the keywords in the last year. The bibliometric analysis shows several keywords widely used in the paper, which is the object of study. The more keywords that appear, the more extensive the circle indicates the most. Meanwhile, the line relationship between keywords shows how much it is related to other keywords.

Based on the picture above, it can be concluded that the impact of COVID-19 on the halal economy is very broad in various sectors. In cluster 1 in red, keywords related to COVID-19 such as the outbreak and crisis appear, this shows that COVID-19 has been widely discussed in research this year and has a significant impact on the economy. Suar et al. (2020) state that the problem of socio-economic phenomena such as COVID-19 always attracts the attention of various levels of society and individuals because the country's economic stability is the backbone of the people's material welfare, as well as the Covid-19 Pandemic which not only crippled humans but also crippled the world economy.

In cluster 2 in green, the words zakat, sunnah and advantage appear which indicate that there is research that examines how Islam provides solutions and sees opportunities in solving this problem, one of which is by utilizing Islamic social finance such as Zakat. This instrument is expected to help recover the economic shocks that occurred (Iskandar et al., 2020). Furthermore, cluster 3 in blue raises the keywords for the research process and scientific study of all the papers that are the object of this bibliometric research, so that there are keywords such as methodology, review and context. This section proves that researchers have played a role in assessing the impact of COVID-19 on the halal economy, even some studies such as those written by Jureid (2020) carry the idea of the halal economy as a solution to the economic welfare of the community.

The yellow cluster 4 shows several variables that are widely used as research objects, for example, halal food. Halal food is becoming popularly discussed, for example, research by Amalia et al. (2020) found that halal food is one of the anticipations to reduce the risk of future outbreaks similar to COVID-19. Likewise, Malaysia, which is the most widely used study object country, for example, research on the impact of COVID-19 on halal tourism in the country conducted by Karim et al. (2020).

Figure 2: Bibliometric Author Mapping

Furthermore, using the VOSViewer software, we found the authors' bibliometric mapping in Figure 2 above. The bigger the circle of the author's name, the more papers he has published in the paper on the theme of the Halal economy in the last year.

The cluster density view is the item (label), marked the same as the visible item. Each item dot has a color depending on the density of the item at that time. This identifies that the map points' color depends on the number of items associated with other items. This section is handy for obtaining an overview of the bibliometric map's general structure by paying attention to which parts of the items are considered essential to be analyzed. Through this worksheet, we can interpret the authors who have written the most publications.

In general, each researcher has a different tendency. Some indexed write as a single author, others co-author with other researchers so that several clusters appear which are indicated by different densities. However, the authors whose densities are large enough show that they have had more published research on the theme of the impact of COVID-19 on the halal economy compared to those with lower densities, so these results can be used as a reference for future researchers in determining which authors to choose. qualified in this field and has conducted the most research in the halal economy.

Based on these results, a density map is displayed, which results from an analysis using all published articles on the halal economy theme, both related and unrelated. There are many clusters sorted by author (indicated by colored circles). The most famous authors write publications related to the halal economy theme based on bibliometric mapping, namely Hijattulah Abdul-Jabbar and Rabiul Beg.

**Figure 3:** Bibliometric Journal Mapping

Furthermore, the journal mapping visualization is depicted in bibliometric Figure 3 above. Based on the following picture, the journal clusters that appear to be listed in a glowing circle show how productive the journal is in contributing to publishing its paper on the theme of the Halal economy. The largest number of journals is calculated from the number of publications and the number of links to other journals, where a paper writer can write many papers in different journals.

An interesting finding from the bibliometric visualization of the journal above is the limited publication of research on the impact of COVID-19 on the halal economy in Islamic economic journals, such as the Journal of Islamic Marketing, Journal of Digital Marketing and Halal

Industry, SALAM: Syar-I Socio-Cultural Journal, or ULUL ALBAB: Journal of Islamic Law Studies and Research. However, this limitation can be an opportunity for researchers to continue to develop deeper into their research and try to send their work to various international journals that discuss specific economies, for example, specific journals that focus on the discussion of halal banking, specific journals on halal tourism, and the other halal economy sector.

Most popular journals are counted based on the number of publications and the number of links to other journals, where a paper writer can write many papers in different journals. The ranking of the most famous journals shown by bibliometric mapping results is the Journal of Digital Marketing and Halal Industry.

Figure 4: Bibliometric Citation Mapping
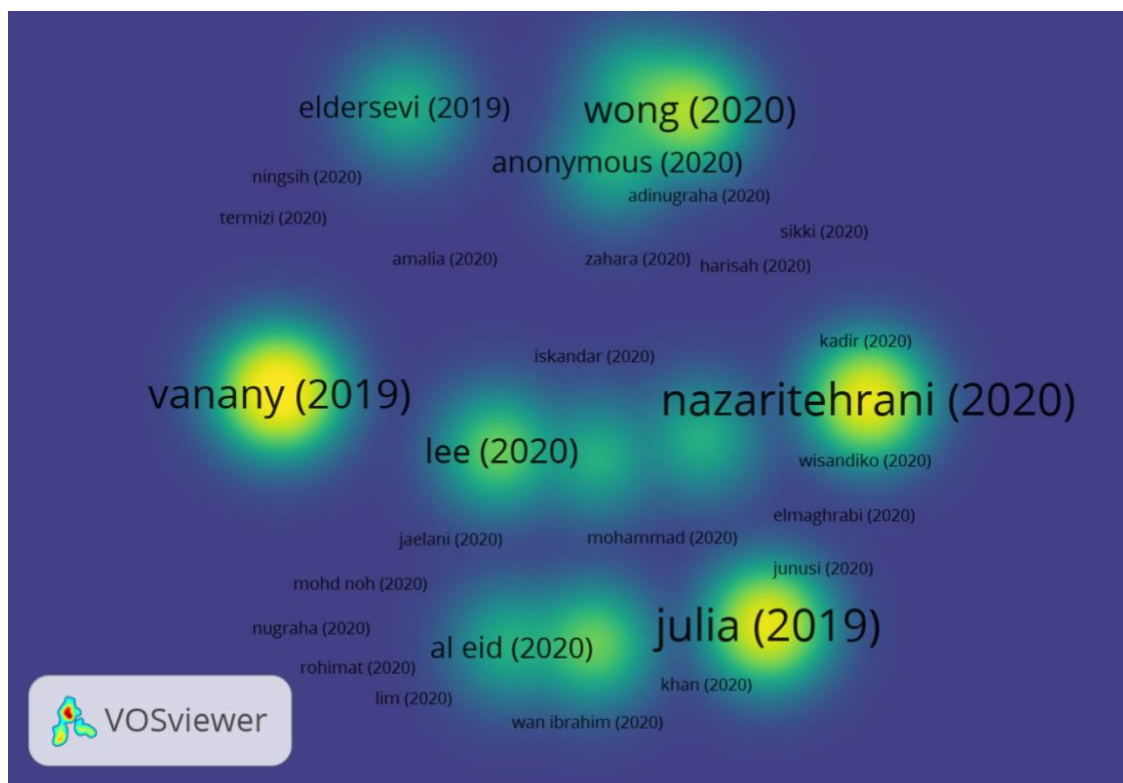
The results of data processing show that the most citation maps are found in the COVID-19 theme paper and its impact on the halal economy. The results of the VOSViewer analysis show that the paper that is most cited in the first rank is Vanany et al. (2019) who writes about the factors that affect the consumption of halal food in Indonesia which incidentally has the largest Muslim population in the world, even Indonesia also has the greatest opportunity in the global halal market for halal food producers. The results of this study indicate the urgency for food producers to adjust their marketing strategies and consider promoting halal food in their food products, especially in the COVID-19 pandemic where people require a lot of halal and healthy food.

In the second place, the paper citation was Julia & Kassim (2020) and Nazaritehrani & Mashali (2020). Julia & Kassim (2020) discusses the performance of green banking in halal banking compared to conventional banks in Bangladesh based on the Maqasid Syariah framework. Nazaritehrani & Mashali (2020) examines the influence of developing innovative channels in presenting bank services to the market share of banks, where halal banking continues to grow and strive to increase its market share.

The third rank of the top paper citation is Wong et al. (2020) who examined the use of the health belief model to assess predictors of acceptance and willingness to pay for the COVID-19 vaccine. The results of this study indicate that most people do not mind receiving the COVID-19 vaccine. Important predictors of definite intention to use the COVID-19 vaccine include higher perceived benefits than perceived barriers. This research reveals that people's willingness to vaccinate against COVID-19 is influenced by socio-economic factors.

Analysis

Table 2: Top 10 Findings

No	Top 10 Keywords	Top 10 Authors	Top 10 Journals	Top 10 Citations
1	Halal Food	Hijjatullah Abdul-Jabbar	Journal of Islamic Marketing	Vanany (2019)
2	Halal Certification	Rabiul Beg	Journal of Digital Marketing and Halal Industry	Julia (2019)
3	Malaysia	Nor Aniza Binti Abdullah	SSRN Electronic Journal	Nazaritehrani (2020)
4	Islamic Law	Yun-Sang Choi	SALAM: Jurnal Sosial Budaya Syar-i	Wong (2020)
5	Wealth	Sazaly Abubakar	ULUL ALBAB: Jurnal Studi dan Penelitian Hukum Islam	Eldersevi (2019)
6	Zakat	Abu Bakar Abdul Majeed	Journal of Islamic Civilization	Lee (2020)
7	Outbreak	Khaerul Aqbar	Jurnal Syarikah : Jurnal Ekonomi Islam	Al Eid (2020)
8	Consumer	Binti Nur Asiyah	IMARA: Jurnal Riset Ekonomi Islam	Kadir (2020)
9	Practical Implication	Aan Jaelani	Airlangga Journal of Innovation and Management	Junusi (2020)
10	Crisis	Dawood Ashraf	Journal of Fatwa Management and Research	Adinugraha (2020)

Based on the above discussion, we find that halal economic research during the COVID-19 pandemic is quite popular and continues to receive researchers' attention. Several halal economic instruments aimed at humankind's welfare are also expected to solve the problems and economic crises caused by COVID-19.

This study found that the economic crisis caused by the COVID-19 pandemic harmed several instruments from the halal economy, especially the economy, business world, industry, small and medium enterprises so that almost all socio-economic sectors were also affected. This is in line with the result of the research from Gwadabe & Rahman (2020) who said that covid-19 has an adverse impact on health conditions and affects economic growth and structure.

The sector that was first negatively affected by the COVID-19 outbreak was the travel and tourism sector (Karim et al., 2020), where the implementation of social distancing and lockdown policies hampered the sustainability of the tourism industry and even required some activities to be temporarily closed (Bhoola, 2020).

On the other hand, the halal economy system that follows Islamic principles and provides a holistic effect of justice and prosperity (the achievement of Falah) has also been affected by the COVID-19 pandemic (Aisyah et al., 2020). For example, religious tourism in Islam is Hajj. In 2019, around 2.5 million pilgrims carried out Hajj. In 2020, due to COVID-19, the Saudi government allowed only 1,000 worshipers, and pilgrims from other countries were not allowed to enter Saudi Arabia to perform Hajj (Yasin et al., 2020). This restriction is a challenge for the Ministry of Haj and Umrah of Saudi Arabia to overcome this dangerous condition (Raj & Bozonelos, 2020).

However, based on the literature study results above, the topics most widely used in research on the halal economy theme during the COVID-19 pandemic were related to halal finance and halal banking. This is because these two sectors have been affected somewhat later than other sectors so that when various anticipations have been made, researchers begin to look for innovations and ideas that can be applied to these two critical sectors in the halal economy.

The impact of the COVID-19 pandemic on the banking intermediation function, based on the results of a comparative study between several Islamic banks in Indonesia, shows that banks' intermediation function, namely financing and deposits, shows turmoil (Mardhiyaturrositaningsih & Mahfudz, 2020). This fact then motivates Islamic banking to start revising its strategy, changing its budgeting, and planning for things that are not desirable in the future if the spread of this virus is prolonged (Habibah, 2020).

However, the existence of the COVID-19 pandemic can also be a positive factor and even a catalyst for several sectors of the halal economy if they can develop halal fintech (Shahabi et al., 2020). Along with the increasing demand for digital financial technology (Wójcik & Ioannou, 2020), halal fintech also develops in providing solutions to various obstacles in providing efficient and innovative halal economic, financial services (Syed et al., 2020).

After all, the COVID-19 pandemic can be a momentum for the awakening of the halal economy as long as all sectors in it, both commercial finance, social and halal business, can transform into a digital-based sustainable halal economy to meet the needs of the community, which continues to change amid the COVID-19 pandemic dynamically.

CONCLUSION

This research aims to find out the extent of the development of the halal economy's theme in the world. The results show an increase in the number of published papers on this theme in the last few months, and in November 2020, more than 200 studies have been published on this theme.

The top four research topics widely used are 137 papers related to halal finance, 97 papers on halal banking, 96 papers on halal philanthropy, and 91 papers on halal food. The bibliometric mapping visualization shows that the map of research development in the halal economy is divided into 4 clusters. Cluster 1 consists of 15 topics, cluster 2 consists of 12 topics, cluster 3 consists of 12 topics and cluster 4 consists of 11 topics.

Recommendations that can be given to academics are to continue to develop scientific research in the theme of the halal economy, especially by utilizing bibliometric results, for example using popular keywords, selecting references based on the most popular authors, journals and citations. Academics can also broaden the halal economy literature review with more specific references, for example, articles indexed by Scopus or using other software to produce more diverse bibliometric mappings, such as the R Biblioshiny.

This research can also be developed more deeply in each specification of the halal industry to see the latest picture and trends about the impact of Covid-19 on each halal industry to determine the problems faced by the industry and research what solutions can be applied to overcome them.

As for regulators, it is to mitigate the impact of Covid-19, the government can mandate relevant ministries to develop the sharia sector in their respective fields, for example, the development of halal finance through the OJK and Bank Indonesia, or restructuring policies in Islamic banking, and others that are supportive. implementation of the halal economy.

Finally, entrepreneurs or business owners need to carry out business analysis, what needs to be improved and what opportunities can be exploited, as well as increasing innovation to prepare businesses in any halal economy industry to continue to run according to sharia even during this Covid-19 pandemic.

It should be noted that the purpose of this study is to present an overview of the research trends on the theme of the halal economy, but the limitation is only in the last year. Although research has been carried out using specific bibliometric indicators so that readers get a general representation of the most critical data on this theme, the results presented are still dynamic and may change over time with new trends that emerge or variables that increase and decrease in the future.

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