

Bibliometric Analysis of Indonesia's Potential to Become the World Halal Industry Centre

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ABSTRACT

The concept of Shariah economy has been widely discussed in various countries around the world as an effort to achieve a sustainable economy, manifested in the halal industry. The high demand for halal products globally has led every country to strive to become a global provider of halal products, including Indonesia. With the largest Muslim population in the world, Indonesia aspires to become the center of the global halal industry. The aim of this research is to identify Indonesia's potential to become the center of the world's halal industry. The research method used is bibliometric analysis with a quantitative and qualitative approach. The results of this study depict Indonesia's potential to become the center of the global halal industry in terms of certified halal products, the number of halal certifications issued by various regions in Indonesia, and Indonesia's 2019-2023 master plan. Based on Indonesia's potential, the country is confident in becoming the center of the global halal industry.

Keywords: Halal Industry, Halal Product, Muslims Country

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