

# Bibliometric Analysis of the Growth of Article on Social Media Marketing for Halal Cosmetics in Indonesia

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## ABSTRACT

In the world of cosmetics, Asia, notably Indonesia, has seen a movement toward halal lifestyle. This is a chance for cosmetics manufacturers to market halal products in Indonesia. Businesses use social media to draw in customers. This study seeks to understand the growth of articles and citations in social media marketing studies on halal cosmetics, particularly in Indonesia. In order to visualize the data from the study theme, the VOS Viewer application was utilized in conjunction with Google Scholar and Scopus searches and the Publish or Perish application between 2019 and 2023. In the Google Scholar search results, 5 publications and papers with only 2 citations were discovered, however in Scopus, there are only 4 articles published in 2018 to 2023. The growth of articles on Social Media Marketing for Halal Cosmetics in Indonesia is currently tiny, but it has the potential to increase.

**Keywords:** *Social Media Marketing, Halal Cosmetic, Bibliometric*

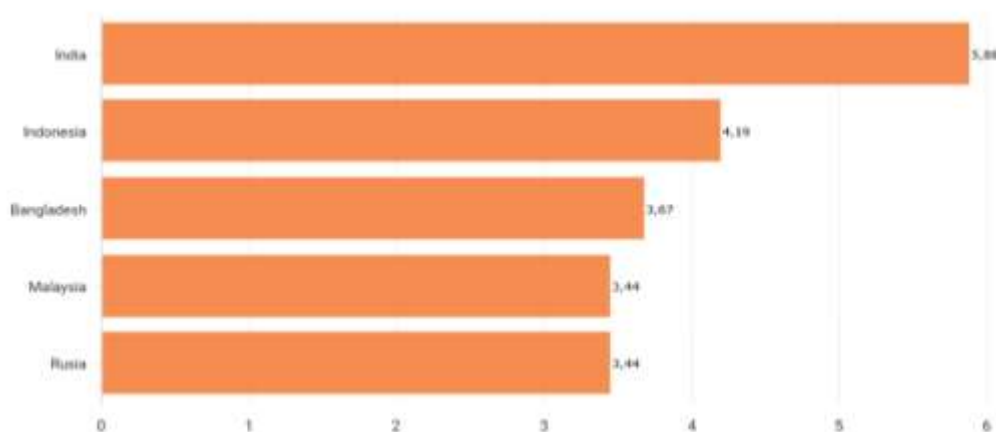
## INTRODUCTION

The halal consumer goods market has experienced continuous growth, one of which is cosmetic products. Halal lifestyle in cosmetics is a trend in several countries, especially Asian countries. Based on data from the State of the Global Islamic

Economy Report 2020-2021, halal cosmetic users in the world reached USD 64 billion and a growth rate of 4.9% per year. (Coil, 2022). Since 2017 the cosmetic industry has continued to increase, currently beauty companies offer halal products with products looking luxurious and high prices and quality. Cosmetic products are expected to continue to increase and will be led by Asia Pacific Countries. (<https://kumparan.com>, 2022). The first country to produce halal cosmetics in 2006 was the Middle East, and today not only predominantly Muslim countries produce halal cosmetics but South Korea has started producing halal cosmetics to be marketed globally including to several North American and European countries. (Cerysa Nur Insani, 2021).

According to Dinar Standard data, halal cosmetic users in Indonesia reached US \$ 4.19 billion in 2020. With a total consumption of US \$ 3.67 billion, India ranks first, followed by Indonesia and Bangladesh. Malaysia and Russia followed with orders totaling US \$ 3.44 billion. Here are the top five halal cosmetics consumers in the world.

Figure 1. The Top Five Consumers of Halal Cosmetics in the World (2020)



Source: <https://databoks.katadata.co.id/datapublish/2022>

Based on Figure 1 shows Indonesia is the second largest user of halal cosmetics in the world. This is certainly an opportunity for beauty producers to sell halal cosmetics in Indonesia. Here are 15 Cosmetic Brands with Halal-Certified Products in Indonesia.

Table 1. Fifteen Cosmetic Brands with Halal-Certified Products in Indonesia

No	Brand
1	Wardah
2	Emina
3	Oriflame
4	Somehinc
5	MAKE OVER
6	Madame Gie
7	Avoskin
8	ERHA
9	BLP Beauty
10	Garnier
11	Maybelline
12	Sariayu Martha Tilaar
13	ESQA Cosmetics
14	Rollover Reaction
15	Studio Tropik

Source: kumparan.com, 2022

According to Table 1, there are fifteen cosmetics in Indonesia that have been designated halal. These cosmetics have been halal certified by the Indonesian Ulema Council's Institute for the Assessment of Food, Drugs, and Cosmetics (LPPOM MUI), which means they are free of unclean substances and safe to use during worship, which must be in accordance with Islamic law. In order to be more effective in promoting halal cosmetics, producers use social media to attract customers. Social media marketing

as a technique of offering information to potential customers (Solihat et al, 2020).

Social media has now become a living part of all posts of the world's population in all walks of life. The globe is becoming more familiar with digital, and the more familiar it becomes to people, the more social media is utilized for instant and rapid internet-based communication capabilities, both between friends, relatives, and family. Its use has evolved over time into a hub for discovering educational material as well as entertainment-related content (Novita, 2022). Entering the era of Society 5.0, the development in the field of technology is so fast, not only adults who enjoy technological developments, even children cannot be separated from technology. (Maylinda & Sari, 2021) In daily activities, humans rely heavily on the internet which is commonly used both as an information center, business, entertainment, and as a means of communication.

Without recognizing the development of social media extensively used by the public can feel a lot of benefits from using social media, one of which is as a business facility or home business, social media can be one of the platforms or tools to be able to promote or market the products offered. Social media is the right tool in promoting sales products to consumers. The impact is that entrepreneurs do not need to spend a lot of money on advertisements on TV,

billboards, radio or other promotional media (Astuti, Pulungan, Alpi & Lubis, 2020). Social media marketing can increase consumer buying interest in choosing products (Kurniasari, 2018). By maximizing social media marketing, the market reach will be expanded at a reasonable cost.

With the trend of halal cosmetics promoted through social media marketing, it has a very high potential to be studied, (1) so researchers conducted a study on the development of social media marketing on halal cosmetics in Indonesia with the aim of knowing the growth of articles and citations of social media marketing research publications on halal cosmetics, (2) The relationship between words on the variables taken precisely on Social Media Marketing with Halal Cosmetics from 2019 - 2023. (3) The relationship between the year of publication, and (4) The growth of the number of research papers on social media marketing and halal cosmetics in Indonesia.

## **LITERATURE REVIEW**

### **Social Media Marketing**

Social Media Marketing according to (Kotler & Keller, 2016) is "interactive marketing communication activities, where interactive marketing is an online activity and program designed to engage customers or prospects and directly or indirectly increase awareness, improve image, or create sales of products and services". Furthermore, Social Media Marketing (SMM) is "the use of technology, channels, and software from social media that aims to create a communication, delivery, exchange and offer that is valuable to stakeholders in an organization" (Maulani & Sanawiri, 2019).

Another definition of Social Media Marketing according to (Ratana, 2018) is "any form of direct or indirect marketing used to build awareness, recognition, recall, and take action on a brand, business, product, person, or other things packaged using tools on the social web, such as blogging, microblogging, social networking,

social bookmarking, and content sharing. So that the function of Social Media Marketing becomes a system that allows marketers to engage, collaborate, interact and utilize the intelligence of the people who participate in it for marketing purposes" (Zulfikar & Mikhriani, 2020).

According to expert opinions, Social Media Marketing can be defined as a marketing method used by businesses to communicate brands, products, services, and various other commercial items to a large audience by utilizing information technology channels in the form of social media as an interaction space.

### **Social Media Marketing Success**

#### **Indicators**

Success indicators in applying the concept of Social Media Marketing according to Gunelius (Mileva & Fauzi, 2018) to get success in social media marketing there are four elements, as follows:

1. Content Creation

The target consumer may trust content that is entertaining and consistent with the character of the product.

2. Content Sharing

Sharing content with the community can help a company's network and target audience grow and also can have an effect the increase in sales both directly and indirectly.

3. Connecting

Social networks create meetings with the same character so as to build more relationships in the business.

4. Community Building

Online communities create interaction between people online who have similar interests so as to create social networking.

### **Social Media Marketing Indicators**

Social Media Marketing according to As'ad and Alhadid (Zulfikar & Mikhriani, 2020) has several indicators including:

1. Online Communities
2. Interaction
3. Sharing of content

4. Accessibility
5. Credibility

### Benefits of Social Media Marketing

According to Susan Gunelius (Salamah et al., 2021) Social Media Marketing has benefits, including:

1. Relationship Building
2. Brand Building
3. Publicity
4. Promotions
5. Market Research

### Advantages of Social Media Marketing

The advantages of social media marketing for companies according to Milesky (Sumampouw, 2017) are as follows:

1. Cost efficiency
2. Broad visibility
3. Narrow visibility
4. Pulse of the market
5. Increased trust
6. Social media community

## MATERIALS & METHODS

The research used is bibliometric analysis. Bibliometrics is used for literature study research activities, where bibliometrics is a method used statistically that aims to identify patterns in the literature of the topics raised (Misra et al., 2016), Vos Viewer as bibliometric analysis to find topics that have the opportunity to be researched and as reference seekers used in a specific field. (Khaeril & Yolanda Mohungo, 2021) using the Publish or Perish application and VOS Viewer. Both are

applications for bibliographic research. (Djunarto et al., 2022) Publish or Perish is designed to help conduct research impact analysis academically. (Scorita & Asrunputri, 2022) The results of data processing can describe research metrics. The VOS viewer, on the other hand, is used to display bibliographies carried out to see the development of research on the topics raised.

The analysis process of social media marketing research on halal cosmetics in Indonesia is carried out through several stages as follows:

1. The initial data collection process by Harzing's Publish or Perish application with the keyword's social media marketing and halal cosmetics, with vulnerable time from 2019 – 2023 with Google Scholar Search and Scopus searches
2. VOS Viewer process as information visualization of research themes
3. Reduction of topic customization for bibliometric analysis
4. Discussion of bibliometric analysis

## RESULT

### Research Results with Harzing's Publish or Perish Search, Google Scholar Search, and Scopus

Based on the results of data processing using the Harzing's Publish or Perish program with the keywords social media marketing and Halal Cosmetics from 2019 – 2023 with a search on Google Scholar Search, the following data is obtained:

Table 2. Perish Publish – Google Scholar Social Media Marketing and Halal Cosmetics from 2019 – 2023

Item	
Publication Years	: 2019 – 2023
Citation Years	: 4 (2019-2023)
Paper	: 430
Citations	: 1459
Citation/years	: 364.75
Citation/paper	: 3.39
Author/paper	: 1.92
H-indeks	: 21
G indeks	: 30
hI-norm	: 15
HI-Annual	: 3.75
hA-indeks	: 11
Paper with ACC $\geq$	: 1,2,5,10,20: 143, 87, 36,12,6

Source: Data processing, 2023

Based on the results of preliminary data, it shows that the number of articles related to the keywords Social media marketing and Halal Cosmetics from 2019 – 2023 has a considerable number, in a period of 4 years the number of papers is 430 papers. The

results of data processing using Harzing's Publish or Perish program with the keywords Social Media Marketing, Halal Cosmetic from 0 – 0 with a search on Scopus are obtained as follows:

**Table 3. Perish Publish – Scopus Keyword Social Media Marketing, Halal Cosmetic from 0–0**

Item	
Publication Years	: 2018 – 2023
Citation Years	: 5 (2018-2023)
Paper	: 4
Citations	: 12
Citation/years	: 2.40
Citation/paper	: 3.00
Author/paper	: 1.00
H-indeks	: 2
G indeks	: 3
hI-norm	: 2
HI-Annual	: 0.40
hA-indeks	: 1
Paper with ACC>=	:1,2,5,10,20: 2,1,1,0,0

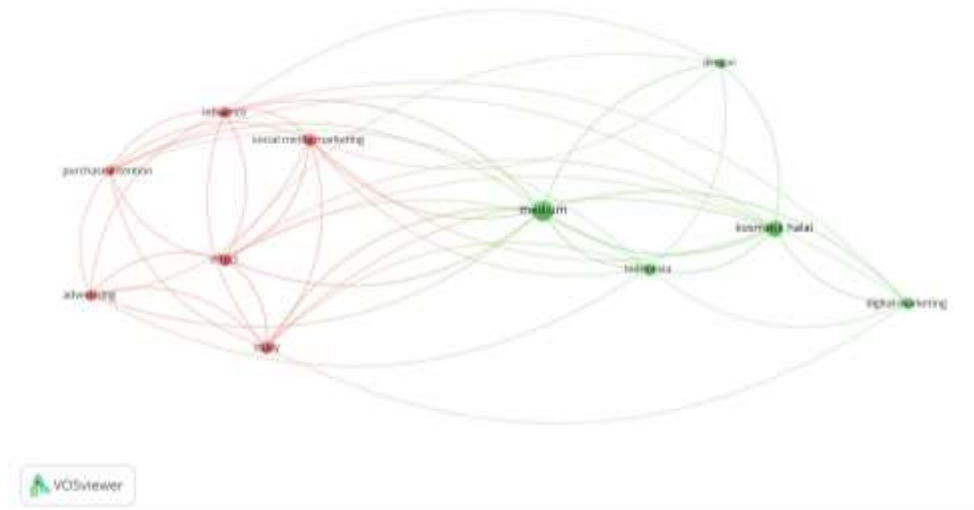
Source: Data processing, 2023

Based on the search results of SCOPUS articles with the keyword Social Media Marketing, Halal Cosmetic from 0 – 0 shows very few articles that have been published, which is only 4 articles from 2018 to 2023. This shows that there is great potential in research to get novelty.

### VOS Viewer Process

The second stage is to analyze the data set from Perish Publish with the VOS viewer program, the next data processing results from the results of Networking Vos Viewer, Social media marketing and Halal Cosmetics from 2019 – 2023.

**Figure 2. Results of Networking Vos Viewer Analysis Social media marketing and Halal Cosmetics**



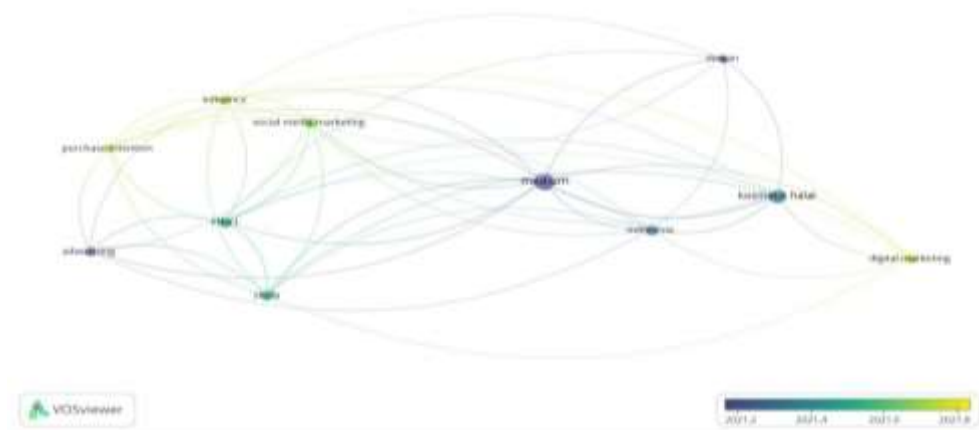
Source: Data processing, 2023

Figure 2 of the results of data processing with output shows the network of research theme results consisting of two clusters. The red cluster consists of influence, social media marketing, purchase intention, advertising, effect, and study, while the

green color consists of medium, Indonesian, digital marketing, and halal cosmetics. Curved lines indicate the relationship between variables. And the red circle means that many people have done research with this theme and there are fewer green papers

available. This shows that the theme of halal cosmetics in Indonesia still has a considerable opportunity for further research.

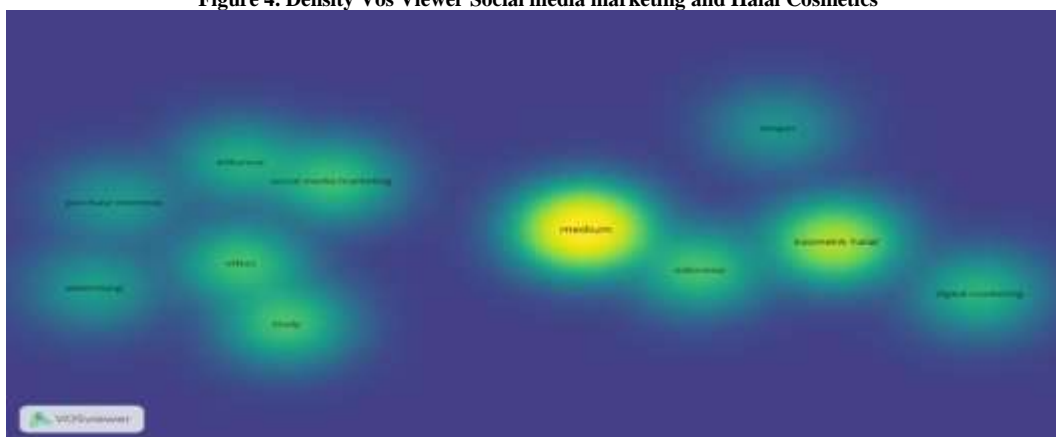
Figure 3. Over Lay Vos Viewer Social media marketing and Halal Cosmetics



Source: Data processing, 2023

Based on Figure 3, it shows that the themes more the quartile variable/word is trending in 2021 consist of 4 quartiles, where the bluer the circle, the is getting newer.

Figure 4. Density Vos Viewer Social media marketing and Halal Cosmetics



Source: Data processing, 2023

Based on Figure 4 shows that the words / variables above are still low or few, thus there is still potential for research on these variables, especially social media marketing and halal cosmetics, because the image circles are still blue and yellow.

Based on the results of the initial initial data of 430 articles obtained using the Harzing's Publish or Perish program with the keywords social media marketing and Halal Cosmetics from 2019 – 2023 with a search on Google Scholar Search, only 5 article data were obtained that matched the keywords social media marketing and Halal Cosmetics, the data is as follows:

### Reduction of Articles by Topic

Table 4. The Growth of Research Articles Related to Social Media Marketing on Halal Cosmetics in Indonesia

Total Citations	Title	Author and year	Publisher
1	The influence of communication on social media on brand equity and brand attitude in shaping the purchase intention of halal cosmetic products	Muna, fi (2021).	Dspace.uii
1	The Influence of Social Media Marketing through Brand Awareness and E-WOM on Repurchase Intention in Halal Cosmetics Consumers	A nathalia, is indriyanti, 2022	Jurnaltsm.id

0	Halal Perspective and social media on Cosmetic Purchases	Putri, I. E., wardianto, k. B., & subagia, g. (2020)	Fisip.unila
0	The Role of social media on Consumer Perception and Buying Interest in Halal Cosmetic Products in Jambi City	Firdaus, f. (2022).	Journal.unja
0	Interest in Buying Halal Cosmetics for Non-Muslim Women Consumers: The Role of Social Media Moderation	Cholil, m (2022)	Ejurnal.unisri

Source: Data processing, 2023

Table 4 shows the results of reducing articles in accordance with the topics of *social media marketing* and halal cosmetics in 2019-2023 showing that there are only 5 articles related to a very minimal number of citations. But every year it has increased, starting from 2020 which amounted to 1 article, 2021 amounted to 1 article, and 2022 amounted to 3 articles while in 2023 and 2019 no topics were found that fit the theme.

## DISCUSSION

Starting from an article that has the first rank in its citation with the title *The Influence of Communication on Social Media on Brand Equity and Brand Attitude in Shaping Purchase Intentions for Halal Cosmetic Products*, with author Muna, fi published in 2021, showing that in this study business communication through social media consists of firm-created communication and user generated communication shows that the communication of halal cosmetics through firm-created communication has a positive influence on the brand attitude halal cosmetics, so as to create consumer interest in buying halal cosmetics. (Muna, f. I, 2021). firm-created communication is a form of promotion carried out by companies (Kumar et al., 2016), while according to (Gangadhar Bathla, 2008) said that user generated communication is a form of delivering information or various experiences related to the product used to the media so that it can be known by the general public (Libai et al, 2010), thus social media marketing that is indirectly conveyed by consumers will Influencing the general public, because as a form of testimonial or experience using halal cosmetic products.

According to an article submitted by (A nathalia, is indriyanti, 2022) entitled *The Influence of Social Media Marketing Through Brand Awareness and E-Wom on Repurchase Intention in Halal Cosmetics Consumers* shows that there is an influence of Social Media Marketing to increase Repurchase Intention in halal cosmetics. This means that consumers who have used halal cosmetics basically have high loyalty, social media marketing provides a stronger bond between products and consumers.

The article submitted by Putri, I. E., wardianto, k. B., & subagia, g. (2020) with the title *Halal Perspectives and Social Media on Cosmetic Purchases* shows that cosmetics labeled halal are a strength in the brand, especially supported by social media marketing, this will reach a wider market segmentation of local products.

Firdaus, f. (2022). With the title of the article *The Role of Social Media on Consumer Perception and Buying Interest in Halal Cosmetic Products in Jambi City* shows that the role of social media in promoting halal cosmetics directly can create a more positive halal perception. Cholil, m (2022) said that halal cosmetics promoted through social media will increase public interest.

## CONCLUSION

The article is related to the title *Social Media Marketing on halal cosmetics in Indonesia with Harzing's Publish or Perish* media in Google Scholar with the keywords social media marketing and Halal Cosmetics from 2019 – 2023 with search results of 430 articles, it's just that after reducing / filtering according to the title raised, which only has 5 articles and the articles whose citation is also still low, only reached 2 citations. And when done through Harzing's Publish or Perish program on Scopus with the keyword

Social Media Marketing, Halal Cosmetic from 0 – 0 shows that there are only 4 articles published in 2018 to 2023. The title of the growth of halal cosmetic social media marketing publications in Indonesia is still tiny, so it has the potential to be developed again. Of the five articles examined, social media marketing on halal cosmetics has the most influence on buying interest, purchasing decisions, and even increased repurchase of halal cosmetic items.

#### **Declaration by Authors**

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