

Javanese Cultural Dynamics and the Halal Industry: A Systematic Literature Review

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Abstract

The interaction of culture, particularly Javanese culture, with the halal industry is a unique topic, as it examines how long-held traditional values adapt to modern developments within the halal industry, which has an Islamic identity. More comprehensive research is needed, gathering perspectives from relevant literature related to Javanese culture and the halal industry. Therefore, this study aims to gather various literature and its developments, while analyzing them to identify key themes, identify research gaps, and provide possible future research directions. The Systematic Literature Review (SLR) method, using the PRISMA program using the Watase UAKE program, was chosen to achieve the research objectives. The research results demonstrated the relevance and validity of 47 articles out of 142 Scopus articles. The publication trend for "Javanese culture and the halal industry" has increased significantly since 2022. The main theme of Javanese culture is reflected in the keyword "Javanese culture," while in the halal industry, it is reflected in the keywords "halal industry" and "halal food." A variety of holistic and comprehensive approaches to understanding the dynamics of Javanese culture and the halal industry is needed to address various research gaps in the previous literature. Therefore, in the future, mixed-methods research will be the best choice, utilizing various theories, including Cultural Integration Theory.

INTRODUCTION

The halal industry has rapidly grown as a global phenomenon, reflecting not only religious adherence but also an economic and cultural force (Manzoor et al., 2024). In this context, the interaction between local cultures, such as Javanese culture, and the halal industry offers a unique lens for understanding how traditional values adapt to the demands of modernity (Idham, 2021). Early research such as Grine & Saeed (2017) and Al-Mutawa (2016) examined how Muslim identity is represented through fashion, while a study in Thailand by Mohd et al. (2019) demonstrated the expansion of the halal industry in non-Muslim countries. Studies by Widarwati & Purnomo (2025) and Idham (2021) highlighted how Javanese culture, through architecture and literature, engages in dialogue with Islamic identity. Globally, research such as Poulis et al. (2024) and Amalanathan & Reddy-Best (2024) highlighted Muslim fashion branding strategies in the West and resistance to Islamophobia. These findings demonstrate that the halal industry is not simply a market, but rather a space for negotiation between tradition, religion, and globalization (Thimm, 2021). The importance of a multidisciplinary approach, ranging from consumer socialization theory (Shin et al., 2023) to critical discourse analysis (Widarwati & Purnomo, 2025), underscores the complexity of this topic.

In recent years, various studies have used the "review" method to analyze the development of literature related to Javanese culture and the halal industry. One such study is by Ruslan et al. (2023), who conducted a bibliometric analysis to map research trends related to sustainable consumer behavior in the context of Muslim fashion in Indonesia. Their research results showed a significant increase in publications, with a growth of 57.05%, reflecting the relevance of this topic among both academics and practitioners. The analysis revealed strong research collaborations and the dominance of certain trends, such as the influence of cultural and religious factors on sustainable consumer choices (Ruslan et al., 2023). However, the main limitations of this study are its reliance on two databases and keyword restrictions, which potentially overlooked relevant literature outside the search parameters. Nevertheless, these findings provide an important foundation for further research, including exploring the application of circular economy principles in the Muslim fashion industry and the dynamics of trust in halal luxury fashion (Ruslan et al., 2023). Thus, the "review" method used in previous articles not only helps identify consistent research trends, such as the growing interest in sustainability and cultural aspects, but also highlights inconsistencies in the scope of the analyzed literature, while underscoring the need for a more comprehensive approach in the future.

This study provides an initial overview for future studies on Javanese culture and the halal industry. Therefore, the questions posed in this study are:

1. What are the main themes that have emerged in the literature on Javanese culture and the halal industry? And how has the development of articles and author citations within them developed?
2. What research gaps exist in the literature on Javanese culture and the halal industry? And what are the possible directions for future research?

METHODS

This study employed the Systematic Literature Review (SLR) method, following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines proposed by Moher et al. (2009). PRISMA was chosen because it has become a standard for improving the reporting quality and methodology of systematic reviews (Panic et al., 2013) and has been widely used across various disciplines (Siddaway et al., 2019; ter Huurne et al., 2017). This study utilized the Watase UAKE program as a data processing tool. This study focused on the topic of "Javanese Culture and Halal Industry," with the identification stage as a critical step to ensure the relevance and validity of the articles used.

Specifically, the stages involved include: 1) Identification, which involves searching for articles using specific keywords relevant to the research topic, namely: Javanese culture, halal food industry, and Muslim fashion. The primary database used was Scopus, chosen for its excellence in providing high-quality scientific articles through a rigorous indexing process (Lasda Bergman, 2012; Rocha et al., 2020). In addition to Scopus, article searches were also conducted through the "Watase" database using the method proposed by Wahyudi (2024).

2) The next stage was the initial selection process. From the initial search, 142 articles were obtained from Scopus (see Figure 1). Next, a selection process was carried out by removing articles that were irrelevant or did not meet the criteria. 13 articles were removed because they did not meet the year range of 2015 to 2025, 21 articles were removed because they did not meet journal tiers 1, Q2, Q3, Q4, and 4 articles were removed because they did not have abstracts. After the initial selection process, 104 articles remained, which will proceed to the screening stage.

The next stage was 3) screening. Of the 104 articles, a screening was conducted to determine their relevance and suitability to the research topic. This process resulted in 31 articles being removed due to irrelevance. Then, 73 articles were considered for further analysis. Article retrieval was conducted. The results revealed that 26 articles were inaccessible and one article was obtained from a source other than Scopus. Thus, 47 articles were assessed for eligibility for further analysis.

The next stage was 4) inclusion. Of the 47 articles assessed for eligibility, all articles met the criteria for inclusion in the systematic review, including one article from another source, for a total of 48 articles. The final stage was 5) qualitative analysis. After the inclusion process, a qualitative analysis was conducted using thematic analysis. This analysis was conducted after identifying relevant articles according to the PRISMA protocol and using the Watase Uake system approach (Wahyudi, 2024).

This SLR method was designed systematically and neutrally to ensure the validity and relevance of the articles used in the study. Following the PRISMA guidelines, the identification and inclusion process is rigorously conducted to produce a high-quality systematic review. This approach can be applied in a variety of interdisciplinary research contexts. This method not only outlines the systematic steps involved in conducting a systematic review but also emphasizes the importance of using reliable databases and a rigorous selection process to ensure study quality.

Figure 1. PRISMA



RESULTS AND DISCUSSION

Keyword analysis in the literature review on “Javanese Culture and the Halal Industry” reveals several dominant key themes (see Figure 2). The first theme is the “halal industry,” with keywords such as “halal food,” “halal certification,” “halal industry,” and “halal food industry” appearing significantly. The second theme is “Javanese culture,” reflected in keywords such as “Javanese culture,” “Javanese house,” and “Javanese mosque.” The combination of Javanese culture and the halal industry demonstrates the integration of local values with Islamic norms in the development of halal products and services. Another prominent theme is Muslim fashion, with keywords such as “hijab,” “modest fashion,” and “Muslim fashion,” reflecting global trends in the fashion industry that align with Islamic values. These themes are interconnected, with local cultures such as Javanese interacting with Islamic values to shape the halal industry, including food, fashion, and tourism. Regional trends show a strong focus on Indonesia and Malaysia, two Muslim-majority countries, reflecting research priorities in this region. The relevance of this theme to future challenges lies in the potential for developing sustainable and innovative halal products while maintaining cultural and religious values. This offers opportunities for collaboration across disciplines and regions to expand knowledge and practical applications in the halal industry.

Figure 2. WordCloud Based on Metadata Keywords From Scopus



The publication trend analysis for "Javanese Culture and Halal Industry," obtained using the Watase UAKE program in this study, shows a significant increase in recent years, as shown in Figure 3. The upward trend in publications occurred from 2022 to 2024, with five citations in 2025. However, 2019 was the peak year for research productivity.

Several researchers have made significant contributions to broadening understanding of this topic. For example, research by Hew (2024) in Malaysia explored the dynamics of the halal market among the Muslim middle class, while Beta (2021) examined the interaction between creative economy policies and the Muslim fashion industry in Indonesia. Beta's (2021) findings

indicate that Indonesia has significant potential to become a global Muslim fashion hub, supported by government policies and the growth of the creative economy.

Furthermore, research by Denyinghot et al. (2021) in Thailand highlighted the importance of halal certification in the food industry, which is relevant given the growing global demand for halal products. The implications of this trend reflect that the halal industry is not limited to the food sector, but also encompasses fashion, tourism, and the creative economy. For example, research by Maulana (2025) in Indonesia shows that Muslim fashion is a form of religious expression influenced by globalization and capitalism. This finding aligns with research by Al-Mutawa et al. (2022) in Kuwait, which highlights the importance of Western fashion brands in meeting the needs of Muslim consumers. This trend also indicates that countries with large Muslim populations, such as Indonesia and Malaysia, have a strategic role in the development of the global halal industry (Jaswir et al., 2023).

The relevance of this theme to future research challenges and opportunities is significant. With the increasing demand for halal products and the growth of the creative economy, research in this area will continue to grow. Challenges that need to be addressed include standardization of halal certification, consistent regulations, and the integration of local cultural values, such as Javanese culture, into the halal industry (Kurniati et al., 2017).

Figure 3. Publication Year Trends

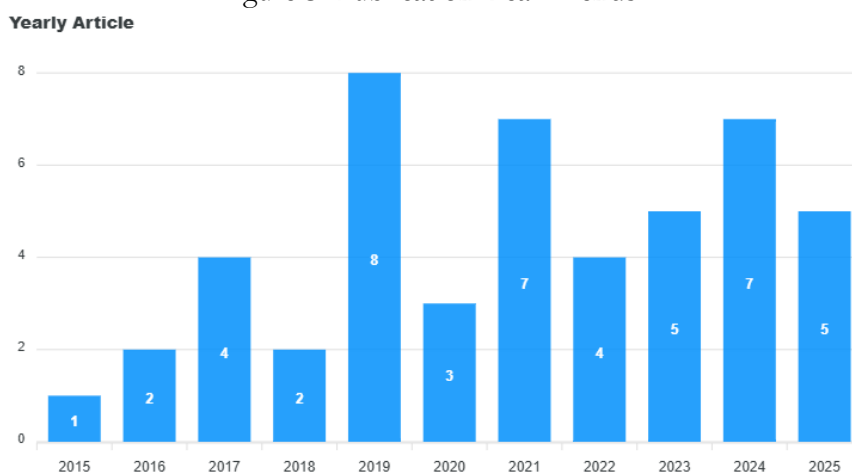
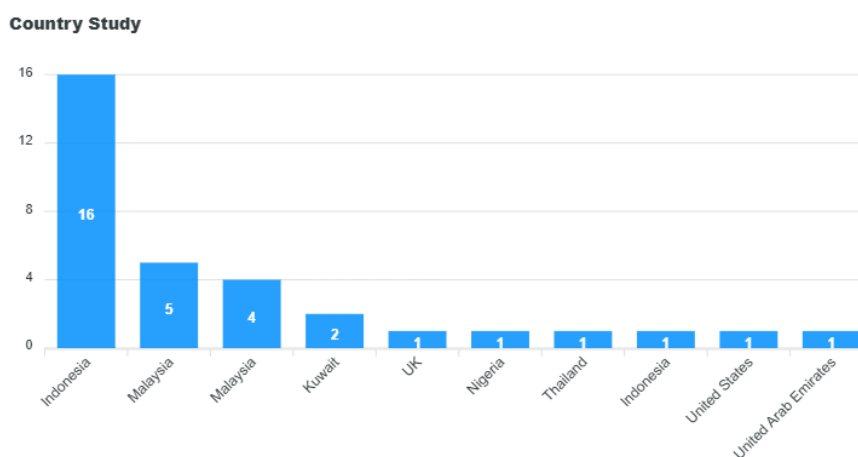


Figure 3. Country of Study



In the Watase UAKE program, 20 relevant articles were obtained which received many citations from 2019 to 2023, as seen in table 1.

Table 1. Relevant Articles

No	Author	Year	Title	Journal	Citation
1	Quoquab, Farzana; Mohamed Sodom, Nur Zulaikha; Mohammad, Jihad	2020	Driving customer loyalty in the Malaysian fast food industry: The role of halal logo, trust and perceived reputation	Journal of Islamic Marketing	59
2	Mohd Nawawi, Mohd Saiful Anwar; Abu-Hussin, Mohd Fauzi; Faid, Muhamad Syazwan; Pauzi, Norhidayah; Man, Saadan; Mohd Sabri, Noratiqah	2020	The emergence of halal food industry in non-Muslim countries: a case study of Thailand	Journal of Islamic Marketing	57
3	Aksoy, Hasan; Abdulfatai, Olaide Yusuf	2019	Exploring the impact of religiousness and culture on luxury fashion goods purchasing intention: A behavioural study on Nigerian Muslim consumers	Journal of Islamic Marketing	34
4	Kurniati, Ni Made Taganing; Worthington, Everett L.; Kristi Poerwandari, Elizabeth; Ginanjar, Adriana S.; Dwiwardani, Carissa	2017	Forgiveness in Javanese collective culture: The relationship between rumination, harmonious value, decisional forgiveness and emotional forgiveness	Asian Journal of Social Psychology	29
5	Sari, Betty Tjipta; Chasiotis, Athanasios; van de Vijver, Fons J. R.; Bender, Michael	2018	Parental culture maintenance, bilingualism, identity, and well-being in Javanese, Batak, and Chinese adolescents in Indonesia	Journal of Multilingual and Multicultural Development	28
6	Grine, Fadila; Saeed, Munazza	2017	Is Hijab a fashion statement? A study of Malaysian Muslim women	Journal of Islamic Marketing	28

7	Aruan, Daniel Tumpal H.; Wirdania, Iin	2020	You are what you wear: examining the multidimensionality of religiosity and its influence on attitudes and intention to buy Muslim fashion clothing	Journal of Fashion Marketing and Management	24
8	Lewis, Reina	2019	Modest Body Politics: The Commercial and Ideological Intersect of Fat, Black, and Muslim in the Modest Fashion Market and Media	Fashion Theory - Journal of Dress Body and Culture	22
9	Idham, Noor Cholis	2021	Javanese islamic architecture: Adoption and adaptation of javanese and hindu- buddhist cultures in Indonesia	Journal of Architecture and Urbanism	22
10	Warren, Saskia	2019	#YourAverageMuslim: Ruptural geopolitics of British Muslim women`s media and fashion	Political Geography	20
11	Almila, Anna-Mari	2016	Fashion, anti-fashion, non-fashion and symbolic capital: The uses of dress among muslim minorities in Finland	Fashion Theory - Journal of Dress Body and Culture	20
12	Pemberton, Kelly; Takhar, Jennifer	2021	A critical technocultural discourse analysis of Muslim fashion bloggers in France: charting ‘restorative technoscapes’	Journal of Marketing Management	19
13	Lau, An Nee; Jamaludin, Mohd Hafiz; Mei Soon, Jan	2016	Quality assurance and halal control points for the food industry	Nutrition and Food Science	19
14	Wilkins, Stephen; Butt, Muhammad Mohsin; Shams, Farshid; Pérez, Andrea	2019	Product standardisation in the food service industry: post-purchase attitudes and repurchase intentions of non-Muslims after consuming halal food	Journal of Strategic Marketing	18

15	Rosmayani, ; Mardhatillah, Annisa	2020	Model of intention to behave in online product purchase for Muslim fashion in Pekanbaru, Indonesia	Journal of Islamic Marketing	16
16	Denyingyhot, Anat; Phraephaisarn, Chirapiphat; Vesaratchavest, Mongkol; Dahlan, Winai; Keeratipibul, Suwimon	2021	A new tool for quality control to monitor contamination of six non- halal meats in food industry by multiplex high-resolution melting analysis (HRMA)	NFS Journal	12
17	Jaswir, Irwandi; Sari, Dian Permata; Haji Che Daud, Mohd Radzi bin; Sukmana, Raditya	2023	Motives for participation in halal food standard implementation: an empirical study in Malaysian halal food industry	International Journal of Islamic and Middle Eastern Finance and Management	12
18	Tarofder, Arun Kumar; Sultana, Umme Salma; Ismail, Raisal; Salem, Suha Fouad; Musah, Adiza Alhassan	2022	The anatomy of non- Muslim consumers' halal fashion buying behaviour: a quantitative approach	Journal of Islamic Marketing	11
19	Salam, Muhammad Talha; Muhamad, Nazlida; Leong, Vai Shiem	2019	Muslim millennials' attitudes towards fashion advertising	International Journal of Advertising	10
20	Hassan, Siti Hasnah; Ara, Husna	2022	Thematic analysis of hijab fashion from Muslim clothing retailers perspective	Journal of Islamic Marketing	10

DISCUSSION

Research Gap

Based on the literature reviewed, it is clear that related fields such as fashion, religion, and culture have a significant influence on shaping industry dynamics and consumer behavior, particularly in the Muslim context. These studies explore various aspects, from the influence of social media on fashion awareness to the integration of religious values into business practices. For example, research by Hew (2024) revealed that Muslim fashion trends in Malaysia reflect not only religious identity but also creative adaptations to modernity, with a focus on the representation of masculinity and ethnicity in an urban context. This demonstrates that Muslim fashion is not simply a religious expression but also a tool for articulating cultural.

Conversely, research on the halal industry, such as that conducted by Denyinghot et al. (2021), emphasizes the importance of technological innovation in ensuring the quality and authenticity of halal products. They developed a multiplex High Resolution Melting Analysis (HRMA) method to detect contamination of non-halal meat, which is an effective solution for increasing consumer trust in halal products. This study also highlights technical challenges and recommendations for future research, such as optimizing this technique for field analysis (Denyinghot et al., 2021).

Furthermore, research on the influence of religion on consumer behavior, such as the study by Aruan and Wirdania (2020), shows that religiosity has a multidimensional impact on purchase intentions for Muslim clothing. They found that religiosity influences consumer preferences for Sharia-compliant clothing, which indirectly influences attitudes and purchase intentions (Aruan & Wirdania, 2020).

This reinforces the importance of understanding the complex relationships between religion, culture, and economics in the context of Muslim fashion. These studies also underscore the importance of cross-cultural and interdisciplinary approaches in understanding the dynamics of the Muslim fashion industry. For example, research by Chen et al. (2018) on semi-dwarf genes in rice plants suggests that discoveries in agriculture can impact economic stability, which in turn impacts the fashion industry through increased raw material production. This demonstrates that seemingly unrelated fields such as biotechnology and fashion can influence each other in a broader context.

Overall, these studies provide in-depth insights into how factors such as religion, culture, technology, and social media interact to shape the Muslim fashion industry. They also emphasize the importance of a holistic and collaborative approach in addressing the challenges and opportunities in this sector. As Hew (2024) notes, "The wearing of the robe among Malay Muslims represents a creative adaptation to Arab culture, not simply a form of broad Arabization" (Hew, 2024, p. 10). These findings inspire researchers to continue exploring the complex interplay between tradition, modernity, and identity in various social and cultural contexts.

Future Research Directions

Based on the analysis of previous research findings on "Javanese Culture and the Halal Industry," several theoretical recommendations can serve as guidance for academic researchers in this field. First, the use of the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) has proven effective in understanding consumer behavior in the halal and Muslim fashion industries (Kusumawati et al., 2022; Aksoy & Abdulfatai, 2019). These two theories can be further developed to integrate local cultural factors, such as Javanese values, that influence halal consumption decisions. For example, research could explore how mutual cooperation (*gotong royong*) and local Javanese wisdom can strengthen subjective norms in the context of purchasing halal products (Supriyadi & Agustina, 2021).

Second, Social Identity Theory is also relevant to explain how Javanese cultural identity interacts with religious identity in shaping halal consumption preferences (Poulis et al., 2024). Further research could use this theory to explore how Javanese people view halal products as part of their identity, both in local and global contexts. Such studies are important for understanding how local culture can strengthen the competitiveness of halal products in the international market (Hasanah, 2020).

Third, Cultural Integration Theory can be used to explain how Javanese cultural values

are integrated with halal principles in product and service development (Wibowo & Prasetyo, 2021). This approach is crucial for creating unique halal product differentiation, which not only meets halal standards but also embraces local cultural values. Research can develop a more holistic model of Javanese cultural integration, particularly in the context of technology and the digitalization of the halal industry (Dewi & Raharjo, 2023).

Finally, mixed-methods approaches that combine qualitative and quantitative analysis should be widely used to produce more comprehensive findings (Salamah, 2019; Kusumawati et al., 2022). This approach allows researchers to delve deeper into Javanese culture while measuring the economic impact and consumer behavior of the halal industry. By adopting these theoretical recommendations, research in the field of Javanese culture and the halal industry can make a significant contribution to the development of an inclusive and sustainable halal industry.

CONCLUSION

A systematic literature review (SLR) analysis of research on "Javanese Culture and the Halal Industry" shows that the integration of local Javanese cultural values with halal principles has a significant influence on the development of the halal industry, particularly in Indonesia. The primary context found is the predominance of research in countries with significant Muslim populations, particularly Indonesia and Malaysia, reflecting the importance of local culture and religiosity in shaping consumer behavior and business practices (Beta, 2021; Jaswir et al., 2023). The halal industry encompasses not only food but also Muslim fashion, tourism, and the creative economy, demonstrating its complexity and significant economic potential (Susanty et al., 2024; Nurcahyanie et al., 2022).

These studies indicate that the integration of Javanese culture with halal principles not only increases product acceptance in the local market but also has the potential to strengthen Indonesia's position as a global halal industry hub (Sari & Wahyudi, 2023). However, challenges such as the gap in understanding between cultural traditions and international halal standards, as well as the lack of research representation from countries with Muslim minorities, still need to be addressed (Mohd et al., 2019; Aksoy & Abdulfatai, 2019).

Overall, research on "Javanese Culture and the Halal Industry" demonstrates that local culture can be a driving force in the development of a sustainable and competitive halal industry in the global market. Further research is needed to explore the integration of Javanese cultural values with innovation in the halal industry, as well as to enhance cross-cultural understanding of halal practices. Thus, this theme remains relevant in facing the challenges of globalization and growing economic opportunities (Almunawar et al., 2025; Susanty et al., 2024).

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