



The SWOT Analysis of Halal Industry in Indonesia: NVIVO Study and Literature Review

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SWOT; NVIVO;
Literature
Review.

Abstract

This study aims to determine the SWOT analysis of the halal industry in Indonesia using a mix method, namely the NVIVO analysis method and literature review studies. Research samples are news articles from trusted sources and national and international journals. From the study results, it was found that the words halal, industry, Indonesia, and product became the dominant words appearing in the discussion of the halal industry. There are four main topics discussed, namely strengths, weaknesses, opportunities, and challenges of the halal industry. The strongest relationship occurs between the challenges of the halal industry and the strength of the halal industry (0.840396), and the weakest between the opportunities of the halal industry and the challenges of the halal industry (0.542586). The results of the literature review show that the strengths and opportunities outweigh the weaknesses and challenges so that the halal industry in Indonesia is feasible to run. The implication of this study is to provide an overview of the topic of the halal industry and the feasibility of the halal industry in Indonesia. It is expected to be used as a reference for prospective entrepreneurs in the halal industry and related policy stakeholders to maximize the halal industry in Indonesia.

Kata Kunci:

Industri halal;
SWOT; NVIVO;
Tinjauan
Pustaka.

Abstrak

Penelitian ini bertujuan untuk mengetahui analisis SWOT industri halal di Indonesia dengan menggunakan mix method yakni metode analisis NVIVO dan tinjauan pustaka. Sampel penelitian berupa artikel berita dari sumber terpercaya dan jurnal nasional maupun internasional. Dari hasil penelitian diperoleh hasil bahwa kata halal, industri, Indonesia dan produk menjadi kata yang dominan muncul dalam pembahasan industri halal. Terdapat empat topik utama bahasan yakni kekuatan, kelemahan, peluang dan tantangan industri halal. Hubungan terkuat terjadi antara tantangan industri halal dan kekuatan industri halal (0,840396), dan terlemah antara peluang industri halal dengan tantangan industri halal (0,542586). Dari hasil tinjauan pustaka menunjukkan kekuatan dan peluang lebih besar dibanding kelemahan dan tantangan sehingga industri halal di Indonesia layak untuk dijalankan. Implikasi penelitian adalah memberikan gambaran terkait topik industri halal serta kelayakan industri halal di Indonesia, diharapkan dapat dijadikan referensi bagi calon pengusaha dibidang industri halal dan pemangku kebijakan terkait untuk memaksimalkan industri halal di Indonesia.

INTRODUCTION

Indonesia has the largest Muslim population in the world, reaching more than 200 million people with a halal consumption power of USD 200 billion.¹ This creates a large market and has the potential to develop the halal industry to meet the need for halal products. The Indonesian government has taken steps to support and develop the halal industry, including establishing the Halal Product Assurance Agency (BPJPH)² responsible for halal certification, promoting the halal industry in the world, as well as other halal industry-related programs.³

The halal industry in Indonesia covers a wide range of sectors, including food and beverages, pharmaceuticals, cosmetics, tourism, banking, and financial services.⁴ Indonesian halal products have gained international recognition and are exported to various countries, especially countries with significant Muslim populations.⁵ The growth of the halal industry in Indonesia is also driven by increasing consumer awareness about the health and halal products they consume. Consumers are increasingly paying attention to halal labels and looking for products that have official halal certification. In addition, Indonesia also hosts various halal industry events and exhibitions, such as the Indonesia Halal Expo, which serves as a platform for companies to promote their halal products and establish business partnerships.⁶

Although the halal industry in Indonesia is showing positive growth, there are still several challenges that need to be overcome, including producers' awareness of halal standards, infrastructure and technology development, and protection of intellectual property rights related to halal products. Overall, the halal industry in Indonesia has great potential as a source of economic growth and investment opportunities.⁷ With government support, cooperation between the public and private sectors, and sustainable product innovation, the halal industry in Indonesia is expected to continue to grow and provide significant benefits to the people and the country's economy.

Some papers that discuss the halal industry are M. Fathoni, in his journal he revealed that Indonesia has great opportunities in the halal food industry, halal travel, halal fashion, and halal finance.⁸ Further research by Siska Lis Sulistiani who describes the law of the halal

¹ Herianti Herianti, Siradjuddin Siradjuddin, and Ahmad Efendi, "Industri Halal Dari Perspektif Potensi Dan Perkembangannya Di Indonesia," *Indonesia Journal of Halal* 6, no. 2 (2023): 56–64, <https://doi.org/10.14710/halal.v6i2.19249>.

² Fais Istiqlal, "Membangun Global Halal Hub Indonesia: Strategi Dan Peluang Untuk Mencapai Kompetitif Di Pasar Global," *Halal Research Journal* 3, no. 2 (2023): 72–85, <https://doi.org/10.12962/j22759970.v3i2.614>.

³ Sumunar Jati, Musa Hubeis, and Gendut Suprayitno, "Perancangan Transformasi Institusi Penyelenggara Dan Pengelola Sertifikasi Halal Di Indonesia Dengan Pendekatan Soft System Methodology: Studi Kasus Di Lppom Mui," *Jurnal Aplikasi Bisnis Dan Manajemen* 7, no. 2 (2021): 390–402, <https://doi.org/10.17358/jabm.7.2.390>.

⁴ Dewi Utari, Muhammad Iqbal Fasa, and Suharto Suharto, "Industri Halal Berkontribusi Terhadap Pertumbuhan Ekonomi Di Era Pandemi Covid-19: Peluang Dan Tantangan," *Jurnal Bina Bangsa Ekonomika* 15, no. 1 (2022): 87–98, <https://doi.org/10.46306/jbbe.v15i1.119>.

⁵ Sitti Saleha Madjid, "Halal Di Indonesia (Pada Masa Pandemic Covid-19)," *JURNAL PILAR: Jurnal Kajian Islam Kontemporer* 13, no. 1 (2022): 17–32.

⁶ Chusnu Syarif Diah Kusuma, "Mice- Masa Depan Bisnis Pariwisata Indonesia," *Efisiensi - Kajian Ilmu Administrasi* 16, no. 2 (2019): 52–62, <https://doi.org/10.21831/efisiensi.v16i2.27420>.

⁷ Melisa and Lailatul Khikmawati, "Optimalisasi Potensi Industri Halal Di Indonesia Melalui Peran Pasar Modal Syariah," *Al-Iqtishod: Jurnal Ekonomi Syariah* 3, no. 1 (2021): 63–74, <https://doi.org/10.51339/iqtis.v3i1.250>.

⁸ Muhammad Anwar Fathoni, "Potret Industri Halal Indonesia: Peluang Dan Tantangan," *Jurnal Ilmiah Ekonomi Islam* 6, no. 3 (2020): 428, <https://doi.org/10.29040/jiei.v6i3.1146>.

industry in Indonesia,⁹ and Saputri's work which explains the potential of the halal industry in Indonesia as a world halal center.¹⁰ From the overall research, the research was carried out with qualitative and quantitative methods that describe case studies in the field.¹¹ There is a need for halal industry research that uses data mapping methods to see the development of the halal industry in Indonesia more broadly. The research to be carried out will use a new literature study, namely mapping the halal industry with NVIVO then deepening the study with the literature review method. This method became a novelty of this research.

The implication of this research is to provide a broad and in-depth overview of the topic of the halal industry in Indonesia as well as a literature study in the form of SWOT to be a reference for prospective halal industry players in order to consider what halal industry will be run and what needs to be prepared. This research is also useful for the government that is authorized to prepare regulations to consider what regulations are appropriate to improve the halal industry in Indonesia.

RESEARCH METHODS

This research uses a type of qualitative research with the Mix Method model. Mix method is a type of research conducted by combining two research methods to obtain wider research results.¹² In this study, researchers combined two research methods, namely NVIVO studies and literature review. The first step is mapping related to the halal industry using NVIVO combined with SWOT analysis. The second step is collecting various literature for literature review analysis combined with SWOT analysis.

Online data of mass media such as Twitter, official news, and others can be converted into knowledge tailored to research needs.¹³ The NVIVO study uses the article and newest, most up-to-date, and most reliable secondary data sourced from: <https://www.cnnindonesia.com/>, <https://www.kompas.com/>. Both mass media were chosen because they have been tested for validity, consistency, and independence in publishing news. CNN is an international news portal that was launched on June 1, 1980 (44 years) and KOMPAS was launched on June 28, 1965 (59 years). Research data review literature in the form of trusted journal sources published between 2019-2024 (5-year period). The source of journal article data comes from: <https://www.elsevier.com/>, <https://scholar.google.com/>, <https://www.researchgate.net/>, and <https://www.emerald.com/>.

Technical analysis of NVIVO studies is carried out with 5 stages, namely; 1). *Word Frequency Query (tree map visualization, world cloud visualization, and word similarity*

⁹ Siska Lis Sulistiani, "Analisis Maqashid Syariah Dalam Pengembangan Hukum Industri Halal Di Indonesia," *Law and Justice* 3, no. 2 (2019): 91–97, <https://doi.org/10.23917/laj.v3i2.7223>.

¹⁰ Oktoviana Banda Saputri, "Pemetaan Potensi Indonesia Sebagai Pusat Industri Halal Dunia," *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah* 5, no. 2 (2020): 23–38.

¹¹ Rosya Mawaddah Susanto, Eka Wahyu Hestya Budiarto, and Nindi Dwi Tetria Dewi, "Pemetaan Penelitian Seputar Pasar Modal Syariah: Studi Bibliometrik VOSviewer Dan Literature Review," *At-Tasyri': Jurnal Ilmiah Prodi Hukum Ekonomi Syariah* 15, no. 2 (2023): 167–85.

¹² Getar Rahmi Pertivi, Risnita, and M. Syahrani Jailani, "Jenis Jenis Penelitian Ilmiah Kependidikan," *Jurnal QOSIM: Jurnal Pendidikan, Sosial & Humaniora* 1, no. 1 (2023): 41–52, <https://doi.org/10.61104/jq.v1i1.59>.

¹³ Benedetta Esposito et al., "Social Media on the Route to Circular Economy Transition from a Dialogic Perspective: Evidence from the Agri-Food Industry," *British Food Journal* 126, no. 1 (2023): 64–79, <https://doi.org/10.1108/BFJ-11-2022-0974>.

visualization), 2). *Hierarchy Chart Visualization*, 3). *Cluster Analysis visualization (cluster analysis diagram and summary cluster analysis)*, 4). *Mapping Comparison Diagram* and 5). *Summary and Conclusion*. The analysis technique of literature review studies is carried out by collecting data and information from various practical papers compiled in the literature.¹⁴ Each NVIVO visualization output provides information that can be explored into new research.¹⁵

RESULTS AND DISCUSSION

NVIVO Analysis Studies

1 Word Frequency Query

In the world frequency query analysis, the first test performed was Tree map visualization. This is a visualization map to illustrate concepts or themes in data in the form of an easy-to-understand map.¹⁶ To see the tree map visualization map on the topic of halal industry can be seen on the following visual tree map:

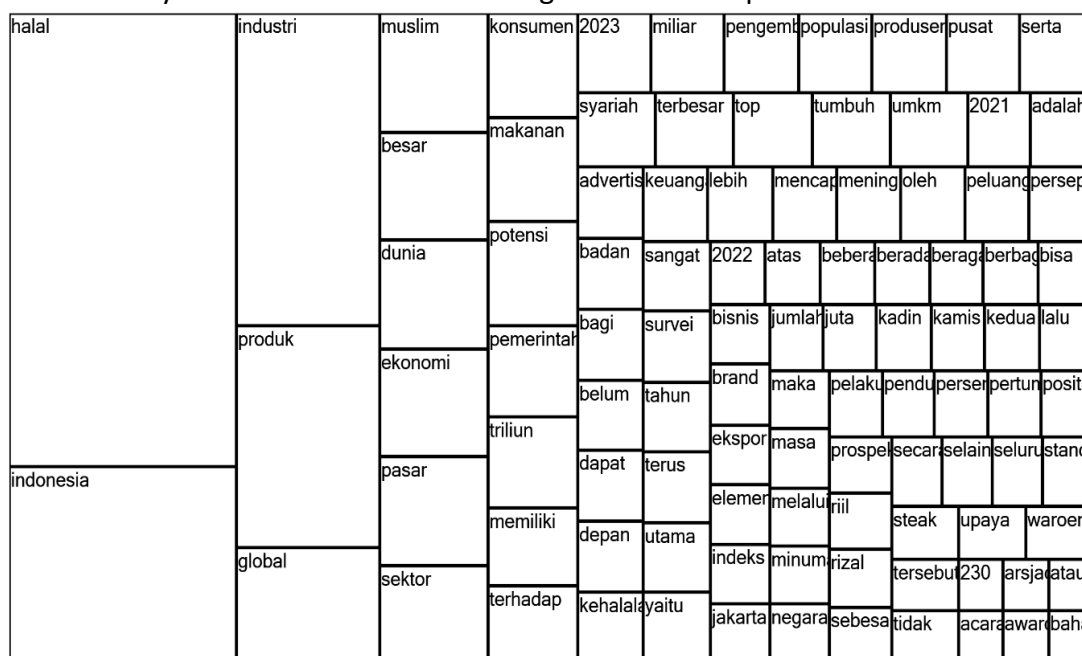


Figure 1 Visual Tree Map

Source: Data processed by the author using NVIVO, (2024).

Based on the visualization of the tree map, a map concept related to the topic of the halal industry is drawn. Tree map visualization displays a map of halal industry topics with the following subsections: *halal, indonesia, industri, produk, global, muslim, besar, dunia, ekonomi, pasar, sektor, konsumen, makanan, potensi, pemerintah, triliun, memiliki, melawan, 2023, miliar, pengembang, populasi, produsen, pusat, serta, syariah, periklanan, agensi, untuk, belum, bisa, depan, halal, terbesar, teratas, tumbuh, UMKM,*

¹⁴ Dwi Iryaning Handayani et al., “Ensuring the Halal Integrity of the Food Supply Chain through Halal Suppliers: A Bibliometric Review,” *Journal of Islamic Marketing* 13, no. 7 (2022): 1457–78, <https://doi.org/10.1108/JIMA-10-2020-0329>.

¹⁵ Violetta Wilk, Geoffrey N. Soutar, and Paul Harrigan, “Tackling Social Media Data Analysis,” *Qualitative Market Research: An International Journal* 22, no. 2 (2019): 94–113, <https://doi.org/10.1108/qmr-01-2017-0021>.

¹⁶ Bjornar Tessem et al., “Word Cloud Visualisation of Locative Information,” *Journal of Location Based Services* 9, no. 4 (2015): 254–72, <https://doi.org/10.1080/17489725.2015.1118566>.

2021, adalah, keuangan, sangat, survei, tahun, lanjutan, utama, yaitu, lebih, mencapai, meningkatkan, oleh, peluang, persepsi, 2022, bisnis, merek, ekspor, elemen, indeks, jakarta, atas, beberapa, terletak, beragam, berbagai, bisa, jumlah, maka, waktu, melalui, minimum, minum, negara, juta, kamar dagang, Kamis, kedua, kemudian, aktor, prospek, nyata, rizal, sebesar, populasi, persentase, pertumbuhan, positif, oleh, steak, adalah, tidak, selain, seluruh, standar, usaha, 230, acara, waroeng, penghargaan, atau dan bahan.

The next test that will be carried out is the word cloud test. This is a visualization of a collection of words with the highest frequency of occurrence in a topic of discussion. This word cloud visualization can give an idea of the context of the text on the research topic. The function of a word cloud is to provide an overview of the content of a particular text on a topic of discussion. The size of words is proportional to the frequency of their appearance in the text of the topic of discussion.¹⁷



Figure 2 Visual Word Cloud

Source: Data processed by the author using NVIVO, (2024).

Based on word cloud visualization, there are 4 words that dominate the most in the topic of discussion of the halal industry in Indonesia. These first words are Halal, Halal in the discussion of the halal industry defines the concept of halal. Halal here means avoiding MAGHRIB (*maisir, gharar, haram, riba, and batil*). The second word is industry, Industry in the discussion of the halal industry explains about various kinds of businesses and industries that can use the halal industry, both the food, beverage, cosmetics, medicine, and other industries.

The third that is popular in discussions of the halal industry is Indonesia, Indonesia in the discussion of the halal industry, highlights the majority Muslim population of Indonesia has strengths and opportunities in the halal industry. In addition, the Indonesian government also supports the halal industry with various policies and programs. The fourth word that is popular in discussions of the halal industry is Product, Products in the discussion of the halal industry explain product criteria that follow the

¹⁷ Rob Atenstaedt, "Word Cloud Analysis of the BJGP," *British Journal of General Practice* 62, no. 596 (2012): 148, <https://doi.org/10.3399/bjgp12X630142>.

concept of the halal industry, examples of products and also discuss how halal product licenses in Indonesia issued by MUI (*Majlis Ulama Indonesia*) in the form of halal certificates.

The last test in world frequency theory is the test World similarity visualization. This test has a function that is to describe thoroughly the relationship between words in a topic.¹⁸

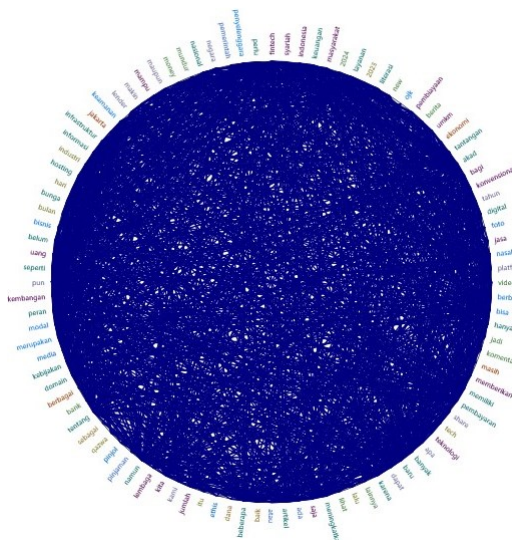


Figure 3 Cluster Analysis by Word Similarity

Source: Data processed by the author using NVIVO, (2024).

Through the visualization of world similarity, we can see the correlation between words in the halal industry. The correlation formed is very closely related as seen from the lines that are connected. This illustrates that the relationship between words on the topic of the halal industry is closely related.

2 Visualisasi Hierarchy Chart

Chart Hierarchy Mapping using the NVIVO 14 tool has a function to see and describe thoroughly the relationship between topics in a discussion theme.¹⁹



Figure 4 Visual Hierarchy Chart

¹⁸ Nurul Nadia Izza and Aam Slamet Rusydiana, “A Qualitative Review on Halal Food: NVivo Approach,” *Management, and Business* 1 (2023): 90–106.

¹⁹ Margaret Phillips and Jing Lu, “A Quick Look at NVivo,” *Journal of Electronic Resources Librarianship* 30, no. 2 (2018): 104–6, <https://doi.org/10.1080/1941126X.2018.1465535>.

Source: Data processed by the author using NVIVO, (2024).

Based on the Hierarchy chart test about the halal industry, a discussion result was obtained in the form of 4 main topics of discussion represented by 4 colors. The Orange chart shows that the topic of halal industry challenges is the most discussed topic and has a sub-policy. In the challenges of the halal industry. The blue chart shows that the second most frequently discussed topic is halal industry opportunities. On the topic of halal industry opportunities, there is a sub-discussion about the halal industry population, The silver chart shows that the third topic with the highest number of discussions is the topic of the strength of the halal industry and the yellow chart shows that the weakness of the halal industry has the least discussion with regulatory sub-topics.

3 Cluster Analysis Visualization

The first test performed in cluster analysis visualization is the cluster analysis diagram. This is a visualization used to understand the relationship between data in the topic being studied. This chart is also used to group data that have relationships and topics that tend to be the same.²⁰

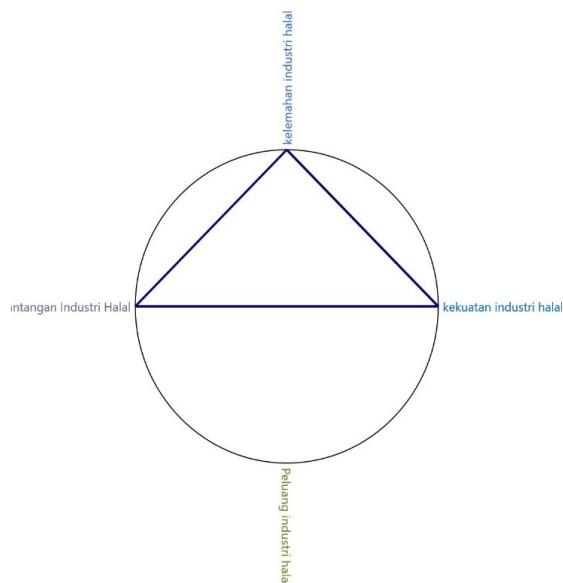


Figure 5 Cluster Analysis Diagram

Source: Data processed by the author using NVIVO, (2024).

Based on the cluster analysis diagram of the halal industry, there are 4 groups of topics discussed and three of them have a very important relationship. The topic is the strength of the halal industry, the weaknesses of the halal industry and the challenges of the halal industry having a very close relationship and being connected while the opportunities of the halal industry are still connected but not so close. Next discuss Summary cluster analysis, which is used to see the relationship between topics by being described with values. The higher the correlation value, the closer the relationship will be.²¹

²⁰ Frédéric Ros and Serge Guillaume, "A Hierarchical Clustering Algorithm and an Improvement of the Single Linkage Criterion to Deal with Noise," *Expert Systems with Applications* 128 (2019): 96–108, <https://doi.org/10.1016/j.eswa.2019.03.031>.

²¹ Popi Sotiriadou, Jessie Brouwers, and Tuan Anh Le, "Choosing a Qualitative Data Analysis Tool: A Comparison of NVivo and Leximancer," *Annals of Leisure Research* 17, no. 2 (2014): 218–34, <https://doi.org/10.1080/11745398.2014.902292>.

Table 1 Summary Cluster Analysis

Code A	Code B	Pearson correlation coefficient
Codes\\Threat	Codes\\Strength	0,840396
Codes\\Strength	Codes\\Weakness	0,77071
Codes\\Threat	Codes\\Weakness	0,712456
Codes\\Opportunity	Codes\\Strength	0,642289
Codes\\Threat	Codes\\Opportunity	0,588678
Codes\\Opportunity	Codes\\Weakness	0,542586

Source: Data processed by the author using NVIVO, (2024).

Based on the table of significance of the correlation above between Topic A and Topic B has the following correlation values; Threat to strength (0.840396) = has a close correlation, Strength to weakness (0.77071) = has a close correlation, Threat to weakness (0.712456) = has a close correlation, Probability of strength (0.642289) = closely correlated, Threat to chance (0.588678) = correlates, not closely related and Opportunity against weakness (0,542586) = correlates, not close.

From the results of testing the significance of the relationship between halal industry research topics, it can be concluded that all topics are interrelated. This can be seen from the significance value in all relationships between topics showing a value of more than 0.5 (>0.5).

4 Mapping comparison diagram

Comparison mapping of media topics has a function to see and describe the comparison of relationships between two discussion plots, it will explain what topics discuss each plot and what topics discuss both plots. In this comparison, we will discuss how the topic of discussion compares the strengths and weaknesses of the halal industry.

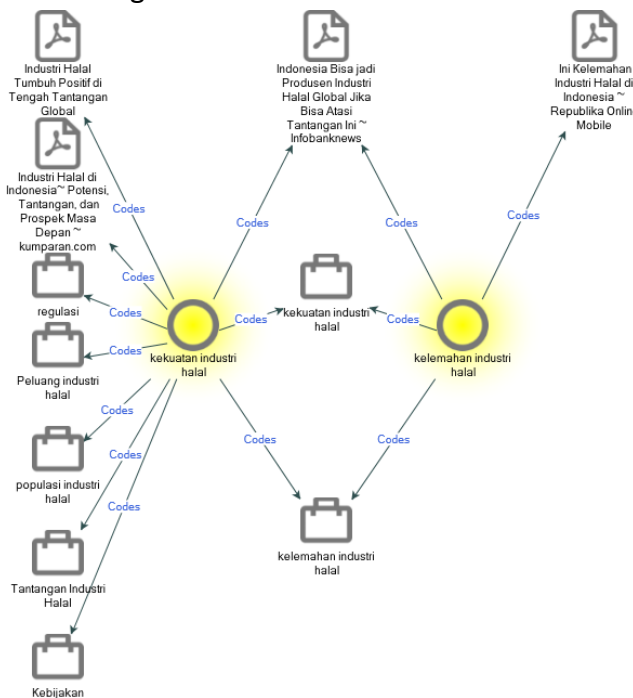


Figure 6 Mapping Comparison Diagram of Strengths and Weaknesses of Halal Industry

Source: Data processed by the author using NVIVO, (2024).

The chart presents information on 2 articles and 5 topics discussing the strengths of the halal industry. Additionally, there is 1 article addressing the weaknesses of the halal industry, and another article along with 2 topics covering both strengths and weaknesses. The articles and topics include "Industri Halal Dari Perspektif Potensi Dan Perkembangannya di Indonesia"²² and "Industri Halal di Indonesia: Tantangan Potensial dan Prospek Masa Depan," Regulatory Topics, Topics of Halal Industry Opportunities, Halal Industry Population Topics, Halal Industry Challenges Topics, and Policy topics.

As for the weaknesses, the article titled Weaknesses of the Halal Industry in Indonesia explores this aspect, along with the broader discussion in Strengths and Weaknesses of the Halal Industry. The challenges that Indonesia may face in becoming a Halal industry producer are also highlighted in the article Indonesia Can Become a Halal Industry Producer If It Can Face This Challenge. The topics related to the power and weakness of the halal industry are also covered in the relevant sections.

The next research will discuss the comparison between halal industry opportunities and halal industry challenges. This comparison will discuss how the topic of discussion compares the opportunities and challenges of the halal industry.

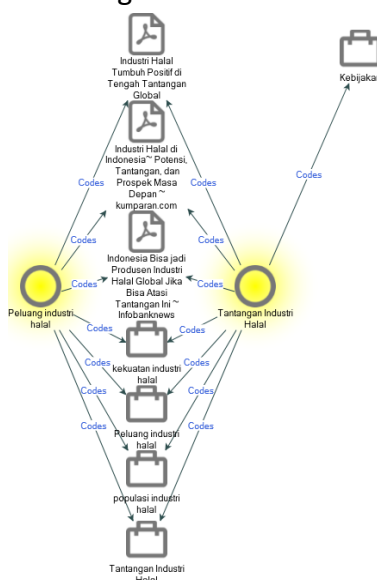


Figure 7 Mapping Comparison Diagram of Opportunities and Challenges of Halal Industry
 Source: Data processed by the author using NVIVO, (2024).

The subject of opportunities and challenges within the halal industry is explored in various articles and topics. These include "Industri Halal Tumbuh Positif di Tengah Tantangan Global" and "Industri Halal di Indonesia: Tantangan Potensial dan Prospek Masa Depan", Indonesia can become a global Halal industry producer if it can overcome this challenge. The discussions on the power of the halal industry, halal industry opportunities, halal industry population, and halal industry challenges are covered in the articles Topics on the Power of the Halal Industry, Topics of Halal Industry Opportunities, Halal Industry Population Topics, and Halal Industry Challenges Topics.

²² Herianti, Siradjuddin, and Efendi, "Industri Halal Dari Perspektif Potensi Dan Perkembangannya Di Indonesia."

However, there is a specific topic, namely "policy," which is addressed in the challenges of the halal industry but is not delved into in the context of opportunities within the halal industry.

5 Summary result and conclusion

Summary result and conclusion provide conclusions and main results of the topic to be discussed. These results will illustrate how the research concept, research data, and research subject matter in a topic of discussion.²³

Table 2 Summary Result and Conclusion

	A: The strength of the halal industry	B: The weaknesses of the halal industry	C: Halal industry opportunities	D: Halal industry threat
Regulate	"With more than 230 million Muslims, Indonesia has a huge potential market for halal products. Good regulations are needed to become an advantage in the halal industry".	"The Central Statistics Agency (BPS) said, of the 1.6 million MSMEs, only 10% have halal certification,"		"The issue of halal certification is still complicated"
Population	"Based on 2021 data, Global Islamic Economy has at least 1.9 billion Muslim population which is the main consumer of halal products with a value of USD 2 trillion"		"Indonesia has the opportunity to become a global halal industry producer. The reason is, about 13% of the total Muslim population in the world is in Indonesia".	
Policy	"Indonesia, with the world's largest Muslim population, has become a major hub for the development of a diverse and rapidly growing halal industry. With this, the government makes various policies for halal products"	"Halal certification in Indonesia has not been widely recognized in the global market with quite convoluted technical regulations impacting on the low number of halal MSMEs"	"Global demand for halal products continues to increase, and Indonesia has a great opportunity to become a center for the production and distribution of halal products at the international level".	"Despite its great potential, the halal industry in Indonesia is also faced with some challenges. One of them is the lack of uniform standards for halal certification".

Source: Data processed by the author using NVIVO, (2024).

Based on the summary results above, there are 4 main topics in the discussion of the halal industry, namely. The strengths of the halal industry, the weaknesses of the halal industry, the opportunities of the halal industry, and the challenges of the halal industry. There are 2 sub-supporters, namely regulation and population and policy.

The strength of the halal industry lies in the population of the Muslim community of 1.9 billion with an average consumption of halal products worth USD 2 trillion. And in Indonesia alone there are 230 million Muslim population. When the government can accommodate this power with good policies, the halal industry in Indonesia will grow stronger. The weaknesses of the halal industry include regulations that have not been maximized. Of the 1.6 million MSMEs in Indonesia, only about 10% have obtained halal certificates in addition to halal certificates in Indonesia are still not recognized globally.

²³ Anggun Dyah Masitah and Dian Suluh Kusuma Dewi, "ANALISIS OPINI PUBLIK Berdasarkan TEORI AGENDA SETTING Pada PROSES PERENCANAAN PEMINDAHAN IKN," *JISIP (Jurnal Ilmu Sosial Dan Pendidikan)* 6, no. 3 (2022): 10206–17, <https://doi.org/10.58258/jisip.v6i3.3374>.

The opportunity for the halal industry especially in Indonesia is very large, this is because 13% of the world's Muslim population consuming the halal industry is in Indonesia, not to mention the increasing demand for halal products in the world. If this can be maximized by being supported by appropriate policies and regulations. Then Indonesia will become the top leader in the world halal industry.

The challenges of the halal industry are still in terms of regulation. The process of making halal certification is still not easily accessible and needs various complicated steps to run. Furthermore, there is no uniform benchmark standard so halal industry players have quite difficulty in determining the standardization of halal products.

Literature Review Study

The literature study will reveal how the strengths, weaknesses, opportunities and challenges of the halal industry in Indonesia. For this reason, researchers collected various literature both from national and international journals that discuss the halal industry and the halal industry in Indonesia.

The halal industry in Indonesia has a great opportunity to develop. This is because the Indonesian muslim population is quite large supported by government policies that continue to launch halal industry programs. Here are the strengths, weaknesses, opportunities, and challenges of the halal industry in Indonesia that need attention. The strength of the halal industry increased demand the halal industry is experiencing increased demand globally, driven by Muslim populations as well as non-Muslim consumers who associate halal products with quality, hygiene, and ethical consumption. With over 1.8 billion Muslims worldwide, the halal industry has a significant consumer base that provides a sustainable market for halal products and services. The halal industry promotes ethical practices, including fair trade, animal welfare, and environmentally friendly production methods, which appeal to conscious consumers. Halal products have cultural and religious significance for Muslims, making them an integral part of their lifestyle and consumption patterns. The presence of halal certification bodies and standard guidelines ensures the integrity and authenticity of halal products, increasing consumer trust and confidence.²⁴

The weaknesses of the halal industry can be seen from There is still limited awareness and understanding of the halal industry among non-Muslim consumers, which may hinder its growth potential in non-Muslim majority areas.²⁵ Halal products may not be available in all markets, especially in areas with small Muslim populations, leading to limited accessibility for consumers. The halal industry consists of various sectors and segments, which can result in fragmented markets and challenges in coordination and collaboration among stakeholders. Higher production costs: Adhering to halal standards and certification requirements may involve additional costs for producers, which may impact the affordability

²⁴ Agus Wahyudin and Syarip Hidayat, *Strategies for Halal Industry Development Through Strengthening Global Competitive Halal MSMEs of Tasikmalaya Municipality* (Atlantis Press International BV, 2024), https://doi.org/10.2991/978-94-6463-234-7_184.

²⁵ M. Aulia Rachman, "Halal Industry in Indonesia: Role of Sharia Financial Institutions in Driving Industrial and Halal Ecosystem," *Al-Iqtisad: Jurnal Ilmu Ekonomi Syariah* 11, no. 1 (2019): 35–58, <https://doi.org/10.15408/aiq.v11i1.10221>.

and competitiveness of halal products compared to non-halal alternatives.

The Opportunities of the halal industry can be seen from the growing Muslim population, particularly in developing countries, which presents significant opportunities for the expansion of the halal industry.²⁶ Non-Muslim consumers are increasingly seeking halal products because of their perceived quality, safety, and ethical attributes. Targeting this consumer segment can lead to market growth and diversification. Halal tourism, including halal-friendly accommodation, food, and services, is a rapidly growing sector, offering opportunities for businesses to cater to the needs of Muslim travelers.²⁷ Technologies such as blockchain and traceability solutions can increase transparency and trust in halal supply chains, provide opportunities for innovation and enhance product integrity.²⁸ Government support: Many governments actively support the development of the halal industry through policies, incentives, and infrastructure investments, creating a favorable environment for its growth.²⁹

The Threat of the halal industry can be seen from Differences in halal certification standards and regulations across countries can create challenges for businesses operating in different markets, leading to compliance issues and trade barriers. The halal industry is vulnerable to counterfeiting and fraudulent activities, including mislabeling and false claims, which can erode consumer trust and damage the industry's reputation.³⁰ Non-halal products and services may offer lower prices or wider availability, posing a competitive threat to the halal industry in certain markets. Negative misconceptions or stereotypes associated with halal and Islamic products can create barriers to acceptance and hinder market growth in some areas. Supply chain complexity: Ensuring the halal integrity of the entire supply chain, including procurement, processing, and distribution, can be challenging, especially for global supply chains, increasing the risk of contamination or non-compliance.³¹

CONCLUSION

Based on the analysis of the NVIVO study, it was concluded that the Tree Map Visualization depicts the halal industry map as a very good structure with the main words halal, Indonesia, industry, product, and global. World Cloud visualization describes the words that appear most often are halal, Indonesian industry, and product. Visualization Cluster Analysis By World similarity illustrates the relationship between words in the topic of the halal industry is very close. Hierarchy Chart visualization concludes that there are 4 main topics and 3 sub-topics in the discussion of halal industry. The topics are strengths, weaknesses,

²⁶ Azwar Iskandar and Fakhri Sungit, "The Role of Waqf on Halal Industry and Islamic Economic Development in Indonesia: A SWOT Analysis," *Tasbarruf: Journal Economics and Business of Islam* 8, no. 1 (2023): 198–221.

²⁷ Mariska Ardilla Faza, "Jurnal Manajemen Indonesia Analisis SWOT Pariwisata Halal Provinsi Nusa Tenggara Barat," *Jurnal Manajemen Indonesia Journal* 19, no. 1 (2019): 10–29, <https://doi.org/10.25124/jmi.v19i1.1992>.

²⁸ Hendra Cipta and Hatamar Hatamar, "The Potential Synergy of Halal Industry and Islamic Banking in Bangka Belitung Province: SWOT Analysis," *Integrated Journal of Business and Economics* 7, no. 1 (2023): 309, <https://doi.org/10.33019/ijbe.v7i1.510>.

²⁹ Hendri Hermawan Adinugraha and Hesti Hanan Nadhifah, "Analysis of Factors Influencing the Purchasing Decision of Facial Foam Labeled Halal," *Journal of Digital Marketing and Halal Industry* 2, no. 1 (2020): 65, <https://doi.org/10.21580/jdmhi.2020.2.1.5283>.

³⁰ W Waluyo, I Piliyanti, and T Wijaya, "Enhancing Contribution of Islamic Higher Education to The Halal Industry in Indonesia: A SWOT Analysis," *Jurnal Ilmiah Ekonomi Islam* 9, no. 01 (2023): 1397–1403, <http://dx.doi.org/10.29040/jici.v9i1.8435>.

³¹ Jumadil Saputra, "The Role of the Digital Economy in the Development of the Halal Industry and the Shari' a Economy in Indonesia : SWOT Analysis" 13, no. 1 (2023): 34–49, <https://doi.org/10.15408/jii.v13i1.32029>.

opportunities, and challenges of the halal industry. Subtopics include policy, population, and regulation. The Cluster Analysis diagram illustrates the interconnected correlation between the topics of strengths, weaknesses, and challenges of the halal industry. While the opportunity for the halal industry is still in correlation but not too closely related.

Summary Cluster Analysis describes that the strongest relationship is the challenge topic with strength with a correlation value of 0.840396, while the weakest correlation between opportunity and weakness with a correlation value of 0.542586. Based on Mapping Comparison between strengths, and weaknesses dominated by discussions of halal industry strengths and opportunities, challenges have topics of discussion that reinforce each other. Summary Result and Conclusion The strength and opportunities of the halal industry lie in the huge global and Indonesian Muslim populations. The weaknesses and challenges of the halal industry are found in regulations related to the halal industry are quite complicated so that improvements are needed.

Based on the results of the Literature Review study, the strength of the halal industry is: increasing demand, large consumption base, ethical and sustainable values and standardization certification. The weaknesses of the halal industry are a lack of awareness, limited availability, and fragmented market. Halal industry opportunities include an increasing Muslim population, a non-Muslim consumption market, halal tourism, and technological advancement. The threats of the halal industry are lack of harmonization, counterfeit and fraudulent practices, competition and non-halal alternatives, and negative perceptions and stereotypes.

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