



# The Role of Islamic Banks to Support Halal Industry in Indonesia: A Systematic Literature Review

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## ABSTRACT

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Islamic banking in Indonesia plays a significant role in supporting the development of the halal industry, which encompasses various sectors. The distribution of Islamic bank financing for the productive sector has not been maximized. This research is guided by the approach of using the VOSviewer application to analyze the network of literature relevant to this topic. By using this method, this research can identify trends and relationships across previous studies on Islamic banking and the halal industry, and uncover research gaps that have not been widely explored. This research employed a qualitative approach, using a Systematic Literature Review (SLR), to examine the literature on Islamic banking and the halal industry. Data sources were obtained from the Publish or Perish application to extract bibliometric data, which was then analyzed using VOSviewer. The results showed that Islamic banking plays a strategic role in providing financing that supports the development of the halal industry, including working capital, investment, and related sectors. The policy implications are the importance of strengthening the synergy between the Islamic banking sector and the halal industry, as well as the need for more integrated policies to support the growth of the Islamic-based economy in Indonesia.

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## INTRODUCTION

The development of the global economy is driving increasing attention to the halal industry. The halal industry spans various fields, including food, medicine, cosmetics, and tourism, and is based on the principles of Islamic law (Hasyim, 2023; Minarni et al., 2024; Zulfikar & Sari, 2024). This is not only a necessity for Muslims, but also attracts the attention of the global market with a growing Muslim population. Indonesia, as a country with the largest Muslim population, has significant potential to develop the halal industry (Kamila, 2021; Maulana & Zulfahmi, 2022; Saputri., 2020). The Indonesian government has also provided significant support to this sector through policies and regulations that support the development of the halal industry.

As one of the fastest-growing sectors, the halal industry requires various forms of support, including regulatory, product development, and funding support (Hidayat & Humeriatunnisa, 2023; Nasution, 2020; Sumarlin et al., 2024). Islamic banking plays a vital role in providing financing in accordance with Sharia principles, which is expected to support the development of the halal industry (Kustinah & Nisa, 2024; Siregar, 2023; Wulandari, 2023). Islamic banking in Indonesia has grown rapidly in recent decades, with assets rising and banking products becoming increasingly diverse (Nur'aini, 2022; Pusvisasari et al., 2023). Along with the growing need for sharia-based financing, Islamic banking in Indonesia is increasingly playing a role in supporting the economy through halal principles. In a global context, countries with the largest Muslim populations, such as Indonesia, Malaysia, and Saudi Arabia, play an essential role in developing the halal industry. In addition, non-Muslim countries, such as Australia, Thailand, and even Brazil, have also introduced halal certification to penetrate the international Muslim market (Azam & Abdullah, 2020; Hakim & Sugianto, 2024; Herianti et al., 2023). Indonesia, as a country with the largest Muslim population, has tremendous potential in becoming a major player in the global halal industry (Adamsah & Subakti, 2022; Dhoya et al., 2023; Istiqlal, 2023).

The development of the halal market is spurred by global consumer awareness of the importance of products that not only meet the spiritual needs of Muslims but also meet high-quality and safety standards. In Indonesia, the halal industry is growing rapidly, along with public awareness of the importance of halal certification for the products they consume. The Indonesian government, through the Halal Product Guarantee Agency (BPJPH), has taken

strategic steps to accelerate the halal certification process, which previously posed an obstacle to producers entering the global market (Azizah & Rizkinnikmatussolihah, 2022; Rahmawati et al., 2022; Warto & Samsuri, 2020). In addition, the Indonesian government also continues to encourage the development of halal products by encouraging industry players to follow international halal standards (Mubarok & Imam, 2020; Syamsiyah & Ardana, 2022; Yazid et al., 2020). As well as introducing Indonesia as the center of the global halal industry through various policies and initiatives.

The halal industry in Indonesia is not limited to food and beverage products; it also includes pharmaceuticals, cosmetics, fashion, and halal tourism. Halal tourism, for example, has grown rapidly with the existence of hotels and resorts that provide services according to the needs of Muslim tourists, such as halal food, worship facilities, and understanding of Islamic culture (Mujahidin, 2020; Nasution, 2020; Qizwini & Purnama, 2025; Sukardani et al., 2020). It shows that the Indonesian halal industry is not only focused on physical products but also on services aligned with Islamic values. However, despite the vast potential of the halal industry in Indonesia, challenges in implementing and developing this sector remain. One of them is the need to improve the quality of human resources capable of managing the halal industry to high standards, as well as to strengthen infrastructure to support the entire halal ecosystem (Indriani et al., 2025; Japar et al., 2024; Riadhussyah, 2020). In addition, challenges in meeting global halal standards are a significant obstacle for industry players in Indonesia.

At the national level, Indonesia has endeavored to create an ecosystem that supports the development of the halal industry through government and related institutions' policies, regulations, and initiatives. The 100 Halal Tourism Destinations program, launched by the Indonesian Ministry of Tourism and Creative Economy, is a clear example of such efforts (Husni Pasarela et al., 2022; Samudra et al., 2024). In addition, the strengthening of institutions such as the BPJPH, the MUI, and the Food and Cosmetics Assessment Institute (LPPOM) has made it easier for industry players to obtain halal certificates (Barudin et al., 2024; Chasanah & Muzammil, 2025; Gunawati et al., 2020). This is an important requirement to expand the halal product market both domestically and internationally. Although Indonesia has great potential, not all halal industry sectors in the country can meet global standards, especially in terms of product innovation and sustainability. In this case, the synergy between the Islamic banking sector and the halal industry is crucial to encourage funding in line with

sharia principles and ensure the smooth distribution of halal products to the global market (Ayyubi & Mukhsin, 2025; Rachman, 2019; Saputra, 2024). Islamic banking plays a strategic role in financing the development of the halal industry (Budiono et al., 2023; Nurhasanah et al., 2022; Rahmayati, 2018). Both through investment financing schemes, working capital, and sharia-based business development programs.

The development of Islamic banking and the halal industry in Indonesia is significant, but several challenges remain. One of the biggest challenges is the lack of in-depth understanding of the relationship between Islamic banking and the halal industry (Judijanto et al., 2024; Khasanah & Azizah, 2022). Although many studies have discussed the role of Islamic banks in the economy, few have specifically examined their contribution to the development of the halal industry. Existing research is often limited to specific sectors or only examines the financing aspect without considering its impact on the overall halal industry. There are still problems in implementing policies that support the halal industry as a whole. Although Islamic banking has developed, there is no precise alignment between its growth and that of the broader halal sector. Existing policies tend to be fragmented, hindering the realization of optimal synergies between these two sectors. This creates a gap between theory and practice, a significant challenge for the development of the halal industry in Indonesia.

One of the main concerns in this research is the lack of studies linking Islamic banking directly to the halal industry in Indonesia. Previous studies tend to discuss these two sectors separately, even though their relationship is significant for supporting the growth of the halal industry. Therefore, this study aims to fill this gap by conducting a more comprehensive literature review on the role of Islamic banking in supporting the development of the halal industry in Indonesia. This research is guided by the approach of using the VOSviewer application to analyze the network of literature relevant to this topic. By using this method, this research can identify trends and relationships across previous studies on Islamic banking and the halal industry, and uncover research gaps that have not been widely explored. The use of VOSviewer enables more systematic, structured data visualization, providing a clearer picture of the role of Islamic banking in supporting the halal industry. The purpose of this study is to provide a deeper understanding of the role of Islamic banking in supporting the development of the halal industry in Indonesia. This study also aims to identify factors that influence the contribution of Islamic banking to the halal industry, as well as to explore the

opportunities and challenges in this sector. In addition, this study is expected to provide policy recommendations to strengthen the relationship between Islamic banking and the halal industry, thereby encouraging the growth of the sharia-based economic sector in Indonesia.

## **METHOD, DATA, AND ANALYSIS**

This research used a qualitative approach with a focus on literature review. The qualitative method was chosen as it allows in-depth exploration of the theme "The Role of Islamic Banking in Supporting the Halal Industry in Indonesia". This research also aims to identify research trends and gaps through analyzing existing literature. The design of this study was a Systematic Literature Review (SLR), which aims to collect, identify, assess, and synthesize relevant research on Islamic Banking and the Halal Industry. SLR was chosen to ensure a systematic, structured approach to reviewing the literature, resulting in a comprehensive, in-depth understanding. Data collection was conducted through two main stages.

### **First Stage: Data Collection with Publish or Perish Software.**

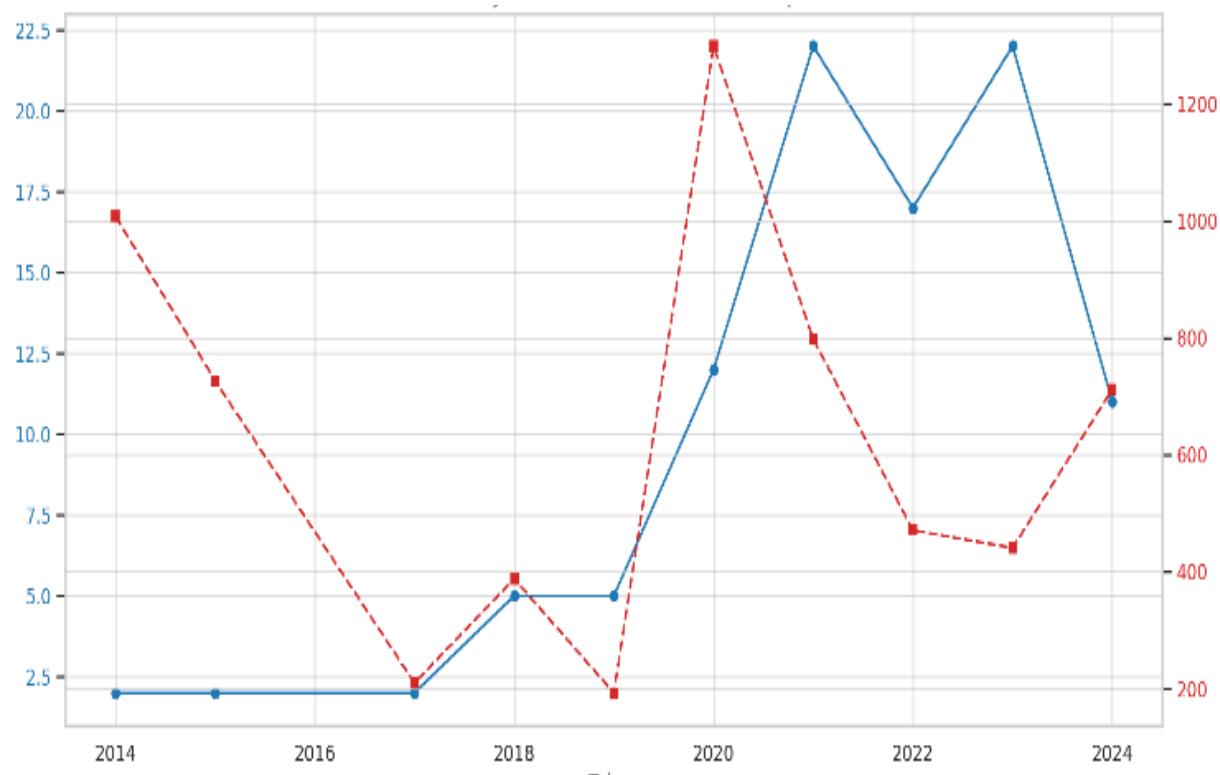
Data collection was done using Publish or Perish software. This software extracts data from the Google Scholar scientific database. Searches are conducted using relevant keywords such as "Keywords: The Role of Islamic Banks for the Halal Industry; Islamic Banks and the Halal Industry; Islamic Bank Financing for the Halal Industry; Islamic Banks for the Halal Industry; Islamic Banks Encouraging the Halal Industry". From the search results, 100 articles were retrieved over the 10 years from 2014 to 2024.

### **Phase Two: Analysis with VOS Viewer**

The data obtained from the Publish or Perish application was processed in the following application, including all data. Then, the data were analyzed in detail from the visual results. After data collection, analysis was conducted using the VOSviewer application. The purpose of the VOS Viewer application is to analyze and visualize bibliometric networks, including co-authorship, co-citation, and keyword co-occurrence in the collected literature. This application enabled researchers to map relationships among concepts and topics in the literature and to identify trends and collaborations among researchers.

## RESULTS AND DISCUSSION

This study explores the role of Islamic banking in encouraging the growth of the halal industry in Indonesia. The research took a qualitative approach, supported by bibliometric analysis using VOSviewer and data from the Publish or Perish application. These results provide deep insights into research trends, central themes, and patterns of collaboration between researchers, as well as projecting future trends on the role of Islamic banking in driving the halal industry in Indonesia.



**Figure 1. Trends on the Role of Islamic Banking in Encouraging the Halal Industry**

Figure 1 displays the year-by-year dynamics of growth in the number of scientific publications and citations. The horizontal axis (X) shows the year the article was published. In contrast, the left vertical axis indicates the number of publications, and the right vertical axis shows the total citations per year. Significant Increase After 2019: The data shows that since 2019, the number of articles examining the linkages between Islamic banking and the halal industry has increased significantly. This is most likely influenced by: The launch of *Indonesia's Sharia Economic Masterplan 2019-2024*. The government's commitment to making Indonesia the center of the global halal industry. Encouragement from financial authorities (OJK, BI, KNEKS) to strengthen Islamic banking's role as an enabler of the halal industry.

Academic Production in 2022-2023: These years show the highest publication activity, indicating the topic is at the center of attention of academics and researchers. High Citation Trends in Older Articles (2020-2021): Articles published during this period show a relatively high number of citations. It indicates that these articles have a *significant impact* on shaping the field's scientific literature. Older articles take longer to be accessed and cited by other researchers.



**Figure 2. Central Themes related to the Role of Islamic Banking in Encouraging the Halal Industry**

Figure 2 presents a *word cloud* showing the frequency and dominance of keywords in scientific publications on Islamic Banking and the Halal Industry over the past decade (2014-2024). The font size and thickness indicate how often the word appears in the analyzed documents. Some words that appear the largest and boldest suggest that they are most frequently used in the title, abstract, or keywords of the article.

**Table 1. Keywords related to the Role of Islamic Banking in Encouraging the Halal Industry**

Word	Contextual Meaning
<b>Sharia</b>	Demonstrates that all research is rooted in the Islamic economic system.
<b>Halal</b>	The research focuses on the halal industry, including halal MSMEs and halal products.
<b>Banking</b>	Indicates the leading institution that is the object of research
<b>Finance</b>	Indicates the primary focus of research on Islamic financing products, both consumptive and productive.
<b>Industry</b>	The context is closely related to the halal industry that the Islamic financial system aims to support.
<b>Role Improve</b>	Verbs that reflect the research orientation on the contribution, impact, and role of Islamic banking

Source: Data Processed, 2025

Table 1 presents the key keywords identified in the literature that reflect the research's thematic focus on the role of Islamic banking in encouraging the halal industry. The keyword "Sharia" emphasizes that the studies are fundamentally grounded in Islamic economic principles, ensuring compliance with Islamic law. "Halal" indicates that the research is specifically directed toward the halal industry, including halal products and halal MSMEs, while "Banking" highlights Islamic banking institutions as the primary object of analysis. The inclusion of "Finance" underscores the focus on Islamic financing instruments, both consumptive and productive, which are essential in supporting business growth. Meanwhile, the keyword "Industry" confirms that the research context is closely associated with the development and sustainability of the halal industry. Verbs such as "encourage," "role," and "improve" reflect the orientation of the studies toward assessing the contribution, impact, and effectiveness of Islamic banking in strengthening the halal industry ecosystem. This visualization showed that research on the role of Islamic banking in fostering the halal industry in Indonesia remains fragmented into small clusters. Still, several authors have emerged as bridges for collaboration among groups. Strategies to increase cooperation across institutions and across themes are needed to develop research that is more comprehensive and has a national impact.

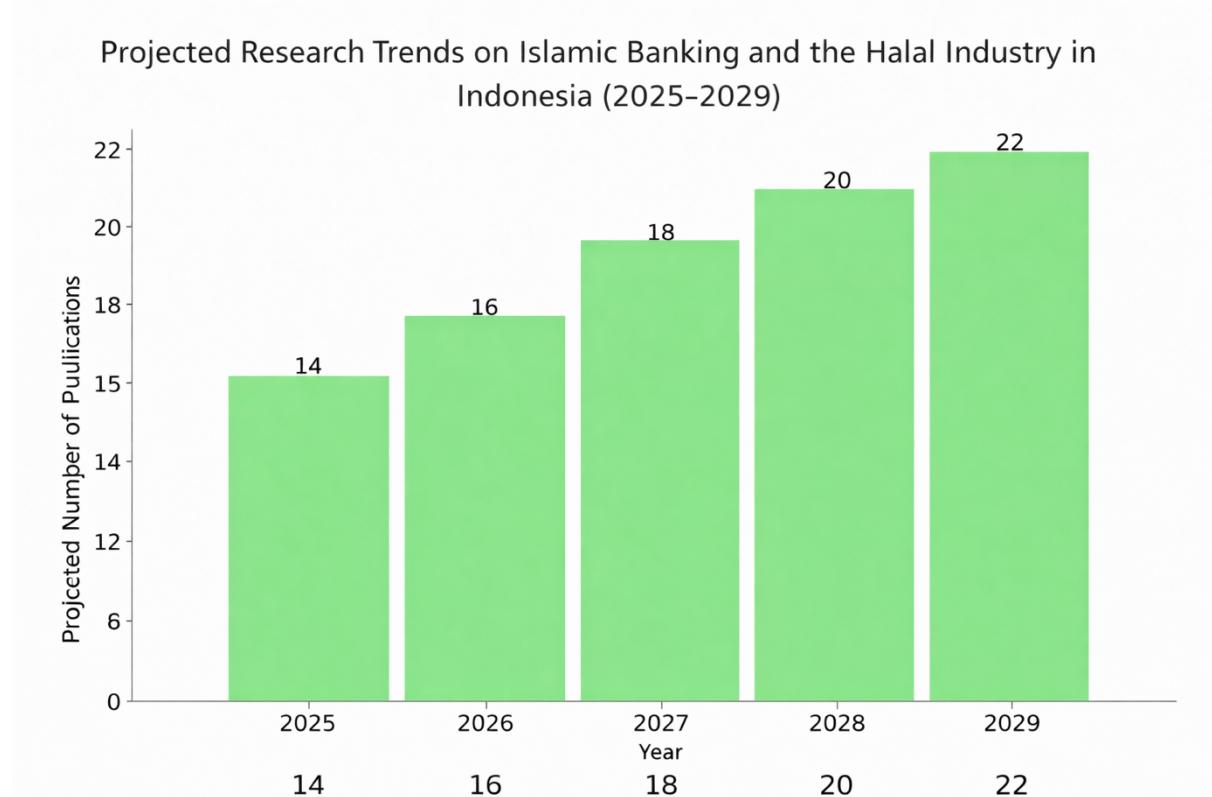
**Table 2. Collaboration between Researchers related to the Role of Islamic Banking in Encouraging the Halal Industry**

Aspects	Findings
Number of groups	There are many clusters or small groups, which means that many collaborations are local and not yet nationally integrated.
Dominant collaboration	Some authors' names are linked in a large group, indicating key or central authors in the research network.
Limited collaboration	The majority of nodes have only one or two connection lines, indicating that many authors are only involved in one limited collaboration.
Linkages between clusters	Several clusters are connected through a single point, the author of the cross-institutional or cross-research project linkage

Source: Data Processed, 2025

Table 2 explains that fragmentary collaboration means that research on Islamic banking and the halal industry in Indonesia has not yet formed a complete national core research network. There needs to be encouragement for active researchers (especially those in large clusters) to collaborate across regions and across institutions to strengthen national research capacity strategic Potential for Strengthening Collaboration Hubs. Researchers in central positions in the network can be empowered as research catalysts or coordinators of multi-author projects on Islamic productive financing and the halal industry. Research activities remain concentrated within limited groups, limiting the dissemination of knowledge, innovation, and methodological development across regions and institutions. Therefore, strengthening collaboration requires strategic initiatives that foster cross-regional and cross-institutional partnerships, particularly by leveraging researchers who occupy central and influential positions within these networks. These centrally positioned scholars can be empowered as collaboration hubs or research coordinators for multi-authored, interdisciplinary projects on Islamic productive financing and the halal industry, thereby

enhancing national research capacity, improving research quality, and promoting more integrated and impactful research outcomes.



**Figure 3. Trend Projections of the Role of Islamic Banking in Driving the Halal Industry**

Figure 4 shows that, from this trend, scientific attention to the role of Islamic banking in the halal industry will continue to increase. This development is driven by the need to integrate the Islamic financial system with the dynamics of the halal market, both locally and globally. The theme, which initially focused on access to financing, is projected to develop towards digital transformation, sustainability, and policy innovation.

**Table 3. Main Research Focus Future Trend Role of Islamic Banking in Driving Halal Industry**

Year	Main Research Focus
2025	Sharia Financing for Halal MSMEs, Accessibility of Sharia Funds
2026	Islamic Banking for SMES Synergy, Halal Financial Literacy, Optimization of Microfinance Institutions

Year	Main Research Focus
2027	Regulation, Halal Investment, Digitalization of Islamic Banking Services and Products
2028	ESG, Sharia Green Finance, Halal Certification & Standards
2029	Islamic FinTech, Halal Product Traceability, Sharia Compliance & Global Halal Value Chain

Source: Data Processed, 2025

Table 3 shows that projected research trends over the period 2025 to 2029 indicate a progressive increase in the number of scientific publications discussing the role of Islamic Banking in promoting the development of the Halal Industry in Indonesia. The year 2025 marks the start, with an estimated number of scientific publications, many of which focus on access to halal financing and Islamic banks' support for halal MSMEs. Year 2026 shows an increasing trend, with the focus shifting to strategic synergies between Islamic financial institutions and halal industry players, as well as Islamic financial literacy for micro-entrepreneurs. Year 2027 marks the policy integration phase, during which more research explores supporting regulations, the effectiveness of investment financing, and the role of Islamic digital funding in strengthening the halal industry ecosystem.

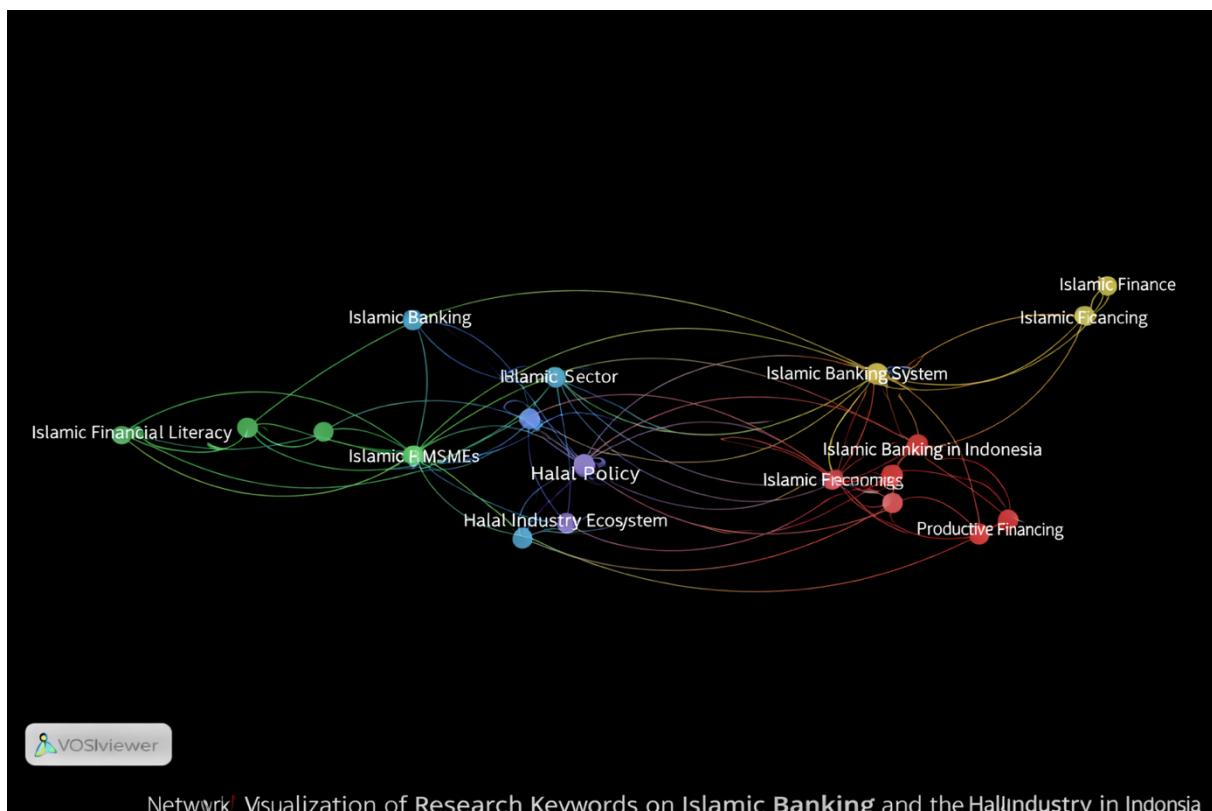
The year 2028 is a moment of acceleration, marked by close attention to halal standardization, sharia-based green finance, and the application of ESG (Environmental, Social, Governance) in the halal industry. The number of publications is expected to increase significantly. The year 2029, as the peak, shows the highest projection for the entire period, with the theme of the complexity of the interaction between Islamic financial technology (Islamic FinTech) and the sustainability of the global halal industry. Issues of sharia compliance, halal product traceability, and financing innovation in the halal value chain are also being widely researched.

### VosViewer Analysis

The VOSviewer analysis was utilized to map the intellectual landscape of studies examining the role of Islamic banks in supporting the halal industry in Indonesia. Through keyword co-occurrence analysis, several prominent clusters emerged, illustrating strong linkages between Islamic banking, halal industry development, Islamic finance instruments, and economic sustainability. These clusters indicated that Islamic banks are frequently

discussed in relation to halal supply chains, halal certification, micro, and small enterprise (MSME) financing, and Sharia-compliant investment. The dense interconnections among these keywords reflect the central role of Islamic banks as financial intermediaries that facilitate the growth and competitiveness of the halal industry within the broader Islamic economic ecosystem.

In addition, the overlay and density visualizations generated by VOSviewer revealed evolving research trends in this area. More recent studies emphasized digital Islamic banking, fintech integration, and innovative financing schemes as key drivers in strengthening halal industry performance. At the same time, core themes such as risk-sharing mechanisms, Sharia compliance, and institutional support remain dominant, underscoring their continued relevance. Overall, the VOSviewer analysis demonstrates that the role of Islamic banks extends beyond traditional financial services, positioning them as strategic enablers of halal industry development in Indonesia. This bibliometric evidence supports the relevance of the systematic literature review by situating the study within current research trends and highlighting key areas in which Islamic banking contributes to the sustainable growth of the halal industry.



**Figure 4. Relationship between Keywords or Themes in Publications**

Figure 4 shows the interrelationships among keywords in publications discussing the role of Islamic banks in supporting the halal industry. The visualization highlights strong linkages between key themes such as Islamic banking, halal industry, Sharia-compliant financing, and MSME development, indicating that Islamic banks play a central role in financing and strengthening halal-related economic activities. The connections also reflect the growing integration of innovation and digital financial services within Islamic banking to enhance the sustainability and competitiveness of the halal industry in Indonesia. Visualization of the data analyzed using the VOSviewer application. This visualization shows the relationship between keywords or themes in publications related to the role of Islamic banking and the halal industry. The following is a descriptive analysis that can help understand the results of this data.

### **Descriptive Analysis of VOSviewer Visualization**

#### **1. Clustering**

In this figure, you can see that the themes related to Islamic banking and the halal industry are grouped into different colors, indicating the relationship between the various topics. Here is the grouping by color:

**Green:** Deals with Islamic banking and related topics, including Indonesian Islamic banks, financing, and Islamic banks' participation.

**Blue:** Focuses on aspects of the halal industry and its ecosystem, highlighting the relationship between Islamic banks and the halal industry sector.

**Purple:** Relates to the concept of halal and the halal industry, with attention to halal as well as development and contribution in the halal industry.

**Red:** Focuses on usury in the context of Islamic banking, as well as a discussion of usury practices in the banking sector that are avoided in Sharia principles.

**Yellow:** Depicts global influence and significant trends in Islamic banking, with a focus on Influence and Islamic banking as a significant concept in the industry.

#### **2. Interrelatedness of Themes**

Each theme in this visualization is connected by lines that show the relationship between themes. The more lines connecting the themes, the closer the relationship between the two topics. Islamic banking and the halal industry are interconnected at several points.

There is a close relationship between Islamic banks and the halal sector, underscoring the critical role of Islamic banks in fostering Indonesia's halal industry. The word financing relates to Islamic banking and the halal industry, highlighting how Islamic financing supports the halal sector through shariah-compliant funding. Usury appears in red and is associated with Islamic banking. This illustrates that, in the context of Islamic banking, the issue of usury is a critical topic that is avoided in transactions.

### 3. Central Theme

Some themes appear more dominant in the visualization. Islamic banking is closely connected to almost all other categories, underscoring its key role in supporting the halal industry and its sustainability. The halal and kosher industries demonstrate the importance of the halal industry, which continues to grow, and underscore the need to create an ecosystem that supports it.

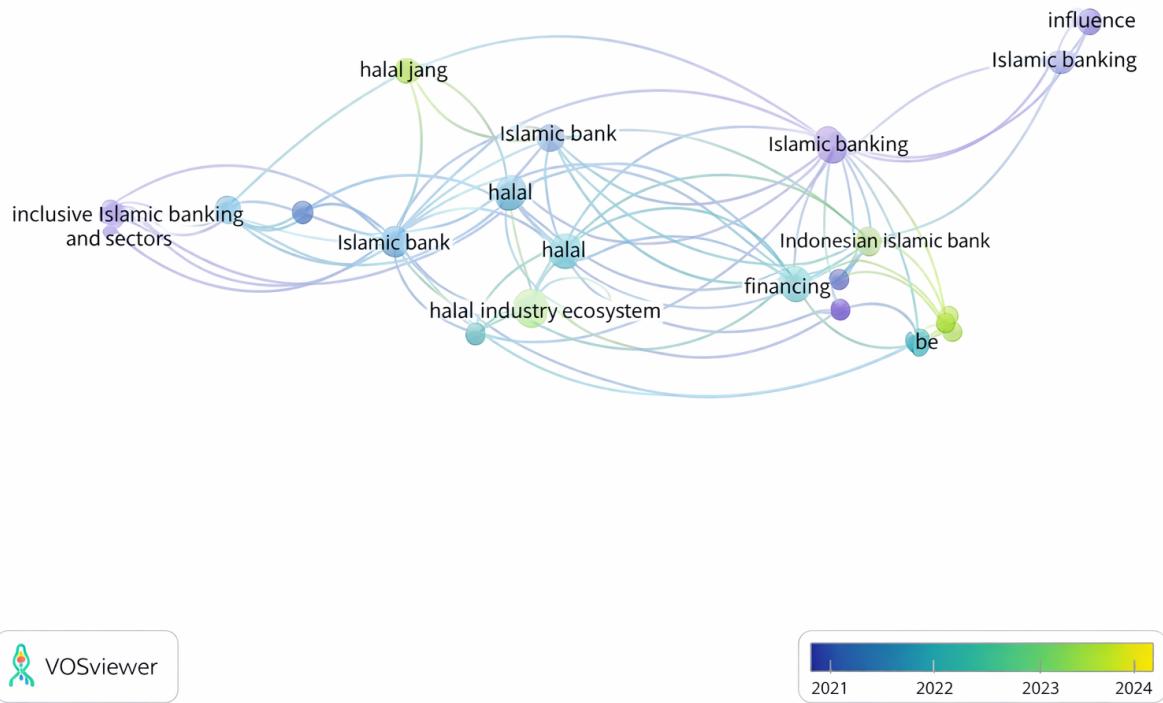
### 4. Achievements in the Halal Industry and Global Influences

Islamic banking and influence illustrate the global impact of Islamic banking in the halal industry. It shows that Islamic banking is not only focused on local development but also has broader effects, particularly in increasing Indonesia's involvement in the global halal market.

### 5. Emerging Trends

From this visualization, it can be concluded that some trends emerging in the literature on Islamic banking and the halal industry include: the integration of Islamic banking into the halal ecosystem, and Islamic banks not only providing financing products but also participating in expanding the halal market across various economic sectors. Increased collaboration between sectors: there are growing linkages between the Islamic banking sector and the halal industry, especially in developing a mutually supportive ecosystem. In Islamic banking, the issue of usury remains a significant concern and a dominant theme in the literature. This visualization provides an overall picture of the relationship between Islamic banking and the halal industry. The main achievement is that Islamic banking plays a vital role in supporting the development of the halal industry through various financing mechanisms that comply with Sharia principles. In addition, the emerging theme of usury highlights the challenges of applying Sharia principles to financial transactions. In the

future, as the halal sector grows, there will be closer ties between Islamic banks and the halal industry.



**Figure 5: Relationships based on Frequency and Interconnectedness of Keywords**

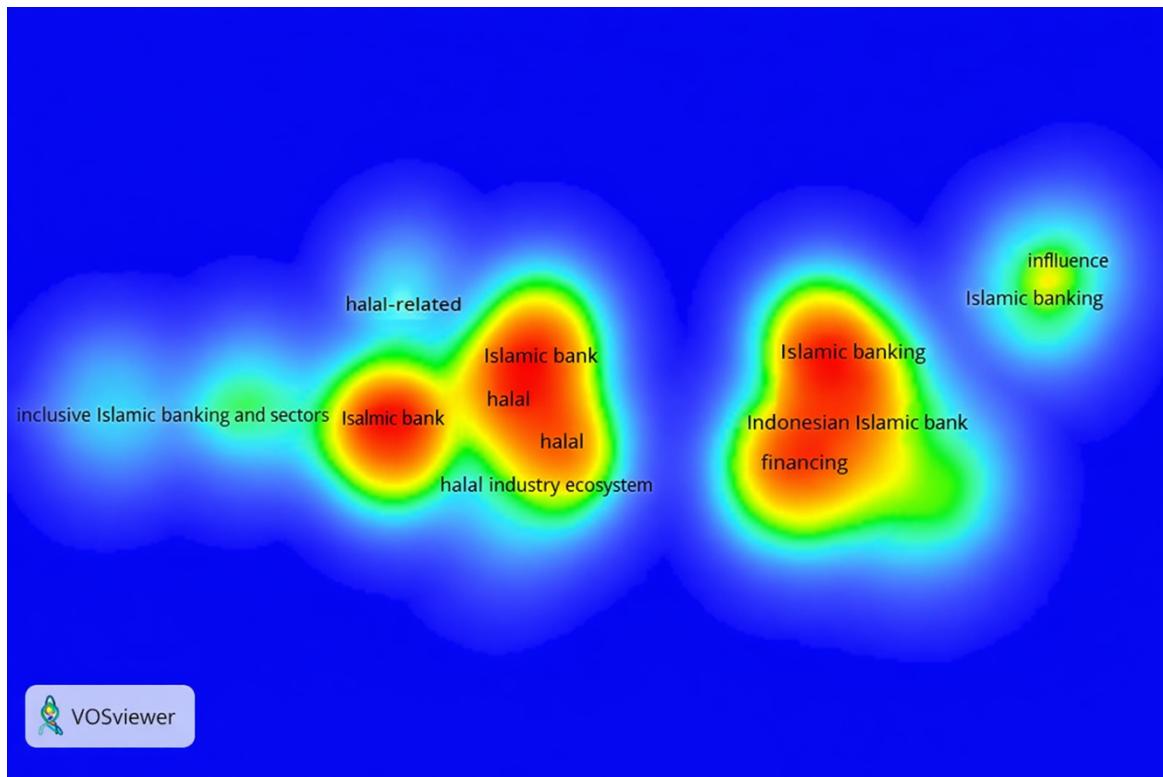
Figure 5 illustrates the relationships among keywords based on their frequency of occurrence and level of interconnectedness in publications discussing the role of Islamic banking in supporting the halal industry. Keywords with higher frequencies and stronger connections appear more prominently, indicating their central role in the research landscape. The visualization shows that Islamic banking, halal industry, and Sharia-compliant finance are highly interconnected themes, reflecting their dominant and integrative position in the literature. Overall, this figure highlights how frequently discussed concepts are closely linked, demonstrating the cohesive nature of research on Islamic banking's contribution to the development of the halal industry.

This map presents conceptual relationships based on the frequency of occurrence and interconnectedness of keywords in the scientific literature. The node size reflects how often the word appears, while the color indicates the average year of appearance in publications. Purple and blue nodes indicate older topics, while green to yellow nodes indicate new and

prospective issues that appear predominantly in recent years (2023-2024). The center of the network, with dominant keywords such as "Islamic banking", "halal industry", and "financing", is visible. These three serve as the center of gravity of the scientific studies published since 2021. The highly connected nature of these keywords indicates that Islamic financing and the role of Islamic banks in the development of the halal industry are central themes in the current academic literature.

Furthermore, keywords such as "halal industry ecosystem", "halal", and "share" began to shift to connect to more strategic topics, such as policies and systemic contributions of Islamic banking. It indicates a shift in scholarly attention from operational aspects towards structural and ecosystem approaches. Interestingly, on the right side of the network, there are yellow nodes labeled "usury", "influence", and "Islamic banking". The yellow color indicates that these words became popular in the last two years (2023-2024), indicating a shift in discourse towards more philosophical, normative, and global themes. The word "riba", for example, appears in the context of assessing Sharia compliance and ethical issues in financing. This is a signal that the study of the suitability of Sharia principles in financing practices is starting to receive serious attention. Meanwhile, the emergence of the words "influence" and "Islamic banking" connected with "Indonesian Islamic banks" and "financing" shows that academic attention has begun to be directed at the impact of Islamic banking on the halal industry systemically, not only in the national context but also in a global perspective.

From these visual dynamics, it can be concluded that in the 2021-2024 period, the research map has shifted from technical and institutional issues to more value-added strategic topics. The future focus is likely to be on exploring Sharia values in financing policies, transforming the halal ecosystem, and positioning Indonesian Islamic banking in the global banking landscape. This mapping not only reflects the trajectory of past research but also provides an overview of the strategic direction of future research, especially in strengthening the integration among Sharia principles, banking policies, and the development of the halal industry as a whole.



**Figure 6. Main Focus of Scientific Research in the Recent Period**

Table 6 based on this density visualization, the primary focus of scientific research in recent years has been the strategic role of Islamic banks in building the halal industry ecosystem. Implementation of Islamic financing as a tool for halal economic empowerment. And normative issues, such as usury as a measure of Sharia compliance. However, the direction of future research seems to be directed towards. Integration across halal sectors through Islamic financing. The position and Influence of Indonesian Islamic banks in the international context (global halal economy), as well as the expansion of Islamic business models based on the halal industry value chain. The results of keyword co-occurrence-based bibliometric mapping are displayed as a density map (density visualization) in the VOSviewer application. This map shows the intensity of the relationship between research topics in Islamic banking and the halal industry, based on the frequency and connectivity of keywords in scientific publications.

#### **Red Zone: Research Density Center**

The red color indicates the areas of highest density, meaning the keywords within these areas have a high frequency of occurrence in the scientific literature and are central or

mainstream topics in current academic studies. In this visual, there are two main clusters of red zones:

First cluster: Consists of the keywords "Islamic bank", "halal", "halal industry", "halal industry ecosystem", and "share". This indicates that the study's dominant theme is the role of Islamic banks in supporting the growth of the halal industry. Synergy between Islamic financial institutions and the halal ecosystem. The urgency of Islamic banks' active participation in disseminating halal values in society.

Second cluster: Consists of "Islamic banking", "financing", "Indonesian Islamic banks", and "usury". The focus of research in this cluster is on technical and strategic issues of financing in Islamic banking. Compliance with Sharia principles (avoiding usury) and implementation of Sharia-compliant productive financing models to support the national halal industry.

### **Yellow and Green Zones: Emerging Topics**

Yellow and green indicate medium density, indicating that keywords in this region still appear frequently but not as strongly as in the red zone. For example, words like "halal yang", "sector", and "Islamic banks to participate" indicate the emergence of new approaches that lead to Islamic banks' involvement in other halal sectors, such as food, cosmetics, tourism, or the halal lifestyle in general. These indications confirm that the scholarly literature is beginning to move towards a cross-cutting discussion in which Islamic banks act as catalysts in supporting the broader halal sectors.

### **Blue Zones: Minor and Potential Topics**

Blue zones are areas of lower frequency and connectivity, but still significant. In this map, blue zones include terms such as "Influence" and "Islamic banking". Although it appears less frequently, this keyword signals a new trend in the global literature that is beginning to discuss the Influence of Islamic banks in the international financial system. This means that, in the long term, the study of the Influence of the Islamic banking system in the global arena (Islamic finance diplomacy, halal global trade, etc.) can be a promising topic and needs further development.

## CONCLUSION AND SUGGESTIONS

This study highlights the critical role of Islamic banking in supporting Indonesia's halal industry. Based on a systematic literature review and bibliometric analysis using VOSviewer, it is evident that Islamic banking provides significant financing support for the development of the halal industry, ranging from working capital financing to investment financing. Islamic banks act as strategic partners for halal industry players, especially in providing financing products that comply with Sharia principles. This research also identifies central themes such as sharia compliance, halal financing, and industry development as the main drivers of halal industry growth. The results also emphasize that although Islamic banking has shown significant growth, there are still gaps in collaboration between Islamic banking and various sectors of the halal industry. To address this gap, there needs to be stronger integration and coordination between stakeholders, such as the government, regulatory bodies, and financial institutions, to maximize the potential of Indonesia's halal economy.

Future research can explore in greater depth the role of Islamic banking in supporting MSMEs in the halal sector, as well as the role of digital banking in increasing access to halal financing. In addition, research can focus on the effectiveness of government policies in supporting the growth of the halal industry through Islamic financial products, as well as the competitiveness of Indonesia's halal industry in the global market. For Islamic Banks: It is essential for Islamic banks to diversify Islamic financial products that better suit the needs of the halal industry. It includes offering innovative financing schemes for halal MSMEs and establishing partnerships with local manufacturers to strengthen the halal supply chain.

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