DISSEMINATION OF HALAL FOOD INFORMATION ON SOCIAL MEDIA PLATFORMS: AN OVERVIEW OF LITERATURE

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Abstract

The virtual community is an assemblage of individuals networking and sharing information through social media on the internet. Virtual communities of halal lifestyle advocates generate and disseminate content extensively via social media to foster public awareness regarding halal food. This article is based on a systematic review examining the sharing of information and halal food. The review encompasses findings from studies and publications spanning a decade from 2011 to 2021. This review was conducted to assess gaps in previous research and to explore the future of studies examining the sharing of halal food information. Forty-seven scholarly articles on information sharing on social media, halal food, and virtual communities were reviewed. The results mapped out the main methods, theories, and themes, which were then categorized and further analyzed. The analysis revealed several dominant themes, including motivation, roles, credibility, sentiment in messages, and information directing action and community engagement on social media. Virtual communities hold considerable potential as platforms for information exchange among members concerning halal food, with social media emerging as a favored channel. It can be inferred that fresh analyses concerning the dynamics of interaction in sharing halal food information within virtual communities are pertinent and warranted.

INTRODUCTION

Social media, as an emerging medium, offers a distinct mode of communication characterized by high interactivity, facilitating seamless sharing among users. This platform fosters the exchange of ideas, messages, visuals, and multimedia content, empowering users to curate, disseminate, and collaborate on content (Kaplan, 2018). O'Sullivan & Carr (2018) as referenced in Oliver *et al.* (2020) elaborate that digital content possesses inherent traits of ease in transmission, replication, and dissemination through sharing and reposting, thus extending its reach to a diverse audience. The widespread adoption of the internet and social media platforms reflects a vibrant digital culture within Indonesian society. With a staggering 204.7 million individuals engaging online, and a remarkable 191.4 million actively participating in social media, it's evident that Indonesians are deeply entrenched in the digital landscape (We Are Social, 2022). In contemporary times, human interaction, be it at the individual, community, or societal level, is significantly influenced by these platforms (Van Dijck, 2013). The pervasive use of the internet among the populace has sparked a fresh wave of innovation: the rise of virtual communities. Through social media platforms, these digital communities

have become dynamic arenas for communication, knowledge exchange, collaborative efforts, and professional networking, revolutionizing the landscape of human interaction and collaboration. Rheingold (1993) perceives virtual communities as social entities that emerge from the internet when a group of individuals engages in sustained public discourse, involving emotions and forging networks in the virtual sphere. These public discussions within virtual communities originate from user interactions, generating ideas and content containing information tailored for community members. Open accessibility allows community members to interact uninhibitedly (Arung Triantoro, 2019).

In contemporary society, a diverse array of virtual communities has emerged, encompassing hobbyist circles, professional networks, and thematic forums dedicated to the exchange of information on specific topics or interests. Within this landscape, a notable virtual community has emerged, centered around the dissemination of information pertaining to the halal theme within its interactions. The significance of the halal issue is paramount in Indonesia, given its status as the country with the world's largest Muslim population (World Population Review 2021). The substantial Muslim populace underscores the paramount importance of the halal status of food products. Indonesian society, as avid consumers of halal food, must place emphasis on adherence to *halal* and *toyyib* standards for food quality, thereby ensuring both health safety and enhanced quality of life (Alzeer et al., 2018; Awang, 2020; Sazelin & Ridzwan, 2011). The term "halal" pertains to any object or action permitted for use or practice in accordance with the principles and practices of Islam (Kamarulzaman et al., 2015) embodying values and guidelines governing the lifestyle of Muslims. While consuming halal food is obligatory for every Muslim, its practical application is ultimately subject to individual discretion (Arsil et al., 2018). This study will further explore social media sharing activities, encompassing two-way communication, virtual communities, and halal food. The dissemination of halal information seeks to propagate the understanding and awareness of halal principles within society. The significance of the halal paradigm is paramount, as it reinforces the perception of halal's importance among Muslims (Wilson & Liu, 2011). The utilization of social media by virtual communities facilitates the widespread dissemination of halal food information, thereby enhancing public knowledge and awareness regarding halal food products.

Given the explanation above, to conduct an inquiry into information sharing and virtual communities regarding halal food is necessary. This study employs a systematic review methodology to delineate the evolution of research on virtual community information exchange through social media and investigations on halal food, while also addressing conceptual gaps in this field of study. The systematic review is a method utilized to comprehend a portion of extensive information and to provide insights into various inquiries, such as what has been effective and what has not, while also assessing the extent and quantity of relevant studies already undertaken. Consequently, this approach enables the identification of the necessity for new studies (Petticrew & Helen, 2006). This study serves to chart the trajectory and research voids regarding the dissemination of halal food information in the future. Furthermore, it offers practitioners a concise summary and essential insights to grasp the contemporary landscape of halal food information sharing.

METHODE

The method employed in this study is a systematic review, as depicted in Figure 1. In conducting the systematic review, articles were accessed through the Publish or Perish application by entering keywords such as "information diffusion," "sharing," combined with other keywords including 'social media', 'virtual communities', 'online communities', 'halal food', 'halal food products', 'halal cuisine', and 'communication'.
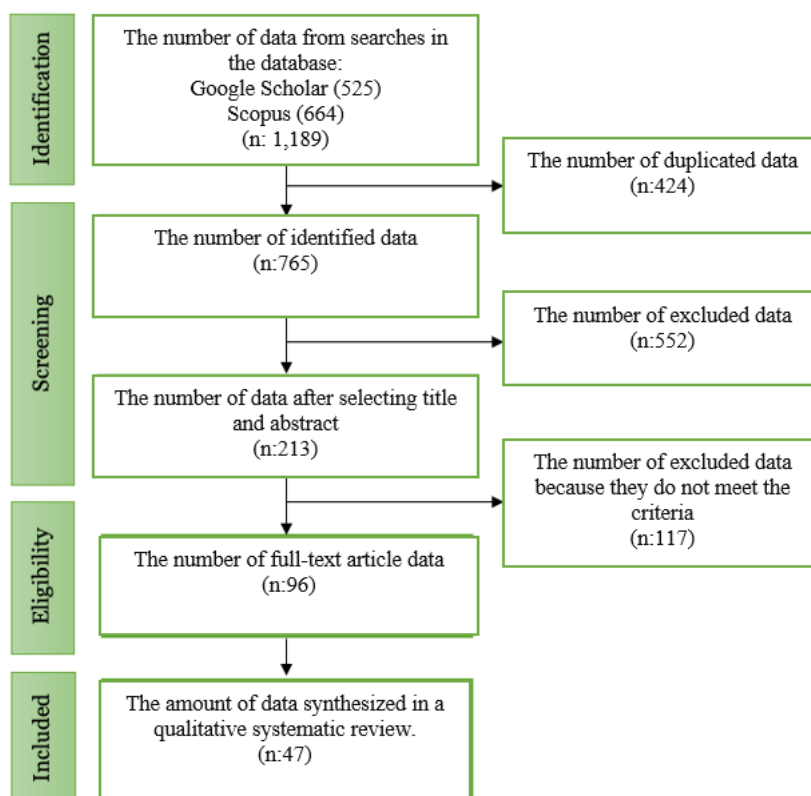

Figure 1: Flowchart of the search and selection process for articles

The databases utilized encompass Scopus and Google Scholar, which serve as primary sources for scholarly articles. Articles were selected based on several criteria, including academic research and journals, and must be published in either English or Indonesian. Additionally, articles must be available in full text and relevant to the diffusion behavior of information, with a focus on social media, communities, and halal food. A total of 47 scholarly articles meeting these criteria were identified, addressing information sharing on social media and issues related to halal food products. Further exploration was conducted on related scholarly articles to gain a comprehensive overview of information sharing concerning halal food. In general, besides the field of communication studies, research on information sharing is also pertinent to the fields of marketing, management, computer science, psychology, and social sciences. On the other hand, studies on halal food are also relevant to the fields of marketing, management, Islamic economics, and food studies, with publications spanning from 2011 to 2021.

RESULTS AND DISCUSSION

The Development of Studies on Information Sharing and Halal Food according to Theory and Method

Over the span of 10 years, from 2011 to 2021, there has been notable variation in the progression of research and publications concerning information sharing, halal food, and virtual communities, as depicted in Figure 2. Publications commenced in 2011 with a total of seven publications. The majority of these publications focus on factors influencing the practice of information sharing and knowledge dissemination (Chai et al., 2011; Chang & Chuang, 2011; Hassandoust et al., 2011; Li, 2011). Other publications in 2011 included reasons why people want to share knowledge in virtual communities (Shu & Chuang, 2011), measurements of diffusion in online social networks (Garg et al., 2011), and models to assess the intention of knowledge sharing among virtual community members (Ho et al., 2011). The number of publications suddenly increased in 2018. Research in this year covered online sharing about unboxing (Ilich & Hardey, 2018), intentions to share knowledge (Usman & Yennita, 2018), the use of media to prevent conflict (Rohman et al., 2018), online news (Chadwick et al., 2018) (Beam et al., 2018), sharing videos and involvement in helping (Lane & Dal Cin, 2018), and the level of participation in online groups (Das & Mahapatra, 2018). Studies on halal food included consumption decisions (Arsil et al., 2018), online tracking (Sayogo, 2018) and consumer sentiment towards halal food (Mohamed M. Mostafa, 2018). Publications for 2021 have not been extensively explored as the data only covers the early part of the year. Publication preferences are more focused on factors, intentions, and motivations in sharing information.
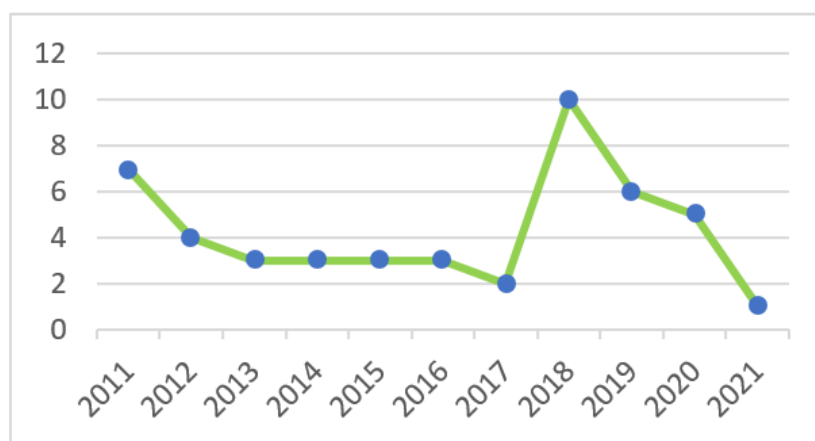
Figure 2: Assessment of the number of articles over time

After examining several theories employed in writings on information sharing, virtual communities, and halal food, several theories commonly utilized in research on this topic were identified. For instance, the "uses and gratification" theory, which delves into why individuals share information and journalistic habits (dos Santos et al., 2019; Ilich & Hardey, 2018; Lee & Ma, 2012), as well as the Theory of Planned Behavior (TPB), which addresses shopping behavior, halal food consumption, and sharing within virtual communities (Amalia et al., 2020;

Ho et al., 2011; Vanany et al., 2019). Several publications employ more than one theory, such as those concerning social media sharing, including studies on knowledge sharing (Chai et al., 2011), routines (Lee & Ma, 2012), video sharing (Lane & Dal Cin, 2018), and sharing content with racial sentiments (Bigman et al., 2019). Moreover, publications on virtual communities also utilize multiple theories, addressing information contribution (Li, 2011), sharing intentions (Ilich & Hardey, 2018; Usman & Yennita, 2018), virtual community member performance (Cho & Jahng, 2014), and studies on halal food incorporates both planned behavior theory and interpersonal behavior theory to understand food purchasing behavior (Amalia et al., 2020). In addition to the theories outlined, various conceptualizations are utilized in research on social media sharing, virtual communities, and halal food. Some of these include the concepts of motivation and information sharing (Gilbert, 2016; Lai & Yang, 2014), collaboration (Das & Mahapatra, 2018), social media modeling approaches (Mostafa, 2018), consumer awareness (Yasid, 2016), purchasing decisions (Hamdan et al., 2013), and the concept of halal food (M Said et al., 2014).

In publications addressing sharing, virtual communities, and halal food, the predominant method employed is quantitative, featured in 39 publications (83%), while qualitative methods are utilized in 7 publications, with only one publication using a mixed-method approach. Specifically, this study utilizes various methods including experiments (Bigman et al., 2019; Westerman et al., 2014), netnography (Ilich & Hardey, 2018; Kamarulzaman et al., 2015; Khasanah, 2020), Social Network Analysis (M M Mostafa, 2020; Mohamed M Mostafa, 2021), content analysis (Lovejoy & Saxton, 2012), and a case study conducted by Gilbert (2016) concerning motivations for participating in Communities of Practice (CoP).

Sharing and content in social media

There are several studies on social media sharing. Key findings indicate that social media users actively seek and disseminate information, serving not only as consumers but also as content creators. The concept of sharing on social media is elucidated in John's (2012) study, which asserts that in the era of Web 2.0, social media is the underlying technology, where sharing is commonly understood as participation. He also emphasizes that the objects shared on social media are not limited to concrete items such as photos and videos but can also include ideas, experiences, information, emotions, and narratives about daily activities.

Social media can be used as a tool for disseminating information (Rohman *et al.* 2018), but the information distributed through social media needs to be filtered because not all information circulating on social media can be trusted. Social media can also serve as a platform for spreading inaccurate news such as misinformation, disinformation, and fake news (Chadwick et al., 2018). Social media can also serve as a bridge between consumers and producers, particularly concerning consumption related to specific religions and ideologies, such as halal food for the Islamic community (Kamarulzaman et al., 2015). Research conducted by Westerman *et al.* (2014) highlights that the speed of content updates is one indicator of the credibility of information sources on social media. User engagement on social media can be reflected through activities such as sharing, commenting, and liking posts (Das & Mahapatra, 2018). Through engagement in sharing information, social media users promote participation

in real-life behaviors, such as providing online support and taking action in real life (Lane & Dal Cin, 2018). Social media plays a crucial role in disseminating knowledge, as elucidated by Havakhor *et al.* (2018), who revealed the existence of distinct roles among social media users in information dissemination. These roles, as formulated by Havakhor *et al.* (2018) encompass information seekers, contributors, and brokers. Research conducted by Mostafa (2020a) also examines the variations in roles in information dissemination activities within virtual communities. Within virtual communities, the central role in information dissemination is often held by opinion leaders who serve as connectors in spreading information to other members. Various types of content are frequently circulated on social media platforms, including photos, links, videos, and status updates. Das dan Mahapatra (2018) research on knowledge dissemination revealed that videos are infrequently shared by users of social media platforms. Conversely, Dos Santos et al., (2019) demonstrated the significance of video content, highlighting that sharing original videos within news dissemination is regarded as a commendable and accountable practice. Furthermore Lane dan Dal Cin (2018) utilized videos in their experiments and observed differences in content preferences influenced by the unique characteristics of social media platforms and the specific communities engaging with them.

Sharing information involves not only the type of content posted but also considers the emotional or sentiment aspects within that content. Research conducted by Stieglitz dan Dang-Xuan (2013) highlights the significance of these aspects, where emotions or sentiments embedded within the content influence sharing behaviors on social media. This finding aligns with Park's (2019) emphasis on the affective tone in messages or content, along with social support, as important predictors in information sharing. Additionally, Bigman *et al.* (2019) found that racial factors selectively influence sharing intentions (Weeks et al., 2017). Another study by Dos Santos *et al.* (2019) asserts that in an effective news-sharing cycle, it is important to consider the combination of postings, use of original videos, and balance in the content posted. By regularly sharing content on social media and utilizing video formats and messages infused with specific affections, emotions, and sentiments, individuals can enhance real responses to the conveyed messages or content.

Virtual communities as information environments

16 academic publications have been published concerning virtual communities. These publications delve into virtual communities utilizing social media platforms as a means for their members to exchange information. Gilbert's study (2016) sheds light on the motivating factors prompting individuals to join such communities, primarily fueled by a thirst for knowledge. Li's (2011) reveals that members of online communities are inclined to share information due to personal interests, perceived advantages, and social support from fellow members. Lovejoy and Saxton's investigation (2012) introduces the concept of information-action-community within the virtual community context. Members of virtual communities utilize these platforms as spaces where they can learn and acquire necessary information. The information obtained from virtual communities can be utilized by members to fulfill their personal informational needs as well as to support their professional endeavors.

Motivation for sharing in virtual communities and social media

Research in the field of information sharing is largely focused on understanding the motivations, intentions, and factors driving members of virtual communities to share information on social media platforms (see Table 1). For instance, a study conducted by Lee and Ma (2012) investigated the motivations behind sharing news on social media. The findings of this research indicate that satisfaction in seeking information, socializing activities, and gaining status are factors that drive individuals to share news on online platforms. Lee and Ma (2012) also found that previous sharing experiences on media influence an individual's intention to share. The study by Lai and Yang (2014) on information sharing indicates that the need for social interaction and entertainment plays a significant role in individual information sharing behavior, which is also associated with perceived social support. Rehman *et al.'s* (2017) research on the motives for using Twitter to share content about childhood cancer experiences successfully demonstrates that information shared on social media is not only for personal interest but also for the benefit of others. Research on sharing in the context of pop culture includes studies conducted by Ilich and Hardey (2018) which elucidate the motivations behind sharing photos on Instagram related to the current trend of unboxing videos. Four main reasons emerge, namely status and self-representation, documentation, social interaction, and aesthetic value. In their study, Freiling *et al.* (2021) found that anxiety is a key factor driving the trust and willingness to share both accurate and inaccurate information.

Rehman *et al.* (2017) observed that perceived benefits, both for oneself and other users, are among the main reasons users share information, a finding that aligns with Li's (2011) research results. Wang and Hung (2019) explained that the use of shared language, which includes a shared symbolic system among members and emotional relationships, influences knowledge-sharing behavior. Other studies, as indicated by Chang and Chuang (2011) also highlight that shared language serves as a cognitive aspect, organizational structure in the form of social interaction dimensions, and interpersonal relationships, all serving as motivations for knowledge sharing. Other studies suggest that various factors influence information sharing, including social media characteristics, member promotion (Usman & Yennita, 2018), the quality of information produced (*output*) (Cho & Jahng, 2014; Hidayanto et al., 2015), and existing norms (Hassandoust et al., 2011; Hidayanto et al., 2015; Ho et al., 2011). Ho *et al.* (2011) conducted research on the intention to share knowledge within the virtual community of Mandarin Wikipedia, indicating that attitude, subjective norms, and behavioral control are influential factors.

Chai *et al.* (2011) examined the influence of gender on information sharing in online social networks. Hassandoust *et al.* (2011) and Chang and Chuang (2011) also identified factors affecting sharing practices. In their study on information diffusion within online communities. Garg *et al.* (2011) found that online peers play a role in the dissemination process. This indicates that members of virtual communities have bonds and loyalty to each other (Cho and Jahng 2014). The diversity of online friends also affects information sharing (Beam et al., 2018).

Lai dan Yang (2014) elaborate that the need for social interaction and entertainment can motivate users to share information. Therefore, sharing behavior is not only related to meeting cognitive aspects such as information consumption (Beam et al., 2018), but also affective aspects such as comfort and entertainment. Huang *et al.* (2013) identified social capital such as friendship networks, shared vision, trust, and norms that influence engagement in virtual activities, such as information seeking and sharing interactions within virtual communities. Ismail (2020) explains that factors driving sharing in virtual learning communities include low effort, expectations, and social influence.

Table 1: Factors of Information Sharing

Factors of Information Sharing	Publication
Internal	
Satisfaction	Lee and Ma (2012), Hidayanto et al., (2015),
Benefits	Li (2011), Rehman *et al.* (2017)
Self-esteem	Shu and Chuang (2011)
Anxiety	Freiling *et al.* (2021)
Attitude	Ho et al., (2011), Ismail (2020)
Trust	(Chai et al., 2011; Hassandoust et al., 2011; Hidayanto et al., 2015; Shu & Chuang, 2011; Usman & Yennita, 2018; Xu et al., 2012)
Loyalty	Cho and Jahng (2014)
Interest	Li (2011)
Ability to accept	Shu and Chuang (2011)
Willingness to share	(Chai et al., 2011; Jinyang, 2015)
Social capital	Huang et al., (2013)
Experience	Lee and Ma (2012)
External	
Interpersonal needs	Lai and Yang (2014)
Norms	(Hassandoust et al., 2011; Hidayanto et al., 2015; Ho et al., 2011)
Socialization and interaction	(Chang & Chuang, 2011; Ilich & Hardey, 2018; Lee & Ma, 2012)
Reciprocity	(Chai et al., 2011; Chang & Chuang, 2011; Hassandoust et al., 2011)
Information quality *(output)*	(Cho & Jahng, 2014; Hidayanto et al., 2015)
Member/promoter promotion online	(Beam et al., 2018; Garg et al., 2011; Usman & Yennita, 2018)
Media characteristics	Usman and Yennita (2018)
Shared language/symbols	(Chang & Chuang, 2011; Wang & Hung, 2019)
Documentation and aesthetics	Ilich and Hardey (2018)
Entertainment	Lai & Yang (2014)
Social approval	Li (2011)
Social capital	Huang et al., (2013)
Information consumption	Beam *et al.* (2018)
Gender	Chai et al., (2011)
Status	(Ilich & Hardey, 2018; Lee & Ma, 2012)
Behavioral control	Ho et al., (2011)
Strength of social ties	Chai et al., (2011)
Emotional relationship	Wang and Hung (2019)

The study conducted by Freiling *et al.* (2021) observed the dissemination of information during the Covid-19 pandemic, which led to anxiety among users. This anxiety became one of the factors driving people to trust and disseminate various types of information, whether accurate or inaccurate. Jinyang (2015) found that willingness to share is a significant factor in individual sharing behavior in virtual communities. Research by Shu and Chuang (2011) found that self-esteem, information receptivity, and trust influence sharing behavior. These findings are also supported by other studies (Chai et al., 2011; Hassandoust et al., 2011; Hidayanto et al., 2015; Usman & Yennita, 2018; Xu et al., 2012) emphasizing the role of trust as a key predictor in sharing behavior.

Sharing Information about Halal Food

Research on sharing information about halal food indicates that the Muslim community exhibits diverse characteristics (Mohamed M Mostafa, 2021). Mostafa (2018) examined the behavioral patterns of halal food consumers globally through Twitter, categorizing them into four distinct segments based on their religious commitment, individual identity, attitudes toward animal welfare, and concern for food authenticity.

The study conducted by Khasanah (2020) indicates that the dissemination of halal information within virtual communities can influence the understanding of halal. There are several factors that affect halal awareness. Yasid *et al* (2016) explain that one of the factors influencing halal awareness among Muslim consumers is media exposure, while other factors include religious beliefs and individual identity. Khasanah (2020) found that location or place of residence also affects halal awareness.

Research on the intention and behavior of purchasing halal food investigates various external and internal factors. For instance Vanany *et al* (2019) found that positive attitudes, religious identity, and moral responsibility significantly influence halal food consumption. Religious identity or religiosity, as an internal factor, plays a crucial role in guiding religious behavior. Studies by Said *et al.* (2014) and Arsil *et al.* (2018) also identify this religious identity as a significant predictor. Vanany *et al* (2019) discovered that knowledge does not influence the desire to consume halal food, but this finding contradicts the studies conducted by Hamdan *et al.* (2013) and Said *et al.* (2014), where consumer knowledge about halal food is found to be a significant factor in making decisions regarding the purchase of halal food, followed by awareness and product characteristics (Hamdan *et al.* 2013) as well as trust (Said *et al.* 2014). According to Vanany *et al* (2019) one of the factors affecting attention to halal food is the level of education, and this finding is also supported by Hamdan *et al.* (2013). Hamdan *et al.* (2013) also added that income and age are also factors to be considered in halal food consumption. Amalia *et al.* (2020) revealed that habit is one of the significant factors in the halal food purchasing behavior among millennials. Various studies indicate that factors such as religiosity, knowledge, positive attitude, moral obligation, awareness, product characteristics, trust, and habit play roles in the decision-making process of purchasing and consuming halal food. Additionally, factors like education, income, and age also influence this behavior, while gender has not been shown to be a significant factor.

Social Media and Sharing Information about Halal Food

Social media has become one of the primary platforms for disseminating information about halal food. As explained by Said *et al* (2014), most people typically obtain halal-related information from specialized magazines and newspapers, with only a few receiving it through social media, radio, television, or advertisements. However, this view contrasts with the findings presented by Khasanah (2020), Kamarulzaman *et al* (2016) and Mostafa (2020), who highlight that social media has now emerged as a highly significant channel for halal food information dissemination. The ease of internet access plays a significant role in obtaining halal information on social media platforms (Khasanah, 2020). Several studies indicate that social media facilitates information sharing (Khasanah, 2020; Lovejoy & Saxton, 2012), with information freshness being a factor enhancing its credibility (Westerman et al., 2014). Social media is also utilized for sharing information related to halal food, such as halal knowledge, product and restaurant information, as well as reviews and halal verification. Kamarulzaman *et al.* (2015) investigated halal food search in the United States and found that social media sites serve as crucial tools in overcoming barriers to finding and verifying halal food. This study also highlights the potential of social media in connecting religion, markets, and consumption.

The research by Khasanah (2020) and the findings of Kamarulzaman *et al.* (2015), indicate that social media plays a significant role as a means of socializing information and knowledge about halal. Mohamed M. Mostafa's study (2020b) explores the structure and interaction patterns of Twitter communities related to halal food, highlighting the key actors' roles as connectors and disseminators of information. Mostafa also identifies influencers who control the flow of halal food information. In the context of internet use and halal products, the internet serves not only as an information source but also as a tool for tracking halal product (Sayogo, 2018). Generally, the global perception of halal food products on social media tends to be positive. However, there are also negative views related to animal welfare. Some consumers may perceive that the Shariah-regulated method of animal slaughter, without stunning, could overlook animal welfare in halal food production (Mohamed M Mostafa, 2020). Social media serves as a crucial channel for sharing information about halal food, where there are opinion leaders who control the flow of messages and connect users with each other.

Future research direction

Currently, numerous studies on the role of social media in communication, particularly in information sharing, have been conducted across various contexts. Several significant topics that have emerged in research so far include motivation, roles, credibility, sentiment in messages, and information influencing actions and interactions on social media. However, there remains limited research addressing the behavior of virtual community members and their interpretation of content shared through social media. Studies on halal food and the use of social media reveal the complexity of communication regarding halal food, particularly within information networks. Sentiments emerging on social media depict the misunderstanding of a small portion of the global community regarding animal welfare in the context of halal food. This underscores the importance of enhancing halal literacy among the public to reduce

misperceptions and misinformation. Information networks concerning halal food on social media encompass diverse groups, with influencers playing a significant role in controlling information flow and connecting various groups or users with no direct affiliation. Nevertheless, the influence of influencers in disseminating messages about halal food remains limited. The presence of influencers and other users indicates the dispersed roles in the utilization of social media. This reflects that within social media, there are groups or individuals actively disseminating information about halal to the public. Virtual communities have significant potential as information environments for learning and providing social support to their members.

Analyzing publications on the distribution of information and halal food reveals that our understanding of the dynamics of interaction among group members or communities is still limited. The interactions that occur within virtual communities among halal advocates, users, and between users themselves based on the content shared in virtual community social media require special attention, considering that these interactions are not limited to one direction. The communication process within virtual community social media demonstrates that halal advocates or influencers share content, which is then interpreted by users or community members. The interpretation by users takes into account the interactions within the virtual community, and then users and halal advocates can together provide opinions, data, and ideas related to that content. Understanding the dynamics of interaction among halal advocates, content, and users is expected to optimize the use of social media, the information sharing process, as well as the main actors and topics related to halal food in virtual communities, thus potentially changing public knowledge and attitudes towards halal food. The study of dynamics within halal food communities still lacks a theoretical framework from communication studies, particularly medium theories with a media studies approach to examine the role of Information and Communication Technology (ICT) in social change, specifically the relationship between content and users mediated by social media. Therefore, future research plans need to consider the utilization of social media and the potential of virtual communities in sharing information about halal food to the public.

CONCLUSION

This study highlights the rarity of publications discussing halal products within the realm of communication, with only a few articles exploring themes such as awareness in seeking and disseminating information, the influence of social media, group dynamics, and global food sentiments. Meanwhile, study on information sharing on social media predominantly reveals motivations and sharing within the contexts of health, professions, politics, social movements, and popular culture. Information sharing, according to this literature, occurs within hobbyist communities, professional communities, support communities, and volunteer communities. Although global opinions and sentiments regarding halal on social media, as well as the role and utilization of social media by communities advocating halal lifestyles as sources of halal information and knowledge, have been elucidated, studies on virtual communities within the halal food information network remain severely limited. The significant potential of virtual communities through the use of social media as an information environment for disseminating

halal food information among its members underscores the importance of further study agendas to uncover the dynamics of interaction in halal food information sharing through a media studies perspective. This exploration aims to understand how media utilization, processes, actors, and the required halal food information by the public intersect.

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