

INTISARI

Kajian tren penelitian farmasi secara global melalui pendekatan studi bibliometrik menjadi aspek penting dalam pemahaman evolusi penelitian. Seiring dengan globalisasi, produk farmasi juga berevolusi mengikuti pasar populasi konsumen. Islam merupakan agama dengan populasi penduduk terbanyak kedua secara global sehingga menyebabkan haluan prospek pasar dunia mengarah kepada konsumen Muslim. Salah satu faktor signifikan keputusan pembelian produk farmasi oleh umat Muslim adalah pertimbangan kehalalan produk. Analisis tren penelitian digunakan untuk mengungkap pola penelitian produk farmasi halal di dunia yang sangat relevan untuk dikaitkan dengan faktor kondisi pasar yaitu: populasi Muslim (*World Population Review*), GDP (*World Bank*), dan peringkat perguruan tinggi (*QS World University Rankings*).

Pada penelitian ini, informasi publikasi penelitian diperoleh dari *database Scopus*. Setelah ekstraksi berdasarkan kriteria inklusi dan eksklusi, data diolah secara bibliometrik oleh RStudio 2024.04.2-764 untuk analisis statistik dan VOSviewer 1.6.20. untuk analisis jaringan keterkaitan data. Analisis korelasi dilakukan terhadap data hasil total publikasi dengan faktor populasi Muslim, GDP, dan peringkat perguruan tinggi melalui analisis regresi linear di microsoft excel untuk mendapatkan arah dan nilai koefisien korelasi.

Secara total, 255 artikel atau *review* dengan topik produk farmasi halal di dunia diterbitkan antara tahun 2003-2023, mencakup 952 penulis dan 158 jurnal. Malaysia, *University of Malaya*, *Journal of Islamic Marketing*, dan Abdul Rohman (Universitas Gadjah Mada, Indonesia) masing-masing merupakan negara, institusi, jurnal, dan penulis terproduktif. Analisis dominasi publikasi, penulis, dan topik dilakukan melalui analisis jaringan kositasi, jaringan penggabungan bibliografi berdasarkan penulis, dan jaringan kemunculan kata kunci. Analisis korelasi perlu mempertimbangkan situasi sosiologi. Faktor populasi Muslim berkorelasi kuat, peringkat perguruan tinggi berkorelasi sangat kuat sedangkan faktor nilai GDP negara tidak berkorelasi terhadap tren penelitian produk farmasi halal di dunia. Temuan analisis diharapkan berdampak pada kolaborasi penelitian negara, institusi, dan penulis sehingga topik penelitian produk farmasi halal berkembang.

Kata Kunci: Produk farmasi halal; database Scopus; bibliometrik; analisis korelasi

ABSTRACT

The study of global pharmaceutical research trends through a bibliometric study approach is an important aspect in understanding the evolution of research. Along with globalization, pharmaceutical products also evolve following the consumer population market. Islam is the second most populous religion globally, causing the direction of world market prospects to be directed towards Muslim consumers. One of the significant factors in the decision to purchase pharmaceutical products by Muslims is the consideration of the halalness of the product. Research trend analysis is used to reveal the research pattern of halal pharmaceutical products in the world that is very relevant to be associated with market condition factors, namely: Muslim population (World Population Review), GDP (World Bank), and university rankings (QS World University Rankings).

In this study, research publication information was obtained from the Scopus database. After extraction based on inclusion and exclusion criteria, the data was processed bibliometrically by RStudio 2024.04.2-764 for statistical analysis and VOSviewer 1.6.20. for data linkage network analysis. Correlation analysis was carried out on the total publication results data with Muslim population factors, GDP, and university rankings through linear regression analysis in Microsoft Excel to obtain the direction and value of the correlation coefficient.

In total, 255 articles or reviews on the topic of halal pharmaceutical products in the world were published between 2003-2023, covering 952 authors and 158 journals. Malaysia, University of Malaya, Journal of Islamic Marketing, and Abdul Rohman (Gadjah Mada University, Indonesia) are the most productive countries, institutions, journals, and authors, respectively. The analysis of the dominance of publications, authors, and topics was carried out through citation network analysis, bibliographic merging networks based on authors, and keyword occurrence networks. Correlation analysis needs to consider the sociological situation. The Muslim population factor is strongly correlated, university rankings are very strongly correlated while the country's GDP value factor is not correlated to the trend of halal pharmaceutical product research in the world. The findings of the analysis are expected to have an impact on research collaboration between countries, institutions, and authors so that the topic of halal pharmaceutical product research develops.

Keywords: Halal pharmaceutical products; Scopus database; bibliometrics; correlation analysis